

## Goal I: Prevent Initiation among Youth and Young Adults

Goal I: Prevent initiation among youth and young adults	
<b>Objective I.A.</b>	Decrease the percentage of youth grades 9-12 who have ever used tobacco from 38.1% (2014) to 32% by 2020.
<b>Objective I.B.</b>	Reduce the percentage of young people ages 18-24 who use tobacco* from 28.8% (ATS 2015) to 24.5% by 2020 <sup>12</sup> . <i>*Includes all types of tobacco use (cigarette, cigar, cigarillo, small cigar, pipe, smokeless tobacco, e-cigarette and electronic vaping product, hookah or waterpipe, roll-your-own, bidi or kretek, dissolvable, etc.)</i>
Strategies	<ol style="list-style-type: none"> <li>1. Perform assessments of tobacco retail environment.</li> <li>2. Support an increase in the number of educational institutions with comprehensive tobacco-free policies including all new and emerging products.</li> <li>3. Educate partners, stakeholders, and the public on evidence-based pricing strategies.</li> <li>4. Develop targeted youth messaging regarding the health consequences of tobacco use including electronic smoking devices.</li> </ol>
Key Activities	<ul style="list-style-type: none"> <li>• Convene and engage stakeholders, including youth, in creating an action plan to address all prevention strategies.</li> <li>• Build capacity to reduce the appeal and access of tobacco products to youth at the point of sale.</li> <li>• Develop tools for communities to use on tobacco control in the retail environment (point of sale) and on advertising restrictions to include fact sheets, talking points, and draft policies.</li> <li>• Collaborate with partners to educate policymakers regarding the impact of price on tobacco use especially among youth.</li> <li>• Provide media, policy, and spokesperson training to coalitions and partners to include social marketing, writing, and speaking to the media and policy makers.</li> <li>• Engage youth in local tobacco prevention efforts including comprehensive smoke-free and tobacco-free policies for outdoor public areas and educational institutions, as well as policies to reduce youth access and appeal to tobacco products.</li> </ul>
Key Partners	<ul style="list-style-type: none"> <li>- Local Tobacco Prevention Coalitions</li> <li>- Tobacco Free Nebraska</li> <li>- Volunteer Partner Organizations: American Cancer Society, American Heart Association, American Lung Association</li> <li>- No Limits – Nebraska’s tobacco prevention youth empowerment movement</li> </ul>

## Goal II: Promote Quitting Among Tobacco Users

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<b>Objective II.A.</b>	Reduce the percentage of adults who reported smoking cigarettes every day or some days (current smokers) from 17.3% (2014) to 15.3% by 2020.
<b>Objective II.B.</b>	Reduce the percentage of male adults who reported using smokeless tobacco every day or some days from 8.5% (2014) to 7.0% by 2020.
Strategies	<ol style="list-style-type: none"> <li>1. Expand the reach of Quitline / cessation materials to the health services network which includes but is not limited to community health workers, home healthcare and behavioral healthcare providers, case workers, and medical associations.</li> <li>2. Educate partners, stakeholders, and the public on evidence-based pricing strategies.</li> </ol>
Key Activities	<ul style="list-style-type: none"> <li>• Promote the NE Tobacco Quitline through media placement and outreach to health care providers and the community/coalitions/partners.</li> <li>• Establish a coordinated plan for development, distribution, and statewide and local delivery of the Nebraska Tobacco Quitline educational toolkits to health care providers.</li> <li>• Engage oral health care providers, especially in rural areas, to promote tobacco cessation among adult male smokeless tobacco users.</li> <li>• Collaborate with partners to educate policy makers on the impact of tobacco product prices on tobacco use.</li> </ul>
Key Partners	<ul style="list-style-type: none"> <li>- Tobacco Free Nebraska</li> <li>- Public Health Programs: Every Woman Matters, Oral Health, Behavioral Health, Nebraska Comprehensive Cancer Control, and Chronic Disease Prevention Programs</li> <li>- State and local prevention coalitions</li> <li>- Volunteer Partner Organizations: American Cancer Society, American Heart Association, American Lung Association</li> <li>- Local Health Departments</li> </ul>

## Goal III: Eliminate Exposure to Secondhand Smoke

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<b>Objective III.A.</b>	Reduce the percentage of Nebraska workers who are exposed to secondhand smoke at work in the past week from 21.3% (ATS 2015) to 18.0% by 2020.
<b>Objective III.B.</b>	Decrease the percentage of Nebraskans who are exposed to secondhand smoke in their private residence from 10.1% (ATS 2015) to 8.0% by 2020.
<b>Objective III.C.</b>	Increase the number of jurisdictions with comprehensive public policies for tobacco-free outdoor public places from 1 to 10 by 2020.
Strategies	<ol style="list-style-type: none"> <li>1. Expand tobacco-free policies for workplaces including campuses.</li> <li>2. Expand tobacco-free policies for households.</li> <li>3. Expand tobacco-free policies for outdoor public places and events.</li> </ol>
Key Activities	<ul style="list-style-type: none"> <li>• Maintain, update, and expand resources on tobacco-free worksites including TobaccoHurtsBusiness.ne.gov</li> <li>• Develop consistent messaging around electronic smoking devices.</li> <li>• Develop and promote mass-reach health communication interventions to increase awareness of the dangers of tobacco use and secondhand smoke exposure, promote quitting, and change social norms to prevent tobacco use.</li> <li>• Encourage adoption of smoke-free policies for multi-unit housing through partner outreach and education to property owners and managers.</li> <li>• Build capacity statewide on comprehensive tobacco-free and smoke-free outdoor policies in public places through training and resources.</li> <li>• Provide technical assistance and support to local communities working to implement tobacco-free outdoor public places.</li> <li>• Provide local TA and recognition for smoke-free and tobacco-free policy implementation for business campuses, outdoor public places, and multi-family housing.</li> </ul>
Key Partners	<ul style="list-style-type: none"> <li>- Local tobacco prevention coalitions</li> <li>- Tobacco Free Nebraska</li> <li>- Local health departments</li> <li>- Multi-family housing developers, owners, managers, housing agencies, and industry organizations and associations</li> <li>- Business Associations including local Chamber of Commerce</li> <li>- Policy and decision makers</li> </ul>

## Goal IV: Identify and Eliminate Tobacco-Related Disparities

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<b>Objective IV.A.</b>	Reduce the percentage of adults using mental health service facilities who use tobacco from 43.3% (2014) to 40% by 2020.
<b>Objective IV.B.</b>	Reduce the percentage of low income (less than \$35,000 annual income) adults that currently smoke from 25.5% (2014 BRFSS) to 21% by 2020.
<b>Objective IV.C.</b>	Reduce the percentage of tobacco users among at least two of the identified priority audiences.
Strategies	<ol style="list-style-type: none"> <li>1. Identify vulnerable populations and best practices for those populations.</li> <li>2. Strengthen the Nebraska Tobacco Disparities Partnership (NTDP) by expanding state and community partnerships.</li> <li>3. Connect participants of programs that provide public assistance to tobacco cessation services.</li> </ol>
Key Activities	<ul style="list-style-type: none"> <li>• Establish baseline data for populations experiencing higher tobacco-related health impacts including but not limited to: racial/ethnic minorities, mental health &amp; substance abuse, low income, military and veterans, pregnant women, and LGBTQ.</li> <li>• Provide training and resources on evidence-base policies to reduce tobacco related disparities including tobacco-free worksites, smoke-free multi-family housing and homes, and policies addressing tobacco marketing and sales.</li> <li>• Build capacity among NTDP members, through culturally specific education.</li> <li>• Build relationships with programs and organizations providing public assistance to include messaging on smoke-free living and tobacco cessation, including Every Woman Matters.</li> <li>• Develop and maintain a database of stories about the impact of tobacco on individuals' lives as well as the impact of tobacco control efforts in the four goal areas.</li> </ul>
Key Partners	<ul style="list-style-type: none"> <li>- Nebraska Tobacco Disparities Partnership</li> <li>- Tribes: Santee Sioux, Winnebago, Omaha</li> <li>- Local Prevention Coalitions</li> <li>- Tobacco Free Nebraska</li> <li>- Public health programs including: Every Woman Matters, Behavioral Health, DHHS Office of Health Disparities and Health Equity, Oral Health, Lifespan Health Programs, and Chronic Disease Prevention Programs</li> <li>- Local multicultural centers throughout the state</li> </ul>