



Materials Portfolio



*Show that you care
about your patients.*



Ask, Advise, Refer

At every visit, in a caring manner, ask each patient if he or she smokes or chews tobacco.

Be respectful of traditional tobacco that is used by many Native Americans or Alaska Natives for ceremony, prayer, and/or medicinal purposes.

If the patient does not use commercial tobacco, congratulate them.

If they do use commercial tobacco for non-traditional reasons continue to the next step.

Advise patients who smoke or chew tobacco to consider quitting.

Smoking and chewing tobacco causes health problems such as:

- Heart and Lung Disease
- Diabetes
- Stroke
- Ongoing infections and colds
- Cancer

Family and friends exposed to secondhand smoke can also experience these health problems.

If the patient or client is interested in quitting, refer him or her to one of the following FREE services:

- California Smokers' Helpline
1-800-844-CHEW (1-800-844-2439)
- 1-800-NO-BUTTS (1-800-662-8887)
- From anywhere in the U.S.
1-800-QUIT-NOW (1-800-784-8669)

Congratulate your patient or client on their decision to quit using commercial tobacco.

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Funded under contract # 05-45734.

Ask, Advise, Refer (American Indian Audience)

Fact Card & Poster

Reminds healthcare providers to kindly ask their patients about smoking, advise them to quit, and refer them to free cessation services. Encourages respect for traditional tobacco use in the American Indian Community while discouraging commercial tobacco abuse.

Ask, Advise, Refer



*Show that you care
about your patients.*

Ask

At every visit, in a caring manner, ask each patient or client if he or she smokes.

If the patient or client does not smoke, congratulate them.

If they do smoke continue to the next step.

Advise

Advise patients who smoke to consider quitting.

Smoking can lead to health problems such as:

- Heart and Lung Disease
- Diabetes
- Stroke
- Ongoing infections and colds
- Cancer

People exposed to secondhand smoke can also experience these health problems.

Refer

If the patient or client is interested in quitting, refer him or her to one of the following FREE services:

- California Smokers' Helpline 1-800-NO-BUTTS (1-800-662-8887)
- From anywhere in the U.S. 1-800-QUIT-NOW (1-800-784-8669)

Congratulate your patient or client on their decision to quit smoking.

Ask, Advise, Refer (General Audience)

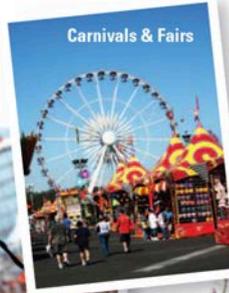
Fact Card & Poster

Reminds healthcare providers to kindly ask their patients about smoking, advise them to quit, and refer them to free cessation services.

Thank you for supporting **tobacco-free outdoor events!**



Rodeos



Carnivals & Fairs



Farmer's Markets



Concerts



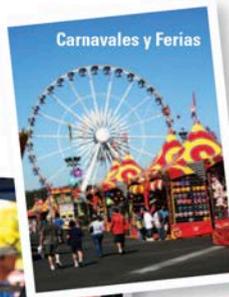
Beaches & Parks

Do you smoke? Want to quit? Call 1-800-NO-BUTTS (1-800-662-8887)

¡Gracias por apoyar **eventos libre de tabaco!**



Rodeos



Carnavales y Ferias



Mercados al aire libre



Conciertos



Playas y parques

Dejar de fumar es posible. ¡Adelante! Llame gratis al 1-800-45-NO FUME (1-800-456-6386)

Tobacco Free Events (English and Spanish)

Fact Card

A postcard thanking people, event organizers, vendors and organizations who support tobacco-free events. Also serves as a friendly reminder in locations and events where smoking is not allowed.

My Personal Blood Pressure Record

(English and Spanish)

Fact Card

This convenient, wallet sized card helps patients to monitor their blood pressure, making it easier to share the results with their physician. At the same time, it provides information on the dangers of smoking and how quitting can benefit their health.

Make your Housing Property Smoke-free *Good for Business, Good for Health*

Save money—Protect your property

- Protect your property from fire damage and also lower your fire and liability insurance rates.
- Reduce costs for fixing smoking-related repairs, such as paint, carpet, and heating/air units.
- Reduce litter from cigarette butts on your property.

Save lives—Protect your tenants

- Secondhand smoke can drift into apartments from outside or other apartment units.
- Secondhand smoke causes disease and illness in children (colds, asthma, ear infections) and adults and elderly (lung disease, heart disease, cancer).
- 82% of California tenants would prefer to live in an apartment building that has non-smoking sections.

Take these steps to protect your tenants and property

- Send your tenants a written notice informing them of the changing smoking policy.
- Post **"No Smoking"** signs in all public areas such as laundry rooms, patio and pool areas, parking lots, etc.
- Change the language in the lease agreement.
- Advertise your units as smoke-free—IT IS LEGAL! The right to smoke is not protected by the Constitution.

© 2010, California Department of Public Health. Funded under contract #07-11.



Haga su propiedad libre de humo *¡Bueno para su negocio, bueno para la salud!*

Ahorre dinero—Proteja su propiedad

- Proteja su propiedad contra los daños de incendios y reduzca las tarifas de seguro de incendios.
- Reduzca los gastos de reparación ocasionados con el fumar, como pintura, alfombras, y unidades de calefacción/aire acondicionado.
- Reduzca la basura de los cigarrillos en su propiedad.

Salve vidas—Proteja a sus inquilinos

- El humo de segunda mano puede filtrarse desde el exterior al interior de los apartamentos o a otras unidades.
- El humo de segunda mano puede causar enfermedades en los niños (infecciones del oído, resfriados, asma) y en adultos y en personas de edad avanzada (enfermedades pulmonares, del corazón y cáncer).
- El 82% de los inquilinos en California preferirían vivir en un edificio de apartamentos donde se prohíba fumar.

Pasos para proteger a sus inquilinos y su propiedad

- Mande a sus inquilinos una notificación escrita informándoles de las nuevas regulaciones de no fumar.
- Ponga letreros en áreas comunes como en el patio, áreas de piscina, estacionamiento y lavaderos que digan que se prohíbe fumar.
- Cambie el idioma en el contrato de arrendamiento.
- Anuncie que sus propiedades son libres del humo de cigarrillo—esto es legal. El derecho a fumar no está protegido por la Constitución de los Estados Unidos.



For more information, please contact:

The Smoke-free Apartment House Registry
1-818-363-4220
www.smokefreeapartments.org

Add Local Information Here

Do you smoke? Want to quit?
Call 1-800-NO-BUTTS (1-800-662-8887)
www.californiasmokershelpline.org

Other materials to reference:

- Secondhand Smoke and Apartments, Condos, and Townhouses (Available in English/Spanish)
- Providing Healthy Options for Tenants (Available in English only)
- Nonsmoking Apartments (Available in English only)

To order any of these materials contact:
The Tobacco Education Clearinghouse of California (TECC)
1-800-258-9090 x103
www.TobaccoFreeCatalog.org

© 2010, California Department of Public Health. Funded under contract #07-11.



Para obtener más información y ayuda sobre cómo establecer una propiedad libre de humo, por favor llame o visite:

The Smoke-free Apartment House Registry
1-818-363-4220
www.smokefreeapartments.org

Ponga información local aquí

¿Fuma usted? ¿Quiere dejar de fumar?
Llame al 1-800-45-NO FUME (1-800-456-6386)
www.californiasmokershelpline.org

Otros materiales que puede usar como referencia:

- Humo de Segunda Mano, los Apartamentos, Condominios y Townhouses (disponible en inglés y español)
- Ofreciendo opciones sanas a los inquilinos (disponible sólo en inglés)
- Apartamentos donde se prohíbe fumar (disponible sólo en inglés)

Para ordenar cualquiera de estos materiales, comuníquese con:
The Tobacco Education Clearinghouse of California (TECC)
1-800-258-9090 x103
www.TobaccoFreeCatalog.org

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Smoke-Free Housing – Owners/ Managers (English and Spanish)

Fact Card

An informative fact card providing property owners, managers, and landlords information about the benefits of making their housing units smoke-free for their establishment and their tenants.

Protect yourself and your family from Secondhand Smoke!

You have a right to breathe Smoke-free Air where you live and play!

There is no safe level of exposure to secondhand smoke.

- Secondhand smoke can cause colds, asthma, and ear infections in children; lung disease, heart disease, and cancer in adults and the elderly.
- Secondhand smoke causes asthma and allergy attacks, headaches, and makes lung problems worse.
- Every year secondhand smoke causes thousands of premature deaths in the United States.
- Secondhand smoke is toxic and dangerous for your health.

Here are some steps you can take to protect your family

- Post **"No Smoking"** signs on your door, apartment complex, and in outdoor common areas.
- Make sure family, friends, and guests don't smoke in or near your home.
- Ask your neighbors to sign a petition supporting smoke-free housing units and show it to the owner/manager.
- Remind your owner/manager that it is legal to adopt a smoke-free policy.



Protéjase a sí mismo y a su familia contra el humo de segunda mano

¡Usted tiene derecho a respirar aire libre de humo en el lugar donde vive y juega!

No existe un nivel seguro al humo de la exposición de segunda mano.

- El humo de segunda mano puede causar enfermedades en los niños (infecciones del oído, resfriados, asma) y en adultos y en personas de edad avanzada (enfermedades pulmonares, del corazón y cáncer).
- El humo de segunda mano causa ataques de asma y de alergia, dolores de cabeza y hace que los problemas de pulmón empeoren.
- Cada año, el humo del tabaco causa miles de muertes prematuras en los Estados Unidos.
- El humo de segunda mano es tóxico y peligroso para su salud.

Pasos a tomar para proteger a su familia

- Coloque letreros que digan **"Prohibido fumar"** en su puerta.
- Asegúrese de que su familia, amigos y huéspedes no fumen adentro ni cerca de su casa.
- Pida a sus vecinos que firmen una petición a favor de apartamentos donde no se permita fumar y muestre esta petición al dueño o encargado.
- Recuérdese al dueño o encargado de su vivienda que es legal adoptar una norma que prohíba fumar.



Secondhand smoke is toxic and is dangerous for your health.

For more information, please contact:

The Smoke-free Apartment House Registry
1-818-363-4220
www.smokefreeapartments.org

Add Local Information Here

Do you smoke? Want to quit?
Call 1-800-NO-BUTTS (1-800-662-8887)
www.californiasmokershelpline.org



Para obtener más información y ayuda sobre cómo establecer una propiedad libre de humo, por favor llame o visite:

The Smoke-free Apartment House Registry
1-818-363-4220
www.smokefreeapartments.org

Ponga información local aquí

¿Fuma usted? ¿Quiere dejar de fumar?
Llame al 1-800-45-NO FUME (1-800-456-6386)
www.californiasmokershelpline.org

Otros materiales que puede usar como referencia:

- Humo de Segunda Mano, los Apartamentos, Condominios y Townhouses (disponible en inglés y español)
- Ofreciendo opciones sanas a los inquilinos (disponible sólo en inglés)
- Apartamentos donde se prohíbe fumar (disponible sólo en inglés)

Para ordenar cualquiera de estos materiales, comuníquese con:
The Tobacco Education Clearinghouse of California (TECC)
1-800-258-9090 x103
www.TobaccoFreeCatalog.org

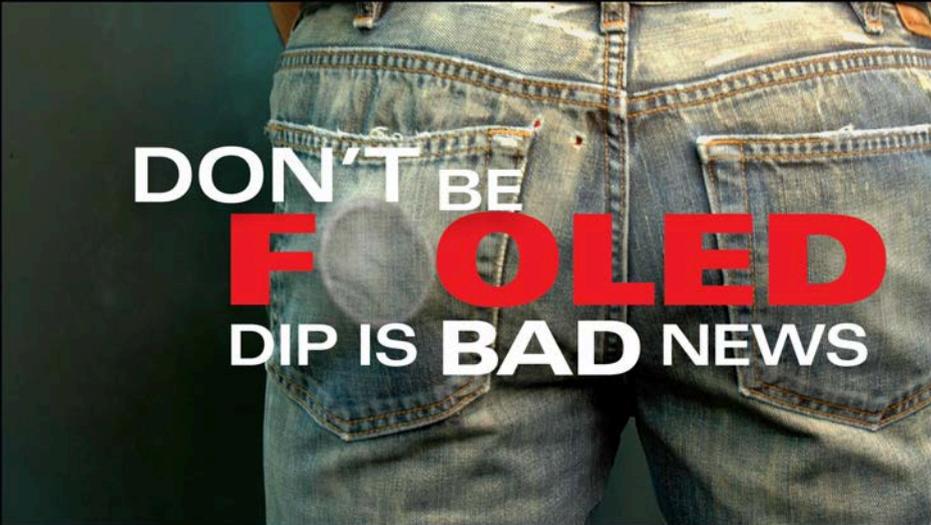


Smoke-Free Housing – Tenants

(English and Spanish)

Fact Cards

Raises awareness amongst tenants and families living in apartments and condominiums about the dangers of secondhand smoke that can exist from living in housing units that do not have smoke-free policies. Provides tenants with action steps on how they can make their housing complex smoke-free.



**DON'T BE
FOLED
DIP IS BAD NEWS**



**The tobacco industry promotes dip as
safer than cigarettes.**

*Dip isn't safer — it contains more nicotine than
cigarettes, making them just as addictive.*

**The tobacco industry markets
dip to tough, hard-working,
rugged men.**

*Dipping causes tooth decay, gum disease, mouth
sores, oral cancer, bad breath, and addiction.
Not so rugged, is it?*

Call today for a free personalized plan to quit: 1-800-844-CHEW

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Produced & distributed by the Tobacco Education Clearinghouse of California, a project of ETR Associates. TobaccoFreeCatalog.org

Don't Be Fooled

Fact Card

An informative fact card which discusses the dangers of chew tobacco, countering the tobacco industry's claims. Targeting young male adults, it shows them that dip is just as dangerous as cigarettes.



© 2010. California Department of Public Health. Funded under contract # 07-65435.

Smoke-Free Multi Unit Housing Logo

Logo

This attractive logo was developed so that agencies can order custom materials with their choice of using Apartments, Housing, Condominium, Community or anything that relates to their project.



RIDE TOUGH

WITHOUT TOBACCO

For Free Information Call **1-800-NO-BUTTS** (1-800-662-8887)
or Visit nobutts.org

Ride Tough Without Tobacco

Fact Card

This informative fact card counters tobacco industry sponsorships and spreads the word about riding tough without tobacco.



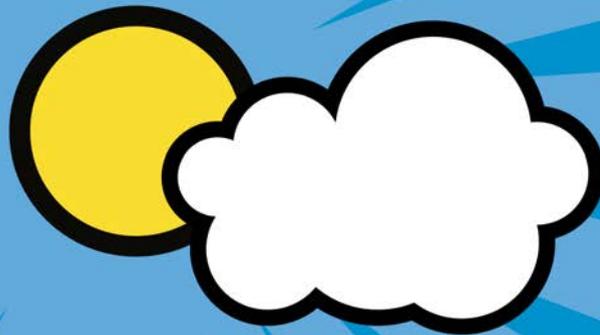
A GUIDE TO
**TOBACCO-FREE
PHARMACIES**

A Guide to Tobacco-Free Pharmacies

Toolkit

This toolkit helps agencies learn more about how prevalent tobacco sales are at pharmacies. Although pharmacies are supposed to be a place that promotes health, they are one of the largest sources of tobacco sales. This toolkit provides tips and tools on how to make our local pharmacies tobacco-free.

For a Breath of Fresh Air



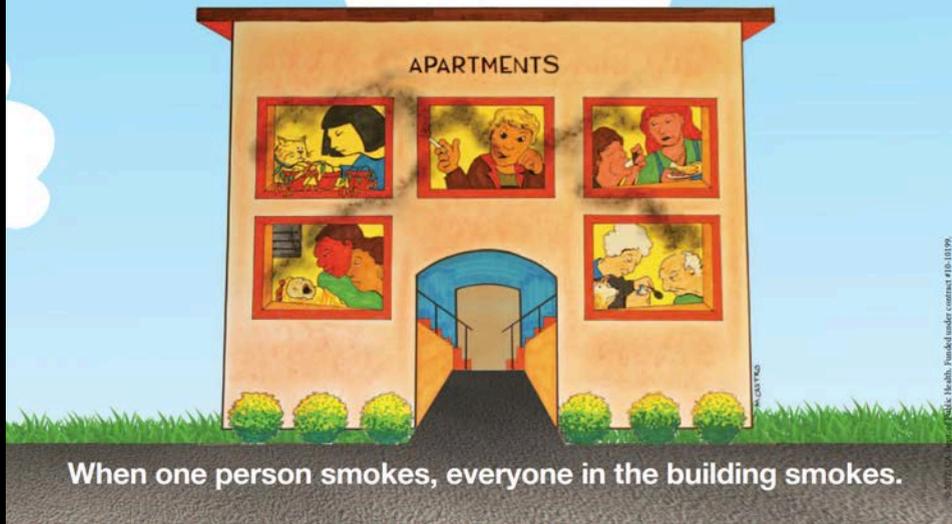
Thank You
for Not
Smoking Here

Breath of Fresh Air

Sign and Table Tent

This bright poster and table tent serves as a no-smoking sign for smoke-free outdoor dining areas.

Share Walls, Not Smoke!



When one person smokes, everyone in the building smokes.

When your neighbor smokes it can get into your home. ***Smoke can go through doors, windows, vents, pipes and cracks.***

Smoke from your neighbors can hurt your family.

- You might feel headaches, or get heart problems.
- Your children could have more ear infections, lung problems and asthma.
- Pregnant women can get sick from this smoke too.
The baby may be born premature or with a low birth weight.

Protect your family from smoke.

- Talk with neighbors. Let them know that the smoke is hurting your family.
- Ask your manager to make the building smoke free.

To learn more:

Please add local information here

Share Walls, Not Smoke!

Fact Card

This fact card raises awareness of the dangers of secondhand smoke drifting between housing units, and encourages tenants to ask managers to make buildings smoke free.

**Play, Live, Be...
Tobacco Free**



Order this sign customized with
your State or local Quitline
numbers and other information

**Play, Live, Be...
Tobacco Free**



Order this sign customized with
your State or local Quitline
numbers and other information

**Play, Live, Be...
Tobacco Free**



Order this sign customized with
your State or local Quitline
numbers and other information

**Play, Live, Be...
Tobacco Free**



Order this sign customized with
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numbers and other information

**Play, Live, Be...
Tobacco Free**



Order this sign customized with
your State or local Quitline
numbers and other information

**Play, Live, Be...
Tobacco Free**



Order this sign customized with
your State or local Quitline
numbers and other information

Play, Live, Be... Tobacco Free

Signs

A set of 12 customizable signs showing different ways of staying healthy and being active without the influence of tobacco.

IT'S ALL ABOUT

African American Women
Fighting Against Tobacco

US

Read About
Smoking &
Pregnancy

**Find Ways to Build
Support to Quit**

**Learn Why
You Smoke**

**Take a Stand
Against Big Tobacco**

It's All About Us

Toolkit

This culturally appealing magazine style guide is for African American women. It provides information about the dangers of tobacco companies, reasons why the African American community is especially impacted by smoking, the myths about menthol, how smoking affects our bodies, information about secondhand and thirdhand smoke, smoking and pregnancy, information on how to quit, and ways in which African American woman can take a stand against "Big Tobacco."

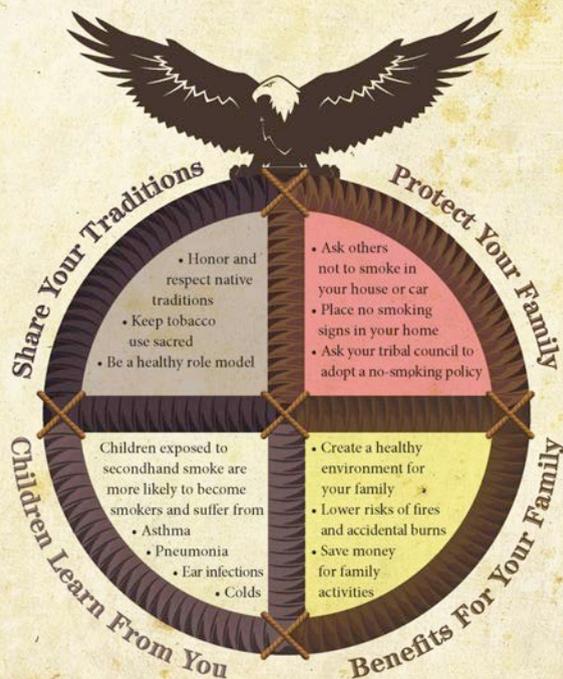
Keep Your Family Healthy



Keep Tobacco Use Sacred

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Distributed by the Tobacco Education Clearinghouse of California. TobaccoFreeCatalog.org

FOR HELP TO QUIT SMOKING, CONTACT
YOUR TRIBAL HEALTH CLINIC, OR CALL
1-800-NO-BUTTS (1-800-662-8887)
OR 1-800-QUIT-NOW (1-800-784-8669)



Keep Your Family Healthy

Fact Card

Fact card encourages American Indian families to keep tobacco use sacred by respecting native traditions and freeing themselves from the harmful effects of tobacco abuse. Explains the dangers of breathing secondhand smoke and of children seeing their elders smoke. Emphasizes the benefits of being smoke-free and provides steps for creating a smoke-free home and car.

SECONDHAND SMOKE

AND APARTMENTS, CONDOS
AND TOWNHOUSES



WHAT YOU CAN
DO ABOUT IT

Secondhand Smoke and Apartments, Condos, and Townhouses (English and Spanish)

Fact Card

Written specifically for residents of apartments and multi-housing units, this booklet describes how to prevent tobacco smoke from traveling from one unit to another. Includes sections on organizing tenants, advocating for smoke-free policies, legal rights and options of nonsmokers, and a resource list.

HEALTHY STORES FOR A HEALTHY COMMUNITY



Stores play an important role in our community. They shape the economic vitality, quality, and safety of our neighborhoods. They also influence the health of the families and young people who shop in them.

The *Healthy Stores for a Healthy Community* campaign focuses on the link between the store environment and community health. It addresses community concerns and findings that:

- In California, many stores that sell tobacco are less than 2 blocks away from a school.¹
- In California, communities with a higher number of stores that sell alcohol have higher crime rates.²
- Stores cluttered with unhealthy advertising and graffiti contribute to neighborhood decay and blight.³
- Marketing of tobacco products and junk food promotes consumption of these unhealthy products.^{4,5}
- Low-income communities have the least access to affordable, fresh, and nutritious food, which is a barrier to healthy eating.⁶

Young people are commonly targeted and influenced by tobacco, alcohol, and junk food marketing:

- Youth are three times more likely to be influenced by tobacco advertisements than adults.⁴
- Tobacco companies use price discounts to target youth and low-income groups.⁴
- Underage drinking increases when youth are exposed to more alcohol advertisements.⁷
- Companies that sell junk food spend \$1 million every hour on youth marketing.⁸

HOW ARE THESE PRODUCTS HARMING OUR COMMUNITY?

TOBACCO



- Each year, 36,600 adults in California die from smoking and 30,600 kids become new daily smokers.⁹
- California children buy 76.6 million packs of cigarettes each year.⁸

ALCOHOL



- In any given 30 day period, 1 in 5 California high school students drink 5 or more alcoholic drinks in a row.⁹
- The number one killer of 10-24 year olds in the U.S. is alcohol-related accidents.¹⁰

JUNK FOOD*



- The largest source of calories for youth is sugary drinks, including sodas and sports drinks.¹¹
- In California, 1 in 3 teenagers are obese or overweight.¹²

*Junk food includes pre-packaged foods that are high in calories, fat, salt/sodium, and/or sugar; and low nutrient and/or sugar-sweetened drinks, such as soft drinks, diet drinks, energy drinks, and vitamin enhanced water.

JOIN THE HEALTHY STORES FOR A HEALTHY COMMUNITY CAMPAIGN

WHAT IS THE CAMPAIGN?

The *Healthy Stores for a Healthy Community* campaign is a statewide collaboration that focuses on improving the health of Californians through changes in the retail environment.

The overall goal of the campaign is to create an environment that promotes community health and protects youth while sustaining a vibrant business environment. This campaign will not discredit the public reputation of any business but rather engage concerned citizens and community groups to work together to promote changes in the retail environment that will help everyone, including youth, families, retailers, and the whole community!

CAMPAIGN ACTIVITIES:

- Assess the amount of tobacco, alcohol, and junk food advertisements and promotions in our communities.
- Assess the availability of flavored tobacco and alcohol products, which appeal to youth.
- Assess the availability of good quality fruits, vegetables, and healthy snacks in our communities.
- Assess the factors that contribute to neighborhood decay and blight such as graffiti and the proliferation of advertisements for unhealthy products.
- Assess how closely alcohol and tobacco outlets are located to schools.
- Work with concerned citizens, community groups, and retailers to promote healthy, safe environments and to ensure compliance with existing public health laws related to the sale, distribution, and marketing of tobacco and alcohol products.

ACTUAL CHANGES IN A STORE



BEFORE



AFTER

WE NEED YOUR HELP TO MAKE OUR COMMUNITY HEALTHY!

Contact us to learn more about how you can be involved!

1. Henkens, L. (2012). Presentation. The Retail Environment for Tobacco. 2. Pacific Institute. (2009). Liquor Stores and Community Health. 3. Kester et al. (2006). Overlapping Outdoor Advertising, Chain-Store and Ad-Fraud Density in Black Neighborhoods. 4. California Department of Public Health, California Tobacco Control Program. (2012). Tobacco in the Retail Environment Fact Sheet. 5. Berkeley Media Studies Group. (2006). Fighting Junk Food Marketing to Kids: A Toolkit for Advocates. 6. Children Now. (2012). Cheery Facts and Figures. 7. Vermont Department of Health. (2011). Small Changebig Impact: 8. Campaign for Tobacco-Free Kids. (2013). The Toll of Tobacco in California. 9. Pacific Institute for Research and Evaluation (2011). Underage Drinking in California: The Facts '10. Ryan, K., & Quisenberry, P. (2011). Workforce and Morbidity among Adolescents and Young Adults in the United States. 11. National School of Public Health. (2012). Sugary Drinks: Supersting and the Obesity Epidemic. 12. California Department of Public Health, California Obesity Prevention Program (2013). California Obesity Prevention Plan: A Vision for Tomorrow. Strategic Actions for Today.

Healthy Stores for a Healthy Community Campaign Outreach Flyer

Fact Card

This fact sheet is a great tool for agencies looking to educate potential partners, community leaders, and stakeholders about the Healthy Stores for a Healthy Community campaign. This material gives a brief and thorough overview of the scope of the problem and how this campaign can help our communities become healthy.



ENGAGING YOUTH IN THE HEALTHY STORES FOR A HEALTHY COMMUNITY CAMPAIGN TIP SHEET

“Youth enhance state and local tobacco control efforts by challenging conventional thinking, advocating for policies, and changing the social norms around tobacco use.”

— Best Practices User Guide: Youth Engagement

Why Engage Youth?

- Youth volunteer at twice the rate of adults.¹
- Youth are influenced by appealing and targeted tobacco, alcohol, and junk food^{*} marketing.
- Youth engaged in the campaign can motivate others to participate.
- Youth are impactful spokespersons who resonate with adults at public meetings and press conferences.
- Youth can influence their peers more than adults can.
- Youth can learn skills to become effective advocates.
- Youth have energy and vitality.
- Youth are quick learners and technologically experienced.

How Can Young People Help?

- **Retail Campaign Education:** Raise awareness about the retail campaign in their communities using word of mouth and social media (ie: Facebook, Twitter, Instagram, Tumblr, Vine).
- **Data Collection:** Conduct retail campaign observations and surveys as part of the data collection process.
- **Policy Advocacy:** Meet with decision makers, write letters, and testify at public hearings.
- **Media Advocacy:** Develop messaging for school advertisements and newspapers, speak at press conferences, and share information using social media.
- **Community Engagement:** Promote youth engagement opportunities using the Internet and mobile devices (i.e., Facebook events, Evites, text messaging).
- **Community Transformation:** Share personal perspectives (i.e., through PhotoVoice) on the impact targeted tobacco, alcohol, and junk food advertising and marketing has on their lives and community.

What Should I Know About Youth Advocates?

- Youth involved in this campaign will likely be 15-18 years old.
- Youth are globally aware and are interested in meaningful volunteer experiences that directly connect to causes they care about.
- Youth are very capable with modern technology, and are often classified as the “digital natives” and “Internet generation.”
- Youth are primarily influenced by their social environments (i.e., peers, family, media) and not statistics.

How Does the Retail Environment Impact Youth?

- The more California youth visit stores that sell tobacco, the more likely they are to start smoking.²
- 13.8% of California high school students smoke.³
- In any given 30 day period, 20% of California high school students drink 5 or more alcoholic drinks in a row.⁴
- In California, 33% of teenagers are obese or overweight.⁵
- Youth are 3 times more likely to be influenced by tobacco advertisements than adults.⁶
- 14% of high school students who smoke usually buy their cigarettes from stores or gas stations.⁷
- Adolescents in the U.S. spend \$5.2 billion each year on after-school snacks.⁸
- Every hour, companies that sell junk food spend \$1 million on youth marketing.⁹
- 60% of teens regularly shop at convenience and corner stores.¹⁰



How Can I Motivate Youth to Participate?

- Involve youth from the beginning of the campaign to keep them engaged.
- Engage youth actively in the planning process rather than solely task-oriented activities to give them a sense of ownership in the campaign's success.
- Educate youth on the retail environment so they become aware of how they, their siblings, and their friends are targeted by tobacco, alcohol, and junk food marketing.
- Partner with existing organizations such as the Boys and Girls Club, Boy and Girl Scouts, 4-H, YMCA, school clubs, student leadership council, Friday Night Live, and community centers.
- Provide incentives such as food, gift cards, door prizes, and fun activities at events, meetings, and trainings to attract youth.
- Frame activities to enhance resumes and applications for scholarships and college.
- Recognize achievements frequently and consistently with incentives, certificates, and letters of recommendation.
- Celebrate successes (i.e., data collection completion) and provide a system for reflection to identify lessons learned.
- Practice continuous recruitment as youth graduate and move away for college or employment.
- Be accessible to youth by communicating in their style (i.e., text messaging, Facebook) and meeting at times and places that work for their school schedules and transportation options.



What Youth Safety Issues are Important to Remember?

- Anyone collecting data under the age of 18 must submit a permission slip signed by their parents. A permission slip template can be found in the *Healthy Stores for a Healthy Community* Data Collection Training Resource Page.
 - **Parent Information and Permission Slip^{**}:**
https://www.tobaccofreecalifornia.org/SUBSTITES/documents/RC_Parent%20Information%20and%20Permission%20Slip.docx
- Youth advocates should work in pairs and have an adult present when working in the community and in retail stores.
- Youth should immediately leave any uncomfortable or dangerous situation and always have the Local Point of Contact's information to report an emergency or incident.

Additional Resources to Help with Youth Engagement:

- **California Youth Advocacy Network**
 - Website: <http://cyanonline.org/>
 - Email: info@cyanonline.org
 - Phone: (916) 339-3424
- **Youth Advocacy Guide: How to Integrate Youth into Tobacco Prevention Programs (2000)**
 - Available through the Tobacco Education Clearinghouse of California (TECC) Catalog (Item# J491) (<http://www.tobaccofreecalifornia.org>)
- **CDC Best Practices User Guide: Youth Engagement – State and Community Interventions (2010)**
 - http://www.cdc.gov/tobacco/stateandcommunity/best_practices/
- **Legacy: Youth Activism in Tobacco Control**
 - <http://www.legacyforhealth.org/what-we-do/community-initiatives/youth-activism>

* Junk food includes pre-packaged foods that are high in calories, fat, salt/sodium, and/or sugar, and low nutrient and/or sugar-sweetened drinks, such as soft drinks, diet drinks, energy drinks, and vitamin-enhanced water.

** This document is available on a password protected website for California Tobacco Control Programs.

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Engaging Youth in the Healthy Stores for a Healthy Community Campaign Tip Sheet

Fact Card

This tip sheet provides information on how to engage and motivate youth to participate in campaign activities. Youth engagement is vital for the Healthy Stores for a Healthy Community Campaign.



DEVELOPING PARTNERSHIPS FOR THE HEALTHY STORES FOR A HEALTHY COMMUNITY CAMPAIGN TIP SHEET

What is a Partnership?

A strategic alliance or relationship built on trust and mutual understanding. A partnership is an agreement between two or more organizations that seek to carry out a common goal. Partnerships occur when people and agencies come together to share ideas, collaborate on projects, and leverage resources.

How Can a Partnership Be Useful During the Campaign?

For the *Healthy Stores for a Healthy Community* Campaign, partnerships will enhance the campaign's efficiency and impact by engaging a variety of skills and resources. Partnerships can help the campaign reach and educate diverse community members, recruit volunteers, garner community leader support, and build credibility and trust within the community. By working together, partnerships can more effectively reduce the impact of tobacco, alcohol, and junk food availability and marketing.

What are Potential Groups or Organizations to Partner With?

Community Members and Organizations

- Faith-Based Groups (i.e., Interfaith Coalitions, Youth Groups at local Churches, Synagogues, Mosques, and Temples)
- Local residents
- Neighborhood Associations
- Parents and Parent Groups (i.e., Parent-Teacher Association)
- Priority Population Advocacy Groups (i.e., Hispanic/Latino, African American, American Indian and Alaska Native, Asian Americans, LGBT, low-socioeconomic status, military, mental health population, and substance abusers)
- Service Clubs (i.e., Rotary, Soroptimist, Lions)
- Youth and Youth Groups (i.e., YMCA, Boys & Girls Clubs, 4-H, Friday Night Live)

Local Businesses

- Chambers of Commerce
- Food Banks
- Farmer's Markets
- Merchants and Small Business Associations
- Store Owners and Managers

Health Organizations

- Alcohol Prevention Groups (i.e., Friday Night Live, MADD – Mothers Against Drunk Driving)
- Black Infant Health Programs
- Groups working on health equity, social justice, and social determinants of health (i.e., immigrant/refugee, human rights, community service/development/action centers, Junior League, Kiwanis, Urban League)
- Statewide and local nutrition programs (i.e., Network for a Healthy California, WIC – Women, Infants, and Children)
- Voluntary Health Organizations (i.e., American Cancer Society, American Heart Association, American Lung Association)

Government Agencies and Departments

- California Conference of Local Directors of Health Education
- California Conference of Local Health Officers
- California Department of Alcoholic Beverage Control
- California Department of Public Health, Food and Drug Branch
- California League of Cities
- California Office of the Attorney General
- California State Board of Equalization
- City Attorney
- City Planning Department
- Law Enforcement and Tobacco Retailer Licensing (TRL) Enforcement Agencies
- National Association of Attorney Generals (NAAG)
- National Association of County and City Health Officers (NACCHO)
- Policymakers (i.e., City Council, Mayor, City Officials, County Board of Supervisors, City Officials)

Educational Institutions

- Community Colleges
- Schools (i.e., Teachers, Administrators)
- Public and Private Universities



How is a Partnership Developed?

The following steps can serve as a guide for developing and sustaining effective partnerships. Keep in mind that every partnership is different and may require different approaches.

1. Research & Identify Possible Partners:

- Identify organizations and groups with which you can collaborate, including those you may know little about.
- Is there a clear need to partner with this organization?
- Is the mission of this organization compatible with the goals of the *Healthy Stores for a Healthy Community* Campaign? What are the benefits and drawbacks to a potential partnership?
- Is there a coalition member or other campaign partner who can recruit the new partner?

2. Consider the Various Forms a Partnership Can Take: (in order of least to highest level of involvement)

- Networking:** Sharing information to help each other.
- Coordinating:** Planning and adjusting activities to work together to be more effective.
- Cooperating:** Sharing organizational resources such as staff, volunteers, and funds.
- Collaborating:** Committing to a long-term process through which members of a partnership contribute meaningful ideas, resources, and effort in pursuit of shared goals.

3. Reach Out to Build Relationships:

- Learn about the potential partner organization's mission, vision, and goals prior to meeting with them.
- Meet with members of the organization in person to start building rapport and assess the organization's culture.
- Prepare an elevator pitch, which is a short and engaging summary of how a partnership will benefit both organizations.
- Begin each meeting by revisiting common focus areas and sharing individual perspectives.

4. Design the Partnership:

- Define the roles and responsibilities of each organization.
- Establish who has decision-making power.
- Create a formal procedure for sharing information and resolving disagreements.
- Create a timeline to meet partnership goals and objectives

5. Discuss Resource Needs:

- Identify what resources each of the partners can contribute and how they can best be leveraged to attain mutually agreed upon goals.
- Resources can include: staff, technical assistance, community knowledge, physical property, stakeholders' time and access to people and/or funding.

6. Establish a Mission, Goals, & Objectives Specific to the Partnership:

- Mission Statement:** The long-term vision that you wish to accomplish.
- Goals:** The larger tasks needed to achieve your mission.
- Objectives:** The specific and time-sensitive activities needed to accomplish your goals.

7. Evaluate Partnership Progress and Effectiveness:

- Assess the strengths, weaknesses, obstacles, and threats to the partnership, as well as opportunities.
- Decide how to evaluate, document, and share results of the partnership assessment results.

Additional Resources to Help with Partnership Development:

- Sample Memorandum of Understanding**
– <http://www.hud.gov/offices/hog/tml/hhew/partnerships/partnershipsresources/mupartnrmou.pdf>
- CDC Partnership Tool Kit**
– http://msd.fda.gov/msd/ohrt/_static/resources/2766.pdf
- Best Practices Users Guide: Coalitions - State and Community Interventions**
– http://www.cdc.gov/tobacco/stateandcommunity/tp_user_guide/pdfs/user_guide.pdf
- Engaging, Building, Expanding: An NBCCEDP Partnership Development Toolkit**
– http://www.cdc.gov/cancer/nbccedp/pdf/toolkit/NBCCEDP_Toolkit.pdf



Developing Partnerships for the Healthy Stores for a Healthy Community Campaign Tip Sheet

Fact Card

This tip sheet provides helpful tips on how to develop partnerships that will enhance the Healthy Stores for a Healthy Community Campaign. Partnerships can help the campaign reach and educate diverse community members, recruit volunteers, garner community leaders' support, and build credibility and trust within the community.

Healthy Stores for a Healthy Community



We need your help
in supporting our
local stores!



Tiendas saludables para una comunidad saludable



¡Necesitamos su
ayuda para apoyar
a nuestras tiendas
locales!



Healthy Stores for a Healthy Community General Brochure (English and Spanish)

Brochure

This easy-to-read brochure will help educate the general public about the goals of the Healthy Stores for a Healthy Community campaign. It also contains some background information about the retail environment and how that affects our community and youth. It is simple to read and uses visuals.

**TOBACCO COMPANIES PLACE ADS WHERE
KIDS CAN'T AVOID SEEING THEM**



Stand up for our kids and protect them
from a lifetime of addiction.



**COMPAÑÍAS DE TABACO UBICAN ANUNCIOS
DONDE NIÑOS NO PUEDEN EVITAR VERLOS**



Luché por nuestros hijos y protéjanlos
de una vida de adicción.



**TOBACCO ADS INFLUENCE OUR KIDS
TO SMOKE**



Stand up for our kids and protect them
from a lifetime of addiction.



**ANUNCIOS DE TABACO INFLUYEN
A NUESTROS NIÑOS A FUMAR**



Luché por nuestros hijos y protéjanlos
de una vida de adicción.



**ANUNCIOS DE TABACO SON MÁS PODEROSOS
QUE LA PRESIÓN DE AMIGOS**



Luché por nuestros hijos y protéjanlos
de una vida de adicción.



**TOBACCO ADS ARE MORE POWERFUL
THAN PEER PRESSURE**



Stand up for our kids and protect them
from a lifetime of addiction.



**TOBACCO ADS ARE MORE POWERFUL
THAN PEER PRESSURE**



Research has shown that tobacco advertisements influence kids to start smoking more than peers or family members that smoke.¹

Stand up for our kids and protect them from a lifetime of addiction.



**ANUNCIOS DE TABACO SON MÁS PODEROSOS
QUE LA PRESIÓN DE AMIGOS**



Investigaciones han demostrado que la publicidad del tabaco influye a que los niños comiencen a fumar aún más que sus compañeros o miembros de la familia que fuman.¹

Luché por nuestros hijos y protéjanlos de una vida de adicción.



Healthy Stores for a Healthy Community Digital Advertisements (English and Spanish)

Digital Advertisement

These short and impactful advertisements are intended to draw in a larger audience with their visual appeal and concise message. These ads share a fact about the retail environment and how it can lead young people to start using tobacco.

Make Our Community Healthy!



The **Healthy Stores for a Healthy Community** Campaign will help stores provide...

- More fruit, vegetable, and healthy snack choices.
- Less tobacco, alcohol, and junk food advertisements.
- Less flavored tobacco and alcohol products that are attractive to youth.
- Less unhealthy food options in check-out aisles.



Make our community healthy through our local stores!

¡Contribuya a una comunidad saludable!



La campaña *Tiendas Saludables para una Comunidad Saludable* ayudará a que las tiendas ofrezcan...

- Más opciones de frutas, verduras y bocadillos saludables.
- Menos anuncios de tabaco, alcohol y comida chatarra.
- Menos productos de tabaco y alcohol con diferentes sabores que llaman la atención de los jóvenes.
- Menos opciones de comida chatarra en el pasillo de la caja.



¡Logremos una comunidad saludable a través de nuestras tiendas locales!

Healthy Stores for a Healthy Community, General (English and Spanish)

(Pending Review)

Poster

This poster informs the general population about the goals of the Healthy Stores for a Healthy Community campaign.

Alcohol Ads are Everywhere and Our Kids See Them Everyday

Alcohol
advertisements
increase underage
drinking.



It's no wonder that alcohol is the most commonly used and abused drug among youth in the United States. 1 out of 5 eleventh grade students in California binge drink.



Join the campaign
to help support our
community stores!

Los anuncios de alcohol están en todos lados y nuestros hijos los ven todos los días

Los anuncios de
alcohol aumentan el
consumo entre los
menores de edad.



Con razón el alcohol es la droga más utilizada y abusada por los jóvenes en los Estados Unidos. 1 de cada 5 estudiantes en el grado once en California se emborracha.



¡Únase a la
campana para
apoyar a las
tiendas en nuestra
comunidad!

Healthy Stores for a Healthy Community, Alcohol (English and Spanish)

(Pending Review)

Poster

This poster informs the general population about the goals of the Healthy Stores for a Healthy Community campaign and shows how youth are exposed to alcohol advertisements.

Does Healthy Food Seem Out of Reach?

Do you wish your local store had healthier food for your family?



Join the Healthy Stores for a Healthy Community campaign and help local stores sell more fruits, vegetables, and healthy snack choices.



Join the campaign to help support our community stores!

¿Se le hace que las comidas saludables no están a su alcance?

¿Desearía que su tienda local tuviera comidas más saludables para su familia?



Apoye la campaña *Tiendas Saludables para una Comunidad Saludable* y ayude a que las tiendas locales vendan más frutas, verduras y bocadillos saludables.



¡Únase a la campaña para apoyar a las tiendas en nuestra comunidad!

Healthy Stores for a Healthy Community, Nutrition (English and Spanish)

(Pending Review)

Poster

This poster informs the general population about the goals of the Healthy Stores for a Healthy Community campaign and addresses the issue of increasing healthy food options in local stores.

Candy or Tobacco?

Kids can't tell the difference either.

Did you know that little cigars and cigarillos cost less than a pack of gum and are available in flavors such as grape, cherry, and vanilla? The tobacco industry makes these products appealing for kids and markets them at our local stores.



Join the campaign to help support our community stores!



¿Son dulces o tabaco?

Los niños tampoco saben cuál es la diferencia.

¿Sabía usted que los cigarillos y los puros chiquitos cuestan menos que un paquete de goma de mascar y se consiguen con sabor a uva, cereza y vainilla? La industria del tabaco fabrica productos atractivos para los niños y los vende en nuestras tiendas locales.



¡Únase a la campaña para apoyar a las tiendas en nuestra comunidad!



Healthy Stores for a Healthy Community, Tobacco (English and Spanish)

(Pending Review)

Poster

This poster informs the general population about the goals of the Healthy Stores for a Healthy Community campaign and explores how flavored tobacco marketing is intended to appeal to children.



WHAT DO WE
REALLY
KNOW ABOUT
E-CIGARETTES?



E-Cigarette

(Pending Review)

Fact Card

This fact card debunks popular myths about e-cigarettes. The back of the card explains known facts about the harms of e-cigarette use.

The Next Step to Total Freedom from Smoking Tobacco

Quitting Smoking with an Alcohol/Drug Addiction or a Mental Health Disorder

Smoking while having an alcohol/drug addiction and/or a mental health disorder is more common than you think.

Nearly half of the 435,000 people that die from smoking each year have an alcohol/drug addiction and/or mental disorder.

Every day, people are dealing with the same struggles as you. Like you, many people are struggling with managing many health issues at one time.

People who attempt to stop smoking while in treatment for alcohol or drug use do as well or better than people who smoke while in treatment.



You can learn to manage your alcohol/drug addiction and/or mental health disorder without cigarettes.

In fact, people who quit smoking:

- Are 25% more likely to become and stay sober.
- Understand that relapse is normal, but it can be overcome.
- Avoid harmful drug interactions with medicine used to treat their mental health disorder.

Steps to help you quit smoking:

The process for quitting smoking is similar to the one you used to get sober, manage your mental health disorder, and grow in your recovery. You've done this before, so you can do it again! **Make a list of why you smoke:**

Common reasons are:

"I smoke to relax."

"I smoke to help me deal with urges for alcohol and other drugs."

Make a list of why you want to quit:

Common reasons are:

"I will not get sick as often."

"It will help in my recovery."

"I will have control over my life."

1. Know why you smoke and why you want to quit

When you know your exact reasons for quitting, you will be more likely to keep yourself on track. Some of the reasons you have for quitting smoking may be similar to the ones for becoming sober or managing your mental health symptoms.

2. Recognize when you crave cigarettes.

Learn to recognize where you feel tempted to smoke. These situations, people, places, and things are your "triggers." How will you change these situations to avoid smoking?

Fill out the box to your right. Use it as a reminder when you feel tempted to smoke.

3. Help is available

Some people who are strongly addicted to nicotine find that nicotine gum or the nicotine patch can be very helpful. These methods reduce the urge for cigarettes.

Remember: Your recovery from alcohol or other drugs has required more than just overcoming the physical addiction. It has required a change in your mind. The same applies to quitting smoking!

4. What to expect when you stop smoking

When you quit smoking, you may go through withdrawal. The feelings can be the same as the ones you experienced when you quit using alcohol or other drugs. Your body is missing nicotine, the addictive drug in tobacco. It usually takes about 2-4 days for the nicotine to clear your system after you stop smoking.

Withdrawal is a sign that your body is healing. Be patient with yourself! Any symptoms you have should end in 2-4 weeks.

5. How to deal with life after cigarettes

You are already recovering from one addiction. You should be very proud of yourself. If you did that, you can recover from nicotine, too.

The first two weeks after quitting can be tough. But, as you conquer your triggers to smoke, you will be healthier. Quitting smoking will make your recovery process easier for you.

The more you try, the more likely you are to succeed. Your next quit attempt might be your last.

Select the things that make you want to smoke and add your own:

- WHEN I SEE SOMEONE SMOKING
- URGES TO USE ALCOHOL OR OTHER DRUGS
- WHEN I FEEL ANXIOUS OR STRESSED
- _____
- _____

Plan ahead. Keep a list of things you can do instead:

- TAKE A WALK
- CHEW ON A PLASTIC STRAW
- BRUSH YOUR TEETH
- CLEAN YOUR HOUSE
- CALL A FRIEND OR YOUR SUPPORT PERSON
- _____
- _____
- _____

Remember your top 3 reasons for quitting:

1. _____
2. _____
3. _____

Have a friend or sponsor you can call when you're feeling tempted to relapse and need some support:

Support Person's Number:

For self-help materials, a referral list of other programs, and one-on-one counseling over the phone, call: **The California Smokers' Helpline**
1-800-NO-BUTTS (1-800-662-8887)
 or visit www.NoButts.org.

Services available in English, Spanish, Cantonese, Mandarin, Korean, and Vietnamese.

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The Next Step to Total Freedom from Smoking Tobacco

Handout

This piece offers advice and encouragement to individuals who are quitting smoking with an alcohol addiction, drug addiction, or mental health disorder.

YOU ARE
STRONGER
THAN YOU IMAGINE.



YOU ARE
STRONG ENOUGH
TO QUIT.

IF YOU WANT HELP CALL
1-800-NO-BUTTS
(1-800-662-8887)



Even if
you think
cigarettes
help you
get through
tough times,
you are
stronger
than you think.



For help quitting, call **1-800-NO-BUTTS** (1-800-662-8887).

*You are stronger
than you imagine.
You are strong enough
to quit smoking.*



If you want help, call
1-800-NO-BUTTS
1-800-662-8887

*The more you try,
the more likely you are to succeed.*



I AM STRONG ENOUGH
TO KICK MY DRUG ADDICTION
I AM STRONG ENOUGH
TO **QUIT SMOKING**
FOR HELP QUITTING **CALL 1-800-NO-BUTTS**



THE MORE YOU TRY, THE MORE LIKELY YOU ARE TO SUCCEED.



I AM STRONG ENOUGH
TO KICK MY DRUG ADDICTION
I AM STRONG ENOUGH
TO **QUIT SMOKING**
FOR HELP QUITTING **CALL 1-800-NO-BUTTS**



THE MORE YOU TRY, THE MORE LIKELY YOU ARE TO SUCCEED.



Behavioral Health Digital Advertisements

Digital Advertisement

These short and easy to read digital advertisements encourage individuals who are coping with a behavioral health issue to quit smoking.