



The Tobacco Free Lancaster County (TFLC) coalition exists to protect the public's health by eliminating exposure to secondhand smoke, preventing youth from starting to use tobacco, providing tobacco education to all populations, and encouraging people to quit.

Tobacco-Related Information

People who die each year in the U.S. from smoking related illnesses*	480,000
Nebraska adults who die each year from their own smoking*	2,500
Annual health care costs in Nebraska directly caused by smoking*	\$795 million
Adult smoking rate Lancaster County†	15.4%
Youth smoking rate Lancaster County*	12.4%
% of Lancaster County High School students who used chewing tobacco, snuff, or dip in the past 30 days*	4.8%
% of Lancaster County High School students who used e-cigarettes in the past 30 days*	23.8%

*The Campaign for Tobacco-Free Kids

†2014 Behavioral Risk Factor Survey

*2015 Youth Risk Behavior Survey (grades 9-12)

TFLC was chartered in 1992 and now has representation from more than thirty organizations.

To become involved in the TFLC coalition,
please call: (402) 441-6225 or email: info@tobaccofreelancastercounty.org.

<http://tobaccofreelancastercounty.org>

Like us on <https://www.facebook.com/tflcne>

During 2016, the coalition coordinated or was involved in the following:

Tobacco-Free & Smoke-Free Policies

- The Health Department received 13 complaints from the public regarding the Lincoln Smoking Regulation Act (LSRA) and the Nebraska Clean Indoor Air Act (NCIAA). Follow-up visits were made to each of the businesses to assist them in being compliant with the law. In addition, the Lincoln Police Department (LPD) issued 8 citations to individuals who did not comply with the LSRA. No tickets were issued to individuals in rural Lancaster County communities.
- 80 businesses have been identified as having smoke-free/tobacco-free campuses.
- To reduce secondhand smoke exposure, the coalition educates and encourages multi-unit residential property owners to develop smoke-free housing policies.
 - 7,315 rental units in Lincoln are identified as smoke-free. See the Smoke-Free Housing Registry Map at <http://tobaccofreelancastercounty.org/tobacco-free-living/landlords/>.
 - Smoke-free housing policy presentations were provided to 12 landlords representing 3,221 units during 2 Safe Kids Fire Safe Landlord trainings.
 - The Lincoln-Lancaster County Health Department (LLCHD) received 9 complaint calls regarding secondhand smoke filtering into adjacent apartments. Benefits of smoke-free housing and how to address this concern with landlords was provided to each caller.
- The “Smoke-Free Entrances” brochure was provided to 3 area businesses to assist them in developing a smoke-free entrance policy.



- On October 20, 2016, the Lincoln-Lancaster County Health Department hosted a Tobacco-Free Campus Policy Summit for area colleges, universities, and businesses. The summit included a 7 person panel discussion comprised of representatives from colleges and businesses recently implementing a tobacco-free campus policy. There were forty summit participants with representation from six different colleges, as well as governmental agencies, businesses, behavioral health services and coalition representatives. The summit

was videotaped for posting on YouTube, which garnered 46 views in the first four months after the summit. The video was also shown 138 times on channel 10 Health, and 5 City TV in the following four months after the summit. After attending the summit, UNL formed a tobacco-free campus committee to implement a policy. Additionally, People's Health Center and Lutheran Family Services Health 360 have implemented tobacco-free campus policies.

Youth Tobacco Sales Compliance Checks

- To monitor illegal tobacco sales to minors, 10 youth participated in 8 city and county tobacco retailer compliance checks.
- In the City of Lincoln, 274 attempts by minors to purchase tobacco resulted in 26 illegal sales by tobacco retailers translating to 90% in compliance with the law.
- In rural Lancaster County, 40 attempts by minors to purchase tobacco resulted in 4 illegal sales by tobacco retailers or 90% in compliance.

Youth Projects

- Photovoice, a project in which youth from the community take photos identifying various tobacco related issues and present them to the community was completed via social media in 2016. Thirty-five youth from the Malone Center, Salvation Army and Boys and Girls Club created T-Shirts with tobacco prevention messages for Kick Butts Day, World No Tobacco Day and the Great American Smokeout and posted 20 photos and one video on Instagram and Facebook. #kickbuttsLinc #ikickbutts
- Youth from the Salvation Army created tobacco prevention t-shirts which they shared on social media.

Outreach

- Over 14,000 people have been reached with tobacco prevention education through community health fairs and presentations.

Community Asthma Education Initiative

- Tobacco avoidance measures were included as part of the asthma management strategies provided to:
 - 285 Baseball, Soccer and Basketball coaches in the community.
 - 600 families during Asthma Management Clinics.
 - Promote tobacco avoidance three times per week on Face Book and Twitter garnering 200 new followers and 84 tweets.
 - 92 Staff at Ruth Staples and Cedars were trained in Asthma Management.
 - 301 Coaches were provided duffel bags containing first aid items, asthma management tools and tobacco avoidance messages.



Colonel Chad R. Stevens is awarding a certificate of appreciation to Renee Massie, Health Educator at the Lincoln-Lancaster County Health Department, for providing tobacco cessation and prevention information to the families attending the recent Nebraska Army National Guard Health and Wellness event.

Tobacco Cessation Efforts

- Comprehensive tobacco control programs include activities encouraging adults and youth to quit the use of tobacco products. Activities included:
 - Partners shared “Through With Chew” week information on Facebook.
 - Nebraska Tobacco Quitline information was included in over 800 food pantry boxes provided by The Salvation Army.
- 395 people from Lancaster County called the Nebraska Tobacco Quitline for the first time.

Boys and Girls Club of Lincoln

- Boys and Girls Club trained youth members the week of May 16th about World No Tobacco Day.
- Staff promoted tobacco prevention at the Keystone Club, Torch Club, SMART Girls, Passport to Manhood, Project Learn, Teen Nights, Cooking Club and Day for Kids Celebration.
- Youth participated in Photo Voice, sharing photos from the community with tobacco prevention messages on social media.

El Centro de las Americas

- Tobacco prevention information was provided to 5,048 youth and adults through health fairs, community events and tobacco prevention classes at the following locations: Educare, Cristo Rey Church, shopping tour at Hy-Vee, 8th Annual Indian Center Celebration, Smithfield Health fair, Community Resource Health Fair in Crete, Operation Santa Claus Health Fair, Bourbon Theatre Cinco de Mayo Health Fair, Take for Your Health at the Malone Center, and the Boys and Girls Club. Additional events at which tobacco prevention information was provided included Back to School Jam at the Malone Center, Harvest Moon Festival, Flu Shot event at El Centro de Las Americas, Streets Alive, Halloween Bash Event and the Dental Health Fair at the Malone Center.

- Additionally 20 property managers were provided information on implementing smoke-free multi-unit housing policies.
- Tobacco prevention/cessation videos were played for 500 clients in the waiting area at El Centro de las Americas.
- 27 business, many Hispanic owned or managed, were given information about the Nebraska Clean Indoor Air Act, the Lincoln Smoking Regulation Act, smoke-free entrances, and implementing voluntary vapor-free policies.



Veronica Flaherty, El Centro de las Americas, presenting about tar in cigarettes.

Lincoln-Lancaster County Health Department

- Over 3,250 adults and youth received tobacco prevention information at Lincoln East, Lincoln Northeast, Lincoln Southwest, Malcolm High Schools, Norris High School, Waverly High School, Boys and Girls Club, B & R Stores, the City & County Employee Wellness Fair, Juneteenth, The Malone Community Center, Safe Kids Blast, The Salvation Army's Women's Fair, Streets Alive, Take Time for Your Health, and The Bridge Behavioral Health.
- Tobacco-free campus information was provided to Gateway Mall, Southeast Community College, Lutheran Family Services and People's Health Center.
- Staff implemented a year-long public awareness campaign using Star Tran bus ads to promote smoke-free housing, the Nebraska Tobacco Quitline and reducing youth tobacco use. The health messages are pictured below.



Malone Community Center



- Youth promoted living a tobacco-free lifestyle the week of March 9-16th in conjunction with National Kick Butts Day. Living tobacco-free was discussed, while youth designed t-shirts, which they were able to wear right away. Youth continued to post tobacco-free messages and photos were shared on social media using the hashtags #kickbuttslinc and #ikickbutts, reaching an estimated 3,500 community members.

The Salvation Army

- Provided tobacco prevention information and conducted activities leading up to tobacco awareness days such as Kick Butts Day and the Great American Smoke-out, as well as promoting those days through the Community Center, Food Bank, Small Fry basketball and teen night.
- Youth participated in Photo Voice, sharing community photos with tobacco prevention messages on social media.
- Handed out flyers and decorated popcorn sacks with anti-tobacco information during sporting events, as well as promoting tobacco prevention on Facebook and Twitter.
- Provided tobacco compliance check event information to youth to assist in recruiting youth volunteers.

- Provided tobacco prevention education to a group of downtown YMCA youth and posted video of the presentation on Facebook reaching 47 people.

Work With Media

- The CDC's Media Campaign Resource Center was utilized to gain access to a 30 second Public Service Announcement called "Tiffany's Decision" which was run 25 times between October and December on KOLN and NSNB at no cost for a total of 12.5 minutes.
- In 2016 there were 176 followers of the [TFLC Facebook](#) page. 5,465 people saw our Facebook posts during this period. There were also 177 total video views. TFLC website garnered 924 page views from 313 users in 2016. <https://tobaccofreelancastercounty.org/>
- In February 2016, 2,444 people were reached from a single post in which Public Health Educator, Renee Massie is being awarded a certificate of appreciation from Colonel Chad R. Stevens for providing tobacco cessation and prevention information to the families attending the Nebraska Army National Guard Health and Wellness event.
- Two e-newsletters were sent out to tobacco prevention advocates in the community. Printed versions were taken to various city and county locations.
- Channel 8 on-line reported on the 2015 tobacco sales to minor annual report.
- The Voice News reported on a 2016 citation issued to a rural Lancaster County retailer for selling tobacco to a minor.
- Through With Chew, Kick Butts Day, World No Tobacco Day and the Great American Smokeout were promoted on partner Facebook pages.



Community Partners

American Cancer Society
American Heart Association
Boys & Girls Club of Lincoln
Bryan Health
CHI Health St. Elizabeth
Clyde Malone Community Center
Community Asthma Education Initiative
El Centro de las Americas

Firespring
Health Education Inc.
Lancaster County Medical Society
Lancaster County Sheriff's Office
Lincoln-Lancaster County Health Department
Lincoln Medical Education Partnership
Lincoln Parks and Recreation Department
Lincoln Police Department

Lincoln Public Schools
Neighborworks
No Limits
The Salvation Army
Tobacco Free Nebraska
University of Nebraska-Lincoln
...and many individuals

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