

Metro Omaha Tobacco Action Coalition



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Smoke-Free Housing

According to the 2006 - 2007 Nebraska Adult Tobacco Survey/Social Climate Survey, approximately 81% of all Douglas County residents do not allow smoking inside their home. In addition, 51% of smokers report that they do not allow smoking in their home. Smoking is the cause of expensive property damages, ranging from extra cleaning costs to fire-related repairs. Most of these expenses can be prevented. In 2005, the Nebraska State Fire Marshall reported that 54 fires were caused by smoking in the state resulting in over \$600,000 in damages.

Insurance Premiums

Some insurance agencies offer credit or premium reductions on their property/ liability

insurance if they don't allow smoking.

Make a Smoke-Free Change

1. Survey your tenants
2. Determine a budget for give-aways, if any, to commemorate the change
3. Set a time frame for the change
4. Notify tenants of your plan
5. Make tenants aware of cessation services
6. Introduce new leases or addendums
7. Post signs

For policy information, research, and implementation guidance visit the MOTAC website www.motac.org.



Arbor Creek Apartments
Smoke-Free Units Available!



Ontario Place Apartments
Smoke-Free Units Available!

Inside this issue:

Drug-Free Youth Congress	2
Tobacco Compliance	2
Business Recognitions	2
Youth & Tobacco Prevention	3
Not in Mama's Kitchen	3
Did You Know?	3

Cost to Rehabilitate a Smoke-Free Unit vs. a Smoking Unit

	Non-Smoking	Light Smoking	Heavy Smoking
Cleaning	\$240	\$500	\$720
Paint	\$170	\$225	\$480
Flooring	\$50	\$950	\$1,425
Appliances	\$60	\$75	\$490
Bathroom	\$40	\$60	\$400
Total	\$560	\$1,810	\$3,515

Nebraska Tobacco Quitline

TOLL-FREE
1-800-QUIT-NOW
(1-800-784-8669)
QuitNow.ne.gov

TOBACCO FREE NEBRASKA
for a great state of health

Nebraska Department of Health & Human Services
Division of Public Health

Drug-Free Youth Congress



Youth Congress is a one-day event that provides an opportunity for Omaha Public School (OPS) students to discuss the tobacco issues that they encounter in their schools and communities. Youth Congress encourages young people to envision creative tobacco prevention projects to carry out at their school. It is a free, all-day event with Continental Breakfast and Lunch provided. Four sessions per year are held, two for 6th graders and one each for 7th or 9th grade.

The next Youth Congress for 6th graders is February 18th at the OPS Teacher Administrative Center.

For more information, please contact Toni Hernandez with the OPS Department of Student and Community Services. at (402) 557-2143.

Tobacco Compliance Checks

Since March 2002, MOTAC has partnered with the Omaha Police Department and the Nebraska State Patrol to ensure that regular tobacco compliance checks are completed in Douglas County. Attempts are made to check each tobacco retail license holder quarterly throughout the year. PRIDE-Omaha, Inc. coordinates these efforts which involve a plain clothed police officer accompanying a Cooperating Individual (CI) that attempts to purchase tobacco products.

CIs are minors who use their own ID and make no attempt to look over the legal purchase age. These compliance checks are critical in keeping tobacco products out of the hands of youth. National research has shown that when communities consistently conduct regular compliance checks and keep failures below 10%, children are less likely to use tobacco products in those communities. For an updated list, visit www.motac.org.

Results:
From July - September 2009, 460 compliance checks were completed in Douglas County with 22 retail tobacco outlets illegally selling tobacco to minors for a **4.7% failure rate**

SMOKEFREE Nebraska
www.smokefree.ne.gov

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."*



Henry Doorly Zoo implemented a tobacco-free policy on all Zoo grounds on May 22nd.



Weatherization Trust, Inc. went tobacco-free on Oct. 26th.

Youth and Tobacco Prevention Efforts

The tobacco industry spends **\$12.8 billion** each year on advertising and promotion - **\$72.1 million** of that is spent in Nebraska alone.

Adolescent smoking rates in Nebraska experienced a sharp decline between 1997 (39.2%) and 2005 (21.8%). In 2003, the youth smoking rate dropped to 21.9 percent and remained stable in 2005 (21.8%) indicating a slackening in the declining trend. In 2007, the decline stopped and the trend moved slightly upward to 22.3 percent.

One part of the explanation for this trend is that Nebraska's first state appropriation for tobacco prevention efforts was \$7 million a year in 2000 but was reduced significantly in 2003 and has remained well below that initial investment.

For more information about youth and tobacco check out the [Data and Trends on Tobacco Use in Nebraska](#) report at

<http://www.hhs.state.ne.us/tfn/>.



www.tobaccofreekids.org

Not in Mama's Kitchen

The primary focus of Not In Mama's Kitchen (NIMK) is to encourage and empower African-American women with the resources needed to protect their families from the dangers of tobacco use and secondhand smoke. NIMK uses an approach of motherly advice, sharing recipes and information to achieve its goals.

Since 2006, over 350 African-American women in Douglas County have taken the pledge. Not In Mama's Kitchen can be tailored for any audience and location with materials modified towards the participants.

How about arranging a NIMK workshop for the people you serve?

For more information call Vickie Young, at New Creations, Inc., at (402) 934-6677.

Did you know?

- Cigarette smoking is the leading preventable cause of death in Nebraska and United States.
- Tobacco is responsible for more deaths every year than motor vehicle accidents, homicides, AIDS, illegal drugs and fires.
- Every year, Nebraska spends \$606 per person – no matter their age – for smoking related medical expenses and lost productivity.
- Nebraska's tobacco tax is currently at 64 cents a pack, well below the national average of \$1.34/pack.
- Nebraskans with incomes less than \$15,000 had the highest smoking rates at 32.6% among all other income groups in 2007.

Sources: MOTAC, Tobacco Free Nebraska, Centers for Disease Prevention and Control, and PRIDE - Omaha.



The Ray and Joan Kroc Corps Community Center implemented a tobacco-free policy on Nov. 10th.

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**Fighting Tobacco
Through Community Action!**

Partners/Members:

- Alegent Health System
- American Cancer Society
- American Heart Association
- American Lung Association
- Charles Drew Health Center
- Creighton Cardiac Center
- Douglas County Health Department
- Group to Alleviate Smoking Pollution of Nebraska (GASP-NE)
- LiveWise Coalition
- Nebraska Department of Health & Human Services/Tobacco Free Nebraska
- Nebraska State Patrol
- New Creations, Inc.
- No Limits
- Nothing But Net Foundation, Inc.
- Omaha Police Department
- Omaha Public Schools
- PRIDE-Omaha, Inc.
- Region 6 Behavioral Healthcare
- Tobacco Free Cass County (TFCC)
- 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 at Omaha
- ...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 and stakeholders.

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

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