

MISSION & STAFF

To prevent and reduce tobacco use and the associated health and economic consequences in the Omaha area, through prevention, public policy, education and community action.

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MOTAC FACTS

The Metro Omaha Tobacco Action Coalition (MOTAC) is an IRS designated 501(c)3 public charity. MOTAC is supported in part by Region 6 Behavioral Healthcare through funding provided by the Nebraska Department of Health and Human Services/Tobacco Free Nebraska Program, as a result of the Tobacco Master Settlement Agreement.

- ❖ MOTAC's **mission** is to prevent and reduce tobacco use and the associated health and economic consequences in the Omaha area through prevention, public policy, education and community action.
- ❖ **MOTAC's Goals:**
 1. Increase the organizational capacity from diverse groups and stakeholders.
 2. Reduce tobacco use among all populations in Douglas County.
 3. Reduce exposure to secondhand smoke among all populations in Douglas County.
- ❖ **MOTAC has developed several initiatives to focus on supporting a transition to a Tobacco-Free Douglas County, including:**
 - Rent Smoke-Free
 - Tobacco-Free Parks
 - Tobacco Retailer Compliance
 - Addressing tobacco-related health disparities in disparate populations, including: African American, Latin American; Lesbian, Gay, Bisexual & Transgender (LGBT) Americans; Native American/Indigenous Peoples; Those experiencing mental illness; and Women.

TOBACCO HEALTH FACTS

Tobacco Health Facts

- ❖ Tobacco use is the leading most preventable cause of death in the United States, resulting in 480,000 deaths annually (*Surgeon General's 50 year report, 2014*).
- ❖ Worldwide, tobacco use causes nearly 6 million deaths per year, and current trends show that tobacco use will cause more than 8 million deaths annually by 2030 (*WHO Report on the Global Tobacco Epidemic, 2011*).

Tobacco Use in Nebraska

- ❖ Annually, 46,700 Nebraskans are suffering from smoking-attributable diseases (*Nebraska Smoking-Attributable Mortality, Morbidity & Economic Costs; SAMMEC formula, 2012*).
- ❖ Smoking-related health care costs total \$592m annually in Nebraska (*CDC, Best Practices for Comprehensive Tobacco Control Program, 2007*).
- ❖ The annual cost of smoking-related lost productivity in Nebraska is \$506m (*CDC, SAMMEC, 2004*).

Tobacco Use in Douglas County

- ❖ Almost 26% of high school students report trying cigarettes, nearly 49% attempting to quit within the past year, and nearly 39% having tried “vapor products” (electronic smoking devices) (*YRBS, Douglas County Nebraska, 2014*).
- ❖ 18.1% of Douglas County adults 18+ report themselves as smokers, a full 1% point above the state average (*Region 6 Network of Care Tobacco*).

Tobacco Use Among Nebraska Youth

- ❖ Almost no one starts smoking after age 25. Nearly 9 out of 10 smokers started by age 18 and 99% started by age 26 (*Surgeon General Report, 2012*).
- ❖ 70.6% of NE youth in 6-12th grades who smoke cigarettes have tried to quit, and couldn't (*CDC, Youth Tobacco Survey: 2013*).
- ❖ 11.7% of NE youth surveyed reported they currently use cigarettes (*CDC, Youth Tobacco Survey: 2013*).

MOTAC History

The **Metro Omaha Tobacco Action Coalition (MOTAC)** is a dynamic coalition comprised of individuals, organizations, and educational groups with a focus on public health and distinctly centered on tobacco use prevention and control.

MOTAC was formed in **1992** in order to strengthen tobacco control and prevention efforts in the metro Omaha area. Since its inception, MOTAC has taken the lead within Douglas County to address tobacco related issues through public education and community action.

MOTAC is an IRS designated 501(c)3 charitable organization, and is supported in part through funding provided by the Nebraska Department of Health and Human Services/Tobacco Master Settlement Agreement.

The grant funding MOTAC's work utilizes several sub-grantees to help accomplish work-plans directly linked to tobacco prevention and control.

With special thanks and expertise to:

- ❖ Creighton University Medical Center
- ❖ Douglas County Health Department
- ❖ Family Housing Advisory Services
- ❖ Heartland Family Service
- ❖ Omaha Public Schools
- ❖ Region 6 Behavioral Healthcare
- ❖ University of Nebraska Medical Center's College of Public Health – Center for Reducing Health Disparities

Region 6 Behavioral Healthcare serves as both the organization's fiscal agent and administrative supervisor.

Programs/Initiatives

Community Outreach

MOTAC addresses tobacco-related issues that impact the community at large, and advocates to ensure that elected officials, metro-area leaders, students, property owners/renters and the community better understand the public health burden of tobacco use. The MOTAC Program Coordinator is able to provide tobacco prevention/control related materials and education to any business, organization or individual.

Rent Smoke Free

Smoke-free multi-unit housing policies are permitted by state law. MOTAC works with property owners and tenants to transition existing properties to smoke-free policies and practices by providing resources, materials and counsel regarding these policy changes. This support can also be utilized in preparation for a new property development.

Tobacco Free Parks

MOTAC works directly with the Omaha community to gain support for, and make, tobacco-free parks and recreational spaces. MOTAC works to ensure that parks embody the commitment to safe and healthy play and gathering for the community, children and families. Tobacco products undermine the purpose of these spaces, and put others at risk of exposure to second-hand smoke and unsightly litter endangers the natural beauty and wildlife of our parks and recreational areas.

Business Recognition

Many metro-area businesses demonstrate a strong commitment to the health and wellness of their patrons and tenants by ensuring strict adherence to the Nebraska Clean Air Act. MOTAC seeks out and specifically honors businesses that are exceeding these standards!

Resources

These are some of our favorite resources for tobacco control and prevention. They provide valid and reputable sources of data and information concerning the use of tobacco products and their effects.

Tobacco Resources

- ❖ [Tobacco Free Nebraska](#)
- ❖ [Nebraska Tobacco Quit Line](#)
- ❖ [Tobacco Hurts Business](#)
- ❖ [Smoking Prevalence Rates](#)
- ❖ [State Tobacco Activities Tracking & Evaluation System](#)
- ❖ [Tobacco-Free Kids](#)
- ❖ [CDC Smoking & Tobacco Use](#)
- ❖ [Understanding and Addressing Nicotine Addiction](#)
- ❖ [Tobacco Use in the LGBT Community](#)
- ❖ [Hispanics/Latinos & Tobacco Use](#)

State Statutes

- ❖ [Nebraska Clean Indoor Air Act](#)
- ❖ [Fire Marshal's Office Guidelines to Comply with Clean Indoor Air Act](#)
- ❖ [Nebraska State Cigarette & Other Tobacco Product Tax](#)

Federal Statutes

- ❖ [Federal Tobacco Laws & Policies](#)