

Local Policy, Systems and Environmental Change Strategy(ies) in Practice

Board of Health Meeting
June 15, 2023



JALEAH
Youth Engagement
Specialist



Michele
Policy and Prevention Coordinator

SAM
School Policy and Prevention Specialist

Emma
Behavioral Health Coordinator



LIBBY
Community Policy and
Prevention Specialist



NATALEE
Community Health Promotion Manager



SURIYA
Mental Health Promotion Specialist

Mental Health
Promotion
Specialist
Coming Soon

Community
Prevention
and Policy
Specialists (x2)
Coming Soon



ADAMS COUNTY
HEALTH DEPARTMENT
Your Health. Our Mission.

Today's Roadmap

START
HERE

1. ACHD Community Health Promotion Snapshot (Slide 3)

2. Policy Development – *A Core Public Health Function*

- *Walkthrough the Essential Services #3-6 and their connection to ACHD's current and future state (Slides 4-15)*

END
HERE

3. The Road Ahead (Slide 16)

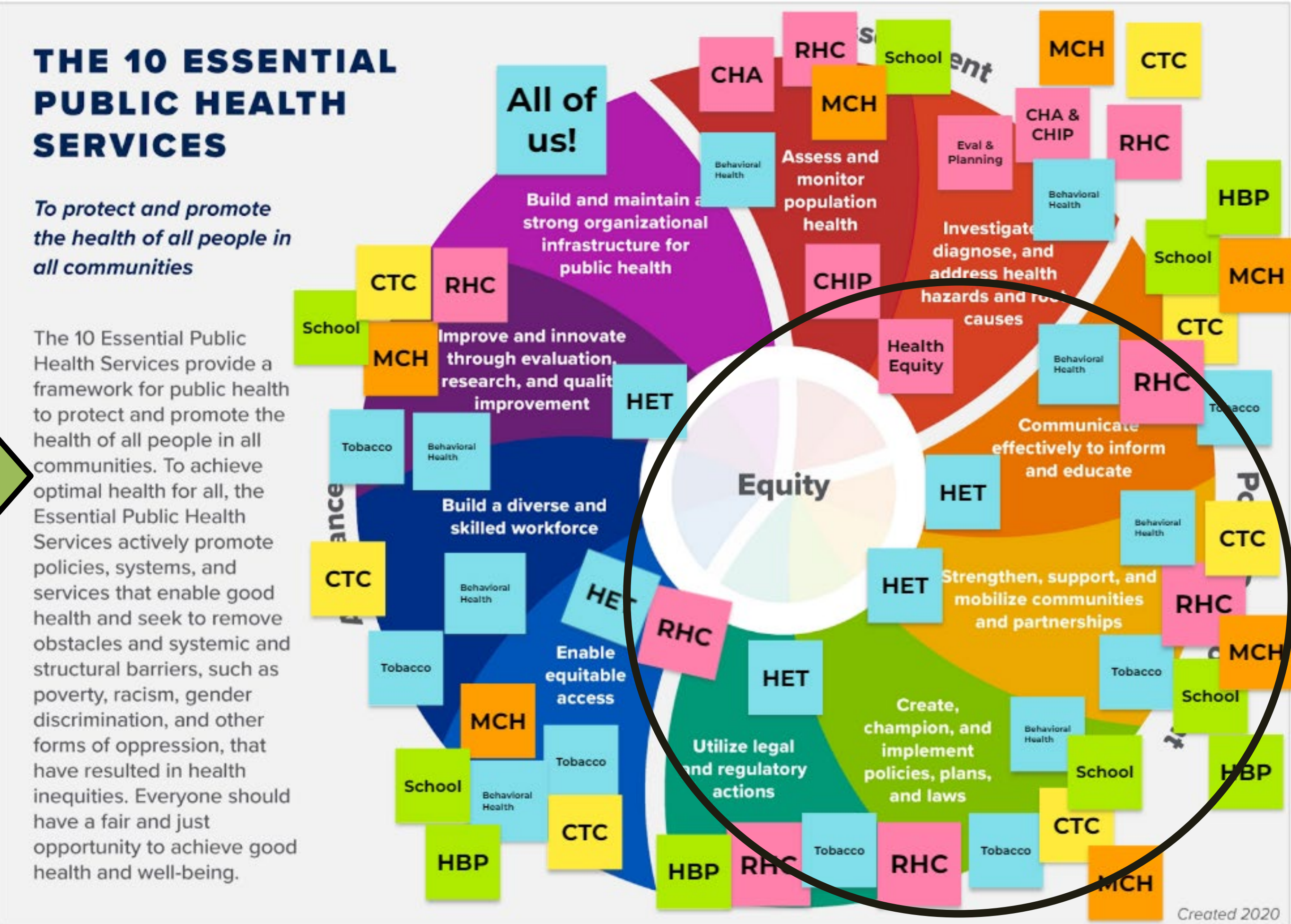


ADAMS COUNTY
HEALTH DEPARTMENT

— Your Health. Our Mission. —

Community Health Promotion Snapshot

- Community Health Promotion
Current Areas of Focus
- Behavioral Health (including Mental Health and Substance Use)
 - Commercial Tobacco Prevention, Education and Cessation
 - Communities That Care Coalition – i70 corridor
 - Healthy Beverage Partnership
 - School-based Health



Policy Development – A Core Public Health Function

ESSENTIAL PUBLIC HEALTH SERVICE #3

Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it

- ✓ Developing and disseminating accessible health information
- ✓ Communicating with accuracy and necessary speed
- ✓ Using appropriate communications channels to effectively reach intended audience
- ✓ Developing and deploying culturally and linguistically appropriate and relevant communications
- ✓ Employing the principles of risk communication, health literacy and health education to inform public
- ✓ Actively engaging in two-way communication to build trust with populations served
- ✓ Ensuring public health communications and education efforts are asset-based and do not reinforce damaging narratives



Let's Unravel the Tobacco Industry's Curtain

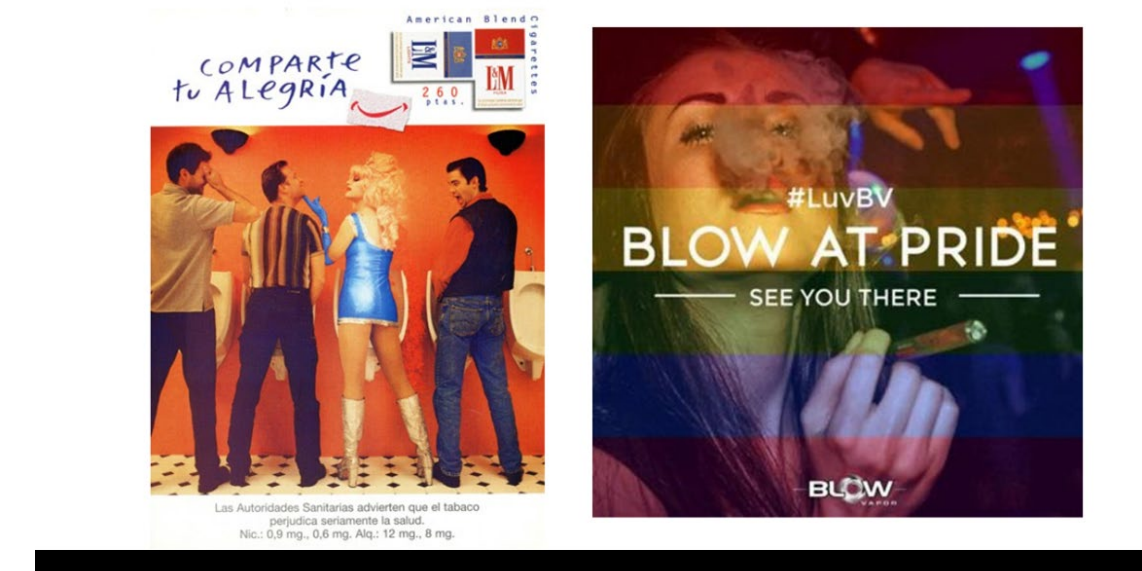
- The tobacco industry has a long history of contributing directly to tobacco disparities among BIPOC communities, LGBTQIA+, people experiencing behavioral health conditions, and youth.
- [Black Lives/Black Lungs \(video #1\)](#) | [Journey of a Stolen Leaf \(video #2\)](#)

Tobacco needs to be addressed not only as a health issue, but as a social justice issue.



Tobacco Industry Tactics Documented

- ✓ Magazines and billboard advertising
- ✓ Funding research that counters public health
- ✓ Developing products that appeal to certain racial/ethnic groups like menthol cigarettes and American Spirit cigarettes
- ✓ Sponsoring art and other cultural events
- ✓ Targeting specific neighborhoods with...
 - ✓ More aggressive Point of Sale marketing
 - ✓ Direct mail coupons
- ✓ Promoting tobacco use in treatment settings by donating cigarettes



Tobacco Inequities **National Data**

- American Indian/Alaska Natives have the highest prevalence of cigarette smoking compared to all other racial-ethnic groups in the U.S. (Differentiation between commercial and cultural use)
- Over 7 out of 10 Black youth ages 12-17 years who smoke use menthol cigarettes.
- Approx. 45,000 black lives are lost to tobacco-related illness every year.
- People with mental and substance use diagnosis are:
 - ~twice as likely as the general population to smoke cigarettes
 - more likely to die from smoking-related illness than from their mental and substance use disorders.
- Smoking prevalence is higher for lesbian, gay or bisexual adults (20%) than for heterosexual adults (14%)



Policy Development – A Core Public Health Function

ESSENTIAL PUBLIC HEALTH SERVICE #4

Strengthen, support, and mobilize communities and partnerships to improve health

- ✓ Convening and facilitating multi-sector partnerships and coalitions of those that influence health
- ✓ Fostering and building genuine strengths-based relationships representing community
- ✓ Authentically engaging with community members to develop solutions
- ✓ Learning from, and supporting, existing community partnerships



Communities That Care

BENNETT PARK & REC

HOME NEWS & EVENTS ADMISSION & MEMBERSHIPS RECREATION PROGRAMS AQUATIC PROGRAMS OUR FACILITY MORE...

COMMUNITIES THAT CARE

Also known as I-70 CCTC

TEFC
Teens For Change
Colorado



*Youth-led positive change
along the I-70 corridor.*

[Website Link](#)



ADAMS COUNTY
HEALTH DEPARTMENT

— Your Health. Our Mission. —

Policy Development – A Core Public Health Function

ESSENTIAL PUBLIC HEALTH SERVICE #5

Create, champion, and implement policies, plans, and laws that impact health

- ✓ Developing and championing policies, plans, and laws
- ✓ Examining and improving existing policies, plans, and laws
- ✓ Ensuring that policies, plans, and laws provide a fair and just opportunity for all
- ✓ Providing input into policies, plans, and laws to ensure health impact is considered
- ✓ Continuously monitoring and developing policies, plans, and laws
- ✓ Collaborating with all partners, multi-sector, to develop and support policies, plans, and laws
- ✓ Work across partners and with community to systematically and continuously develop and implement health improvement strategies



Commercial Tobacco Policy Playbook

2023-2026

State Tobacco Education
and Prevention Partnership

[Link to Grantees List](#)

TOBACCO RETAILER LICENSING STRATEGIES

Ten strategies for creating and implementing effective tobacco retailer licensing (TRL) policies in your community



Healthy Beverage Policy Playbook

2023 – 2026

- Adams
- Arapahoe
- Boulder
- Denver
- Jefferson
- Garfield**
- Pueblo**

'Healthy Beverage Choices for All'

**Joined Partnership in FY23



ADAMS COUNTY
HEALTH DEPARTMENT

Your Health. Our Mission.

Policy Development – A Core Public Health Function

ESSENTIAL PUBLIC HEALTH SERVICE #6

Utilize legal and regulatory actions designed to improve and protect the public's health

- Ensuring that applicable laws are equitably applied to protect public's health
- Conducting enforcement activities
- Licensing and monitoring the quality of healthcare services
- Reviewing new drug, biologic, and medical device applications
- Licensing and credentialing the healthcare workforce
- Including health considerations in laws from other sectors



Commercial Tobacco Compliance and Enforcement

What does the data tell us?

Health Kids CO Survey 2021

Existing regulations are insufficient to ensure retailer compliance with all applicable laws, or to significantly reduce the influence of tobacco marketing in stores.

~18% of Adams County students reported using electronic vapor product in past 30 days

~34% of Adams County students have ever used electronic vapor product

~31% (almost 1 in 3) students who used electronic vapor products in the past 30 days, bought them from a gas station, convenience store, grocery store, and drug store

Among those underage students who attempted to purchase tobacco or vaping products in a store, **78.4%** were not refused because of age



Commercial Tobacco Compliance and Enforcement

What opportunity(ies) do we have?

Existing regulations are insufficient to ensure retailer compliance with all applicable laws, or to significantly reduce the influence of tobacco marketing in stores.

- **Public Health best practice** is to house tobacco compliance and control under the Health Department (HD)
- Most immediate local policy opportunities:
 - Local Tobacco Retail Licensing
 - ❖ Northglenn - only municipality with a local license
 - Local Flavor Restrictions

Why?

- HDs are uniquely motivated by virtue of their purpose and expertise to ensure youth access laws are adequately and equitably enforced.
- HD has the capacity to provide education and outreach and public health department professionals understand the health implications of nicotine initiation and the policy's downstream effect on overall public health.
 - Because most nicotine retailers also prepare food, these establishments are already subject to health department oversight and compliance checks.
- Municipal police departments do not have the capacity to prioritize local tobacco compliance checks nor conduct a representative sample
- HD has the capacity to evaluate these programs comprehensively and look at long-term impact



3) The Road Ahead

June
2023

- Hire Specialist to conduct policy readiness matrix for Tobacco and Health Beverage local policies, including an environmental assessment

August
2023

- Convening of local municipal partners
- Begin Tobacco Focused Profile Assessment with community

Q4 2023

Develop and implement policy, systems, and environmental change strategy(ies) for tobacco, healthy beverage policy, and other community-driven initiatives



THANK YOU!

Comments
Questions
Feedback



ADAMS COUNTY
HEALTH DEPARTMENT

— *Your Health. Our Mission.* —

