

## ***Queens Tobacco Control Coalition (QTCC) NALPH Written Summary***

The QTCC is comprised of representatives from the North Shore LIJ Health System, the Queens Smoke Free Partnership, the Bay Terrace Community Alliance and the New York City Department of Health and Mental Hygiene. Our goal is to create tobacco free environments, decrease residents' secondhand smoke exposure in multi-unit housing and limit exposure to marketing and access of tobacco products to reduce youth smoking rates in Queens County of New York State. In our journey, the team focused on shooting for "small wins" which would lead to "bigger wins"; outreached/engaged unconventional partners; focused on assessing the needs/concerns of our stakeholders to modify how we communicate our message; and created stakeholder informational toolkits.

During the year we accomplished the following team leadership goals:

1) To increase our community-building conversation skills by developing tools to engage stakeholders which will mobilize stakeholders to allow them to take ownership of smoke free housing and point of sale tobacco issues. 2) 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. 3) 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. 4) 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".

The outcomes at the end of our year long process were to have 2 New York City Council tobacco access and marketing bills come to a vote and have the one limiting access to tobacco products to youth under 21 pass. We were able to see an increase in smoke free housing from 213 units to 1359 units with additional properties working towards creating smoke free residential environments.