

# tobacco *free* LANCASTER COUNTY

## HIGHLIGHTS 2018

The Tobacco Free Lancaster County (TFLC) coalition exists to protect the public's health 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 in Lancaster County^	12.5%
Youth smoking rate in Lancaster County*	12.4%
Percent of Lancaster County high school students who used chewing tobacco, snuff, or dip in the past 30 days*	4.8%
Percent of Lancaster County high school students who used e-cigarettes in the past 30 days*	23.8%

+The Campaign for Tobacco-Free Kids ^2017 Behavioral Risk Factor Survey \*2015 Youth Risk Behavior Survey (grades 9-12)

TFLC was chartered in 1992 and has representation from more than 20 organizations.

To become involved in the TFLC coalition, please call  
402-441-8045 or email [info@tobaccofreelancastercounty.org](mailto:info@tobaccofreelancastercounty.org).

[tobaccofreelancastercounty.org](http://tobaccofreelancastercounty.org)

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# Tobacco and smoke-free policies

Lincoln-Lancaster County Health Department (LLCHD) staff assisted Quality Brands Distribution with implementing a tobacco-free campus policy on September 1, 2018 at five locations in Nebraska and South Dakota affecting 323 employees.

Eighty-two businesses in Lancaster County have been identified as having smoke-free/tobacco-free campuses.

LLCHD received five complaints from the public regarding noncompliance with 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 four citations to individuals who did not comply with the LSRA. There were no NCIAA violations cited in Lancaster County.

To reduce secondhand smoke exposure, the coalition educates and encourages multi-unit residential property owners to develop smoke-free housing policies.

- 9,241 rental units in Lincoln are identified as smoke-free



representing 19.9% of multi-unit housing in Lincoln. See the Smoke-Free Housing Registry map at [tobaccofreelancastercounty.org/smoke-free-rental-housing/](http://tobaccofreelancastercounty.org/smoke-free-rental-housing/)

- Smoke-free housing policy presentations were provided to 20 landlords representing 666 units during two Safe Kids Fire Safe Landlord Trainings.

- LLCHD received seven complaint calls regarding secondhand smoke filtering into adjacent apartments. Information on the benefits of smoke-free housing and how to address this concern was provided to each caller.

# Tobacco and vapor sales to minors compliance checks

Tobacco and vapor product sales to minors compliance checks are conducted multiple times yearly by the Lincoln Police Department, Lancaster County Sheriff's Office, and the Lincoln-Lancaster County Health Department. Ninety-four attempts to purchase vapor products resulted in five illegal sales by tobacco retailers translating to 95 percent compliance with the law. In the City of Lincoln and Lancaster County combined, 242 attempts by minors to purchase cigarettes and smokeless tobacco products resulted in 19 illegal sales by tobacco retailers translating to 91 percent compliance with the law.

# Tobacco cessation efforts

Comprehensive tobacco control programs include activities encouraging adults and youth to quit the use of tobacco products. Activities included:

- TFLC and its partners shared Nebraska Tobacco Quitline cards and free Nicotine Replacement Therapy (NRT) information at work and community-based events and through social media.

- Cessation information was distributed at community events such as Juneteenth celebration and Streets Alive, as well as at selected community health fairs.

- 3,292 people from Nebraska called the Nebraska Tobacco Quitline for the first time.

## Youth projects

The Salvation Army After School Program students and Youth Leadership group continue to conduct litter pick up, (including cigarette butts) at Pentzer Park at least once a month, including a special clean up to promote Kick Butts Day on March 21, 2018.

The Salvation Army 4th and 5th grade students created tobacco prevention posters for the Great American Smokeout November 15, 2018, which were placed throughout their facility. The Salvation Army middle school students also participated in role-playing saying no to tobacco.

The Boys & Girls Club promoted the Great American Smokeout to parents and community members through Facebook and an e-newsletter.

The Boys & Girls Club North Star Broadcasting Club students generated their own vaping prevention messages for five days in December in conjunction with school news announcements streamed into every classroom. The club also shared videos from the FDA's "Real Cost" campaign.

The Boys and Girls Club promoted World No Tobacco Day (May 31, 2018) on their website and social media platforms. They also worked with the Malone Center and provided



tobacco-free and cessation information during the 3-on-3 basketball games at Juneteenth and Tobacco Free Kids information was available during their summer day camp.

Boys & Girls Club promoted Kick Butts Day by cleaning up cigarette butts at Cooper Park.

## Community asthma education initiative

Asthma education including smoking/vaping triggers and tobacco avoidance was provided to three parochial schools and two childcare centers encompassing 104 teachers, administration, and childcare staff. All sites were provided asthma friendly environmental checklists.

Asthma management NIH guidelines were provided to the UNL Health Center with a total of 19 nurses and nurse practitioners receiving certificates of continuing education.

Monthly asthma clinics in which tobacco avoidance was emphasized yielded more than 50 family interventions.

Asthma education was provided to representatives from four community centers in Lincoln including distribution of asthma resource bags that will assist the centers with anyone who has a first aid emergency. The bags also include tobacco prevention and asthma related information.

## El Centro de las Americas



Tobacco and vapor product prevention class presentations were provided for Latina Leaders at Park Middle School (14), Lefler Middle School (16), North Star High School (9), and five El Centro de las Americas events (255).

Tobacco and vapor prevention presentations were provided at: Lunar Ceremony Health Fair at the Lancaster Event Center (1,200), World Oral Health Fair at the Malone Center (45), and the Violence Prevention and Awareness Zumba Event (110).

Community tobacco prevention presentations were provided at Cooper Park Celebration (20), Back To School at Malone Center (30), Healthy Husker Tailgate (30), Streets Alive (2,000), and the Malone Center Halloween Bash (70).

*Lisandra Jorge, El Centro de las Americas (left) and Nancy Nathenson, CHI Health St. Elizabeth (right), combined efforts to provide asthma education to 22 people at El Centro de las Americas on November 6, 2018.*

# Lincoln-Lancaster County Health Department

Technical assistance was provided to a local tobacco and vapor product retailer chain struggling with compliance which resulted in the organization of a local compliance check stakeholder group. The group met to discuss ideas to improve community-wide tobacco and vapor product compliance check efforts.

TFLC and Safe Kids partnered to co-create two public service announcements about safe cigarette disposal and the benefits of smoke-free housing policies. These PSAs were provided to local television stations, movie theaters, and disseminated on social media.

Staff assessed several of the most popular City parks for adherence to the Play Tobacco Free Park policy instituted in 2012. In addition to receiving a complaint, cigarette butt litter was also observed leading to discussion with Parks and Recreation and a subsequent redesign of the Play Tobacco Free signage.

Staff attended the April 26, 2018 Nebraska Investment Finance Authority Qualified Allocation Plan (QAP) listening session to offer education on the need for and benefit of adding smoke-free housing to developer's requirements for qualifying for Low Income Housing Tax Credit. Smoke-free housing was added to the resulting 2019 QAP draft, however, was not included in the final approved version.



Staff coordinated the first ever Nebraska Tobacco Disparities Partnership webinar, Tobacco Pricing Strategies and Policy Impact: Serving Populations Experiencing Disparities, and a subsequent webinar titled Social Norms and Youth Tobacco Prevention.

## Work with media

- Published a Neighborhood Extra article with information for Through with Chew Week, February 19-24, 2018.
- Shared a "Shape of the City" JUUL presentation on YouTube in April with 630 views to date.
- Issued a news release on tobacco and vapor product compliance checks in February and garnered multiple earned media: Lincoln Journal Star article on-line, KOLN/KGIN Channel 10/11 online article, and KLIN 1400 AM ran multiple audio quotes from an interview with staff.
- In April staff provided interviews about youth using JUUL in schools and the potential dangers of vaping on the KOLN/KGIN 10/11 morning news and for the KLIN Channel 8 Middyay Forum.

- Raymond Central High School featured the 5-minute JUUL vaping prevention video produced by TFLC/LNKHealth TV on their online newsletter.
- KLKN Channel 8 ran a brief news story on the release of the Fire Prevention Safe Cigarette Disposal PSA.
- Lincoln Housing Authority published an article provided by staff called "Unlock the Truth about Vaping to Improve Our Health" in their December issue of LHA Today.
- At the end of 2018, the TFLC Facebook page has 204 likes, and a total of 10,669 people were reached; a 42% increase from 2017. The TFLC website garnered 2,910 page views, a 33% increase from 2017.

## Community Partners

American Cancer Society  
Army National Guard  
Asian Community & Cultural Center  
Bluestem Health  
Boys & Girls Club of Lincoln  
Bryan Health  
CHI Health St. Elizabeth  
Clyde Malone Community Center  
Community Asthma Education Initiative  
El Centro de las Americas  
Health Education Inc.

Lancaster County Medical Society  
Lancaster County Sheriff's Office  
Lincoln-Lancaster County Health Department  
Lincoln Medical Education Partnership  
Lincoln Parks and Recreation Department  
Lincoln Police Department  
Lincoln Public Schools  
LNKTV Health  
Nebraska Urban Indian Health Coalition Inc.  
Neighborworks  
No Limits

Region V Systems - Lancaster Prevention Coalition  
Safe Kids Lincoln-Lancaster County  
School Community Intervention and Prevention  
The Salvation Army  
Tobacco Free Nebraska  
University of Nebraska-Lincoln  
UNL LGBTQIA+ Resource Center  
Workwell Inc.  
... and many individuals

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