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Community Indicators and Assets Charts

Communities of Excellence in Tobacco Control Community Indicators

Priority Area: Eliminate Secondhand Smoke Exposure

Eliminate Secondhand Smoke Exposure Indicators

Definition: Address efforts to reduce and eliminate tobacco smoke in various locations—workplaces, public places, day care centers, schools, private homes, autos and outdoor areas.

<i>Community Indicator</i>	<i>Continuum of Strategies to Address the Community Indicator</i>	<i>Example Outcomes</i>
<p>1. Proportion of local communities with clean indoor air policies for public buildings, private worksites, restaurants and day care centers</p> <p style="text-align: center;">-or-</p> <p>Extent of enforcement/compliance with state, local or tribal clean indoor air policies</p>	<p>Education/Awareness Campaign</p> <ul style="list-style-type: none"> • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of restaurants that voluntarily adopt smoke-free policies • Increase the number of city, county or tribal governments that adopt clean indoor policies • Facilitate designation of an enforcement agency that systematically tracks and responds to complaints • Increase compliance with state, local or tribal clean indoor air laws
<p>2. Proportion of public school districts with smoke-free or tobacco-free campuses</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of public school districts that adopt and enforce a policy prohibiting any use of tobacco on school campuses
<p>3. Proportion of private elementary, middle and high school campuses designated as smoke-free or tobacco-free</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of private schools that adopt and enforce a policy prohibiting any use of tobacco on school campuses
<p>4. Proportion of homes with a smoker in the household who report their home is smoke-free</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy 	<ul style="list-style-type: none"> • Increase the number of households, with a smoker, that report the household is smoke-free • Decrease the number of households, with children, that report smoking is permitted in the home

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<p>5. Proportion of families with a smoker who report their personal vehicles are smoke-free</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy 	<ul style="list-style-type: none"> • Increase the number of households, with a smoker, that report their personal vehicles are smoke-free • Decrease the number of households, with children, that report smoking is permitted in personal vehicles
<p>6. Extent of smoke-free units within multi-housing complexes (e.g., apartments, public housing, student housing)</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of apartment complexes listed in weekly apartment rental listing that are designated as smoke-free • Facilitate adoption of smoke-free apartment policies by the local housing authority • Increase the number of college campus student housing complexes listed as smoke-free
<p>7. Extent of outdoor recreational facilities, (e.g., fairgrounds, amusement parks, playgrounds, sport stadiums, etc.) that have policies designating a portion or all the outdoor areas as smoke-free</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of major outdoor amusement parks that voluntarily designate waiting lines and eating areas as smoke-free and post signage
<p>8. Extent of public and private worksites that designate smoke-free entrances within 15 feet or more of the outside doorways</p> <p style="text-align: center;">-or-</p> <p>Proportion of communities with policies that designate smoke-free entrances within 15 feet or more of the outside doorways</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of businesses that voluntarily designate smoke-free entrances • Facilitate adoption of city, county or tribal policies that designate doorway entrances smoke-free as part of comprehensive clean indoor air policies

Communities of Excellence in Tobacco Control Community Indicators

Priority Area: Prevent Youth Initiation

School-based Prevention Indicators

Definition: Address the availability and provision of tobacco use prevention information to youth in school.

<i>Community Indicator</i>	<i>Continuum of Strategies to Address the Community Indicator</i>	<i>Example Outcomes</i>
9. Proportion of schools that provide intensive tobacco use prevention instruction in junior high/middle school years, with reinforcement in high school, using a curricula that provides instruction on the negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills (CDC Guideline)	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy 	<ul style="list-style-type: none"> • Increase the number of school districts that adopt curricula in the junior high/middle school grades about the negative physiologic and social consequences of tobacco use, social influences, on tobacco use, peer norms regarding tobacco use, and refusal skills
10. Extent of teachers who report receiving tobacco use prevention specific training for teachers (CDC Guideline)	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy 	<ul style="list-style-type: none"> • Increase the number of teachers reporting they had participated in a tobacco-related inservice training in the past year
11. Extent of school districts that involve parents or families in support of school-based tobacco use prevention (CDC Guideline)	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy 	<ul style="list-style-type: none"> • Increase the proportion of teachers who report involving parents in tobacco use prevention education

Communities of Excellence in Tobacco Control Community Indicators

Priority Area: Prevent Youth Initiation

Reduce Youth Access to Tobacco Products Indicators

Definition: Address controlling the sale, distribution, sampling or furnishing of tobacco products within the community.

<i>Community Indicator</i>	<i>Continuum of Strategies to Address the Community Indicator</i>	<i>Example Outcomes</i>
12. Proportion of communities with tobacco retail licensing -or- Enforcement/compliance with tobacco retail licensing requirements	<ul style="list-style-type: none"> • Education/Awareness Campaign • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of cities, counties or tribes with a tobacco retail license requirement • Increase the proportion of tobacco retailers in compliance with tobacco retail licensing requirements
13. Extent of compliance with state, local or tribal policies prohibiting tobacco sales to minors	<ul style="list-style-type: none"> • Education/Awareness Campaign • Enforcement 	<ul style="list-style-type: none"> • Decrease the rate of illegal tobacco sales to youth under the age of 18 • Increase the proportion of youth reporting that someone refused to sell them tobacco • Increase the proportion of youth reporting it would be difficult to purchase a tobacco product
14. Extent of compliance with state, local or tribal ID checking requirements	<ul style="list-style-type: none"> • Education/Awareness Campaign • Enforcement 	<ul style="list-style-type: none"> • Increase the proportion of clerks requesting ID during tobacco sales compliance checks • Increase the proportion of youth reporting that they were asked to show proof of their age for a tobacco purchase

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<p>15. Proportion of communities with state, local or tribal age of sale warning sign requirements</p> <p>-or-</p> <p>Extent of compliance with posting state, local or tribal age of sale warning signs</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the proportion of tobacco retail outlets with an age-of-sale warning sign posted at the point-of-sale
<p>16. Proportion of communities with state, local or tribal tobacco self-service display restrictions or bans</p> <p>-or-</p> <p>Extent of compliance with state, local or tribal self-service display restrictions or bans</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of tobacco retailers who voluntarily place tobacco products behind the counter • Increase the number of cities, counties or tribes with a tobacco self-service ban policy • Increase compliance with state, local or tribal tobacco self-service display restrictions or bans
<p>17. Proportion of communities with state, local or tribal no sales of single cigarette policies</p> <p>-or-</p> <p>Extent of compliance with state, local or tribal no sales of single cigarettes policies</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase compliance with state, local or tribal no sales of single cigarette policies • Decrease the proportion of youth reporting the ability to purchase single cigarettes
<p>18. Proportion of communities with state, local or tribal laws restricting or eliminating tobacco vending machines</p> <p>-or-</p> <p>Extent of compliance with state, local or tribal laws that restrict placement or eliminate tobacco vending machines</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of restaurants that voluntarily remove tobacco vending machines from their premises • Increase the number of cities, counties or tribes with a policy restricting or eliminating tobacco vending machine sales • Increase compliance with state, local or tribal policies restricting or eliminating tobacco vending machines • Decrease the proportion of youth reporting a tobacco purchase from a vending machine

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<p>19. Proportion of communities with state, local or tribal laws that prohibit free tobacco products sampling</p> <p>-or-</p> <p>Extent of compliance with state, local or tribal policies restricting or prohibiting free tobacco sampling and distribution</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of venues or events that voluntarily prohibit free tobacco product sampling at events • Increase the number of cities, counties or tribes with a policy restricting free tobacco product sampling on public or private property • Increase compliance with state, local or tribal policies restricting or prohibiting free tobacco sampling and distribution
<p>20. Extent of compliance with the requirements for the MSA sale distribution of tobacco</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Enforcement 	<ul style="list-style-type: none"> • Monitor state and local legislative processes to ensure that tobacco companies do not oppose proposals designed to reduce youth access to and consumption of tobacco • Facilitate adoption of legislation to extend the MSA ban on “kiddie” packs of cigarettes beyond 12/31/2001 • Monitor for free sampling of tobacco products at rodeos and motor sport events and turn violations over to the Attorney General for prosecution
<p>21. Proportion of communities that regulate the number, location and density of tobacco retail outlets, e.g., conditional use permits</p> <p>-or-</p> <p>Extent of compliance with state, local or tribal policies regulating the number, location and density of tobacco retail outlets</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of communities that adopt policies to restrict the location and density of tobacco retail outlets near schools and parks • Increase compliance with state, local or tribal policies regulating the number, location and density of tobacco retail outlets near schools and parks

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<p>22. Proportion of independent and chain pharmacy stores that do NOT sell tobacco</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy 	<ul style="list-style-type: none"> • Increase the number of independent pharmacies that no longer sell tobacco products • Increase the number of chain pharmacies that no longer sell tobacco products
<p>23. Proportion of minors reporting they have received tobacco from a social source</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Enforcement 	<ul style="list-style-type: none"> • Decrease the proportion of youth reporting that the last time they smoked, they received the tobacco product from a friend, parent, peer or other social source.

Communities of Excellence in Tobacco Control Community Indicators

Priority Area: Promote Tobacco Cessation Services

Promote Tobacco Cessation Services Indicators

Definition: Address the availability and provision of behavior modification focused tobacco cessation services that are culturally and linguistically appropriate for the community.

<i>Community Indicator</i>	<i>Continuum of Strategies to Address the Community Indicator</i>	<i>Example Outcomes</i>
24. Extent of the availability and use of culturally and linguistically appropriate behavior modification-based tobacco cessation services in the community	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy 	<ul style="list-style-type: none"> • Increase the number of physicians and dentists who report systematically screening patients for tobacco use, advising them not to use tobacco, and providing referral services • Increase the number of tobacco cessation services provided in the community • Increase the number of adult tobacco users who report their physician or dentist asked them about their tobacco use, advised them not to use tobacco and referred them to a cessation service at their last appointment • Increase awareness about the availability of cessation services in the community

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<p>25. Proportion of public school districts that provide cessation support for students and all staff who use tobacco (CDC Guideline)</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy 	<ul style="list-style-type: none"> • Increase the proportion of public school districts that routinely offer tobacco cessation services for students and staff • Increase the proportion of current student smokers who are aware of the availability of cessation services • Increase the proportion of teachers who report that they have referred at least one student smoker to a cessation program in the previous year. • Increase the proportion of teachers who report they have received information about tobacco cessation programs available for staff
<p>26. Extent of public employee health care plans that have implemented the Public Health Service Clinical Guidelines for Treating Tobacco Use and Dependence</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy 	<ul style="list-style-type: none"> • Increase the proportion of public employee health care plans that have implemented the Public Health Service Clinical Guidelines for Treating Tobacco Use and Dependence
<p>27. Extent of managed care organizations serving the community that have implemented the Public Health Service Clinical Guidelines for Treating Tobacco Use and Dependence</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy 	<ul style="list-style-type: none"> • Increase the proportion of managed health care organizations serving the community that have adopted and implemented the Public Health Service Clinical Guidelines for Treating Tobacco Use and Dependence

Communities of Excellence in Tobacco Control Community Indicators

Priority Area: Reduce Tobacco Industry Influence

Tobacco Marketing and Deglamorization Indicators

Definition: Addresses the: 1) marketing tactics used to promote tobacco products and their use, 2) the public image of tobacco companies, and 3) activities to counter the marketing, glamorization and normalization of tobacco use.

<i>Community Indicator</i>	<i>Continuum of Strategies to Address the Community Indicator</i>	<i>Example Outcomes</i>
28. Extent of in-store tobacco advertising and promotions	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of tobacco retailers who voluntarily decrease the amount of in-store tobacco ads and promotions • Increase the number of cities, counties or tribes that adopt policies restricting the placement of in-store tobacco advertising next to candy and at the eye level of young children
29. Extent of tobacco advertising outside retail stores	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of cities, counties or tribes with policies that restrict any store window advertising to no more than 25% of the total window space • Increase the number of cities, counties or tribes that prohibit outdoor kiosk sign ads
30. Extent of tobacco sponsorship at public (e.g., county fair) and private events (e.g., concert, bars) -or- Proportion of entertainment and sporting venues with policies that regulate tobacco sponsorship	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Increase the number of public and private events that voluntarily adopt policies prohibiting tobacco sponsorship • Decrease the number of public or private events that currently accept tobacco company sponsorships • Increase the number of college campuses that adopt policies prohibiting tobacco company sponsorships • Decrease the number of bars that accept tobacco company sponsorship

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<p>31. Extent of tobacco advertisements in magazines, newspapers and other print media</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy 	<ul style="list-style-type: none"> • Increase the number of local newspapers that adopt policies to not accept tobacco company ads • Increase the number of college campus newspapers that adopt a policy to not accept tobacco company ads
<p>32. Extent of outdoor tobacco ads and billboards that are less than 14 square feet</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy • Enforcement 	<ul style="list-style-type: none"> • Decrease the number of tobacco company billboards in the community that are less than 14 square feet
<p>33. Extent of compliance with MSA outdoor advertising, print advertising, sponsorship and promotional requirements</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Enforcement 	<ul style="list-style-type: none"> • Monitor and enforce MSA tobacco company restrictions on advertising and promoting tobacco products and turn violations over to the Attorney General's Office for possible prosecution
<p>34. Extent of tobacco company contributions to educational, research, public health, women's, cultural, entertainment, fraternity/sorority groups and social service institutions</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy 	<ul style="list-style-type: none"> • Increase the prophylactic adoption of policies by groups to "not accept" tobacco industry funding • Decrease the number of educational, research, public health, etc. groups that accept tobacco industry funding
<p>35. Extent of socially responsible depiction of tobacco use, tobacco advertising and secondhand smoke restrictions by the entertainment industry</p>	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy 	<ul style="list-style-type: none"> • Decrease the number of gratuitous tobacco use incidences in movies and television • Motivate key entertainment and sports figures to publicly speak out against the depiction of tobacco use through entertainment venues • Increase the placement of non-tobacco use cues in movies and television such as placement of no-smoking signs and counter tobacco advertisements and increase the use appropriate messages in scripts

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36. Extent of media coverage about tobacco industry deception	• Education/Awareness Campaign	• Increase the number of editorials exposing tobacco industry deception and supporting tobacco control efforts
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Communities of Excellence in Tobacco Control Community Indicators

Priority Area: Reduce Tobacco Industry Influence

Economic Indicators

Definition: Address the financial incentives and disincentives that can be implemented to promote non-tobacco use norms.

<i>Community Indicator</i>	<i>Continuum of Strategies to Address the Community Indicator</i>	<i>Example Outcomes</i>
37. Extent of public (e.g., county and city government) and private institutions (e.g., unions, private university) that divest of tobacco stock	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy 	<ul style="list-style-type: none"> • Increase the number of city, county or tribal retirement plans that divest of tobacco company stocks
38. Extent of public and private employers that offer discounted health insurance premiums for non-tobacco users	<ul style="list-style-type: none"> • Education/Awareness Campaign • Voluntary Policy • Legislated Policy 	<ul style="list-style-type: none"> • Increase the number of public employee health insurance plans that discount health insurance premiums for non-tobacco users

Communities of Excellence in Tobacco Control Community Assets

Tobacco Control Funding Assets

Definition: Tobacco Control Funding Assets reflect the extent funding is available for tobacco control activities.

<i>Community Asset</i>	<i>Example Outcomes</i>
<p>1. Per capita appropriation for tobacco control activities, from various sources, consistent with the recommendations of the National Association of County and City Health Officials:</p> <ul style="list-style-type: none"> • < 100,000 population: \$8-\$10/capita • 101,000-500,000 population: \$6-\$8/capita • > 501,000 population: \$4-\$6/capita 	<ul style="list-style-type: none"> • Secure funding for tobacco control activities in the community in an amount that is consistent with the minimum recommendations of the National Association of County and City Health Officials

Communities of Excellence in Tobacco Control Community Assets

<i>Social Capital Assets</i>	
Definition: The Social Capital Assets reflect the extent people and organizations work collaboratively in an atmosphere of trust to accomplish goals of mutual benefit.	
<i>Community Asset</i>	<i>Example Outcomes</i>
2. Extent that tobacco control advocacy training is provided to youth and adults to develop community leaders	<ul style="list-style-type: none"> • Develop the capacity of youth and adult community members through the provision of training and experiences that will enhance their leadership skills related to tobacco control
3. Extent of participation by ethnically and culturally diverse groups on community tobacco control coalitions in relation to their proportion in the community	<ul style="list-style-type: none"> • Develop, implement and evaluate outreach, recruitment and retention strategies to ensure that there is participation by ethnically and culturally diverse groups on community tobacco control coalitions consistent with their proportion in the community • Develop community coalition by-laws or operating principles that promote ethnically and culturally diverse participation in the community tobacco control coalition
4. Extent of support by local key opinion leaders for tobacco related community norm change strategies	<ul style="list-style-type: none"> • Involve local key opinion leaders in tobacco control assessment, planning, implementation and evaluation activities • Systematically educate local key opinion leaders about community norm change strategies for tobacco control
5. Extent of community activism among youth to support tobacco control	<ul style="list-style-type: none"> • Create and maintain youth-specific tobacco control coalitions to plan and guide local tobacco control efforts
6. Extent of community activism among adults to support tobacco control	<ul style="list-style-type: none"> • Create and maintain a community coalition to plan and guide local tobacco control efforts

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<p>7. Extent of participation of non-traditional partners in tobacco control coalitions</p>	<ul style="list-style-type: none"> • Develop, implement and evaluate outreach, recruitment and retention strategies to ensure that there is participation by non-traditional partners on community tobacco control coalitions • Create and implement strategies, other than attending meetings, to facilitate involvement of non-traditional partners in tobacco control coalitions
<p>8. Extent of satisfaction with program planning, involvement of the community, implementation, quality of services and progress made by coalition members</p>	<ul style="list-style-type: none"> • Annually conduct a coalition membership survey to determine member satisfaction with program planning, implementation, quality of services and progress made
<p>9. Extent that local tobacco control plans include specific goals and objectives to address cultural or ethnic populations in relation to the demographics of the community</p>	<ul style="list-style-type: none"> • Develop culturally relevant goals and objectives such as smoke-free Indian gaming or a smoke-free homes and cars intervention for African Americans targeting families with asthmatic children
<p>10. Extent that tobacco control coalition by-laws or agency mission statements promote cultural diversity and competence</p>	<ul style="list-style-type: none"> • Develop community coalition by-laws or operating principles that promote ethnically and culturally diverse participation in the community tobacco control coalition
<p>11. Extent that tobacco control educational and media materials reflect the cultures, ethnic backgrounds, and languages of the populations served in relation to the demographics of the community</p>	<ul style="list-style-type: none"> • Develop Spanish language educational and media materials regarding secondhand smoke