

MOTAC GOALS

- Reduce tobacco use
- Reduce exposure to secondhand smoke
- Increase capacity from diverse groups and stakeholders

PARTNERING COALITIONS

LiveWise
Tobacco Free Cass County
Tobacco Free Sarpy

For more information contact
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Region 6 Behavioral Healthcare
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"Fighting Tobacco Through Community Action"

METRO OMAHA
TOBACCO ACTION COALITION

Annual Report 2008-2009

MOTAC Executive Committee

President-Vickie Young
Vice President-Eugenia Dortch
Treasurer-Dustin Perchal
Secretary-Megan Franklin

MOTAC ANNUAL MEETING
AMERICAN CANCER SOCIETY
AUGUST 4, 2009

Metro Omaha Tobacco Action Coalition

President Report

It is with great excitement that the Metro Omaha Tobacco Action Coalition (MOTAC) presents the 2008-2009 annual report; an example of teamwork at its best!

Striving towards a united front and commitment to the MOTAC mission and goals continues to be a must, including a willingness to communicate effectively, respect the work of each member agency, collaborate, engage the community and share information/resources.

During the past year, we have made progressive strides in tobacco prevention, policy, education and awareness within the workplace, ethnic minority, faith-based, and housing communities. The accomplishments have been countless with the reward being shared and beneficial to everyone.

We have worked hard at building capacity within the coalition by acknowledging vested members, providing mini-grant opportunities, joining forces on projects.

We recognized our volunteers that dedicate time and commitment to MOTAC. We provided resources and opportunities to empower youth.

During 2008-2009, we were saddened by the loss of Mr. Dwight Tillman, MOTAC member and tobacco prevention advocate. His contributions were valued and helped to support many great ideas within the coalition and the community at large.

On behalf of the Metro Omaha Tobacco Action Coalition, thank you to the staff of Tobacco Free Nebraska, all of our members, advisors, support staff, committee chairpersons, and the executive board for sharing wisdom and knowledge on the many faces of tobacco.

Let's continue the positive stance in the fight against tobacco!

Your President,

Vickie R. Young

SMOKEFREE
nebraska
So long smoke. Hello clean air.
June 1, 2009

Takin' It To The Streets

Business Recognitions

MOTAC recognized over five businesses that opened or implemented 100% smoke-free or tobacco-free policies in Douglas County.

- 1) Gallup – Implemented tobacco-free campus policy January 1, 2009
- 2) Creighton – Implemented tobacco-free campus policy July 1, 2009
- 3) Ontario Place Apartments – Offers smoke-free housing
- 4) New Creations, Inc-Offers smoke-free housing



Henry Doorly Zoo



Kidz Explore



MOTAC @ Rosenblatt

Over 16,000 baseball fans in attendance!



Cinco De Mayo



MOTAC Press Conference @ Petrow's Restaurant



Fighting Tobacco Through Community Action

MOTAC Membership

Allegiant Health/Bergan Mercy
American Cancer Society
American Lung Association
Boy Scouts
Center for Education Services
Center for Holistic Development
Charles Drew Health Center
Creighton Cardiac Center
Douglas County Health Department
Eastern Nebraska Community Action Partnership
Group to Alleviate Smoking Pollution of NE, Inc.
Health Education, Inc.
Heartland Family Service
LiveWise
Methodist Hospital/Estabrook Cancer Center
Mt. Sinai Church
Nebraska Ethnicities Together Working On Reaching Kids-NETWORK
New Creations, Inc.
No Limits
Nothing But Net Foundation
Omaha Public Schools
Omaha Public Schools Student/Community Services
Orchestra Omaha
PRIDE-Omaha, Inc.
Region 6 Behavioral Healthcare
Tobacco Free Cass County/Tobacco Free Sarpy
Tobacco Free Nebraska
University of Nebraska-Omaha
UNMC Center for Reducing Health Disparities
UNMC College of Public Health/College of Nursing Evaluation Team

Tobacco Free Nebraska

Tobacco Free Nebraska (TFN) is the state's comprehensive tobacco prevention and control program. It implements effective strategies to achieve the goals of preventing youth from starting to use tobacco, eliminating exposure to secondhand smoke, helping people quit and reaching underserved populations. Strategies within Douglas County include community-based funding, youth empowerment activities, media campaigns, and free tobacco cessation counseling through the **Nebraska Tobacco Quitline (1-800-QUIT-NOW)**. On going evaluation indicates improved tobacco use rates especially among youth, reduced exposure to secondhand smoke and increased support for smoke-free air laws and policies.



for a great state of health

Secretary Report

MOTAC currently has 43 individual members representing 29 organizations throughout the Omaha Metro area. All MOTAC subgrantees took time at the monthly coalition meetings to share information about their agency and their activities during the 2008-2009 fiscal year. MOTAC member agencies continue to contribute to our organization through attendance and shared note taking responsibilities at monthly meetings, volunteering at community events and actively participating in the coalition.

Policy

As of June 1, 2009, **Nebraska is smoke-free!** MOTAC supports all local and state policymakers in passing and enforcing ordinances and other policies that prohibit smoking in all public places and workplaces. MOTAC actively supported and advocated for a comprehensive and far-reaching law which amended the Nebraska Clean Indoor Air Act by eliminating smoking in indoor workplaces including restaurants, bars, keno establishments and other workplaces and indoor public places. The Unicameral, the Governor, and MOTAC have all helped to save thousands of Nebraskans from the harmful effects of second-hand smoke in most indoor public places.

Region 6 Behavioral Health

Region 6 Behavioral Healthcare and MOTAC collaborated in January 2009 to develop a proposal for the 2009 - 2011 Douglas County Tobacco Free Nebraska School/Community/Outreach project grant application. Partners had extensive meetings to plan what areas to address in tobacco control. Knowing the climate was about to change as a result of the statewide smoke-free law, MOTAC had to shift gears a bit. Rather than working on "indoor areas" for workplaces and public places, as done in previous years, the Coalition developed plans to educate and assist businesses or organizations with adopting smoke-free/tobacco-free policies for outdoor environments, such as patios or campuses. Another area the Coalition decided to address in greater capacity was changing home environments, with a significant emphasis towards increasing the number of communities (i.e. apartment complexes) with smoke-free policies. The application was submitted to the Nebraska Department of Health and Human Services/Tobacco Free Nebraska Program in April 2009. Region 6 was notified of an award of \$1301,622 in June and these funds were then awarded out to Coalition partners included in the Application. Thanks to MOTAC and all the partners who made it possible to continue in the tobacco control movement - this will ultimately save lives and create a healthier environment for all of us.

Clean Air Committee

The Clean Air Committee played an active role in educating the community and business owners about the statewide smoke-free law that took effect on June 1, 2009. Members collected thousands of signatures in support of a smoke-free Henry Dooley Zoo this year and participated in activities with the Smoke-Free Zoo Task Force which culminated in the implementation of a tobacco-free campus policy at the Zoo on May 22, 2009. Members also participated in the recognition of more than five businesses that opened or implemented 100% smoke-free or tobacco-free policies in Douglas County.



Media/Public Relations Committee

MOTAC's highlighting the benefits of smoke-free air which included billboards, print ads, television, radio, internet advertising and sponsorship of local community events. MOTAC sponsorships included the Holiday Lights Festival, Dia de los Niños and Family Night at the Omaha Royals. We also provided informational booths at the Black Family Health & Wellness Fair, UNO Health Fair, Buy The Big O! Show, LiveWise Town Hall meeting, Heartland Latino Leadership Conference and Kidz Explore.

Outreach Media

In an effort to address diversity and tobacco related health disparities within the ethnic minority community, MOTAC placed ads and participated in projects that specifically targeted the African American and Latino communities. Placement included: Radio Lobo, Power 106.9, El Perico Magazine, Cox Ch. 4, Revue Magazine, and North Omaha Area of Health (NOAH). Projects such as Not In Mama's Kitchen and Latinas Tobacco Y Cancer empower women to protect their families from tobacco and secondhand smoke. MOTAC also participated in parades and sponsored social events to coincide with Cinco de Mayo and Juneteenth; held at the Latino de Museo and the Love Jazz Art Museum.



Compliance Checks

MOTAC has partnered with local enforcement agencies in Douglas County to complete quarterly compliance checks since 2002. Over 2,000 compliance checks were completed this year with failure rates remaining under 7.5%. Due to the successful completion of regular compliance checks, the failure rate in Douglas County has stayed consistently below 8% since 2008. MOTAC's compliance checks are critical to preventing youth initiation in our community.

Celebrating 17 Years of Community Action

MOTAC Recognition Luncheon

MOTAC celebrated 17 years of fighting tobacco through community action and recognized those who contributed to the achievements of the coalition. The 6th annual luncheon was held at the Thompson Alumni Center on May 29, 2009. Award recipients were as follows:

Smoke-Free Business of the Year Omaha Public Power District



Medical Professional for the Cause Ira Combs-UNMC



Faith Communities in Tobacco Control Mt. Sinai Church



Volunteer of the Year ChaCha Longoria



Youth Advocate of the Year Victoria Young



MOTAC Shares History Dr. David Corbin & Others



Clean Indoor Air Act of 2008

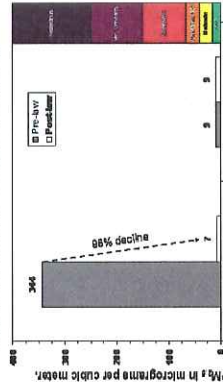
The purpose of the Nebraska Clean Indoor Air Act is to protect the public health and welfare by prohibiting smoking in public places and places of employment. The Act eliminates smoking in enclosed indoor areas including restaurants, bars, keno establishments, horse racing venues and other workplaces (retail/office space, manufacturing, etc.) as well as indoor public places. The Douglas County Health Department received funding from Tobacco Free Nebraska to implement strategies that increase awareness and understanding of businesses and the general public about the new law. Smoke-free Nebraska resources are available at SmokeFreeNebraska.gov.



Omaha Air Monitoring Study: Effect of the Omaha Smoke-Free Ordinance

- In December 2006, indoor air quality was assessed in 13 bars (n=8) and keno establishments (n=5) in Omaha, Nebraska. These same sites were re-visited in November 2008 after they were required to prohibit indoor smoking according to local law.
- In 2006, levels of fine particle air pollution were hazardous in Omaha bars and keno establishments, (pre-law $PM_{2.5} = 344 \mu g/m^3$)
- Employees in Omaha bars and keno establishments were exposed to levels of air pollution 5.7 times higher than safe annual levels established by the U.S. Environmental Protection Agency due to their occupational exposure to tobacco smoke pollution.
- In 2008, these levels dropped 98% to safe levels.
- The strong smoke-free workplace ordinance in Omaha is effectively protecting the health of workers and patrons from the health effects of exposure to tobacco smoke pollution.
- The study results were compiled by Roswell Park Cancer Institute.

Figure 1. Average Level of Air Pollution in Omaha, Nebraska



Source: Douglas County Health Department, Roswell Park Cancer Institute, and the Nebraska Department of Health & Human Services. Data collected from 13 sites in Omaha, Nebraska, 12/2006 and 11/2008. The data were analyzed using the EPA's Air Quality Criteria for Particulate Matter (PM_{2.5}).