



**Public Health**  
Prevent. Promote. Protect.  
**Greene County**

## ACCREDITATION DOCUMENT COVER PAGE

<u>Measure #</u>	<u>Required Document #</u>	<u>Example #</u>	<u>Document Date:</u>
3.1.3	1	1	07/2017
<u>Document Page #</u>	<u>Required Element</u>		
2	c. The overall plan shows internal procedure to ensure the program addresses health equity.		
3	a. Analysis of health inequity based on the factors of poverty and tobacco/exposure as contributors to the inequity. Specific populations are provided.		
5-6	b. Efforts to address the identified factors that contribute to health inequity for specific populations.		

### Document Description:

The Greene County Tobacco Outreach Plan is a report that intends to address the health equity issues impacting tobacco prevention. By analyzing the current tobacco use and exposure as well as poverty rates (page 3) locations most impacted by this health inequity were identified. The efforts to address these community factors that contribute to specific populations poorer health outcomes due to tobacco use and exposure are mitigated by meeting people where they are at. This includes through various efforts: The Tobacco Free Greene County Coalition (page 5), promoting the statewide cessation QuitLine with banners at local agencies, radio segments, community fairs and festivals, social media, community collaboration and presentations (page 6). This plan overall demonstrates the procedure for the inclusion of health equity considerations in program development.



“Smoking cessation appears unlikely to hinder and may even help recovery from substance use disorders and from mood and anxiety disorders (M/AD). These recent findings should ease concerns that encouraging patients to quit smoking might endanger their success in treatment of these disorders.”

*Eric Sarlin, M.Ed., M.A.,  
National Institute of Drug  
Abuse*

# **Tobacco Prevention and Secondhand Smoke: Outreach Plan to Address Health Equity**

**Program Period:  
July 2017-June 2018**

Greene County Public Health  
360 Wilson Drive • Xenia, Ohio 45385 • (937) 374-5600  
[www.gcph.info](http://www.gcph.info) • toll free (866) 858-3588 • fax (937) 374-5675  
Email: [general@gcph.info](mailto:general@gcph.info)

## Tobacco Use Prevention in Greene County

Greene County Public Health (GCPH) has included tobacco use prevention as a strategic issue in our 2014 Community Health Improvement Plan- [www.gcph.info](http://www.gcph.info). We anticipate that the community health assessment due in late 2017 will continue to show tobacco use prevention as a priority. While our tobacco rates are lower than other parts of Ohio, we know that many in our community do not have access to tobacco cessation resources and information. Local resources for prevention and cessation are currently limited to one employee at GCPH. With funding from the Ohio Department of Health, Greene County Public Health currently runs the Baby and Me Tobacco Free program which offers cessation support to pregnant women. We also serve as the backbone organization for the Tobacco Free Greene County Coalition, which meets bi-monthly. New members for the coalition are being recruited.

### Which communities/segments of the population require additional education?

Additional education and outreach efforts funded by the ODH Tobacco Use and Prevention grant will focus on the eastern and northern census tracts of Xenia and the western parts of Fairborn, adjacent to Wright Patterson Air Force Base where smoking rates are highest according to Nielsen Market Research Data.<sup>i</sup> Fairborn and Xenia continue to exhibit higher levels of poverty than other Greene County communities, thus requiring a higher level of service to address persistent disparities in the social determinates of health such as smoking behaviors and environmental exposure to secondhand smoke. Fairborn has the highest proportion of rental properties per capita in the Greene County.

The population below the poverty level in Greene County (13.9%) is lower than the state (15.8%) but is higher than the nation (11.5%). Greene County ranks 17<sup>th</sup> in the state for social and economic risk factors.<sup>ii, iii</sup> However, in the census tracts where people were more likely to have smoked in the past week, or smoked 7 or more packs in the past week, the percentage of people living below the poverty line was consistently higher than 28% indicating a strong correlation between poverty and tobacco use in our county.<sup>iv, v</sup> Our outreach efforts reflect a commitment to reach these particular parts of the county through prevention education in schools, and partnerships with community based organizations in Xenia and Fairborn to promote

## Greene County Tobacco Outreach Plan

use of the Ohio QuitLine. We also provide tobacco use prevention education and prevention materials such as posters and pamphlets to increase awareness of the harmful effects of tobacco. Many of the schools in Greene County have tobacco free policies, but exhibit old and faded “no smoking” signage. GCPH would like to offer new updated signage as well as posters and prevention materials for our schools in Fairborn and Xenia, which are most impacted by tobacco use.

Beavercreek Parks, Recreation and Culture has adopted smoke free parks signage, provide by GCPH, which will be placed at various locations in the park system. Wilberforce University will announce their Tobacco Free Campus initiatives on September 1, 2017 and we will continue to provide guidance, signage for display and tobacco prevention education for faculty, staff and administration starting August 11, 2017. The Village of Yellow Springs has given the go-ahead for the adoption of smoke free parks policy. The Village Manager is in the process of developing the policy and draft signage designs have been sent for review. Greene County Public Health will be reaching out to other jurisdictions to present secondhand smoke park initiatives as well as consideration of Tobacco 21 legislation on a local level throughout the 2017-18 grant year.

While public housing continues to allows smoking in units until the HUD policy change in April 2018, when all will go smoke free, letters have been sent, surveys have been collected and events have been set to assist with the transition to smoke free public multiunit housing. Greene County Metropolitan Housing continues to be a member of the Tobacco Free Greene County Coalition. Greene County Public Health has provided outreach at multiunit housing in Fairborn, is planning on providing additional services in September and later in fall of 2017 and will continue to provide materials and support for upcoming federal policy changes. We have supplied posters, brochures, promotional materials, letters and surveys to public housing authorities in Greene County. Ohio Quit Line materials have been distributed to residents. We look forward to working in partnership with the staff at public housing to transition tenants as smoothly as possible into a smoke free environment. As for private multi-unit housing in Greene County, only one agency offers units with non-smoking options, however, while doing a county wide review of tobacco free policies, some staff at private housing agencies expressed an interest in having more smoke-free units.

## How will you reach the subpopulations that require additional education?

Our sub-populations identified as needing additional education are in Fairborn and Xenia. We can reach these populations through presentations at schools in these jurisdictions and through our local WIC clinic, which has offices in both Fairborn and Xenia. Residents of Fairborn and Xenia are also very likely to attend health fairs, such as the baby fair at Soin hospital, since this is where many Fairborn and Xenia moms deliver. Other common gathering places for low-income tobacco using individuals who we are trying to target with in this community include TCN Behavioral Health offices (one in Fairborn and one in Xenia), which offer mental health and addiction treatment services, the FYI Parenting Network site, which offers parenting classes and job training resources and the senior centers of Fairborn and Xenia. We will continue to partner with these agencies to distribute materials promoting tobacco cessation and educating the public on the harms of e-cigarettes and vaping and second hand smoke. Additionally, materials will be distributed to the local Job & Family Services complex to reach participants receiving Medicaid, food stamps, TANF, and job training services.

## What methods are you considering to educate each subpopulation?

Greene County Public Health will continue to conduct outreach activities aimed at reducing tobacco use and second hand smoke exposure through the Tobacco Free Greene County (TFGC) coalition which began in December 2016. Since convening the Tobacco Free Greene County Coalition, 3 meetings have been conducted with participation by 11 different community based organizations. Outreach for participation has focused on organizations working with disparate populations. A SWOT analysis was conducted at the 2/13/17 meeting at Women's Recovery Center to determine community needs and the best approaches for reaching smokers. Current members of the coalition include: Greene Metropolitan Housing, Women's Recovery Center, National Alliance Mental Illness, Beavercreek High School and Fairborn FYI Parenting Network, YMCA, Wilberforce University, Kettering Health Network and Premiere Health. At the April 2017 meeting at the YMCA, Greene County Public Health reported to members about

## Greene County Tobacco Outreach Plan

the Ohio QuitLine encouraged referrals and distributed posters and brochures. Discussions at recent meetings concerned the possibility of training or in-service for local professionals. Updates on tobacco free policies smoke-free and tobacco-free policies in public housing, private multi-unit housing, schools and colleges, parks and large employers to coalition members will be given to coalition participants in the fall of 2017.

New materials developed by the Ohio Department of Health and Quit Line are in design stages for use at the Greene County Job & Family Services Center. The Center Director has agreed to allow for four banners, posters, brochures and cards with tobacco prevention messages to be placed on the campus of the public services complex.

Greene County Public Health plans continued outreach to the public through two local radio stations, via radio interviews, on WBZI's 100.3 "Here's to Your Health" segment and WCSU's 88.9 "Miami Valley Speaks". Our next scheduled interview is set for late summer 2017 on WCSU. Topics of discussion include: smoke free workplaces; Secondhand smoke, point of sale and tobacco's impact on family economics. Additionally, tobacco prevention, e-cigarette and secondhand smoke prevention education will be provided to high school students in at least one local high school.

Tobacco prevention materials will be provided at community health fairs, selected churches, schools, etc., and the Greene County Fair. Additionally, Greene County Public Health provides monthly postings to social media through Facebook and Twitter regarding smoking, cessation, electronic cigarettes/ vapes and quitting smoking. We connect with community based organizations (CBO's) through quarterly Linkage meetings, area universities; Wright State (LGBTQ Resource Center/ Rainbow Alliance), Wilberforce University (which is going smoke free September 2017), Central State Universities student health centers and other public agencies to promote Ohio Quit Line (1-800-QUIT-NOW) referrals. Prevention education and materials are also given to our substance treatment centers: Women's Recovery Center, Christopher House, The Hope Spot and Girls and Boys Treatment Centers. In October of 2017 a tobacco prevention presentation will be given at The Light House drop in center for members of the support groups at the local chapter of the National Alliance on Mental Illness meeting.

## What is your timeline for your outreach effort

The timeline for each outreach effort is outlined below, in the Outreach Plan grid. Because the grant period is in the second year of a three-year cycle, the planning phases started for the new grant in early summer and July, 2017 which is the first month of the continuation grant year. During July, Greene County Public Health decided which new community partners may have an interest in tobacco prevention and policy and we reached out to them. Contact was made with the Director of Greene County Job & Family Services (JFS) Department who agreed to allow QuitLine and prevention materials to be displayed at four locations in the JFS complex. We are in the process of designing the artwork for large banners based on templates from the Ohio QuitLine provided by Matt Giljahn, Public Information Specialist, Tobacco Use Prevention & Cessation at the Ohio Department of Health.

Additionally, we will review and complete P1, a comprehensive assessment of tobacco control policies in our county. This will help us understand continued gaps in policies that help the population avoid exposure to second-hand smoke.

## How will you evaluate your success?

We will evaluate our success by ability to reach the targets set in the “expected outcome” column of our outreach plan. For example, if the expected outcome is to “reach 150 students with tobacco and e-cigarette prevention education,” we will log the number of students we reach with sign in sheets and report the progress in GCPH’s monthly activity log until we can document that we have reached at least 150 students.

## Acronyms Used in Outreach Plan

CBO – Community Based Organizations

GCPH – Greene County Public Health

GMHA – Greene Metropolitan Housing Authority

HMG – Help Me Grow, Home Visiting program for pregnant women and new moms

JFS – Job and Family Services

NAMI – National Alliance on Mental Illness

## Greene County Tobacco Outreach Plan

OMJ – Ohio Means Jobs

SWOT – Strengths, Weaknesses, Opportunities and Threats Analysis

TFGC – Tobacco Free Greene County, Coalition working on tobacco issues in Greene County

WRC – Women’s Recovery Center, in patient drug rehab center in Xenia, Ohio



<b>Activity</b>	<b>Target Audience or Subpopulation</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Person Responsible</b>
<p align="center"><b>Pre-Outreach Activities</b></p> <p align="center">(these activities will help us focus our outreach efforts on the appropriate target audiences and cover any current gaps)</p>				
Convene partners and stakeholders who work with those impacted by tobacco/ secondhand smoke and have an interest in infant mortality.	Community members and stakeholders in Greene County with an interest in tobacco, second hand smoke and infant mortality.	By Sept. 2017 On-going	Able to leverage the ideas and reach various organizations that touch the lives of populations impacted by second hand smoke and those most vulnerable.	Shermaz Reporter (GCPH), convening member.
Report on the status of smoke-free and tobacco-free policies for public housing, private multi-unit housing, schools and colleges, parks and large employers in Greene County.	Tobacco Free Greene County Coalition Members and wider community	By October 2017	List of types of spaces and status of smoke-free and tobacco-free policies.	Shermaz Reporter (GCPH)
Gather CHA information regarding tobacco in Greene County. Develop questions for a survey to gauge community approval of tobacco and smoke-free policies. Conduct survey regarding tobacco initiatives.	TFGC members and GMHA staff and other community members.	By May 2018	Analyze community needs based on input from community members.	Shermaz Reporter, Ashley Steveley, Don Brannen Epi, TFGC Coalition members present at meetings and GMHA staff mtgs.
<b>Outreach Activities</b>				
Radio spot on WBZI's 100.3FM Here's to your Health segment or WCSU's 88.9FM Miami Valley Speaks.	County radio listeners in rural parts of Greene County/ Jazz radio listeners in all of Greene County.	By August 2018	Reach 2000+ listeners with tobacco messaging/ smoke free environments/ smoke free workplace programming and reporting.	Shermaz Reporter

## Greene County Tobacco Outreach Plan

Collaborate with TFGC partners GMHA, WRC, Wilberforce Univ. and NAMU to schedule agency segments.		By August 2018	Reach an additional 2000+	Michelle Cox, Angie Dugger, Brenda Smallwood, Wilberforce Univ.
Offer Baby & Me Tobacco Free Program	Expecting mothers/ parents (any age, income level, etc.)	On-going, 2015 to present	Reach 7 prenatal women and 4 partners per year.	Shermaz Reporter
Provide tobacco and e-cigarette prevention education to area high school students.	Youth enrolled in Greene County Public Schools in Fairborn and Xenia.	2 times per year By June 2018	200 students will participate in tobacco and e-cigarette prevention education.	Shermaz Reporter
Update brochures and cessation guide and outreach materials for the public as needed.	All Greene County	By March 2018	Reach 300 people attending fairs, health fairs and public events.	Shermaz Reporter Laurie Fox PIO
Distribute materials to 2 schools and 6 other community based organizations.	Community members in Xenia and Fairborn and other parts of Greene County	September 2018 5-6 per year	Reach 200 community members with tobacco messaging. By mailing or delivery.	Shermaz Reporter
Attend So in Baby Fair	Expecting moms and partners	Once per year Date TBA	Reach 150 new moms and their support persons with safe sleep displays and messaging.	Shermaz Reporter
Distribute Smoke-Free Workplace law (ORC 3794) materials through food inspection renewal packets and <i>ServeSafe</i> trainings conducted by GCPH's Environmental Health Program.		(During license renewal-application ongoing.) By February 2018	Est. Reach 670 (renewal/ new) applicants.	Carla DeBrosse, Rick Schairbaum, Jeff Webb EH Dir.
Conduct additional SFW mailing to all establishments with SFW complaints in 2017-6/2018		September 2018	To be determined	Shermaz Reporter

## Greene County Tobacco Outreach Plan

Connect with community based organizations (CBO's), area universities and public agencies to promote Ohio Quit Line (1-800-QUIT-NOW) referrals and provide prevention materials or education.	Ohio Means Jobs- Job & Family Services, Christopher House, The Hope Spot, Women's Recovery Center, NAML, Central State, Wilberforce and Wright State (LGBTQ Resource Room/ Rainbow Alliance) Universities.	By June 2018	Reach 200 with tobacco prevention messaging.	Shermaz Reporter
Monthly Facebook & Twitter posts related to smoking/ tobacco/ e-cigarettes on GCPH accounts	Social Media Users	Minimum of 1 post each month.	1,500 Impressions per post	Laurie Fox (PIO manages GCPH Facebook and Twitter accounts)

## References

- i Wooton M. Ohio Department of Health: Tobacco Use and Prevention & Cessation Program. Nielsen Market Data on Tobacco, personal communication; August 18, 2016.
- ii U.S. Census Bureau, Quick Facts and American Fact Finder, 2010 Census.
- iii DiOrio M. Ohio Department of Health. Local Tobacco Use Prevention and Cessation Grants. Appendix G: Supporting Ohio Data; 2016. <http://www.odh.ohio.gov/pdf/requestsForProposal/TU17TUUPC.pdf>
- iv Wooton M. Ohio Department of Health: Tobacco Use and Prevention & Cessation Program. Nielsen Market Data on Tobacco, personal communication; August 18, 2016.
- v U.S. Census Bureau. American Community Survey 5-Year Estimates. S1701: Poverty Status in the Past 12 Months; 2010-2014. <http://factfinder.census.gov>