TOBACCO WORKGROUP

Purpose:
The Healthy Sacramento Coalition Tobacco Workgroup purpose is to provide a forum to leverage and coordinate efforts in Sacramento County to reduce tobacco use and build safe and healthy physical environments to improve social and emotional well-being among Sacramento County residents. The workgroup also contributes to the implementation and monitoring of the Community Transformation Implementation Plan objectives and pilot projects related to tobacco prevention.

Workgroup Operations:
The Tobacco Workgroup meets regularly at the Sierra Health Foundation. Day and time of meeting will be determined by the workgroup chair and communicated to workgroup members as well as the HSC Coalition. A staff person from the Health Education Council will attend the regularly scheduled meetings and assist the chair with administrative needs (taking minutes, distributing workgroup materials, securing meeting space, email correspondence etc.).

Chair & Vice Chair of Workgroups:
A Chair and Vice-Chair will be selected annually by Workgroup members and hold their position for one year and may be re-elected for an additional year, following the Federal Fiscal year Oct. 1st to Sept. 30th consistent with operating guidelines. The Workgroup chair and vice chair have expertise in the field of tobacco prevention; have group facilitation skills to move the workgroup forward and has the time to invest in the coalition.

Membership:
Workgroups are comprised of HSC members who wish to belong to the Workgroup. It is encouraged that members choose Workgroups based on either their knowledge of the issue, their expertise, or their existing area of work.

Responsibilities:
During the first quarter of the federal fiscal year, the tobacco work group will coordinate with Sierra Health Foundation staff and other appropriate subcontractors to develop a plan of how workgroup members and the coalition at large can support implementing the annual objective regarding preventing and reducing tobacco use among youth and young adults and related activities.

Workplan:
PILOT PROJECT 1: Prevent and reduce tobacco use among youth and young adults
Setting/Sector: Community/Retail
Target: Tobacco Retailers within the 15 zip codes
Pilot Activities
1. Recruit and train at least 30 youth to conduct environmental scans, interviews and retail store observation surveys to gather information that assesses the retail environment (placement and pricing) around the school community – including both tobacco and healthy food.
2. Assemble at least three options to limit sales and placement based on an inventory of current city and county policies in effect and an environmental scan.
3. Assess viability and effectiveness of potential public education campaigns and local ordinances.
4. Engage in at least one targeted recruitment effort of youth to educate peers on how tobacco industry practices impact norms and health.