

THE BIG PICTURE

Team Name: Queens Tobacco Control Coalition

Location: Queens, New York

Project Goal/Outcome: To create tobacco free environments, decrease residents' secondhand smoke exposure in multi-unit housing, and limit exposure of tobacco product advertisements to reduce youth smoking rates in Queens by using a population-based approach.

Socio-Economic, Political & Cultural Context

Facilitating factors:

Smoking Disclosure Proposed Legislation; Cost of renovating smokers apartments; Existing process for coop/condo bylaw amendments; Public health info of secondhand smoke exposure (SHSE); Media use for Smoke-Free Housing awareness; NYC DOHMH Community Transformation Grant; Public health info on effects of tobacco marketing on youth smoking rates; cessation support

Impeding factors:

Civil liberty infringement; lack of knowledge about SFH process; Property valuation impact; Decentralized housing developments; Owner occupied units; small business marketing incentives; lack of knowledge of tobacco marketing tactics.

Rationale

Cigarettes are the leading cause of fatal fires and property damage with over a quarter of fire deaths occurring in multi-family buildings.

There is no safe level of SHSE.

SHS in multi-unit dwellings cannot be contained.

The QTCC has identified Queens County as an area with great need for SFH and high concentrations of point of sale tobacco marketing in immigrant, minority, and lower income communities.

Local policy change through individual housing complex/stores policy changes can lead to larger environmental changes.

Stakeholders

Tenants, co-op and condo Board of Directors, state and city elected officials, civic organizations, parents, NYC DOHMH CTG grant, immigrant organizations such as Korean Community Services and Kalusugan Coalition, community, youth, and faith based organizations, multi-service organizations such as the Make the Road New York, Cancer Action Network and Asthma Coalition of Queens, housing organizations such as Woodside On the Move.

Pathway to Change/ Key Activities

- Provide a multi-media education campaign with a focus on the health and financial advantages of a smoke-free living environment and impact point of sale tobacco marketing has on youth,
- Educate and mobilize key leaders at faith, youth and community-based organizations to build public support for local and state policies that limit the impact of tobacco advertising in Queens as well as exposure to secondhand smoke in multi-unit dwellings. Milestones will include stakeholder meetings, surveys and policy drafts,
- Engage all partners in a collective impact model, in which each partner commits to perform specific activities that best suits the partner's resources and strengths, which address the individual projects strategies and overall goals.

Leadership Learning Priorities

To increase understanding and application of collective impact by engaging stakeholders through media and personal outreach, by educating them with presentations, convening forums of engaged stakeholders while reassessing how the team can accomplish our SFH goals by incorporating this concept in our work plan in 2013.

To strengthen quality assurance skills to implement an ongoing evaluation process for our SFH and point of sale tobacco marketing work based on metrics and outcome measurements to improve our effectiveness in 2013.

Indicators of Success

Output and Process Indicators

By December 2013:

- Engage and mobilize housing associations to effect changes in knowledge, attitudes and behaviors related to smoke free housing.
- Increase the number active community partners that share a common commitment to the project goals of helping create smoke free multi-unit dwellings and decrease point of sale tobacco marketing.
- Promote project sustainability measured by bi-monthly coalition communication with team members and community partners, achievement of project deliverables both short and long-term.

Outcome Indicators:

By 12/31/13:

- 2 multiunit dwellings will implement SFH policies
- Improvement in SFH air Quality
- Decrease in asthma exacerbation rates in SFH
- Mobilize 2 youth organizations to minimize advertising on the store fronts in their neighborhood