

Success Story Worksheet



Date Submitted:

7/22/2016

County/Area/Tribe:

Douglas

Goal Area:

- ☐ Cessation
- ☒ Disparate Populations
- ☐ Secondhand Smoke Exposure
- ☐ Youth Prevention

Individuals/Target Audience:
(who this happened to)

Community gardeners, community garden staff, visitors, and program participants

Setting:
(Where and when this took place)

Douglas County: City Sprouts is located at 4002 Seward St, Omaha, NE 68111, City Sprouts South is located at 1805 N St, Omaha, NE 68107. Because City Sprouts and City Sprouts South are focused on Latinos, refugees, and low-income individuals, this story is included as part of our work with Disparate populations.

Conflict:
(obstacle, barrier or problem)

The Metro Omaha Tobacco Action Coalition (MOTAC) needs to expand public and organizational support for tobacco-free parks initiatives.

Action:
(what happened)

A MOTAC member from UNMC has been working with City Sprouts and City Sprouts South over the last year on using gardening as a platform for health and building community. In conversations, it was clear that City Sprouts had a tobacco-free policy, but that City Sprouts South (as a new garden) did not have a policy yet. This MOTAC member requested that the City Sprouts South community garden be designated a tobacco-free environment. Being tobacco-free fits well with the organizational mission of environmental sustainability.

Outcome(s):
(measurable or concrete evidence of change)

The organization agreed to establish a tobacco-free policy for both garden areas. Tobacco-free signage will be posted in both gardens so that it is clear to garden staff, visitors, and participants that it is a tobacco-free area. Both organizations have agreed to sign an organizational endorsement for tobacco-free parks and the sites will have a recognition event with MOTAC that will draw community awareness of the new policy.

Relevance:
(how this story helps us demonstrate need or measure success)

Community gardens should be natural partners for smoke-free/tobacco-free initiatives as many of the members and the organizations themselves have a personal calling to environmental stewardship. Tobacco litter definitely does not fit. Exploring potential partnerships with other community gardens may be a fruitful endeavor and a way to spread the message to environmentalists, but also to vulnerable communities, that may be growing food in the space.