



Get involved at:
www.MOTAC.org



GOALS

1

Increase the capacity
from diverse groups
and stakeholders

2

Reduce tobacco use
among all populations
in Douglas County

3

Reduce exposure to
secondhand smoke
and aerosol among
all populations in
Douglas County

The Metro Omaha Tobacco Action Coalition (MOTAC) formed in 1992 to strengthen tobacco prevention and control efforts in the Omaha metro area.

We lead Douglas County in addressing nicotine and tobacco-related issues through:

- 1 **Public Policy**
- 2 **Education**
- 3 **Community Action**

As we work to pass policy, develop programs and spread campaigns, we can always use your help.

Our Partners

We're proud to partner with many local and national organizations to ensure a healthier and safer environment for all.



QUESTIONS

Contact us at MOTAC.org
or email info@motac.org



This project is supported in part by Region 6 Behavioral Healthcare through funding provided by Nebraska Department of Health and Human Services Tobacco Free Nebraska Program as a result of the Tobacco Master Settlement Agreement.





Areas of **FOCUS** & Projects



Smoke-Free Housing

MOTAC works to educate property owners on the importance of making their rental properties smoke-free. It's better for tenants' health to have smoke-free properties. It's also better for business, because smoke-free housing attracts more tenants, lowers insurance costs and reduces risk of fire.



Tobacco-Free Businesses

MOTAC recognizes businesses in Douglas County that voluntarily implement smoke-free or tobacco-free policies and go above and beyond the current requirements of the Nebraska Clean Indoor Air Act. Each business that is recognized receives a framed certificate of appreciation.



Tobacco-Free Parks

MOTAC works to make Omaha parks tobacco free. This effort reduces exposure to secondhand smoke, changes cultural norms for younger generations and eliminates unsightly litter that can be dangerous to young children and animals.



Retailer Compliance Checks

Tobacco compliance checks are performed by youth 15-17 years of age under the direction of the Omaha Police Department. Tobacco compliance checks are conducted quarterly on retailers with tobacco licensing and vape shops in the city of Omaha and in Douglas County to help reduce the sale of tobacco to minors.



Prevention and Advocacy

MOTAC has partners across the community, including parents, youth, prevention professionals, businesses, lawmakers, schools and health professionals. While we've made strides in preventing youth tobacco use, there are still new challenges that keep nicotine products a substantial health threat to Omaha.