

# Metro Omaha Tobacco Action Coalition



Volume 1, Issue 2, March 2010

## MOTAC Launches “Rent Smoke-Free” Media Campaign

MOTAC has launched a media campaign that targets property owners and managers of multi-family rental properties in the Douglas County area.

“Rent Smoke-Free - A Better Choice for Everyone”, promotes the benefits of a 100% smoke-free policy and provides support materials. Some of the key benefits for property owners include:

- 1) saves money on maintaining apartments;
- 2) attracts tenants;
- 3) protects property from fire hazards.

MOTAC’s Landlord Tool Kit provides support materials, in English and Spanish, to property owners interested in adopting a 100% smoke-free policy, or those who would like supplemental resources

for their smoke-free policy. The Tool Kit has forms that property owners can use with tenants and smoke-free housing promotional materials, such as window clings, door hangers, and key chains. MOTAC also has a limited supply of “Smoke-Free Apartments Available” yard signs to help properties promote their smoke-free housing. The Coalition is excited about working with property owners and managers interested in adopting a 100% smoke-free policy.

MOTAC has a [free registry](http://www.rentsmokefree.org) to promote smoke-free rental properties at [www.rentsmokefree.org](http://www.rentsmokefree.org).

MOTAC looks forward to adding more names as property owners make the choice to adopt 100% smoke-free policies.

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*A better choice for everyone. Una mejor opción para todos.*

## Omaha Home and Garden Expo

Metro Omaha Tobacco Action Coalition (MOTAC) and Tobacco-Free Sarpy (TFS) hosted a booth at the 2010 Annual Omaha Home and Garden Expo, held in February at the Qwest Center.

MOTAC and TFS promoted smoke-free housing at the Expo. The booth included brochures, cessation

information, tool-kits for landlords, trivia questions, and initiatives such as pens, key chains and coasters. Many of the Expo attendees visiting the booth shared positive feedback on previous tobacco efforts and signed up for additional information.



## Legislative Update

In November of 2009, the Nebraska Legislature held a special session focusing on Nebraska's budget. There were many cuts that affected a variety of programs in Nebraska. The session resulted in a current fiscal year cut of 2.5% (\$75,000) to Tobacco Free Nebraska (TFN). For the fiscal year beginning on July 1, 2010, TFN will take a 5% (\$150,000) cut. These cuts have the potential of reducing the funding that supports staff time and resources for MOTAC members to implement tobacco prevention efforts in Douglas County.

### Tobacco Compliance Checks:

From October - December 2009, 521 compliance checks were completed in Douglas County. Of those, 31 tobacco retailers illegally sold tobacco to minors, representing a 5.9% failure rate.

**Coming soon: MOTAC's website in Spanish!**  
**La viene pronto: ¡El sitio web de MOTAC en español!**

## Smoke-Free/Tobacco-Free Business Recognitions

MOTAC recognizes businesses in Douglas County that voluntarily implement smoke-free or tobacco-free policies above and beyond the current requirements of the statewide smoke-free air law.

Each recognized business receives a framed certificate of appreciation that reads: *"In recognition of outstanding support for safe, healthy, tobacco-free environments for all."*

Know of a business to recognize? Send an email to [info@motac.org](mailto:info@motac.org).



**Woodbridge Senior Village**  
*Recognized on January 27, 2010*



**Douglas County Housing Authority**  
*Recognized on February 26, 2010*

## Be Smart, Don't Start

A team of Nathan Hale Middle School students attended the drug prevention Youth Congress sponsored by the Omaha Public Schools. Tobacco prevention information and activities focused on a "Be Smart, Don't Start" theme. The team of five students developed and implemented drug prevention activities that included the entire student body at Nathan Hale Middle School during a five week period. The plan included daily

"tobacco facts" as part of the morning announcements, a poster contest involving Nathan Hale students, and a display of various posters throughout the school. Students also did role-play messages to counter the Big Tobacco disclaimer, including the focus on how tobacco companies try to lure youth to their products. Staff was also encouraged to incorporate prevention skills into their curriculum.



**Nathan Hale Middle School**  
*Recognized on December 22, 2009*

## Holiday Celebration

MOTAC's Holiday Celebration took place on January 5, 2010. Many MOTAC members attended with special guests including Mayor Jim Suttle and County Commissioner Marc Kraft.

At the Celebration, MOTAC's leadership shared its mission and members had the opportunity to talk about their efforts in tobacco prevention and control. After the meeting, there was a potluck lunch. The Holiday Celebration also gave members a chance to donate food items to the Omaha Food Bank.



MOTAC President Vickie Young with Mayor Jim Suttle (left) and County Commissioner Marc Kraft (right) at MOTAC's Holiday Celebration.

## Did You know?

- There is no safe level of exposure to secondhand smoke.
- More than **70%** of renters say they are likely to choose a non-smoking building over a similar building that allows smoking.
- 5.2 million packs of cigarettes are illegally bought or smoked by kids each year.
- The smoking rate among pregnant women in Nebraska is 14.9%.
- Holding one pinch of smokeless tobacco in your mouth for 30 minutes delivers as much nicotine as 3 to 4 cigarettes.

Sources: American Lung Association and Tobacco Free Nebraska.

If you spend \$5.00 per pack of cigarettes and smoke a pack a day, here's how much you'll spend:

- 1 week = \$ 35.00
- 4 weeks = \$ 140.00
- 1 year = \$ 1,820
- 2 years = \$ 3,640
- 5 years = \$ 9,100
- 30 years = \$54,600

***THIS NEWSLETTER IS SUPPORTED 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.***



**3801 Harney Street**

**Omaha, NE 68131**

Phone: 402-546-1099

Fax: 402-444-7722

E-mail: [info@motac.org](mailto:info@motac.org)

Website: [www.motac.org](http://www.motac.org)

**Fighting Tobacco Through  
Community Action!**

**Partners/Members:**

Alegent Health System  
American Cancer Society  
American Lung Association  
Christ Cathedral  
Creighton Cardiac Center  
Douglas County Health  
Department  
Group to Alleviate Smoking  
Pollution of Nebraska  
(GASP-NE)  
Hidden Hills Health &  
Rehab  
LiveWise Coalition  
Nebraska State Patrol  
New Creations, Inc.  
No Limits  
Omaha Police Department  
Omaha Public Schools  
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.

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

**MOTAC Officers:** **Vickie Young, President**      **Paul Carter, Vice President**  
**Tamicka Bradley, Treasurer**      **Christine Stewart, Secretary**

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