

Agenda Item Number:

**ORANGE COUNTY BOARD OF HEALTH
AGENDA ITEM SUMMARY**

Meeting Date: March 26, 2014

Agenda Item Subject: Smoke Free Public Places (SFPP) rule update

Attachment(s): 1) SFPP Update - handout
2) SFPP Update - PowerPoint
3) Draft Letter of Support for RWJ Grant

Staff or Board Member Reporting: Coby Jansen Austin

Purpose: Action
 Information only
 Information with possible action

Summary Information: Staff will be presenting on recent successes related to the Smoke Free Public Places rule. The SFPP Update (handout) describes activities and some next steps related to communication, signage, enforcement, cessation, and evaluation. During the presentation, staff will also provide information on public feedback gathered during Smoking Response Teams.

Possible Action: In an effort to evaluate the health effects of the rule, UNC is submitting a proposal to the Robert Wood Johnson Foundation due April 15. We are asking the Board to endorse a Letter of Support for their application.

Recommended Action: Approve
 Approve & forward to Board of Commissioners for action
 Approve & forward to _____
 Accept as information
 Revise & schedule for future action
 Other (detail):



March 26, 2014

National Program Office for Public Health Law Research
Robert Wood Johnson Foundation

Dear Grant Reviewers,

The Orange County Board of Health enthusiastically supports UNC Carolina Center for Health Informatics' evaluation of Orange County's Smoke-Free Public Places rule and will contribute staff support to the effort. The *Public Health Law Research* grant from the Robert Wood Johnson Foundation would provide the resources necessary to conduct this evaluation, and we hope you will look favorably on their application.

Orange County's Smoke-Free Public Places rule is one of the most comprehensive in the country, prohibiting smoking in outdoor public places maintained by the county or towns including sidewalks, as well as indoors where the public is allowed. When the Board of Health adopted the rule in November 2012, it was a decision well-informed by the existing research on the harmful effects of secondhand smoke and by support expressed by residents in our extensive public input campaign. However, there is not yet empirical evidence of the potential health effects of such a comprehensive ban.

As the denormalization of tobacco use continues, there will likely be other communities that want to expand their clean air laws to include outdoor public places. In fact, other counties in North Carolina, where preemption was lifted in 2010, are already using Orange County's rule as a template for similar comprehensive clean air rules. We believe the proposed evaluation is critical research to build the evidence-base and inform future clean air laws.

Our Health Director Colleen Bridger has a PhD in health research and is committed to building the evidence-base for public health through her in-kind participation in this evaluation. In addition, Orange County is staffed by a full-time Senior Public Health Educator focused on tobacco prevention and control. We are happy to contribute a portion of her time and that of our Health Informatics Specialist, as needed, to make this a robust evaluation.

We hope that you will fund this evaluation to inform the future of tobacco control. Please contact me if I can provide additional information to support your decision.

Sincerely,

Corey Davis, JD, MSPH
Chair, Board of Health, Orange County Health Department

Smoke-Free Public Places (SFPP) Update

Orange County Board of Health Meeting, March 26, 2014

In 2014, we are focusing on filling gaps in signage, raising awareness through regular Smoking Response Teams and other communications, providing and expanding cessation services and NRT distribution, encouraging community enforcement of the rule, and evaluating outcomes. Recent activities include:

Communications

- Smoking Response Teams (SRT): 6 will have deployed Feb-March 2014, surveying 425+ people; many SRT were cancelled due to weather. So far in 2014, 56% of residents were aware of the rule; this is up from 43% of residents in 2013 (see chart). There were not substantial differences in awareness by race or gender. OCHD social media posts before, during, and after SRT are regularly shared by CHPD, Town of CH, and Downtown Partnership – [FB](#), [Twitter](#)
- Paid media: Visitor’s Guide (ongoing), Everything Orange (3/26/14)
- Collaboration w/Durham: Co-promoting rules in '14-'15 DPAC program
- Earned media: [Chapel Hill News](#) 1/28/14 (Bridger column); [Daily Tarheel](#) 1/8/14; Herald Sun, TimeWarnerCable, The Weekly anticipated to cover 3/15 SRT and 3/19 Kick Butts Day in high schools

Signage

Focusing on high non-compliance areas, we are offering and placing more permanent signs, window clings, A-frames, etc. Some examples:

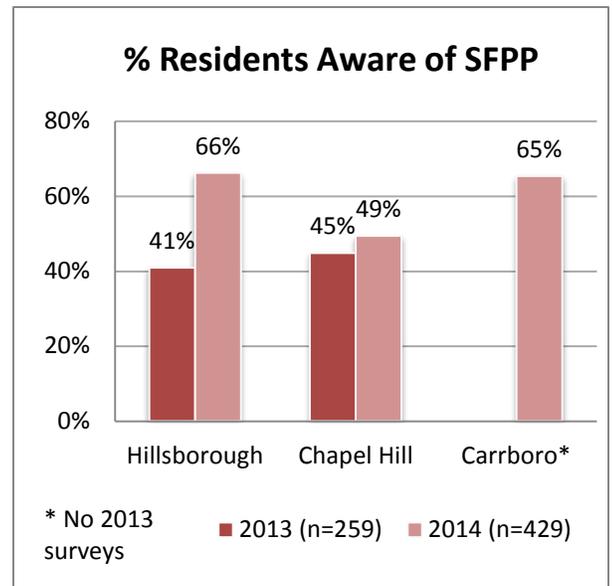
- Chapel Hill: Requested and received 300+ additional window & sidewalk decals, aluminum signs, and A-frames in March '14
- Hillsborough courthouse: Two sidewalk decals to be placed; court agreed to regularly place A-frame at main entrance, provide language to judges for optional court announcement, & place flyers in Clerk’s office

Enforcement

We continue to monitor & respond to complaints. As of 3/13, we have received 22 complaints, 10 of which were valid and often pertained to Franklin St. and bus stops, 12 were not valid or could not be verified and were often on private property (e.g., apartments) or state property (e.g., UNC hospital). Chapel Hill Police is now regularly participating in SRT.

Evaluation

RWJ Public Health Law Research grant – Carolina Center for Health Informatics is submitting a proposal to evaluate health impact of the rule. The 18-mo. award would begin Nov. 2014 and cover some OCHD salary time and travel to conferences.



Cessation

Focus is on increasing availability of NRT through Quitline (MOA anticipated by mid-April) and improving reach of Freshstart/cessation to vulnerable and disparately affected populations by offering off-site and integrating with existing community services. Examples of how we are reaching specific populations:

- *Hispanic* – We are developing the capacity to provide Spanish-language cessation services; had SFPP booth at UNC Latino Health Fair and Feria de la Salud; engaged UNC Scholars’ Latino Initiative in SRT
- *Refugees from Burma* – Surveillance and OCHD data suggest very high tobacco use, esp. among men (28%); coordinating with community orgs to educate and connect refugees with cessation services
- *Low education/Low income* – Integrated Freshstart into DSS Workfirst quarterly 12-wk trainings; exploring option of providing Freshstart at Durham Tech OCC and at Headstart
- *Mental health & substance abuse* –OCHD MH&SA committee chairs agreed to discuss opportunities to improve cessation screening/treatment in the MH setting with full committee at May meeting; Freedom House already expressed interest in developing a more proactive approach to cessation

Freshstart Groups (February 2013 - March 2014):

8	# of Freshstart groups completed
34	# of participants who registered for OCHD Freshstart
21	# of participants who completed OCHD Freshstart* (3 participants are in current class)

*Must attend a minimum of 3 out of 4 classes in order to complete the program and receive NRT.

Note: High drop-out rate in DSS Workfirst program contributed substantially to failure to complete class

Freshstart Attendees:

Freshstart participants represent white and African-American women and men, ranging in age from 19 - 77 years old, and residing in Chapel Hill, Carrboro, Hillsborough, Cedar Grove, Efland and Mebane.

Freshstart Satisfaction:

Of those participants (n=19) who completed a satisfaction survey:

100%	Agreed or Strongly Agreed that the support group and NRT combination was helpful.
100%	Agreed or Strongly Agreed that they would recommend this program to a friend.

Nicotine Replacement Therapy/NRT

In 2013 and 2014, the health department received \$75,000 to purchase NRT for those who live or work in Orange County and would like to quit smoking. About \$30,000 has been spent on 1,079 boxes of NRT; the remainder will be used to provide NRT through the Quitline or to purchase additional NRT.

Program	OCHD Freshstart	UNC Nicotine Dependence Program			Total Served
	OC Residents/ Employees	Orange Co. Employees	PHE, Inc. (Freshstart)	Chapel Hill Employees	
# Participants	21	8	15	19	63
# Boxes NRT Distributed	184 boxes	93 boxes	56 boxes	83 boxes	416 boxes

ORANGE COUNTY BOARD OF HEALTH SMOKE-FREE PUBLIC PLACES RULE



UPDATE and NEXT STEPS



SMOKING RESPONSE TEAMS



Mostly positive responses

- “I have asthma. Thank you!”
- “I am allergic to smoke. I tell people about this rule all the time.”
- “My wife’s family went from 6 to 3 because of smoking.”

Some exceptions...

- “I know about the rule and I do mind putting my cigarette out.”

SMOKING RESPONSE TEAMS

Signage Needs

- "I knew Carrboro was pushing this, but I didn't realize it was happening in Chapel Hill too."
- "Please provide signs at the bus stops. I didn't know I couldn't smoke here."



UPCOMING SMOKING RESPONSE TEAMS



10,533 butts collected by Chapel Hill & Carrboro youth!

- **Thurs., 3/27 @
5:30pm in
Carrboro**
- **Weds., 4/16 @
4:30pm in CH**
- **Fri., 4/25 @
5:30pm in
Hillsborough**



Thank you to staff & volunteers!