

Queens Tobacco Control Coalition

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Queens Tobacco Control Coalition: Team Leadership Goals

To increase our community-building conversation skills by developing tools to engage stakeholders which will mobilize stakeholders to allow them to take ownership of SFH and POS tobacco issues. - ***Accomplished***

Strengthen skills and strategies to take advantage of small and large opportunities which will directly as well as indirectly engage our stakeholders in ownership conversations so they are active in the process and vested in the outcomes. - ***Accomplished***

Queens Tobacco Control Coalition: Team Leadership Goals

Strengthen skills and strategies in mobilizing local elected officials and community leaders which would result in their support, active engagement, and commitment to our tobacco issues. - ***Accomplished***

Develop strategies which will help us influence community members and leaders who oppose SFH and POS tobacco issues in order to begin an open dialogue which would lead to a “possibility conversation”. - ***Accomplished***

Queens Tobacco Control Coalition: Lessons Learned

- The team learned to shoot for the “small wins” which lead to the “bigger wins”.
- The team focused on assessing the needs/concerns of our stakeholders to modify how we communicate our message.
- The team outreached to unconventional partners and engaged them.
- The team developed tools (such as a FAQ sheet and ppt) to convey our message to stakeholders while addressing their concerns.

Marketing and Access of Tobacco Products to Youth

- Decrease the visibility of tobacco marketing in stores
 - Legislation introduced to NYC Council, Testimony given, **no vote**
- Limit selling tobacco products to youth
 - Legislation introduced to NYC Council, Testimony given, vote taken- **PASSED!!!**
 - In late winter/early spring minimum tobacco purchase age will be 21



Smoke-Free Housing

Protecting Queens Families in the Home



Smoke-Free Housing

Smoke Free Housing in Queens in 2013

Existing Housing:

Hilltop co-op #1: 200 units

Other small properties in Rego Park and Corona: 17 units

New Developments:

Macedonia AME Affordable Senior housing: 143 units

Hunts Point South Affordable Housing – 1000 units

In Process:

Hilltop co-op #3: 300 units

Kennedy House Co-op- 400 units

Total official count: 1360

