



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.

Tobacco-Related Information

People who die each year in the U.S. from smoking related illnesses [†]	480,000
Nebraska adults who die each year from their own smoking [†]	2,500
Annual health care costs in Nebraska directly caused by smoking [†]	\$795 million
Adult smoking rate Lancaster County [†]	19.2%
Youth smoking rate Lancaster County [*]	13.3%
% of Lancaster County High School students who used chewing tobacco, snuff, or dip in the past 30 days [*]	4.5%

[†]The Campaign for Tobacco-Free Kids

[†]2013 Behavioral Risk Factor Survey

^{*}2013 Youth Risk Behavior Survey (grades 9-12)

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

To become involved in the TFLC coalition,
please call: (402) 441-6225 or email: info@tobaccofreelancastercounty.org.

<http://tobaccofreelancastercounty.org>

Like us on  <https://www.facebook.com/tflcne>

During 2014, the coalition coordinated or was involved in the following:

Tobacco-Free & Smoke-Free Policies

- The Health Department received 8 complaints from the public regarding the Lincoln Smoking Regulation Act (LSRA) and the Nebraska Clean Indoor Air Act (NCIAA). Follow-up visits were made to each of the businesses to assist them in being compliant with the law. In addition, the Lincoln Police Department (LPD) issued 10 citations to individuals who did not comply with the LSRA. No tickets were issued to individuals in rural Lancaster County communities.
- 59 businesses have been identified as having smoke-free/tobacco-free campuses.
- 4,319 of 4,599 hotel and motel rooms in Lancaster County are completely smoke-free (94%).
- To reduce secondhand smoke exposure, the coalition educates and encourages multi-unit residential property owners to develop smoke-free housing policies.
 - 279 multi-unit residential buildings representing 3,159 units in Lincoln are identified as smoke-free. See the Smoke-Free Housing Registry Map at <http://tobaccofreelancastercount.org/tobacco-free-living/landlords/>.
 - Smoke-free housing policy presentations were provided to 56 landlords representing 6,688 units during 4 Safe Kids Fire Safe Landlord trainings.
 - The Lincoln-Lancaster County Health Department (LLCHD) received 7 complaint calls regarding secondhand smoke filtering into adjacent apartments. Information on the benefits of smoke-free housing and how to address this concern with landlords was provided to each caller.
- The “Smoke-Free Entrances” brochure was provided to 2 area businesses to assist them in developing a smoke-free entrance policy.
- The town of Raymond, Nebraska adopted a policy that prohibits tobacco use at their main park and ball field.



below 10%, children in those communities are less likely to use tobacco products.

- To monitor illegal tobacco sales to minors, 15 youth participated in 7 city and county tobacco retailers compliance checks.
- In the City of Lincoln, 302 attempts by minors to purchase tobacco resulted in 24 illegal sales by tobacco retailers translating to 92% in compliance with the law.
- In rural Lancaster County, 36 attempts by minors to purchase tobacco resulted in 2 illegal sales by tobacco retailers or 94% in compliance.
- To assist businesses in being compliant with the law, LPD provided “Tobacco & ID Check Training” for 78 tobacco retailer employees from Lincoln and Lancaster County and 14 other communities in Nebraska. Vaping shop employees were among those in attendance.

Youth Projects

- 14 youth from the Boys and Girls Club of Lincoln and The Salvation Army participated in the PhotoVoice project. Youth took tobacco-related photographs in their neighborhoods, wrote captions about what the photographs meant from their own perspective and placed the photographs and captions on boards for display. Youth displayed their boards during health fairs, teen nights, Small Fry Basketball games, and at a food pantry.
- Lincoln High School youth provided positive tobacco prevention messages to peers through “Team Up! Tell A Friend” posters and bookmarks. This project features community youth in 22” x 24” portraits to attract teen viewers and increase interest in the message.



Tobacco Cessation Efforts

- Comprehensive tobacco control programs include activities encouraging adults and youth to quit the use of tobacco products. Activities included:
 - “Through With Chew” week information packets were provided to 5 city and 2 rural high schools.
 - Tobacco display boards for the Great American Smokeout (GASO) were provided to the Southeast Community College

Youth Tobacco Sales Compliance Checks

- National research indicates that when communities consistently conduct compliance checks and keep non-compliance rates

Lincoln Campus and the Lincoln-Lancaster County Health Department clinic. 73 Lincoln and Lancaster County government employees were provided tobacco cessation information during their GASO “Cold Turkey” event.

- Nebraska Tobacco Quitline information was included in over 1,000 food pantry boxes provided by The Salvation Army.



- 277 people from Lancaster County called the Nebraska Tobacco Quitline for the first time.

Outreach

- Over 15,000 people have been reached with tobacco prevention education through community health fairs and presentations.

AIRE Nebraska (Anaphylaxis Intervention, Resources and Education)

- “At Bat for Asthma” was held during a Salt Dogs baseball game where 40 people received information on asthma, tobacco smoke as a major asthma trigger, and the importance of tobacco-free homes and cars.
- Information on developing and updating tobacco-free school campus policies was presented to 25 public and private schools in Lincoln and Lancaster County.
- Staff assisted the Raymond Village Board in developing and adopting a tobacco-free park and ball field policy.

Boys and Girls Club of Lincoln

- To commemorate Kick Butts Day, 15 youth and 2 staff participated in the “Keep Lincoln Beautiful” campaign by picking up litter in Cooper Park and along South 8th Street.



- 500 students and adults attended the Neighborhood Health Fair and the College to Career Fair where youth presented their PhotoVoice display boards.

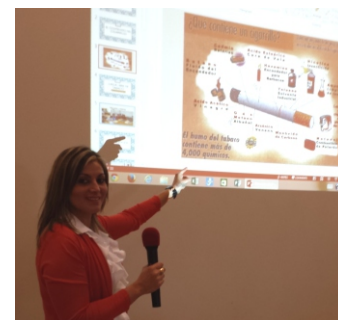
Community Asthma Education Initiative

- Tobacco avoidance measures were included as part of the asthma management strategies provided to:
 - 3,000 coaches attending the Nebraska Coaches Association Convention.

- Coaches, trainers, and all staff at Saint Patrick’s and North American Martyr’s Catholic Schools, EduCare, Highland Academy, and Malcolm and Raymond Central Public Schools.
- 850 families during asthma management clinics.
- 355 families and staff at 9 child care agencies, 1 community center, 1 local basketball team, and 4 group family practice events.
- Employees at Molex, Kawasaki, Brentwood Estates, Pathology Medical Services, and Grand Lodge.

El Centro de las Americas

- Tobacco prevention presentations were given to 450 youth and adults at Everett Elementary School English Language Learning classes, the Seventh Day Adventist Latino Church, the AA Latino group, and at the Center.



- 1,100 youth and adults received tobacco prevention information at the Back to School Jam, Streets Alive, Halloween Bash, and Farmland events.

- 250 youth and their families were reached with tobacco prevention messages during the “Red Card on Tobacco” soccer tournament.



- 29 Hispanic owned businesses were given information on the Nebraska Clean Indoor Air Act, Lincoln Smoking Regulation Act, Smoke-Free Entrance Guide, and secondhand smoke.

Lincoln-Lancaster County Health Department

- Over 5,500 adults and youth received tobacco prevention information at Lincoln Southwest High School, Malcolm Jr. High School, East High School, Bryan Learning Center, Clinton Elementary School multicultural parent group, Mickle Middle School, Dawes Middle School, Clyde Malone Community Center, The Salvation Army, the Indian Center, Southeast Community College, Black Hills Energy, Emerald Adult Day Care, The Bridge Behavioral Health, CenterPointe, St. Monica’s, Touchstone, Houses of Hope, Juneteenth, Lincoln Airport Authority, the City Public Works, the City & County Employee Wellness Fair, Protect Your Health Heritage event, the Safe Kids Blast, and Streets Alive.

- 1 Living Well chronic disease self-management workshop was completed for state, city, and county employees. The six-week workshops teach individuals how to manage chronic conditions, including those struggling to quit tobacco use.
- 10 social workers with Aging Partners attended a presentation promoting the Living Well workshops.
- Smoker Next Door information sheets were provided to the Lincoln Housing Authority RentWise program.

The Salvation Army

- 22 elementary and 14 middle and high school age youth participated in the tobacco prevention clubs. Activities included:
 - Designing 500 popcorn sacks with tobacco prevention messages used at Small Fry and Lincoln Northeast High School basketball games.
 - Developing a tobacco-free curriculum tote and providing it to the Belmont After School Program.
 - 2 teen tobacco-free dances with over 200 youth attending.
 - Picking up tobacco and other litter at Pentzer Park, Peter Pan Park, and Clinton School's playground.
- Tobacco prevention information was shared with 640 adults at The Salvation Army "Back to School and Health and Wellness Fair."
- The Tobacco Prevention Club planned 2 events. A Family Fun Night was held in August with several tobacco prevention-related activities. 85 youth and 19 adults attended.

Work With Media

- The TFLC web site was visited by 1,736 people. The site is frequently updated to attract interest and to keep information current. Find us at tobaccofreelancastercounty.org.
- El Centro de las Americas provided tobacco prevention educational messages to 1,000 people through Facebook, Twitter, and their web site.
- Smoke-free multi-unit housing articles for landlords were published in the Home Builders Association of Lincoln newsletter and in the Lincoln Housing Authority newsletter reaching 1,100 landlords.
- Tobacco prevention newsletters, created by The Salvation Army youth, were given to 300 people during the Small Fry basketball games.
- 3 e-newsletters were sent out to tobacco advocates in the community. Printed versions of the newsletter were taken to various city and county locations.
- TFLC collaborated with Lincoln Park and Recreation staff to educate the public about the tobacco-free park policy through newspapers, newsletters, web sites, a school marquee, community events, pet owner mailings, banners at ball fields, park signage, sport rule books, and park facility key chains.
- 10/11TV, WOWT, and the Lincoln Journal Star reported on the 2013 tobacco sales-to-minor annual report.



Community Partners

AIRE Nebraska
 American Cancer Society
 American Heart Association
 Boys & Girls Club of Lincoln
 Bryan Community School
 Bryan Health
 CHI Health St. Elizabeth
 Clyde Malone Community Center
 Community Asthma Education Initiative
 El Centro de las Americas
 Girl Scouts Homestead Council

Health Education Inc.
 Lancaster County Medical Society
 Lancaster County Sheriff's Office
 LifePointe by Bryan Health
 Lighthouse
 Lincoln-Lancaster County Health Department
 Lincoln Medical Education Partnership
 Lincoln Police Department
 Lincoln Public Schools
 Madonna Rehabilitation Hospital
 Madonna ProActive

Malcolm Public Schools
 Nebraska Safety Council, Inc./WorkWell
 No Limits
 Norris Public Schools
 Premier Psychiatric
 The Salvation Army
 Snitily Carr
 Tobacco Free Nebraska
 University of Nebraska-Lincoln
 ...and many individuals