



# TOBACCO CONTROL RESOURCE PROGRAM

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County of San Diego Health and Human Services Agency  
Public Health Services - Maternal, Child, and Family Health Services

October 19, 2017  
Health Services Advisory Board Meeting





## About TCRP

- 1. 1990 - HHS Tobacco Control Resource Program (TCRP) was established after the passage of Proposition 99 (the Tobacco Tax Initiative) in 1988. Voter-approved Prop 56, the California Healthcare, Research and Prevention Tobacco Tax of 2016, increased the cigarette tax by \$2.00 per pack of cigarettes.**
- 2. Prop 56 & Prop 99 Funding allocations for the County of San Diego:**
  - FY2017-18: \$2,872,729                      FY2019-20: \$2,104,584**
  - FY2018-19: \$2,221,738                      FY2020-21: \$1,988,067**
- 3. These allocations will be used to fund the TCRP for the next four years and to fund comprehensive tobacco control and prevention contracts via competitive procurement with an estimated start date of 07/01/18.**
- 4. Tobacco remains the leading cause of preventable death, disease, and disability. The estimated cost of smoking in San Diego County is \$474 per resident.**



## Outcomes

- **Participation in**
  - ✓ **58 community meetings**
  - ✓ **training and presentations to over 500 adults and youth engaged in tobacco control activities**
- **Over 208 hours of Technical Assistance provided to tobacco control advocates and community members.**
- **Adoption of a smoke-free outdoor dining policy by the City of Oceanside.**
- **Adoption of a policy restricting the use of electronic smoking devices by the City of Lemon Grove, wherever smoking and tobacco use is prohibited.**
- **Implementation of:**
  - ✓ **a local Behavioral Health Regional Training.**
  - ✓ **the San Diego Law Enforcement Roundtable.**



## Outcomes

- **Implementation of a local Tobacco Treatment Specialist Certification Training for County-contracted Behavioral Health Services contractors**
- **Implementation of the countywide Communities of Excellence in Tobacco Control needs assessment**
- **Implementation of the Healthy Stores for a Healthy Community Campaign data collection including**
  - ✓ **a media event**
  - ✓ **the assessment of 387 retail stores**
  - ✓ **14 key informant interviews**
  - ✓ **304 public opinion polls**



**THANK YOU  
FOR NOT SMOKING**



## PROP 56

- **California Healthcare, Research and Prevention Tobacco Tax of 2016**
- **Passed by California voters in November 2016**
- **Increased the tax by \$2.00 per pack of cigarettes**
- **Revenue will be allocated to**
  - ✓ **physician training**
  - ✓ **prevention and treatment of dental diseases**
  - ✓ **Medi-Cal**
  - ✓ **tobacco use prevention**
  - ✓ **research into cancer, heart, and lung diseases, and other tobacco-related diseases**
  - ✓ **school programs focusing on tobacco use prevention and reduction**



## BOARD LETTER – Vote to support the following actions:

- 1. Approval is requested for a six-month extension to the Vista Community Clinic (VCC) contract from January 1 through June 30, 2018 to avoid a break in necessary services. If approved, VCC will receive up to \$50,000 for this period.**
- 2. The County is currently working on procurements for new tobacco control services with a tentative start date of July 1, 2018.**



## FUNDING SOURCE: California Department of Public Health

- **On February 9, 2017, the State notified the TCRP of its intent to allocate new funds up to \$2,872,729 for the one-year term of 7/1/17 through 6/30/18, with annual funding anticipated to continue at a similar level for the following three-year allocation term of 7/1/2018 through 6/30/2021.**
- **As a result the State required the development of a 4-year plan for 2017-2021, with submission by 8/24/17. Negotiations will commence 10/12/17 and final approval given by 12/15/17.**
- **TCRP will develop Request for Proposals (RFPs) which could result in contracts for up to 5 contractors to assist with tobacco control and prevention activities and evaluation of the program.**



## Four priority areas of the California Tobacco Control Program

- **Limit tobacco promoting influences;**
- **Reduce exposure to secondhand smoke, tobacco smoke residue, tobacco waste, and other tobacco products;**
- **Reduce the availability of tobacco; and**
- **Promote tobacco cessation.**

## TCRP Scope of Work

Objectives in the FY 2017-2018 work plan include:

- **Adult engagement in the Tobacco Control Coalition**
- **Smoke-free outdoor dining policies**
- **Tobacco retail licensing and Healthy Retailer Standards policies**
- **Updating existing ordinances to match the State definitions of 'Smoking' and 'Tobacco Products'**
- **Inclusion of tobacco control elements in Building Codes/General Plans/Permitting Processes**
- **Integrating tobacco cessation and tobacco-free policies in behavioral health treatment programs**



# CHALLENGES AND SOLUTIONS



**Adult Engagement:** Categorical funding streams limit cross-threading, and assumption medical and public health professionals should address the problems.

- ✓ **Solution:** Educate about the role of community advocates, benefits of community organizing, and mutually supportive benefits of policy.

**Smoke-free Outdoor Dining (SFOD):** Misperception that it's bad for business and assumption that a law already exists.

- ✓ **Solution:** Educate with data, focus on customer preferences, and define benefits of policy.

**Tobacco Retailer Licensing (TRL):** Lack of enforcement and compliance monitoring; misperception that enforcement is the State's responsibility; dealing with a powerful industry that is organized, politically influential, and deep-pocketed.

- ✓ **Solution:** Inform with data, provide model policies, and assist with compliance checks and funding opportunities.





**‘Smoking’ and ‘Tobacco Products’ Definitions (Def):** Misperception that the updated State definitions apply to all laws.

✓ **Solution:** Identify opportunities to inform and educate jurisdiction staff.

**Tobacco Elements in Building Codes/General Plans/Permitting Processes (GP):** Uncharted waters and complex variations with plans amongst jurisdictions.

✓ **Solution:** Identify opportunities to inform and educate jurisdiction staff.

**Cessation in Behavioral Health Settings (BH):** Facilitating a cultural shift and dispelling many long-held myths and obtaining nicotine replacement therapies for treatment programs.

✓ **Solution:** Provide sustained education and increase training resources; continue development of partnerships across County departments.

# CONTACT INFORMATION



## QUESTIONS?

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# LOCAL ORAL HEALTH PROGRAM

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# OVERVIEW



**May 17, 1994, the Board of Supervisors (BOS) authorized the Department of Health Services to apply for a grant in support of the Child Health and Disability Prevention (CHDP) Children's Dental Initiative.**

**January 9, 1996, the BOS approved the establishment of the Dental Health Initiative.**

**Today's action will allow for the expansion of oral health interventions, education, and activities to improve oral health in the community.**



**Dental Health Initiative-Share the Care (DHI-STC) program is focused on providing information and education to parents, pregnant women, youth, educators, community-based organizations, and childcare providers in an effort to promote preventive dental care for children.**



**Urgent Care**



**Coalition  
Building**



**Education**



**Prevention**



## DHI-STC Outcomes

Over the last 5 years, DHI-STC has achieved the following accomplishments:

- **Provided oral health screenings to 10,721 children including foster care and homeless youth.**
- **Coordinated the fifth San Diego County Oral Health Forum, which convened about 150 oral health stakeholder and resulted in identifying future oral health strategies.**
- **Educated 3,000 parents and primary caregivers on how to achieve good oral health of their children.**
- **Implemented a countywide free sealant/varnish Give Kids A Smile event with community dental providers.**
  - **This event has resulted in 1,672 youth 1-18 years of age receiving preventive services with a net value of \$186,450.**



## **Local Oral Health Program (LOHP)**



# LEGISLATION AND FUNDING FOR LOHP



## GOAL:

- **LOHP was created to expand capacity at the local level to educate, prevent, and provide linkages to treatment programs, including a focus on dental disease caused by the use of cigarettes and other tobacco products.**

## FUNDING:

- **Tobacco Proposition 56 funding - \$841,390 annually.**
- **Term of grant is January 1, 2018 to June 30, 2022.**

## STATUTES:

- **California Health and Safety Code (HSC) Sections 104750-104765, 104770-104825, 104865 & 131085.**
- **Revenue and Taxation Code Section 30130.50-30130.58.**
- **California Education Code Section 49452.8.**



## Purpose

- The County's Local Oral Health Program funds will be used for the purpose of increasing capacity to support activities to achieve the California Oral Health Plan (COHP) goals and objectives.

## Areas of Focus

- Education
- Disease prevention
- Linkage to treatment
- Case management
- Surveillance





## **BOARD LETTER – Vote to support the following actions:**

**Approval and authorization to implement and expand oral disease prevention for the period January 1, 2018 through June 30, 2022.**

**Authorization to pursue future funding opportunities to fund efforts for oral health education, disease prevention, linkage to treatment, case management, and surveillance.**

## Challenges



**Lack of dental services provided to children younger than three years of age.**

**Limited medical/dental integration and missed opportunities for patient education (tobacco, obesity, etc).**

**Low compliance with kindergarten oral health assessment screening requirement.**

**Limited resources (staffing, providers, etc.).**

## Solutions



**Conduct trainings at dental offices on why and how to provide services to patients as young as one year old.**

**Concentrate efforts working with medical and dental communities.**

**Expand technical assistance and resources.**

**Leverage resources with community partners and address dental needs across the life span.**

# CONTACT INFORMATION



## QUESTIONS?

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