

**County of Los Angeles Department of Public Health Tobacco Control & Prevention
Program Community Stakeholder Meeting Summary
October 13, 2009
9:00 a.m. – 12 noon
3530 Wilshire Blvd., Suite 800, Conference Room C
Los Angeles, CA 90010**

Meeting Agenda

I. Welcome & Introductions

The Tobacco Control & Prevention Program (TCPP) team working on the grant proposal are: Linda Aragon, MPH, Director; Montgomery Messex, MPH, Deputy Director; Mark Weber, PhD, Chief Epidemiologist; Rachel Tyree, MPH, Project Director.

II. Purpose of Meeting

The director explained that Public Health is responding to the funding opportunity announcement for the *Communities Putting Prevention to Work* initiative led by the Centers for Disease Control and Prevention. Grant funds are from the American Reinvestment and Recovery Act (ARRA) \$373 million to 30 – 40 jurisdictions nationwide; two years of funding provided; highly competitive; two separate grant focus areas: obesity prevention and tobacco control & prevention; requires policy, systems & environmental change.

The reality of funding is that local health departments are not likely to get both grant awards. Four categories of funding: 1) large health depts.; 2) urban areas; and 3) tribal; 4) rural. On September 29, 2009, LA County Supervisor Zev Yaroslavsky introduced a motion at the Boar of Supervisor meeting asking the Public Health Department to take the lead developing two proposals for the obesity prevention and tobacco control & prevention focus areas. The motion states that Public Health, if the department receives funding, must partner with organizations countywide to distribute award funds.

TCPP is working under quick timelines: grant applications are due Dec. 1, 2009; award notification Feb. 26, 2010; start program of work with partners by April. Grantees are expected to re-grant some of the funding. An request for proposal (RFP) process is not realistic or encouraged for competitive grant applications based on the amount of work in the grant requirements and the relatively short grant period – two years. There are also very extensive reporting and evaluation processes required by the CDC. TCPP will be working with major partners to have jurisdictional reach through sole source agreements and will also implement a mini-grant program for community based organizations. TCPP will be soliciting letters of support from cities, coalitions, and community partners. If awarded, TCPP is working internally to get the right mechanisms in place to make sure the grant funds can be distributed in a timely manner i.e., in other words, not business as usual.

One thing that will be a challenge for Los Angeles County (LAC), the grant proposals must have broad policy impact across the entire jurisdiction. Per CDC, we need to partner with the largest cities (LA City), as well as LAUSD, LA Count Office of Education, and the Pasadena

and Long Beach health departments & school districts. TCPP is also looking for other large partners to collaborate with on the grant proposal.

III. MAPPS

Defined set of evidence-based strategies provided by CDC. Each proposal must have at least one strategy in each of the 5 MAPPS: Media, Access, Point of Purchase, Price, Social Support & Services.

Must use menu of evidence-based interventions provided in the grant application; if TCPP proposes an intervention that is not on the list, we need to justify w/ evidence why/how we can do it. Also, interventions should be creative and for the most part, onto the next frontier in tobacco control policy efforts for LAC – again, another challenge.

IV. Community Action Plan

As part of the grant application, potential grantees must include a two-year community action plan (CAP) complete with timelines and milestones.

The director distributed a draft TCPP CAP at the stakeholder meeting.

Comments on the draft TCPP CAP from stakeholders:

Based on the MAPPS interventions:

Media intervention

Question: Will TCPP be considering not only traditional media opportunities but non-traditional as well?

TCPP: We are considering both traditional & non-traditional media including social networking, text messaging, Web 2.0, etc. to reach the targeted populations outlined in the CAP.

Question: Will TCPP leverage existing successful media campaigns?

TCPP: Yes. The FOA makes it clear that interventions should build upon or strengthen existing programs and resources. We will be talking to First 5 LA (smoking in cars with minors) and the American Legacy Foundation truth® campaign (youth focus). Media campaigns must be hard-hitting.

We are also going to ask the Board of Supervisor to approve a no-cost one-year extension to leverage Master Settlement Agreement funding set to expire June 2010

Question: Will the media campaigns and other materials be translated?

TCPP: Yes. The FOA also makes it clear that multi-language campaign materials should be explored.

Stakeholder suggestions

Asian Youth Center: TCPP should consider a media campaign with a Latino focus as well as an Asian focus. West Virginia’s youth-focused Raze campaign received a Campaign for Tobacco Free Kids recognition award. We might want to research what other campaigns have been developed.

National Council on Alcoholism and Drug Dependence: TCPP should consider a media campaign with a substance use community focus.

AnimAction: The type of technology platform utilized will be important to effectively get messages to youth, i.e., Web 2.0, text messaging, social networking, & user-generated content [in other words, what the youth produce we should use].

18-25 young adults (African American males) – Audrey

ETC Group: School outreach will be essential for prevention efforts. The focus should be on 4th & 5th graders.

Access interventions

Question: Who will be the community organizers as described in the CAP?

TCPP: We will be developing job descriptions for both the community organizers and policy liaisons that we would hire to work with cities and community organizations to pass policy ordinances. The positions will most likely be hired through a personnel development firm.

Stakeholder suggestion: Regarding the zoning ordinance objective, it would be good to have GIS mapping near parks and schools.

Point of Purchase/Promotion intervention

In developing the intervention for this strategy area, TCPP is considering a couple different options that are new and in un-chartered territory for tobacco control in California.

No questions or comments for stakeholders.

Pricing intervention

Again, in developing the intervention for this strategy area, TCPP is considering a couple different options that are new and in un-chartered territory for tobacco control in California.

No questions or comments for stakeholders.

Social Support & Services intervention

Stakeholder suggestions: a lot of faith-based organizations and entities (churches & temples) host homeless shelters. TCPP should consider faith-based smoking cessation programs, too.

The county also has cold weather shelters – this may be a place for smoking cessation efforts, too.

Domestic violence safe homes are another outlet for smoking cessation efforts.

School outreach: TCPP might want to see if there is an opportunity to partner/work with community college districts. A number of large school districts have smoking cessation programs (LAUSD, Torrance).

Question: Will TCPP consider working to ban flavored or candy cigarettes?

TCPP: The FDA regulation law bans flavored tobacco products. However, enforcement might be an issue, and we will look into it.

Closing thoughts:

TCPP welcomes suggestions and referrals for leadership team members, cities ready to implement tobacco control policies, Letters of Support or Resolutions, any policy ideas or recommendations.

Open Discussion:

City of Long Beach: TCPP should consider a campaign name/brand that demonstrating strong tobacco control in LAC What about enforcement or existing policies?

TCPP: The FOA is focused on policy implementation more so than enforcement. However, policy implementation needs to be sustainable; enforcement would be a very small portion of the grant proposal.

National Council on Alcoholism & Drug Dependence: what is the dollar amount for the mini-grants?

TCPP: \$5,000 for each mini-grant recipient (120 social service agencies).

Please sign in for our records!

Everyone is invited to the October 20th open community meeting led by the Division of Chronic Disease and Injury Prevention to discuss the FOA in more detail and the two focus areas.

Meeting adjourned.