

## Environmental Change Successes: Lessons Learned from Tobacco Control

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Los Angeles Collaborative for Healthy Active Children  
Downey, CA

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## Spectrum of Prevention

LEVEL OF SPECTRUM	DEFINITION OF LEVEL
6. Influencing Policy and Legislation	Developing strategies to change laws and policies to influence outcomes
5. Changing Organizational Practices	Adopting regulations and shaping norms to improve health and safety
4. Fostering Coalitions and Networks	Convening groups and individuals for broader goals and greater impact
3. Educating Providers	Informing providers who will transmit skills and knowledge to others
2. Promoting Community Education	Reaching groups of people with information and resources to promote health and safety
1. Strengthening Individual Knowledge and Skills	Enhancing an individual's capability of preventing injury or illness and promoting safety




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# Environmental Change




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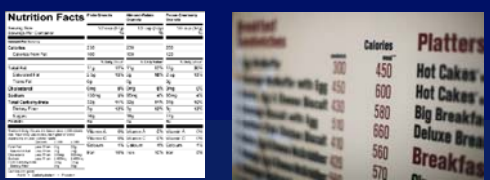
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# Environmental Change




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## Los Angeles County Tobacco Control & Prevention Program

- Created in 1989 as result of the Proposition 99 tobacco tax
- In 2004 CTCP required we change from health education to policy
  - “Policy and advocacy are legitimate tools of health education, health promotion and public health”
  - Provided direction and technical support to the field



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## Social Norm Change

- Utilize a “social norm” change approach to create a social and legal climate in which tobacco use becomes less desirable, less acceptable, and less accessible
- Achieve social norm change through the enactment of tobacco control policies (e.g., laws)
- But how?



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## The Policy Adoption Model

- The Policy Adoption Model (PAM) is a highly structured phase-based policy campaign model for effectively fostering adoption of local tobacco control policies
- A policy campaign is divided into five distinct phases and requires conducting campaign activities in one phase before proceeding to the next
- With a step-by-step approach, knowledge, experience and momentum acquired from performing the activities in each successive step build towards the next



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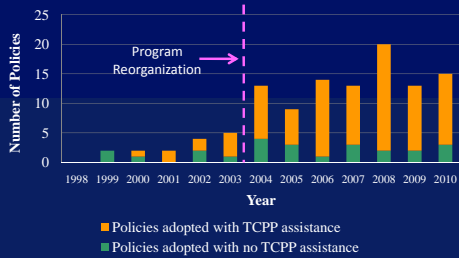
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## Number of Tobacco Control Policies Adopted in Los Angeles County: 1998-2010




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## Food for thought...

- National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN)
  - Helping to create strong policy interventions that will reverse the childhood obesity epidemic by 2015
  - Provide assistance to policy makers, teachers, health professionals, parents and researchers




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## Food for thought...

- Nutrition-based policy options
  - Menu labeling
  - Sugar-sweetened beverage taxes and fees
  - Healthier toy giveaway meals
- More information
  - <http://www.nplanonline.org>



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## Thank you

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“Never doubt that a small group of thoughtful, committed citizens can change the world; Indeed it is the only thing that ever has.”



- Margaret Mead



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