



Tobacco-Free Living Policies Across Sacramento

Juliet Sims, MPH, RD
Nicole Schneider, MPH, MCP

Sacramento, CA
November 28, 2012



www.preventioninstitute.org

Prevention
Institute

Photo by Joint Base Lewis McChord via flickr

Historical Success in the Region

- ◆ Tobacco policy leadership:
 - Smoke-free workplace
(Sacramento County 1990)
 - Tobacco vending machines
(Sacramento City 1990)
 - Smoke-free schools
(San Juan Unified School District 1992)
 - Smoke-free entryways for government buildings
(Sacramento County 2001)



Best Practices- Community Strategies

- ◆ Comprehensive outdoor secondhand smoke policies
- ◆ Tobacco retail licensing requirements
- ◆ Tobacco-free and smoke-free housing
- ◆ Prohibit distribution of free- and low-cost tobacco products
- ◆ Restrict point of purchase advertising

Best Practices

- ◆ Workplace
 - ◆ Tobacco-free and smoke-free campuses and institutions
- ◆ Media
 - Media to educate and encourage tobacco-free living
 - Counter-advertising media approaches
- ◆ Clinical
 - Prevention-oriented efforts in tobacco cessation services

Policy Scan Findings

Smoke-Free Multi-Unit Housing Policies

■ Multi-Unit Housing Resolution

- Sacramento County(2007)
- Sacramento City (2006/2009)
- Rancho Cordova (2008)



Photo by Wesley Fryer via Flickr

Smoke-Free Multi-Unit Housing: Unintended Consequences

■ Solutions

- Free cessation services
- Tenant education
- Smoke-free policy does not equate to banning smokers from living in the complex

Smoke-Free Outdoor Spaces

- **Smoke-free Zoos**
(Sacramento City 2003)
- **Smoke-free Outdoor and Recreational Areas**
(Sacramento City 2007)
- **Smoke-free Public Spaces**
(Elk Grove 2012)
- **Smoke-free Bus and Light Rail Stops** (Sacramento Regional Transit District 2012)



Tobacco Retail Licensing

◆ *Tobacco Retail Licensing Fee*

- Elk Grove 2004
- Sacramento County 2004
- Rancho Cordova 2005
- Sacramento City 2007

◆ *Citrus Heights Smoking Paraphernalia Establishments*

- Citrus Heights 2012

Organizational Policies

- ◆ Sacramento Job Corps Initiative *Tobacco-Free*
- ◆ Community College *Smoke-Free Entryways*
- ◆ Sacramento County Fairs *Smoke-Free*
- ◆ VCA Veterinary Clinic *Smoke-Free Entryways*
- ◆ UC Davis Medical Center *Smoke-Free*

Implementation



Implementation: Potential Barriers and Unintended Consequences

- ◆ Engaging community members
- ◆ Prioritizing communities with higher rates of tobacco use
- ◆ Implementation and enforcement plans
- ◆ Signage





www.preventioninstitute.org

Juliet Sims:

Juliet@preventioninstitute.org

Nicole Schneider:

Nicole@preventioninstitute.org

221 Oak Street
Oakland, CA 94607
Tel: (510) 444-7738



[Sign up for our media alerts:](http://www.preventioninstitute.org/alerts)

<http://www.preventioninstitute.org/alerts>

Follow us on:

