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Durham County
Health Department
Prevent. Promote. Protect.

Presented November 15, 2011

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Presentation Overview

- Health Impact of Tobacco Smoke
- Solutions
- Enabling Legislation
- BOH Smoke Free Rule
- Public Comment Period
- Next Steps

Communities pay high cost for unhealthy environment…

- Tobacco costs ~$200 billion in medical costs and lost productivity each year
  - Causes ~1 in 5 deaths in US → 440,000 deaths/year, >1,000/day
  - Many Americans still unprotected from secondhand smoke
- Obesity costs $150 billion each year
  - Childhood obesity has tripled in a generation
  - Higher rates of heart disease, stroke, diabetes, and other chronic diseases

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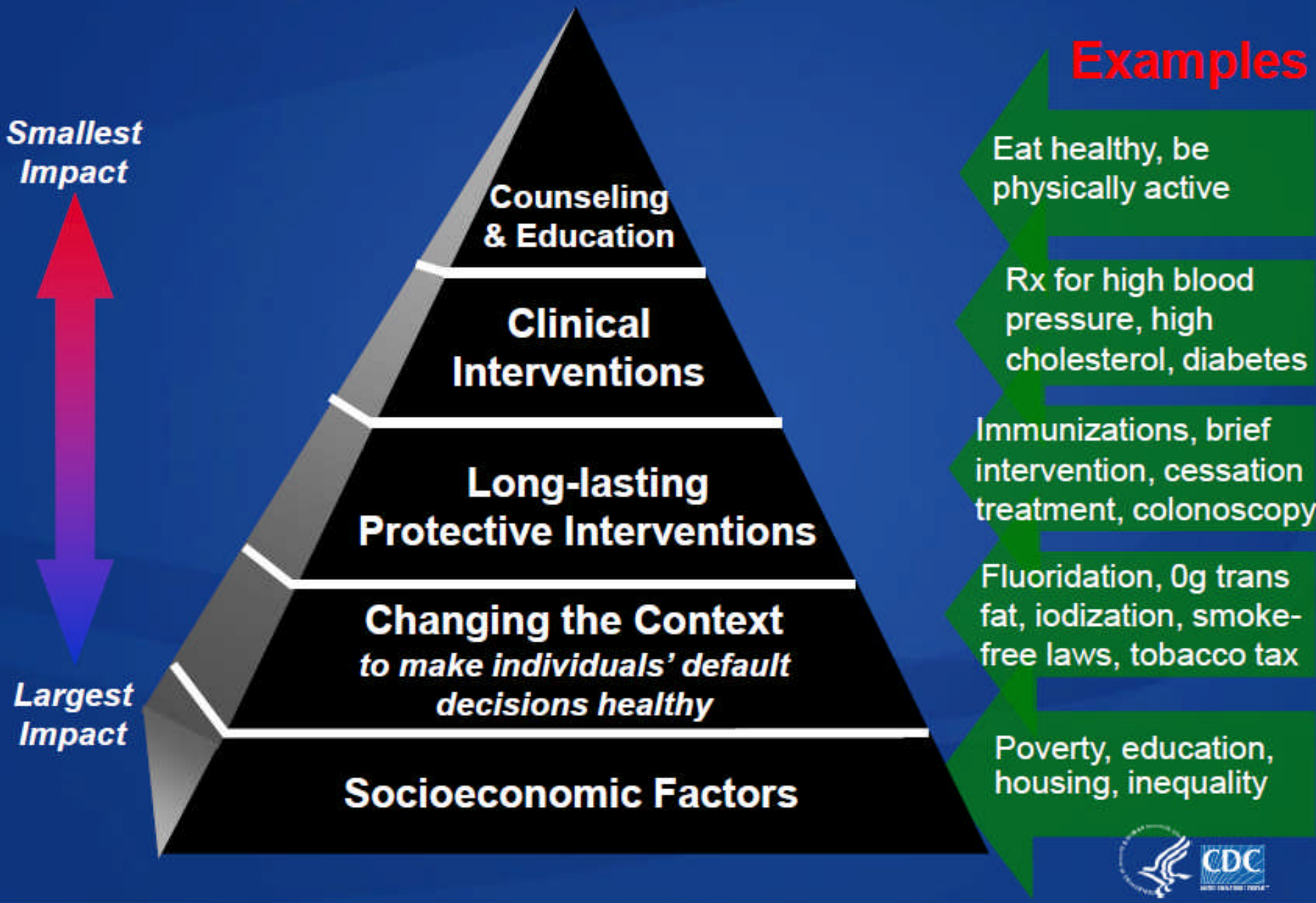
Facts

- "There is no safe level of exposure to tobacco smoke. Any exposure to tobacco smoke – even an occasional cigarette or exposure to secondhand smoke – is harmful…
- Damage from tobacco smoke is immediate…
- Cigarettes are designed for addiction…
- There is no safe cigarette…
- The only proven strategy for reducing the risk of tobacco-related disease and death is to never smoke, and if you do smoke to quit…"

(A Report of the Surgeon General: How Tobacco Smoke Causes Disease
http://www.surgeongeneral.gov/library/tobaccosmoke/factsheet.html)

Factors that Affect Health



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NC GS 130A-498

Local governments may restrict smoking in public places.
(a) Except as otherwise provided in subsection (b1) of this section, and notwithstanding any other provision of Article 64 of Chapter 143 of the General Statutes to the contrary, a local government may adopt and enforce ordinances, board of health rules, and policies restricting or prohibiting smoking that are more restrictive than State law and that apply in local government buildings, on local government grounds, in local vehicles, or in public places. A rule or policy adopted on and after July 1, 2009 pursuant to this subsection by a local board of health or an entity exercising the powers of a local board of health must be approved by **an ordinance adopted by the Board of County Commissioners of the county to which the rule applies**. The definitions set forth in G.S. 130A-492 in Part 1A of this Article apply to this section and shall apply to any local ordinance, rule, or law adopted by a local government under this section.

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Smoke Free Rule

- Section I: Findings and Purpose
- Section II: Definitions
- Section III: Smoking Prohibited
- Section IV: All Tobacco Use Prohibited
- Section V: Actions to Implement
- Section VI: Signage
- Section VII: Complaints and Penalties
- Section VIII: Public Education
- Section IX: Exceptions
- Section X: Effective Date

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Smoking Prohibited

- City of Durham Grounds;
- City of Durham Parks System Athletic Fields;
- City of Durham Parks System Playgrounds;
- City or County Bus Stops;
- Durham County Grounds;
- Durham Station Transportation Center; and
- Sidewalks owned, leased, or occupied by the City or County of Durham and abuts Durham County grounds, the City of Durham Grounds, or hospital grounds.

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Tobacco Use Prohibited

- *All tobacco use* is prohibited on County of Durham Human Services Facilities and Campus.

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Complaints and Penalties

Violations by persons smoking in prohibited areas. Following oral or written notice by the person in charge of Durham County grounds; the City of Durham grounds; the City of Durham Parks System; City or County bus stops; the Durham Station Transportation Center; or sidewalks, or his or her designee, failure to cease smoking constitutes an infraction punishable by a fine of not more than fifty dollars ($50.00). A citation may be issued by a sworn law enforcement officer. Conviction of an infraction under this section has no consequence other than payment of a penalty, and no court costs may be assessed.

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Public Education

Durham County and the City of Durham shall engage in a continuing program to explain and clarify the purposes and requirements of these rules to citizens affected by it and to city or county employees in their compliance with it. In doing so, the County and City may rely upon materials and information provided by the Durham County Health Department.

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Announcement of Public Comment Period

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- PUBLIC NOTICE
- DURHAM COUNTY HEALTH DEPARTMENT
- 414 E. Main Street
- Durham, North Carolina 27701
-
-
- PLEASE TAKE NOTICE that the Durham County Health Department will receive public comments on a proposed Rule banning Smoking in public places. The public comment period will begin **May 16, 2011 and end at 5 PM on June 15, 2011**. Persons wishing to comment on the proposed Health Department Rule should submit their written comments to the Durham County Health Board of Health, Attn: Gayle Harris, Director, at the above address.
-
- A copy of the proposed Rule may be obtained from the Durham County Health Department and on-line at http://www.durhamcountync.gov/departments/phth/ . Please reference the "Smoking Rule" in the title of all responses to this request. Additional information concerning the proposed Rule banning Smoking in public places may be found on-line at http://www.durhamcountync.gov/departments/phth/ .

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Public Comment Period

- Public comment responses
- Media assistance in solicitation
- Next steps by the Board of Health

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Example of Educational Materials

Card for Canvassing

(Front)

By Durham County Ordinance the following areas will be *SMOKE FREE* effective XX/01/12:

- City of Durham Grounds;
- City of Durham Parks System Athletic Fields;
- City of Durham Parks System Playgrounds;
- City and County Bus Stops;
- Durham County Grounds;
- Durham Station Transportation Center;
- Sidewalks that are owned or leased or occupied by the City or County of Durham and abuts Durham County Grounds, the City of Durham Grounds or hospital grounds.

Call (919) 560-7600 for more Information.

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(Back)

A healthier Durham includes YOU and those around you! If you want to QUIT smoking:

- Write down your reasons for quitting.
- Set a quit date.
- Join a support group.
- Talk with your healthcare provider about quit-smoking medicines that are right for you.
- Tell your family and friends about your plans to quit.
- Call 1-800-Quit-Now; they will help develop a plan that is right for YOU!
- Stay busy.
- Have alternatives to smoking available - such as carrot sticks or peppermints.
- Avoid situations that trigger an urge to smoke.
- Have a back-up plan for triggers you can't avoid.

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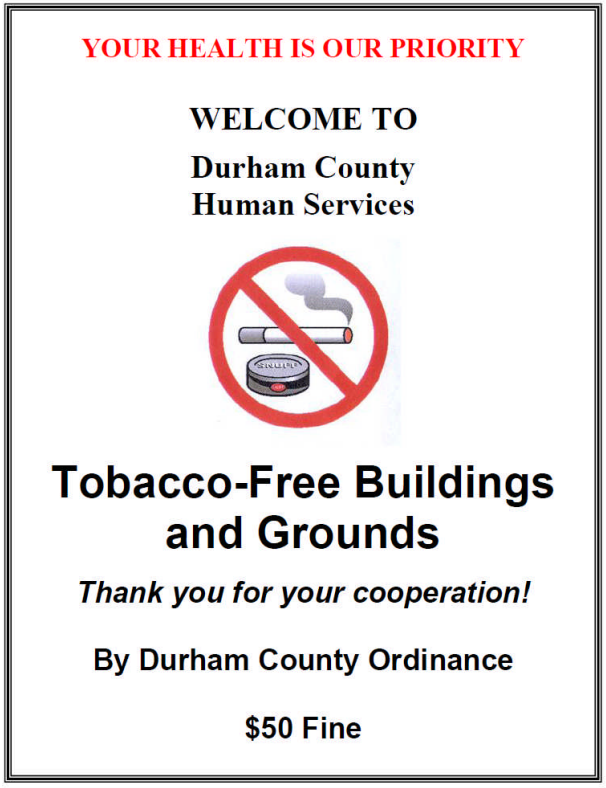
Proposed Signage



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Budget Estimates

- 2500 Bilingual no smoking signs made of 10" X 14" polyethylene ($6.25 per sign) = $16,836
- Street sign posts (if needed, $23/post), additional hardware ($500) = $12,000
- Installation: 20 minutes per sign for a total of 833 hours at a labor rate of $25.00 per hour = $20,833
- Educational Business Cards (10,000) = $595
- Billboards / posters (12 weeks) - $20,000
- Movie Theaters, Bus Posters - $5,000

$75,264

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Next Steps

- Presentation to City Council on November 22, 2011 & BOCC December 5, 2011
- Approved amendment to Ordinance with an implementation date 3 months from approval date
- Community-wide Education Campaign

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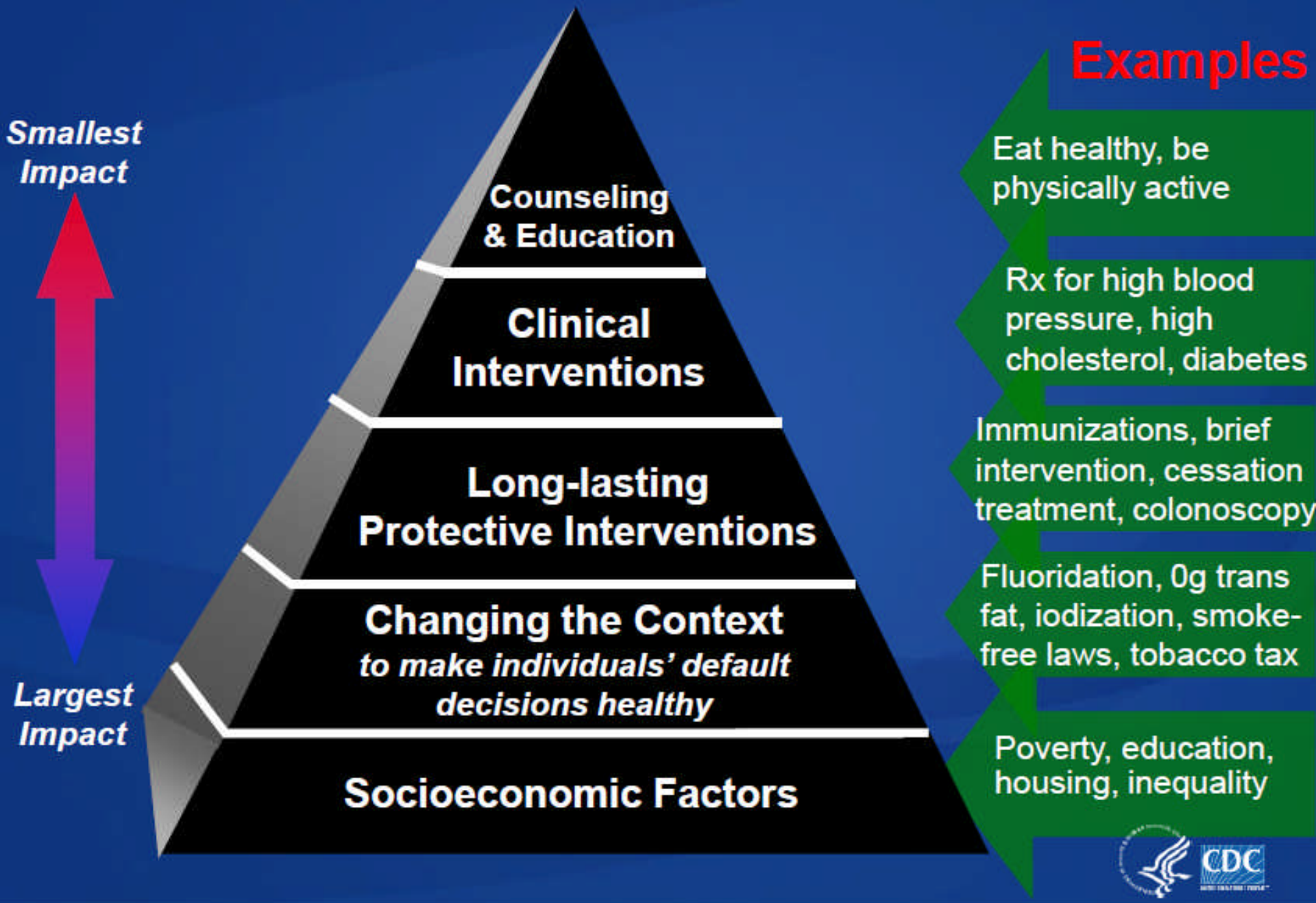
Next Steps (cont'd)

- Period of education
  - Topics
    - Changes to the Ordinance
    - Opportunities to quit smoking
  - Media
    - In Touch with Durham County
    - Billboards, posters,
    - Movie theaters
    - Community canvassing
    - Newspaper
    - Social Media
    - Webinars

Factors that Affect Health



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Questions