

# Alaskan Partnerships

## Statewide Plan to Reduce Tobacco Addiction and Exposure

### Core Purpose

Unified, Comprehensive Tobacco Control

### Vision

“A tobacco-free Alaska”

### Core Values

Policy::Advocacy

Prevention

Cessation

Education

Science-based

# THE PLAN

### Long-Term Goal (2013)

“Tobacco-free” is a core value in all Alaska cultures.

### Short-Term Goals (2008 - 2012)

- GOAL 1:** Increase the percentage of Alaskan youth who never start using tobacco
- GOAL 2:** Increase the percentage of Alaskans who successfully quit using tobacco
- GOAL 3:** Increase the percentage of Alaskans who are protected from the harms of secondhand smoke
- GOAL 4:** Reduce disparities in tobacco use and secondhand smoke exposure
- GOAL 5:** Build the capacity of Alaskan communities to respond to the burden of tobacco
- GOAL 6:** Support and maintain a comprehensive, statewide tobacco control program



## GOAL 1: Strategies

- 1.1: Maintain and enhance counter-marketing efforts to increase connection to youth markets. (2008)
- 1.2: Make tobacco products more expensive for youth to purchase by encouraging local and state tobacco tax increases and supporting federal tax increases. (2008)
- 1.3: Enact local and statewide comprehensive clean indoor air laws to change social norms. *(See Goal #3 for more detail.)*
- 1.4: Support community-based and school-based youth programs that promote healthy lifestyle choices and education on the harmful effects of tobacco.
- 1.5: Support young leaders who work within their communities and with their peers to discourage tobacco use.
- 1.6: Include youth input to ATCA.
- 1.7: Strengthen and improve adherence to federal, state, and local laws regulating product placement and possession.
- 1.8: Maintain and enforce strong penalties for selling tobacco to youth.

## GOAL 2: Strategies

- 2.1: Expand third-party payor coverage for tobacco cessation. (2008)
- 2.2: Increase the number of Alaskans who are asked about tobacco use and exposure at every visit by a health care provider. (2008)
- 2.3: Continue to promote and enhance the Alaska Tobacco Quit Line.
- 2.4: Educate the public and community leaders about the availability of cessation services including the Alaska Tobacco Quit Line, free NRT, and Medicaid coverage.
- 2.5: Maintain counter-marketing efforts motivating and encouraging people to quit.
- 2.6: Ensure health care providers have access to best practices in tobacco cessation and support comprehensive health care cessation systems.

## GOAL 3: Strategies

- 3.1: Support local efforts to enact comprehensive clean indoor air (CIA) ordinances e.g. Klawock. (2008)
- 3.2: Support efforts for multi-unit housing to go smoke free. (2008)
- 3.3: Educate about secondhand smoke harms in private residences. (2008)
- 3.4: Maintain and expand counter-marketing about the dangers of secondhand smoke. (2008)
- 3.5: Prepare for an eventual statewide law – enacted by 2013.

## GOAL 4: Strategies

- 4.1: Promote culturally appropriate prevention and cessation protocols to increase the cultural competence of tobacco programs. (2008)
- 4.2: Encourage and recruit diverse partnerships and community-based, grassroots involvement in tobacco control activities. (2008)
- 4.3: Maintain and expand media targeted at specific populations that experience disparities (counter-marketing with culturally appropriate messages).
- 4.4: Facilitate coordination between the Native and non-Native medical system.
- 4.5: Address tobacco disparities at the school-based level by working within the educational system to deliver appropriate, targeted curriculum and prevention messages to populations with high rates of tobacco use.
- 4.6: Coordinate with existing programs that target youth not in the school system (i.e. high school dropouts) to provide tobacco prevention and control programs.

## GOAL 5: Strategies

- 5.1: Grow ATCA and work to have more advocates on the ground. (2008)
- 5.2: Use existing local networks and non-traditional partnerships to deliver tobacco-free messages and programs. (2008)
- 5.3: Encourage community grantees to publicize the importance of cessation, cessation techniques, and other pertinent information locally.
- 5.4: Increase communication and transparency between partners (listserv/website).
- 5.5: Support and improve access to technical assistance and resources for local advocates.
- 5.6: Continue to provide and enhance orientation and training opportunities for tobacco advocates throughout the state as well as develop more statewide events like the Alaska Tobacco Summit.
- 5.7: Work to cultivate and retain staff, at both the community and state level, in order to have consistency in program delivery and better ability to effectively manage and implement programs.
- 5.8: Work to develop locally generated funding to self-sustain, local tobacco prevention and control programs (i.e., pass local tobacco taxes).

## GOAL 6: Strategies

- 6.1: Maintain current and pursue optimum CDC funding and collaborate on seeking outside funding opportunities. (2008)
- 6.2: Ensure comprehensive data collection. (2008)