

TOBACCO USE IN HAMPTON ROADS

Goal: Decrease tobacco use and exposure in Hampton Roads

Objectives:

- a. Increase the unit price of tobacco across the region through implementation of increased tobacco tax within cities
Strategies
 - Hold regional meeting of city leaders to develop consensus on a multi-year plan to achieve uniform pricing regionally, as well as uniform earmarking of additional funds to support health and tobacco use cessation within the region
 - Collaborate with cities to include uniform pricing adoption in city budgets
 - Educate city leaders, citizens and decision makers about the benefits of tobacco pricing strategies
 - Develop communications plan to engage stakeholders to support regional policy development

- b. Adoption of resolutions by regional chamber and cities to encourage comprehensive tobacco free policies among city governments, schools, universities, businesses, organizations and the military; as well as at events and outdoor spaces
Strategies
 - Present educational information to Hampton Roads Chamber on best practices for tobacco free communities, including business case.
 - Utilize chamber connections to create a regional tobacco free recognition for businesses, organizations and events
 - Engage cities, businesses, organizations and event agencies to participate in Chamber sponsored tobacco free initiative

- c. Implement regional plan for coordination of merchant training on tobacco sales, advertising and regulation
Strategies
 - Hold regional meeting of local CSB prevention managers overseeing merchant training to improve coordination and develop a regional plan
 - Monitor implementation of regional plan and effectiveness of training

Measurements:

1. Tobacco use rates – adults & youth (County Rankings/BRFSS)
2. Secondhand smoke exposure (Adult & Youth Tobacco Survey – VDH, housing surveys)
3. Increase in the # of cities that have increased their tobacco tax (monitor city budgets)
4. Increase in # of tobacco free places/policies (Regional tracking system for tobacco free places/policies – VDH, American Nonsmoker Rights)
5. Development & implementation of a regional coordination plan for merchant training on sales, advertising and regulation (Process tracking)

Action:

Objective A:

- Cities/City leaders to hold meetings to discuss tobacco pricing strategies & benefits for their city

Objective B:

- Cities/City leaders take on champion role for resolutions and policies to increase tobacco free places & decrease tobacco smoke exposure

Objective C:

- CSB leadership collaborate to implement a regional approach for merchant training
- Merchants comply with training requirements for all staff (how do they prove training?)

For more information please contact us: cinch@evms.edu or visit www.cinchcoalition.org. CINCH is program of EVMS Pediatrics, to engage the community to improve children's health.



Creating a Healthy Hampton Roads where people live, learn, play, work & worship.