



Tobacco  
Free Lancaster  
County

HIGHLIGHTS

2009-2010

The Tobacco Free Lancaster County coalition exists to protect the public by eliminating exposure to secondhand smoke, preventing youth from starting to use tobacco, providing tobacco education to all populations, and encouraging people to quit.



<http://tobaccofreelancastercounty.org>

TFLC was chartered in 1992 and now has representation from more than twenty organizations.

Tobacco Free Lancaster County (TFLC) meets the first Wednesday of every month.

For meeting times and location, call the Lincoln-Lancaster County Health Department at 441-6225.

## Tobacco Related Information

U.S. residents that die each year from smoking-related illnesses <sup>†</sup>	400,000
Nebraska residents that die each year from smoking-related illnesses <sup>†</sup>	2,200
Amount spent each year in Nebraska to treat residents with smoking-related illnesses <sup>†</sup>	\$537 million
Adult Smoking Rate Lancaster County <sup>‡</sup>	19.5%
Youth Smoking Rate Lancaster County <sup>*</sup>	17.6%
% of High School students who used chew/snuff tobacco in the past 30 days:	
Nebraska	10.9%
Lancaster County <sup>*</sup>	9.4%

<sup>†</sup>campaign for Tobacco-Free Kids

<sup>‡</sup>2009 Behavioral Risk Factor Survey

<sup>\*</sup>2009 Youth Risk Behavior Survey (grades 9-12)

### During the 2009-2010 Fiscal Year, the Coalition coordinated or was involved in the following:

#### Tobacco & Smoke-Free Policies

- Two educational visits were made to businesses for non-compliance with the Nebraska Clean Indoor Air Act (NCIAA) in rural Lancaster County. No citations were issued by the Lancaster County Sheriff's Office (LSO).
- Sixteen visits were made to businesses for non-compliance with the Lincoln Smoking Regulation Act (LSRA). Lincoln Police Department (LPD) issued 11 citations.
- 47 businesses have been identified as having smoke-free/tobacco-free campuses.
- 29 of 62 motels in Lancaster County are completely smoke free.
- To date 97 contacts have been made with landlords/owners of apartment properties in Lancaster County to inquire about smoke-free apartment properties. Of those contacts, 64 requested a copy of the "Smoke-Free Housing Options for Lancaster County".
- 42 apartment buildings representing 573 units in Lincoln have been identified as smoke-free.
- Following 'Operation Storefront', where businesses selling tobacco products are evaluated for product and advertising placement, the Lincoln Council on Alcoholism and Drugs (LCAD) Drug-Free Youth Board made 4 community presentations on the results to the Lincoln City Council and area schools.
- LCAD Drug-Free Youth Board followed up on the Operation Storefront project by working with Lincoln Building and Safety to send a joint letter to approximately 250 local tobacco retailers regarding temporary signage policies.

## Tobacco Compliance Checks

- To monitor illegal tobacco sales to minors, 21 youth participated in 11 compliance checks.
- In the City of Lincoln, 405 attempts by minors to purchase tobacco resulted in 32 illegal sales or 92.1% compliance by tobacco retailers.
- In rural Lancaster County 54 attempts by minors to purchase tobacco resulted in 8 illegal sales or 85.2% compliance by tobacco retailers.

## Tobacco Cessation Efforts

- LCAD included tobacco cessation information with 479 client substance abuse evaluations.
- Seven 'Cold Turkey Sandwich Exchange' events were held in order to reach students using tobacco with a new tobacco cessation approach. The exchange offers students a cold turkey sandwich lunch, a tobacco quitkit and the "Quitting for Life" self-care handbook in exchange for their tobacco products. Events were held at Juneteenth, Zion Restoration International Church, Bryan Community School, College of Hair Design and Southeast Community College.
- 413 people called the Nebraska Tobacco Quitline for the first time.

## Outreach

- LCAD provided LSRA, NCIAA, and Nebraska Tobacco Quitline information to 43 Vietnamese owned businesses and 5 Chinese restaurants.
- "When You Quit Smoking", "Tobacco Smoke Has What In It?" and "Smoke-Free Housing Options for Lancaster County" have been translated into Vietnamese and used at appropriate health fairs and presentations. Spanish versions of these documents are being created.

- Salvation Army reached over 1,000 families with tobacco-free and secondhand smoke messages through Back To School events, Small Fry Basketball Games, Christmas Toy Shop and the Mission Literacy Graduation Ceremony.
- LCAD conducted tobacco prevention presentations for the Latino community at Park Middle School, Everett Elementary, and El Centro de las Americas reaching over 4,000 families
- Community Asthma Education Initiative provided monthly asthma management clinics to 775 families at local physician offices. Tobacco avoidance measures are a part of the messages taught.
- Community Asthma Education Initiative provided 35 school nurses case management for children with asthma training.
- "Coaches Clipboard", an outreach program for athletic personnel (specifically coaches, trainers, and P.E. teachers) in parochial, private and public schools focusing on sports asthma management and tobacco avoidance, was developed and presentations were held in all local parochial schools by the Community Asthma Education Initiative.
- 71,000 people were reached with tobacco prevention information at local health fairs and presentations.

## Work With Media

- KZUM Radio aired Spanish and Vietnamese PSAs on tobacco prevention and the NCIAA.
- Radio Lobo 97.7 KBBX aired Spanish secondhand smoke PSAs.

- FREEFEST, an alcohol, tobacco, and other drug-free celebration for Lancaster County middle and high school youth, was organized by the LCAD Drug-Free Youth Board for 750 youth. KFRX and The Blaze radio stations provided media for the event.
- The new TFLC Website is now operational! Find us at [www.tobaccofreelancastercounty.org](http://www.tobaccofreelancastercounty.org)
- At Bat for Asthma and Allergies was held at a Saltdogs game. Asthma and tobacco avoidance messages were provided using displays, handouts, and public address system announcement. This year's event also had radio ads to promote the event with 29,500 reached.
- 12 E-news letters containing a tobacco education article were sent from LCAD to 9,600 educators, parents, community members and prevention/treatment specialists.
- 10 newsletters with tobacco messages were sent from the Salvation Army to over 300 parents and children for each issue.
- The Lincoln Journal Star printed the news release summarizing 2009 tobacco compliance data.
- Channel 10/11, KOLN/KGIN, reported on one LPD compliance check and one LSO compliance check.
- Quarterly ads were placed in the Neighborhood Extra congratulating those tobacco retailers who did not sell tobacco to minors during compliance checks. An article explaining tobacco compliance checks accompanied the ad.
- A health educator promoted May 31<sup>st</sup>, 'World No Tobacco Day', on the Channel 8 (TV) Midday Forum.



## Community Partners



American Cancer Society  
 American Heart Association  
 Asian Community and Cultural Center  
 Attack on Asthma Nebraska  
 BryanLGH Medical Center  
 Community Asthma Education Initiative  
 Girl Scouts Homestead Council  
 Health Education Inc.  
 Lancaster County Medical Society  
 Lancaster County Sheriff's Office  
 LifePointe by BryanLGH  
 Lincoln Council on Alcoholism and Drugs  
 Lincoln-Lancaster County Health Department

Lincoln Medical Education Partnership  
 Lincoln Police Department  
 Lincoln Public Schools  
 Madonna Rehabilitation Hospital  
 Madonna ProActive  
 Nebraska Heart Hospital  
 No Limits  
 Saint Elizabeth Regional Medical Center  
 The Salvation Army  
 Snitily Carr  
 Tobacco Free Nebraska  
 University of Nebraska-Lincoln  
 Workwell Inc.  
 ...and many individuals