

Nebraska Tobacco Control State Plan 2023 – 2028

Secondhand Smoke Exposure	Promote Quitting	Prevent Initiation	Advance Health Equity
<p>Goal: Eliminate exposure to secondhand smoke</p> <p>Key Strategies</p> <ul style="list-style-type: none"> ▪ Increase comprehensive smokefree policies in multi-unit housing (MUH) properties ▪ Implement messaging on the dangers of secondhand smoke and aerosol exposure ▪ Increase comprehensive tobacco-free outdoor policies for college campuses ▪ Increase comprehensive smokefree outdoor policies ▪ Encourage sustainability of current and future comprehensive smokefree policies 	<p>Goal: Promote quitting among adults and youth</p> <p>Key Strategies</p> <ul style="list-style-type: none"> ▪ Increase utilization of Quitline services ▪ Increase knowledge of resources for cessation ▪ Increase engagement of health care providers on tobacco cessation ▪ Implement a strategic marketing campaign to promote cessation ▪ Develop 3 resources to celebrate cessation through storytelling 	<p>Goal: Prevent initiation among youth and young adults</p> <p>Key Strategies</p> <ul style="list-style-type: none"> ▪ Build capacity for flavor restrictions/bans through education ▪ Increase youth-centered leadership and involvement ▪ Assist in strengthening comprehensive school tobacco-free policies and practices ▪ Develop and implement youth-targeted materials and messaging ▪ Reduce youth access through the retail environment ▪ Increase support and implementation of comprehensive state and local best practice tobacco policies 	<p>Goal: Advance health equity by identifying and eliminating commercial tobacco product-related inequities and disparities</p> <p>Key Strategies</p> <ul style="list-style-type: none"> ▪ Utilize and promote cultural and linguistic competencies ▪ Increase amount of and access to data regarding tobacco-related disparities ▪ Build capacity of state and local partners ▪ Increase community engagement and partnerships ▪ Address social norms around tobacco use
<p>Partners: Healthcare Systems and Providers, Landlords/Residential Property Owners, Local Housing Authority, Local Post-Secondary Programs/Colleges, Local Public Health Departments, Local School Districts/Schools, Local Tobacco Prevention Coalitions, Nebraska Department of Education, NDHHS Comprehensive Cancer Control Program, NDHHS Division of Behavioral Health, NDHHS Office of Health Disparities and Health Equity, Other NDHHS Programs, People With Lived Experience, Quitline Vendor, Tobacco Free Nebraska, Youth, Youth Programs (Girl Scouts, Boy Scouts, etc.)</p>			