

Cumberland County Mental Health Center Tobacco Free Partnership

Primary goal is to promote a community-wide systematic approach to prevent and reduce youth access to tobacco products. Target population group is K-12.

Program Activities:

Youth Services:

- T.A.T.U. (Teens Against Tobacco Use) Peer Education
- NOT (Not on Tobacco) Teen Smoking Cessation
- Youth Conferences
- Youth Leadership Skills
- Tobacco Sting Operations

Adult Services:

- Smoking Cessation Trainer
- NOT/T.A.T.U. Trainer
- Tobacco Prevention Advocates
- Community Partnership
- Mentorship

Activities To Reduce Youth Access To Tobacco

- Merchant Education
- Compliance check
- Observation/Monitor
- Law Enforcement Operation
- Speaker's Bureau
- Annual 100% Tobacco Free Events
- Media Campaign
- Second Hand Smoke Operation
- Youth Empowerment Education Groups



Who Can Participate

- Teachers
- Social Workers/Counselors
- Community Volunteers/Advocate Groups
- Health Educators
- Law Enforcement Officers
- Safety Resource Officers
- Faith-Based Organizations
- Cancer Survivors
- Parents
- Youth
- Anyone who wants to make a difference in smoke-free environment.

Please place me on a list for upcoming training for Merchant Education, Tobacco Prevention Resource information, and TATU Peer Education

Clip and return via mail—or come by and visit us!

Name _____

Address _____

Phone _____

Cumberland County Mental Health Center
Tobacco Free Partnership

American Cancer Society
American Lung Association
Community Coalitions

Cumberland County Communities
Faith-Based Organizations
Cumberland County Health Department

Law Enforcement
Merchants & Retailers
Public Schools

Tobacco Control Branch
Tobacco-Free Advocacy Groups
Youth Peer Education Groups
Smoking Cessation (Adults/Youth)

MISSION STATEMENT

**Communities working together
to create a safe and smoke-free
environment**

**Consultation & Education Department 109
Bradford Avenue
Fayetteville, NC 28302**



For more information Contact:

Jeanette Quick Barker
(910) 323-0601, Ext. 4323
email: jBarker@mail.ccmentalhealth.org



**We will not leave
Cumberland County
children
behind in smoke**

Cumberland County Mental Health Center

**Cumberland County Mental Health Center
Tobacco Free Partnership**

TOBACCO FREE YOUTH PROGRAM (TFY)

PROGRAM MODEL:

The TFY is part of a national initiative. Its primary focus is to reduce youth access to tobacco products through environmental prevention strategies. There are four major components of program activities:

- Community Collaboration
- Law Enforcement
- Media Advocacy
- Merchants Education

PROGRAM PHILOSOPHY:

- Education, Training and Development of Youth, Adults and Community Organizations
- Provide Best Practice Prevention Strategies Program Models
- Implementation of Public Policy effecting youth access to tobacco products through Alcohol Law Enforcement and cooperation

PROGRAM ACTIVITIES:

- Provide Tobacco Free community health fairs and tobacco free events
- Provide Merchant Education Training
- Provide Tobacco Prevention Education and Smoking Cessation Training through small group or classroom settings

PROGRAM GOALS:

- Prevent or reduce youth access to tobacco products
- Increase knowledge and the awareness of the effects of tobacco use among children ages 5 through 17.
- Collaborate with community leaders, schools, and other agencies to assist with the education of target population

PROGRAM OBJECTIVES:

- Establish on-going network with local tobacco prevention advocacy groups, consumer and organizations
- Increase public awareness and knowledge through media campaigns and community resource material
- Inform and educate youth /merchants in current tobacco laws and public policy

COGNITIVE OUTCOME STATUS: (KNOWLEDGE GAINED)

Pre & Post Survey, Increase knowledge and reduction in youth access to tobacco products

SECTOR/COMMUNITY IMPACT

1. Community Leadership and involvement in public policy and activity to reduce youth access to tobacco
2. Community network and data base of tobacco free advocacy groups
3. Increase community relationship between youth and law enforcement officers

CONTACT: Cumberland County Mental Health Center
Consultation and Education
P.O. Box 3069
Fayetteville, NC 28301
(910) 323-0601

November 27, 2002

Mr. Bob Stocks, Supervisor
Alcohol Law Enforcement
NC Dept. of Crime Control & Public Safety
313 Union Street, Suite 110
Fayetteville, NC 28301

Re: Planning Meeting November 2002

Dear Mr. Stocks,

We met on the above date to collaborate on strategies for reducing youth access to tobacco products in Cumberland County. Topics addressed ranged from adolescent recruitment to merchant education. This note summarizes our discussion.

Adolescent Recruitment

To help you develop a list of potential candidates to work in your compliance program, CCMH will provide you with a list of youth organizations for screening. We will first contact the youth group facilitator and give them a brief overview of the compliance check program. If interested, we will then pass their name on to Keith who will make contact as his schedule allows.

Media Coverage

During the discussion, we concurred that merchants and the general public needed to be informed of the existing laws concerning both alcohol and tobacco sale to under age customers. Merchants also need to be informed of available training opportunities. You informed that you currently appear on a public TV program hosted by Judge Beth Keever. We informed you that CCMH also has a cable show that could be used as an avenue of exposure for this project.

We contacted Carol Forte, our staff person who coordinates the cable program, to make preparations for you or a member of your staff to appear on the show. To finalize scheduling, you can contact her directly at 323-0601 ext.4322.

During the discussion, you informed that there were certain times during the year when illegal alcohol and tobacco purchases increased. To help guide future media scheduling, you stated that you would develop a skeleton calendar of target dates and times. The objective is to increase media exposure to coincide with periods of increased activity.

Merchant List

During the meeting, you provided us with a list of merchants who are currently being monitored by your Agency. This will help reduce duplication in our efforts to cover the entire county. It was also agreed that we will contact your agency whenever we discover a violation during our merchant surveys.

Merchant Education

You provide merchant education and are currently searching for a central location. CCMH will provide a tobacco prevention education along with the BARS training. One hour classes will be held at the courthouse on a monthly basis.

Since the meeting, Jeanette has accompanied one of your agents on a sting operation. The Event proved to be highly informative.

Mr. Stocks, we look forward to developing a productive collaboration with your agency as we work to reduce youth access to tobacco products in Cumberland County. We will keep you informed of meeting dates for the Tobacco Collaboration. You are also invited to attend the meetings whenever your schedule allows.

Sincerely,

Jeanette Barker
Substance Abuse Education Consultant

**Tobacco Free Partnerships (TFP) (2002-2005)
ACTION PLAN**

OBJECTIVE I: Community Collaboration: Establish Tobacco Free Network Partnerships within Cumberland County

Strategies	Action Steps	Outcomes	Responsible Community Partners
<p>Identify local tobacco free prevention and intervention advocacy groups, and program within Cumberland County.</p>	<p>Provide opportunity to develop strategies and plans to reduce youth access tobacco through: Merchant/Youth Education, Law Enforcement, Media , School Policy, and Community Collaboration</p>	<p>Enhance community based programs, leaderships, and public policy for tobacco use prevention and intervention</p>	<p>Tobacco Free Youth Partners</p>
<p>Establish ongoing community outreach network alliance</p>	<p>Coordinate local annual tobacco free events such as health fairs, walks, block party, parades and community sponsorship events</p>	<p>Build community support for and promote effective public health policy that encourage tobacco free social norms</p>	<p>Tobacco Free Partners , CARES Coalition, Health Department & Healthy Carolinians of Cumberland County staff</p>
<p>Provide South Central Region training and</p>	<p>Establish Tobacco Free Adult/Youth Trainers of Smoking Cessation,</p>	<p>Increase knowledge and skills to provide effective</p>	<p>Tobacco Free Partners , Alcohol Law Enforcement & Cumberland</p>

technical assistance	TATU/NOT and teach skills such as media advocacy, youth development, leadership, community policy change, and program evaluation etc.	tobacco free prevention services.	County CommuniCare staff
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OBJECTIVE 2: Merchant’s Compliance/Education

Objective 2: Establish ongoing Tobacco Free Merchants Partnership Network within Cumberland County.

Strategies	Action Steps	Outcomes	Responsible Community Partners
Identify Tobacco Retailers Outlets, Merchants, and Business	Research and print data base listings of local Merchants, Retailers and business that promote family services and are located near schools	Establish a ongoing relationship Ensures proper placement of tobacco products	Tobacco Free Partners & Alcohol Law Enforcement staff
Identify Merchant Retailers that markets family/youth consumers	Establish a database of local Tobacco Free Restaurants Merchants and Retailers and business. Publish a Tobacco Free Resource Booklet	Increase smoke free air policy within local organizations	Tobacco Free Partners & Health Department staff

<p>Provide ongoing TFP Centralize Merchants Education</p>	<p>Merchants/Youth informed of current tobacco policy and penalties Mobilize Merchants/Youth for Merchant Education & Training</p>	<p>Merchants/Youth receive recognition and Award for compliance with Synar Protocol</p> <p>Provides a positive interaction between Merchants and youth</p>	<p>Tobacco Free Partners & Alcohol Law Enforcement staff</p>
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OBJECTIVE 3: Law Enforcement

OBJECTIVE 3: Support Efforts of Law Enforcement Officers to Reduce Youth Buy Rate and Access Tobacco Products

Strategies	Action Steps	Outcomes	Responsible Community Partners
<p>Promote Local Law Enforcement from local police or sheriff department to increase enforcement of youth access laws</p>	<p>Implement training's for Adult/Youth Monitors to assist with observation enforcement operations to reduce youth access</p>	<p>Supportive efforts to strengthen policies, enforcement, and education to reduce sale to minors</p>	<p>Tobacco Free Partners , Teen Court Dispute Resolution Center and 21st Century of Spring Lake</p>

Recruit Tobacco Free Youth Partners	Youth Partners will provide community services such as Tobacco Prevention, Merchant Education training, random site visits, the distribution of tobacco free resource and incentives and enforcement operations	Decrease youth buy rate within Cumberland County Create a TFY Network support system Youth take on a leadership role to decrease youth buy rates in Cumberland County Increase relationship between youth and law enforcement officers.	Tobacco Free Partners & Teen Court Dispute Resolution Center and 21st Century of Spring Lake
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OBJECTIVE 4: Media Development

4. Collaborate with Community partners to heighten awareness of youth access tobacco products

Strategies	Action Steps	Outcomes	Responsible Community Partners
Establish ongoing Tobacco Free Partnership media	Develop relationship with local media networks via web site , speaker bureau,	Systematic distribution of Tobacco Free information	Tobacco Free Partners

network	posters , video, TV ads, psa, community news letters, various printed resource items	and fact within Cumberland County	
Establish ongoing Tobacco Free Media Campaign	Promote, design , distribute Tobacco Free Partner logo/motto	Create Positive Smoke Free Images and social norms	Tobacco Free Partners