



Austin/Travis County Health and Human Services Department



The role of public health is to:

PROMOTE community-wide wellness,

PREVENT disease, and

PROTECT the community from infectious diseases,
environmental hazards, and epidemics

Communities Putting Prevention to Work Tobacco Grant

Public Health and Human Services Subcommittee

July 22, 2010

David Lurie, Director, HHSD

Dr. Philip Huang, Medical Director, HHSD

Austin/Travis County CPPW Award

- **Awarded \$7.47 Million over 2 years to address tobacco**
- **Long-Term Grant Objectives:**
 - **10% decrease in adult smoking prevalence, preventing tobacco-related death in 1/3 of these adults.**
 - **40% decrease in the percentage of adult non-smokers exposed regularly to secondhand smoke.**
 - **25% decrease in youth smoking prevalence (up to age 18), preventing tobacco-related death in 1/3 of these youth.**
 - **30% decrease in the percentage of youth (ages 2-18) exposed regularly to secondhand smoke.**

RECOMMENDATIONS FOR COUNCIL ACTION

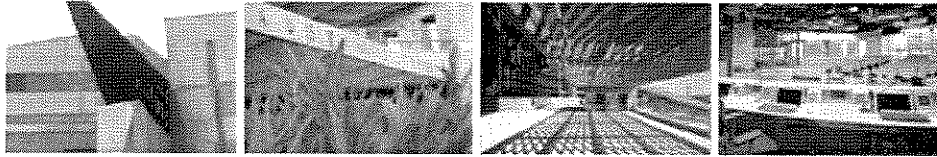
Two items scheduled on July 29, 2010 Agenda

- **Request permission to negotiate and execute**
 - **\$200,000 interlocal agreement with Capital Metro**
 - **Specific to tobacco-use free bus stops, transit centers and rail platforms**
 - **Includes costs to purchase and affix appropriate signage**
 - **Expands current worksite tobacco policy to tobacco-free campus policy abolishing designated smoking areas**
 - **\$210,821 contract with Active Life**
 - **Deliverables directed to surveys to gather information regarding retailers and provision of free samples of tobacco products impacting young adults ages 18-24**
 - **Outreach to key partners to identify strategies that target employers for promotion of comprehensive worksite tobacco-free policies**
 - **Reach at least 130 employers with outreach and follow-up promoting tobacco-free policies and achieving CEO Gold Standard certification**
- **MAPPS strategies**
 - **Cap Metro – Access and social support**
 - **Active Life – Price and Access**

NEXT STEPS

- **Complete hiring of grant staff**
- **Negotiations with Huston-Tillotson University to implement tobacco-free campus policy**
- **Inter-departmental and Inter-local contracts have been developed.**
- **Council action tentatively expected for the 8/5/10 agenda for media contract**

AGENDA



Thursday, July 29, 2010

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**Health and Human Services
RECOMMENDATION FOR COUNCIL ACTION**
ITEM No. 38

Subject: Authorize negotiation and execution of an agreement with ACTIVE LIFE, INC., Austin, TX, to assist the Health and Human Services Department in fulfilling its Communities Putting Prevention to Work federal grant initiative to reduce tobacco use prevalence and exposure to secondhand tobacco smoke for a one-year term beginning August 1, 2010, in an amount not to exceed \$134,444, with an option to renew for one seven-month renewal term, in an amount not to exceed \$76,377 for a total contract amount not to exceed \$210,821.

Amount and Source of Funding: Funding in the amount of \$134,444 is available in the Fiscal Year 2009-2010 Operating Budget Special Revenue Fund for the Health and Human Services Department. The grant period is March 19, 2010 through March 18, 2012. Funding for the renewal option is available in the grant.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

**Additional Backup
Material**

(click to open)

No Attachments Available

For More Information: Philip Huang, M.D., M.P.H., Medical Director 972-5408; Wilmia Perez, Program Manager, 972-6216; Laura Polio, Interim Agenda Coordinator, 972-5010.

Prior Council Action: April 22, 2010 - Council approved Ordinance No. 20100422-017 accepting \$7,473,150 in grant funds.

The U.S. Department of Health and Human Services (DHHS), Centers for Disease Control and Prevention (CDC) awarded federal funds to the Austin/Travis County Health and Human Services Department (HHSD) for the American Recovery and Reinvestment Act initiative, "Communities Putting Prevention to Work" (CPPW). The funding will promote tobacco prevention and control in school, worksite, healthcare, community, faith-based, and retail settings in the City of Austin and Travis County.

HHSD will utilize the funds to implement the grantor's population-based strategies in five areas described as MAPPs: Media, Access, and Point of purchase/promotion, Pricing, and Social support services. As directed by the grantor, strategies are to be implemented through restrictions on media and advertising consistent with federal law, reduction in access by means of smoke-free and tobacco free policies and sites, increased media and signage to discourage tobacco consumption, and increased cessation services throughout the community.

This agreement applies to required MAPPs strategies regarding Price and Access. The agreement provides funding to Active Life to implement program objectives to (1) Identify venues/sites that offer free samples of tobacco products in Travis County; (2) Identify and document tobacco advertising at retailers located near institutions of higher learning, entertainment venues and other areas of Travis County where young adults congregate (3) Recruit and train young adults 18-24 to collect data related to free samples of tobacco products in Austin/Travis County; and (4) Develop and implement strategies with key partners to promote adoption of tobacco-free worksite policies as a part of earning CEO Cancer Gold Standard Certification at five small, three mid-sized and three large employers in Austin/Travis County.

Statement Required by Corporate Budget Office: All department grant application requests are reviewed by

the Budget Office prior to submission to insure that the grant minimizes the financial impact to the City.

PERFORMANCE Related Department Goal: Promote a healthy community by preventing chronic and communicable diseases and promoting improvements in social/economic/environmental factors that will result in an improved overall health status and a reduction of health disparities.

Because agreement negotiations are not completed, the performance goals described are estimates and may be adjusted as appropriate.

Deliverables:

Recruit and train 50 young adults (18-24 years) to conduct retail and entertainment venue surveys to measure free samples of tobacco products provided to the general public at venues and locations where young adults congregate in Austin/Travis County.

By July 31, 2011, conduct baseline surveys utilizing methods such as "photo voice" (a public health survey) to identify and document venues that provide free samples of tobacco products at 100 identified sites and provide results to key stakeholders and surveyed sites. Photo voice is a method to document the community environment through photography.

By July 31, 2011, conduct baseline surveys utilizing methods such as "photo voice" to identify and document tobacco advertising at a minimum of 100 tobacco retail outlets located near institutions of higher learning, entertainment venues and other areas of Travis County where young adults congregate and provide results to key stakeholders and surveyed sites.

By January 21, 2012, conduct follow-up surveys at 100 sites and provide a final report to stakeholders and surveyed sites by February 28, 2012.

For each quarter beginning July 1, 2010, host two meetings with key partners in order to identify strategies that target employers for promotion of comprehensive worksite tobacco-free policies.

Conduct quarterly outreach to employers promoting comprehensive tobacco-free policies and achieving CEO Cancer Gold Standard Certification, reaching at least 130 employers with outreach and follow-up.

AGENDA



Thursday, July 29, 2010

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**Health and Human Services
RECOMMENDATION FOR COUNCIL ACTION**
ITEM No. 39

Subject: Authorize negotiation and execution of an Interlocal Agreement with CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY (Capital Metro), Austin, TX to assist the Health and Human Services Department fulfill its Communities Putting Prevention to Work federal grant initiative in reducing tobacco use prevalence and exposure to secondhand tobacco smoke for a one-year term beginning August 1, 2010, in an amount not to exceed \$200,000 with an option to renew for one seven-month renewal term, in an amount not to exceed \$100,000 for a total contract amount not to exceed \$300,000.

Amount and Source of Funding: Funding in the amount of \$200,000 is available in the Fiscal Year 2009-2010 Operating Budget Special Revenue Fund for the Health and Human Services Department. The grant period is March 19, 2010 through March 18, 2012. Funding for the renewal option is available in the grant.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

**Additional Backup
Material**

(click to open)

No Attachments Available

For More Information: Philip Huang, M.D., M.P.H., Medical Director 972-5408; Wilmia Perez, Program Manager, 972-6216; Laura Polio, Interim Agenda Coordinator, 972-5023.

Prior Council Action: April 22, 2010 - Council approved an Ordinance No. 20100422-017 accepting \$7,473,150 in grant funds.

The U.S. Department of Health and Human Services (DHHS), Centers for Disease Control and Prevention (CDC) awarded federal funds to the Austin-Travis County Health and Human Services Department (HHSD) for the American Recovery and Reinvestment Act initiative, "Communities Putting Prevention to Work" (CPPW). The funding will promote tobacco prevention and control in school, worksite, healthcare, community, faith-based, and retail settings in the City of Austin and Travis County.

HHSD will utilize the funds to implement the grantor's population-based strategies in five areas described as MAPPS: Media, Access, and Point of purchase/promotion, Pricing, and Social support services. As directed by the grantor, strategies are to be implemented through restrictions on media and advertising consistent with federal law, reduction in access by means of smoke-free and tobacco free policies and sites, increased media and signage to discourage tobacco consumption, and increased cessation services throughout the community.

This interlocal agreement applies to required MAPPS strategies regarding Access and Social support services. The interlocal agreement provides funding to Capital Metro to implement program objectives to (1) develop and implement a tobacco-free policy for all Capital Metro bus stops, transit centers, and rail platforms; (2) purchase and affix proper tobacco-free policy signage at all bus stops, transit centers, and rail platforms; (3) expand current worksite tobacco policy to tobacco free campus policy abolishing designated smoking areas.

Statement Required by Corporate Budget Office: All department grant application requests are reviewed by the Budget Office prior to submission to ensure that the grant minimizes the financial impact to the City.

PERFORMANCE Related Department Goal: Promote a healthy community by preventing chronic and communicable diseases and promoting improvements in social/economic/environmental factors that will result in an improved overall health status and a reduction of health disparities.

Because agreement negotiations are not completed, the performance goals described are estimates and may be adjusted as appropriate.

Deliverables:

Present monthly communication regarding tobacco-free campus policy at staff meetings and leadership meetings.

Create a dedicated informational page on the Capitol Metro employee website to include consumer and employee surveys

By October 1, 2010, conduct consumer surveys to measure opinion regarding proposed tobacco-free policy. By November 1, 2010, develop and print at least 3,100 signs to post at all Capital Metro locations.

By December 1, 2010, install tobacco-free signage at all rail platforms.

By December 1, 2010, implement a tobacco-free rail platforms policy.

By March 1, 2011, install signage at all tobacco-free park and rides, transfer centers and bus stops.

By March 1, 2011, implement tobacco-free Park and Rides, transfer centers and bus stops.

By October 2011, present to the Capital Metro board a plan to expand a tobacco-free worksite policy to the more comprehensive tobacco-free campus policy that would abolish designated smoking areas. In addition, present return-on-investment data from previous policy change and employee testimonials.

By February 2012, adopt and implement a tobacco-free worksite policy that abolishes designated smoking areas.