ALLEGANY COUNTY HEALTH PLANNING COALITION

Local Health Action Plan

DRAFT 2-13-12

Priority #1: *Tobacco*

Baseline and Goal for 2014:

	County Baseline	MD 2014 Goal	Local 2014 Goal	Source
Tobacco use by Adults	23.8%	13.5%	21.8%	SHIP #32 Reduce tobacco use by Adults
Tobacco use by Youths	27.5%	22.3%	25.5%	SHIP #33 Reduce the proportion of youths who use any kind of tobacco product
Tobacco Use during Pregnancy	41.3%	19.7 (MD Baseline)	39.3%	Pre-Natal Risk Assess

*Based on the % difference between the state baseline and the state 2014 goal

Strategies:

A. Pregnant women - Assess and refer to cessation services

B. Decrease tobacco use among youth and adults.

Actions

Strategy A: Screen pregnant women for tobacco use provide brief intervention to help them quit and offer cessation services			
ACTION	**WHO**	**WHEN**	**MEASURES**
1. Implement the 4 P's Plus Assessment Tool	ACHD Prevention Program, Tri-State Women's Health Center,WHMS Peri-natal Unit OB Providers	Phase 1-2	# pregnant women who receive an assessment \# of referred women
2. Education and media campaign on the health risks associated with second-hand smoke and third hand smoke	ACHD, OB Providers, WMHS Child Birth Classes, LMB, Family Junction, Tobacco Free Coalition March of Dimes, Comm. Tran Grant	Phase 2-3	# persons receiving education % above baseline from previous year % increase knowledge using pre and post tests when appropriate
Strategy B: Decrease tobacco use among youths and adults			
ACTION	**WHO**	**WHEN**	**MEASURES**
1. Provide increase access to free / low cost tobacco cessation with nicotine replacement and education services	ACHD, WMHS, Primary Care Providers, BOE, Tobacco Free Coalition, Worksites, Quitline	Phase 3-4	# Programs offered with nicotine replacement; # Persons who participate # who stop tobacco use for 3 months or more after a follow up call
2. Mass Media Campaign to promote awareness of dangers of second hand smoke and available cessation services --- Red Ribbon Week Great American Smoke Out Social media to target youth	ACHD,WMHS ACM,FSU Media venues Parish Nurses, Respiratory students, Neighborhood Assn., CTG, AHR	Phase2-3	# Persons reached via campaign #radio spots # estimated listeners, # readership and # educational opportunities-fliers, displays, etc. # Website hits, facebook & twitter members

3. Develop policies restricting the sale of tobacco to those under 18 and limiting smoking in public areas (Ex. Parks, schools, campuses, worksites, licensed child care sites, multi-unit housing)	Allegany College, ACHD, FSU, WMHS, CTG Tobacco Free Coalition, BOE, LE – Bureau of Police, Neighborhood Assn.	Phase 2-4	Policies implemented to reduce tobacco use and to create tobacco free environments
4. Promote cessation quit-line (health care providers, behavioral center providers, social media, etc.)	ACHD, WMHS, PC providers, Mental health and addictions centers, AHR	Phase 1-3	# persons who call the quit-line (Above the previous year baseline)