

Metro Omaha Tobacco Action Coalition



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Get Involved in 2012

Research has shown us that one of the most effective ways to reduce tobacco use is to raise the price of tobacco products. Raising the price of tobacco products is especially helpful for reducing tobacco use among young people and helping people of all ages quit. MOTAC has created a Support Form that encourages communication with State Senators and provides information on why tobacco tax increases are a win-win. Those interested can go motac.org to print out and send in the form. The form will also be available at community events where MOTAC is represented. MOTAC and the community working together on this issue can have a positive impact on the health and wellness of people in our city, county and state.

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MOTAC and Local Fire Departments Launch New Ads

In 2011, MOTAC noticed a growing trend of apartment fires related to smoking in the Omaha metro area. As fire crews responded to multiple blazes, MOTAC and Tobacco Free Sarpy seized the opportunity to educate property owners and landlords about the benefits of implementing 100 percent smoke-free or tobacco-free policies. Letters to the editor were submitted to local newspapers and MOTAC produced television and radio ads in English & Spanish that highlighted the topic. The ads were created with support from the Ralston Fire Department and Omaha Fire Department and were released at a news conference held on December 5 at the Ralston Fire Department House. The Conference also provided the opportunity for fire officials and MOTAC to promote smoke-free multi-unit housing. The Conference sparked significant news coverage, raising awareness in the community about the risk of fires in multi-unit housing and encouraging property owners/landlords to adopt 100% smoke-free policies.

Visit www.RentSmokeFree.org for more information and free resources.



Latinas, Tabaco y Cáncer Group...A Success Story

Latinas, Tobacco, and Cáncer (LTC) is a Latina empowerment group engaged to fight tobacco and prevent cancer through education and advocacy. Latina women come together to increase awareness about the dangers of tobacco use and exposure to secondhand smoke.

LTC develop community-based projects to influence the social norms around tobacco use and cancer prevention. As part of their advocacy and educational efforts within the Hispanic community, the group members distribute educational materials on tobacco issues affecting this population during community events: Cinco de Mayo Parade, National Alliance on Mental Illness Walks, Susan Komen Walk, PRIDE Parade, and community health fairs and exhibitors.

Their latest project is a Poetry Book based on personal experiences related to tobacco use, exposure to secondhand smoke and tobacco related illnesses. LTC meets bi-monthly to learn about various health issues and are conducted in Spanish.

LTC is facilitated by Antonia Correa, Tobacco Prevention Outreach Specialist, and Rita Rodriguez, Promotora. For more information or to get on the mailing list, contact Antonia at (402) 559-3670 or via email at acorrea@unmc.edu.



Healthy Living Youth Summit

Healthy Living Youth Summit was held on November 9 at the Metropolitan Community Church in Omaha. Dr. Patricia Tetreault, professor/educator from the UNL campus, was the keynote speaker addressing Social Justice Education, *What it is and what does it have to do with you?*

MOTAC recognizes that tobacco use within the Lesbian, Gay, Bisexual, and Transgender (LGBT) community is twice as high as the general population, which puts members at a greater risk for smoking related illnesses. The intent of the summit is to attract providers, professionals, and leaders from organizations serving youth and begin a dialogue on how to create awareness and education on tobacco, in an effort to change the high smoking rates in the LGBT community.



Douglas County Tobacco Compliance Checks

July 1 - September 30, 2011 the Omaha Police Department completed **426 Tobacco Compliance Checks** in **Douglas County** with **20** locations illegally selling tobacco to minors resulting in a compliance rate of 95.4% or a 4.6% failure rate.

Welcome Aboard!

MOTAC extends its gratitude to Sheriff Dunning and the Douglas County Sheriff's Office for their willingness to conduct tobacco compliance checks in Douglas County outside of Omaha city limits. MOTAC appreciates your time and service!

Smoke-Free/Tobacco-Free Policies Growing in Popularity

On October 13, Hanneka Brown (MOTAC Clean Air Chairperson), Lisa Fuchs (MOTAC Vice President), and Mary Crosby (MOTAC Media Chairperson) presented a certificate of appreciation to staff at Millard Good Samaritan Center (12856 Deauville Drive, Omaha) in recognition of their exemplary smoke-free campus policy. The MOTAC executive members were delighted to be greeted by approximately twenty staff and residents of the center. In addition to presenting the certificate of appreciation, MOTAC shared about its mission, why the coalition recognizes businesses, and about the health consequences of exposure to secondhand and third hand smoke.



Smoke-free and tobacco-free policies are growing in popularity as community leaders realize the importance of providing clean air environments to their communities. Photos of past recognition can be found on the MOTAC website, www.motac.org.

For more information about how your business can be recognized for its smoke-free or tobacco-free policy that goes above and beyond the current clean air law, contact Hanneka Brown at (402) 280-3429.

“Hoops for Life” Event

Nebraska Urban Indian Health Coalition (NUIHC) held the “Hoops for Life” event on November 5. This year the event was held at Turning Point Campus and sponsored by NUIHC / Soaring over Meth & Suicide program. MOTAC had a prevention booth for attendees on tobacco prevention and other health education information. The participating tribes were from Oglala Sioux; Omaha; Yankton Sioux; Northern Ponca; Lakota Sioux; Potawatomi; Standing Rock Sioux; Cheyenne River Sioux; Choctaw and Three Affiliated Tribes-Mandan; Hidatsa; and Arikara.



Media Committee Strides in Coalition Outreach Efforts

Since July 1, the Media Committee has worked diligently to identify areas its members can assist MOTAC in its mission. The Committee defined two goals to work on this year: to increase public awareness and advocacy activities to more effectively share the benefits of renting smoke free; and to create opportunities to engage coalition members in MOTAC activities/efforts. For more information on how you can participate in the Media Committee or its goals, contact Mary Crosby, (402) 397-3309.

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**Fighting Tobacco Through
Community Action!**

Partners/Members:

- Alegent Health System
- American Cancer Society
- Creighton Cardiac Center
- Douglas County Health Department
- Douglas County Housing
- Group to Alleviate Smoking Pollution of Nebraska (GASP-NE)
- Iowa Western Community College
- LiveWise Coalition
- No Limits
- Omaha Police Department
- Omaha Public Schools
- Pfizer
- PRIDE-Omaha, Inc.
- Region 6 Behavioral Healthcare
- Tobacco Free Cass County (TFCC)
- Tobacco Free Nebraska
- Tobacco Free Sarpy (TFS)
- University of Nebraska Medical Center - College of Nursing
- University of Nebraska Medical Center - Center for Reducing Health Disparities
- University of Nebraska Medical Center -Evaluation
- ...and many individuals.

The **Metro Omaha Tobacco Action Coalition (MOTAC)** is a dynamic coalition comprised of over 50 health related individuals, organizations, and educational groups. 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.

Mission: To prevent and reduce tobacco use and the accompanying health and economic consequences in the Omaha area via prevention through public policy and education.

Goals: Reduce tobacco use, reduce exposure to secondhand smoke, and increase capacity from diverse groups.

MOTAC Officers: **Toni Hernandez, President** **Lisa Fuchs, Vice President**
Open, Treasurer **Rita Rodriguez, Secretary**

Join us!

MOTAC meets the first Tuesday of each month at 10:00 am at the American Cancer Society, 9850 Nicholas Street in Omaha.