



QuitDoc Foundation Raising the Bar on Public Health Through Changing Social Norms and Policy

Since 2008, QuitDoc has demonstrated great success on tobacco policy change initiatives in multiple economically and socially diverse counties. One of the strengths of QuitDoc's successful policy advocacy lies in developing successful Tobacco Free Partnerships (TFP) that engage community stakeholders, decision makers, community leaders, SWAT youth, and young adult tobacco control advocates. Initially when we began building these partnerships, we had plenty of partners attending meetings but very few "working" partners. In 2009, QuitDoc changed this model in order to expand the role of Tobacco Free Partnership members. QuitDoc developed a "give-and-take" philosophy, in which we worked side-by-side with other community members by becoming active partners in the community through joining or serving on local community groups, such as School Health Advisory Committees, Drug/Substance Abuse Coalitions, School Clubs, After School Youth Initiatives, County and State Health Councils, and other such agencies. We strategically chose groups that were working on similar projects that were also aligned with the mission of QuitDoc. As a result, QuitDoc's program objectives and activities were creatively built into the initiatives and strategic plans within each of these partner organizations. This helped us to better engage these local partners as "subcommittees" for the specific policy objectives that were now included in those third-party strategic plans. For example, School Health Advisory Committee members help to champion stronger tobacco control policies for K-12 campuses because this objective is included in the Districts' School Improvement Plan; Anti-Drug/Substance Abuse Coalitions serve as sub-committees helping to champion product placement ordinances and policies to decrease youth access to tobacco products and tobacco use; American Cancer Society and American Lung Association work with us to promote employee cessation and tobacco free workplace policies; Health Councils and other Community Health Initiatives provide the sub-committee to address exposure to secondhand smoke and tobacco free social norms; School groups, such as DECA, School Resource Officers, and Youth Law Enforcement Leagues, assist QuitDoc with local surveillance to track the type of tobacco products and advertising in local communities and identify emerging tobacco marketing issues; In-School and After-School programs, such as School Government, Youth Leadership Clubs, 4-H, and Boys & Girls Clubs provide a forum to host SWAT clubs and incorporate QuitDoc youth and adult tobacco advocacy education into their curricula.

This structure made it much more effective for QuitDoc to achieve significant policy changes in the twelve counties in which we are currently funded, particularly by coordinating successful advocacy across communities. In fact, QuitDoc, working closely with the TFP and SWAT Chapter in each county, have obtained some excellent tobacco control successes that are worth noting:

- **Bradford County:** Facilitated the passage of city resolutions to restrict the sale of flavored tobacco in the cities of Starke and Lawtey; worked with the Bradford County School District to adopt a K-12 comprehensive tobacco control policy and provided signage for the Bradford County School District that includes electronic cigarettes/vaping devices to acknowledge this updated policy; assisted both Santa Fe College (Starke campus) and Shands Regional Medical Center to adopt 100% tobacco free grounds and 100% tobacco free grounds with designated area policies, while supplying signage for both organizations; increased the



number of tobacco free events locally to include Communities in School Glow Run 5k, The Bradford/Union County Fair, and the Strawberry Festival, which is the largest event in Bradford County. The SWAT youth have been recognized by the Bradford County School District, Bradford County Telegraph and The Bradford County Board of County Commissioners for their efforts to educate their peers and community members about the dangers of tobacco use, including electronic cigarettes, through observances like, Not a Lab Rat Day, Through With Chew Week, The Great American Smokeout, Tobacco Free Florida Week, and World No Tobacco Day.

- Clay County: The passage of city resolutions to restrict the sale of flavored tobacco (Orange Park, Keystone Heights, Green Cove Springs) and a number of city and county proclamations to recognize the annual celebration of Kick Butts Day and World No Tobacco Day; educated community leaders on electronic cigarettes, which led to the passage of three ordinances restricting the sale of electronic cigarettes to minors, requiring retailer-assisted sales of electronic devices, and restricting their use in locations where traditional tobacco products are restricted under the Florida Clean Indoor Air Act (Clay County, Green Cove Springs, Orange Park); obtained a comprehensive tobacco control policy for the Clay County School District that includes electronic cigarettes/nicotine delivery devices.
- Columbia County: The passage of a resolution with the county commissioners for a Smoke-free multi-housing that includes any public housing living units and interior areas. QuitDoc/TFP has provided tobacco and vape free signage to the middle and high schools that under our leadership now have a K-12 school district tobacco control policy for the entire Columbia County School District that includes the electronic cigarettes/vaping devices. The Columbia SWAT Chapter clubs have been recognized multiple times for their tobacco/vape free education efforts by the City of Lake City for “Through With Chew Week” and “Tobacco Free Florida Week; increased the number of tobacco free events, and provided signage to communicate these policies, including Freedom Human Trafficking Symposium, and Chamber of Commerce events, and implemented a tobacco free Kid Zone Entertainment area at the annual Olustee Festival, the largest community event in Columbia County.
- DeSoto County: Facilitated the passage of two resolutions to restrict the sale of flavored tobacco (City of Arcadia, DeSoto County); assisted the Arcadia Housing Authority (AHA) to adopt a smoke-free policy for all dwellings and buildings owned and managed by the AHA; assisted the DeSoto County School District in adopting a stronger tobacco free K-12 school policy, including vaping devices, on all school district properties; assisted Baby Inside Me 3D/4D with adopting a tobacco free worksite policy; assisted DeSoto County Chamber of Commerce with successfully adopting a tobacco free worksite as well as tobacco free events policy; assisted the City of Arcadia with adopting a tobacco free zones policy in all city owned and operated parks and recreational facilities; and assisted the Mosaic Rodeo Arena with implementing a smoke free policy.
- Dixie County: Obtained an ordinance to place all flavored tobacco products behind the counter in (the first such ordinance in Florida), and the passage of two resolutions to restrict the sale of flavored tobacco (Town of Cross City, Dixie County). In addition, Dixie County also passed an ordinance restricting the sale of electronic cigarettes to minors, requiring retailer-assisted sales of electronic devices, and restricting their use in locations where traditional tobacco products are restricted under the Florida Clean Indoor Air Act. The TFP also advocated for a stronger tobacco free policy on K-12 school campuses that includes electronic nicotine delivery devices and provided improved signage to communicate the Dixie County School District Policy prohibiting tobacco use on all school properties. QuitDoc has also worked with community partners to adopt tobacco free events and venues, such as the Chamber of



Commerce and community vape free parks. The TFP and SWAT worked with the Dixie Horseman's association to adopt a tobacco free venue/rodeo arena and a policy to prohibit advertisements by the tobacco industry. The TFP worked with the Cross City Nursing Home & Rehabilitation Center to help them create a tobacco free grounds policy that included staff, residents and visitors.

- Gilchrist County: Obtained an ordinance requiring all flavored tobacco products be placed behind the counter (the second such ordinance in Florida), as well as resolutions to restrict the sale of flavored tobacco (Gilchrist County, Town of Bell), and worked with the Gilchrist County School District to adopt a stronger tobacco free policy on K-12 school campuses and provided improved signage and other tools to communicate the policy. These advocacy efforts led to an ordinance creating designated smoking areas within the county parks of Otter Springs and Hart Springs, and a resolution asking the Florida Legislature to remove the preemption clause from the Florida Clean Indoor Air Act and restore total control of outdoor smoking to local jurisdictions. QuitDoc and this TFP have worked with the Gilchrist Chamber of Commerce to adopt a tobacco free policy for one of the largest annual events within the county, "Christmas on Main Street".
- Highlands County: The passage of city resolutions to restrict the sale of flavored tobacco (Avon Park, Sebring, Lake Placid); obtained a stronger tobacco free policy on K-12 school campuses that includes electronic cigarettes/nicotine delivery devices, and provided improved signage to communicate the Highlands County School District Policy prohibiting tobacco use on all school properties; created an Employee Cessation Campaign with the Sebring Chamber of Commerce, resulting in comprehensive tobacco free workplace policies; assisted two multi-unit housing facilities to go 100% tobacco free along with obtaining numerous tobacco free worksites policies. These advocacy efforts also led to the Sebring Chamber to adopt a tobacco free events policy, prohibiting tobacco use at any Chamber hosted event.
- Indian River: Obtained an ordinance in the City of Vero Beach which increased the age of purchase for tobacco to 21, defined nicotine as a tobacco product, and added local enforcement of local, state, and federal tobacco laws; worked closely with Jackie Robinson Training Center to create 100% smoke free athletic stadiums and facilities and provided signs to promote the new policy at the youth athletic and training facility that hosts 10,000 youth and adults annually; continues to assist two of Indian River County's largest employers (Cleveland Clinic and Piper Aircraft) to maintain their tobacco-free worksite policies and expanding employee cessation services; worked with Gardenia Gardens, a subsidized age-restricted multi-unit complex, to restrict smoking on all areas of the property with one exception; and obtained a comprehensive tobacco control policy for the Indian River School District that includes electronic cigarettes/nicotine delivery devices.
- Levy County: Obtained the passage of six city resolutions to restrict the sale of flavored tobacco (Bronson, Chiefland, Cedar Key, Inglis, Otter Creek, Williston) and the passage of a new tobacco product placement ordinance, which includes electronic cigarettes, in the City of Cedar Key; assisted in the adoption of a new smoke free policy in all subsidized housing managed by the North Central Florida Regional Housing Authority and a tobacco free grounds policy for a privately owned apartment community, Manatee Springs Apartments; worked with the Levy County Fair, the Chiefland Farmer's Market, the Cedar Key Old Florida Celebration of the Arts, the Tri County Resource Center, the Chiefland Back to School Bash Event, and the Tri County World's Greatest Baby Shower event to establish tobacco free community events designed to reduce secondhand smoke exposure in Levy County; and facilitated the inclusion of electronic cigarettes/nicotine delivery devices into the comprehensive tobacco free



schools policy for the School Board of Levy County and updated signage to communicate the policy.

- **Marion County:** Obtained the passage of four resolutions to restrict the sale of flavored tobacco (Marion County, Ocala, Reddick, and McIntosh), and three tobacco product placement ordinances (Marion County, Cities of Ocala and Belleview); assisted 31 multiunit housing properties with tobacco protections (2,292 units have 100% tobacco free indoors, 579 units provide a tobacco free policy for the entire ground, and 40 units have partial tobacco free coverage for a total of 2,911 units), and three large employers to adopt tobacco free workplace policies (Munroe Regional Medical Center, The Centers, Closet Maid); and obtained a tobacco control policy for students in Marion County School District, including electronic cigarettes/nicotine delivery devices.
- **Martin County:** Facilitated a wide array of policy success such as: the passage of a Martin County ordinance banning self-service tobacco; three resolutions encouraging retailers to stop the sale of flavored tobacco products (Martin County, Cities of Stuart and Hobe Sound); a Martin County resolution asking the Florida Legislature to remove the preemption clause from the Florida Clean Indoor Air Act and restore total control of outdoor smoking to local jurisdictions; an ordinance in the City of Stuart and Martin County restricting the sale of electronic cigarettes to minors, requiring retailer-assisted sales of electronic devices, and restricting their use in locations where traditional tobacco products are restricted under the Florida Clean Indoor Air Act. Expanded and improved signage on Martin County properties to promote a policy restricting smoking from areas within 50 feet of all facilities, and assisted the City of Stuart in developing a new comprehensive tobacco free workplace that includes cessation services for employees; obtained a comprehensive tobacco control policy for Martin County School District that includes e-cigarettes/nicotine delivery devices; currently working with the Martin County Commissioners to implement a local tobacco retail license that will result in better surveillance of tobacco and e-cigarette retailers to ensure compliance of youth age restrictions regarding the purchase of tobacco products.
- **Okeechobee County:** The passage of two resolutions to restrict the sale of flavored tobacco (Okeechobee County, City of Okeechobee); 2016 assisted the Okeechobee County School District in adopting a 100% Tobacco Free Grounds policy on all school district properties that was amended to include electronic cigarettes/nicotine delivery devices; and implemented a voluntary policy to support an Employee Cession Campaign in the Okeechobee Chamber of Commerce that includes member organizations. 2018 Okeechobee's only hospital, Raulerson Hospital, with the assistance of the local tobacco program created a Tobacco Free Grounds policy which applies to the staff, visitors, contractors and patients.