

Tobacco Free for a Healthy NJ presents the next webinar of the Tobacco Free Tuesday Series:

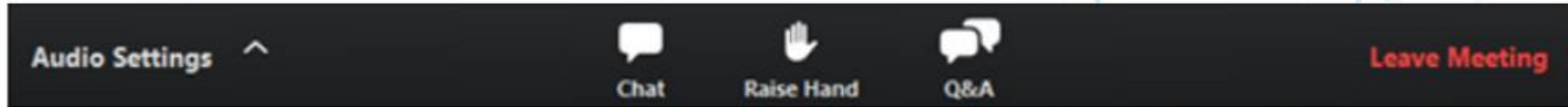
Tobacco Free Community Designation: How to Earn Points & Create a Healthier Community



ZOOM WEBINAR FEATURES

CHAT FEATURE

- Used to ask for help/tech support
- Other general questions NOT related to the session topic



Q&A FEATURE

- Used to ask questions related to the session topic

Tobacco-Free
FOR A HEALTHY NEW JERSEY



SUSTAINABLE JERSEY

THE TOBACCO-FREE
COMMUNITY
DESIGNATION

What is Sustainable Jersey?

- A network and movement of municipalities, schools and school districts working collectively to bring about a sustainable New Jersey
- Researches best practices for what communities could and should do to contribute to a sustainable future
- Acts collaboratively with state agencies, non-profit organizations, foundations, academia, and industry



What does Sustainable Jersey do for local communities?

Awards certifications to municipalities and schools that have met a set of rigorous standards for a specific action

Provides tools, training and financial incentives to support communities as they pursue sustainability programs



WHY GET CERTIFIED?



Save money. Get money.



Gain access to training, tools and expert guidance.



**Create a better future.
Conserve valuable resources.**



**Get recognized.
Promote your town.**

Certification Overview

Bronze Certification Requirements

- Establishment of **mandatory green team**
- Implement 2 of 12 priority actions
- Complete actions in 6 of 18 categories
- Total of at least 150 points

Silver Certification Requirements

- Establishment of **mandatory green team**
- Implement 3 of 12 priority actions
- Complete actions in 8 of 18 categories
- Total of at least 350 points

Gold Star Standard in Health

- Launch of the Health Gold Star TODAY!
- View Sustainable Jersey site for more information

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What evidence is needed for certification?

- All actions submitted by municipalities to earn points toward certification:
 - must be accompanied by documentary evidence
 - will be reviewed by subject matter experts.
- Actions include ordinances, programs, policies and procedures, and facility improvements.
- Each action has detailed resources and step-by-step directions for completing the action.



Revised & Expanded Action

Smoke-Free and Tobacco-Free Public Places

RETIREES DEC 2021

10 Points

Tobacco Free Community

NEW ACTION

5 Points

• THIS ACTION HAS VARIABLE POINTS: 5, 10, 15, 20, 25



**“Tobacco-Free
Community
Designation”
Sustainable
Jersey Action**

**The Tobacco-Free
Community Designation
would provide
municipalities with
multiple options to earn
points for actions that can
be implemented to reduce
exposure to the harmful
effects of tobacco
products.**

The Tobacco-Free Community Designation

Options to reduce exposure to the harmful effects of tobacco products and obtain this designation include:

- Adoption of:
 - an ordinance instituting 100% smoke and/or tobacco-free outdoor spaces
 - a resolution supporting and encouraging tobacco-free businesses
 - a point-of-sale ordinance
- Instituting a youth tobacco/vaping education and outreach program
- Promoting state and local cessation resources
- Enacting a smoke-free housing ordinance



Why is this important?

- In the US, tobacco use remains the **leading cause of preventable death** and harms nearly every organ of the body!
- Nonsmokers who are exposed to secondhand smoke also have **increased health risks.**
- Tobacco-Free policies **prevent youth initiation** of tobacco use.
- Promotion of tobacco cessation programs could assist current tobacco users to **quit for good.**
- **Decrease in environmental waste** from tobacco products.

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How will this action help?

- Policies Systems Environmental changes help municipalities build healthier communities
- Incentivizes more NJ communities to engage in health and wellness practices by:
 - Reducing exposure to the harmful effects of tobacco products
 - Managing the availability and accessibility of such products, including e-cigarettes and vapor products
 - Educating residents and visitors on the benefits of living tobacco-free and the dangers of:
 - smoking, vaping, and other tobacco use
 - exposure to secondhand smoke or aerosol



Who should lead and be involved with this action?

- Local health official(s) such as:
 - the health officer, health department staff, or member(s) of the Local Board of Health
- The mayor and/or other elected officials,
- Green team, environmental commission, planning or zoning board, housing authority, etc.
- Local businesses and/or regional business associations
- School officials



Who should lead and be involved with this action?

Other leaders and organizations in your municipality can get involved:

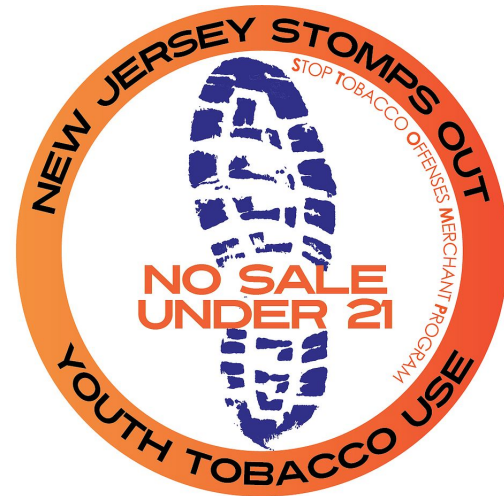
- County Youth Tobacco Action Groups or other youth-serving organizations
- Other local prevention agencies or individual experts
- Nonprofits and faith-based organizations operating in the prevention space
- Regional tobacco collaboratives
- Regional representative from TFHNJ



How Can Youth Get Involved with Sustainable Jersey?

Youth can take on a variety of roles in your municipality including:

- Giving “Don’t Get Vaped Presentations”
- Participating in Point-of-Sale events and pushing for local Point-of-Sale ordinances
 - Ex: STOMP
- Developing robust social media campaigns for tobacco prevention

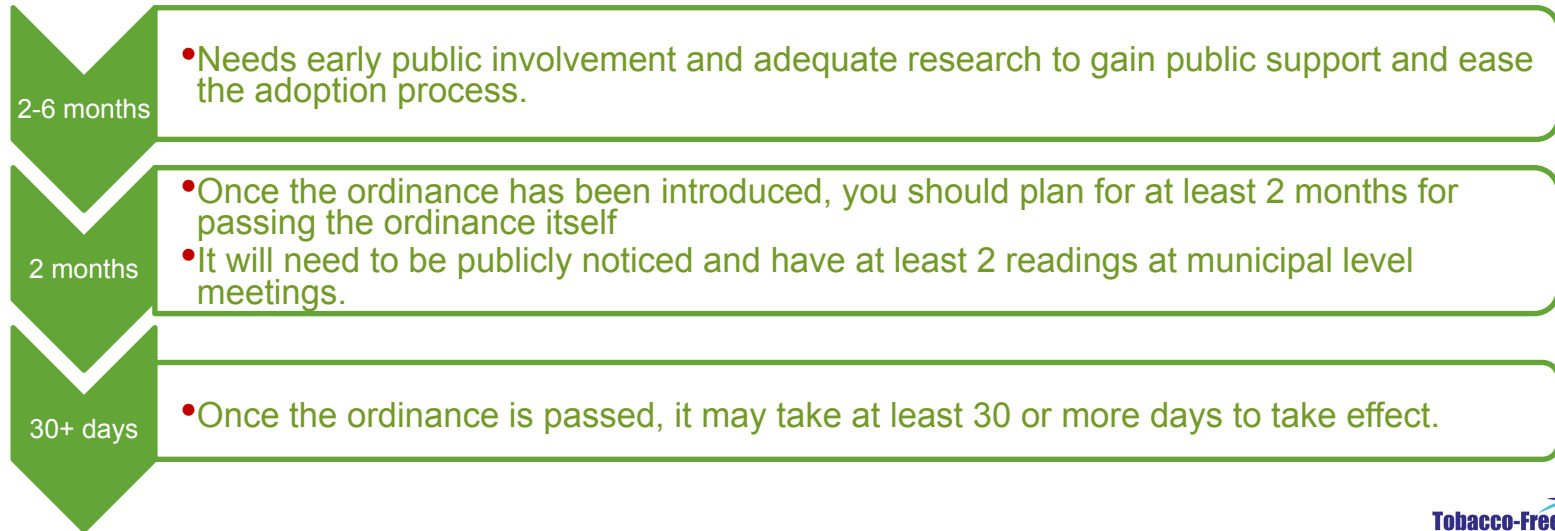


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Timeframe

The time required to approve an ordinance is a function of local processes. Well-supported ordinances will move faster through the following process:



Project Costs and Resource Needs

- Costs to implement this action are related to promotional materials used during public outreach for the new policies and programs.
- A variety of free or low cost resources are available at **TobaccoFreeNJ.com** to help develop or implement these activities.



Project Costs and Resource Needs

These resources include:

Public Education
and Outreach
Campaign
Materials

Model
Ordinances

Promotional
Materials

Translation
Services

Youth Prevention
and Cessation
Service Support

Assistance with
Drafting
Ordinances

What To Do & How To Do It

In order to earn the “Tobacco Free Community” designation, a municipality may choose one or more of the options below:

- Earn 25 points if all three options are implemented.
- Earn a minimum of 15 points by implementing at least two of the options provided.



Options - Tobacco Free Community Designation

Tobacco-Free/Smoke-Free Ordinance

Point-of-Sale Ordinance

Tobacco-Free Workplace Resolution

Smoke-Free Housing Ordinance

Youth Tobacco/Vaping Prevention Program

Promotion of State and Local Cessation Services



A municipality will
earn 5 points for
implementing at
least two of the
options below
(A - D)

Option 1

(5 Points)

Option 1.A

Tobacco-Free/ Smoke-Free Ordinance

Option 1.B

Tobacco-Free/
Workplace
Resolution

Option 1.C

Youth Tobacco/Vaping Prevention Education & Outreach

Option 1.D

Promotion of State and Local Cessation Services

A municipality will
earn 10 points for
adopting a
Point-of-Sale
Ordinance (POS)

Option 2

(10 Points)

Option 2

Point of Sale Ordinance

A municipality will
earn 10 points for
adopting a
Smoke-free
Housing
Ordinance

Option 3

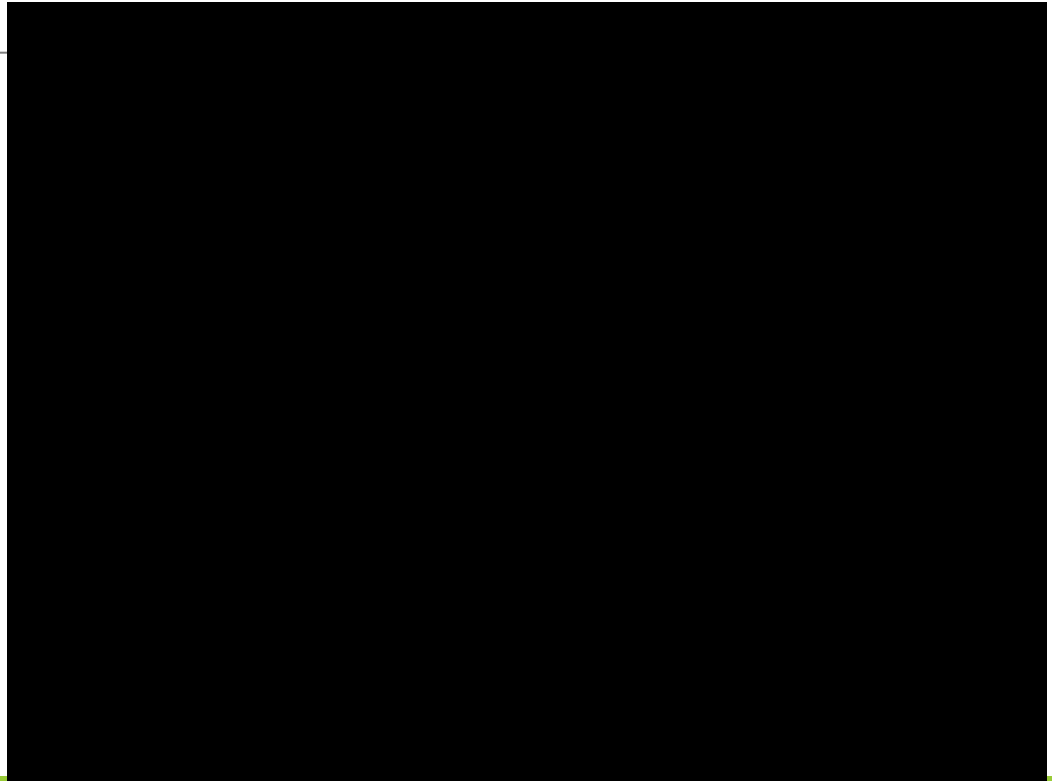
(10 Points)

Option 3

Smoke-free Housing Ordinance

What to Submit to Earn Points for this Action

-
- Description of Implementation
 - Depending on which options were implemented, the following evidence is required to be uploaded:



1. **Gloucester City, NJ**

[Gloucester City's Smoke-Free Business District Ordinance](#)

2. **Maplewood, NJ**

[Maplewood's Point-of-Sale Ordinance](#)

3. **Piscataway, NJ**

[Piscataway's 100% Smoking Ban on Public Property Ordinance](#)

**Spotlight:
What NJ Municipalities are Doing**



WELCOME TO OUR
**TOBACCO
FREE**
COMMUNITY

Tobacco-Free
FOR A HEALTHY NEW JERSEY



VISIT TOBACCOFREENJ.COM TO LEARN MORE

Regional Contact Information



North

Center for Prevention & Counseling



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Questions?

For more information about Sustainable Jersey, please visit the website, at www.sustainablejersey.com

For more information about Tobacco Free for a Healthy NJ, please visit the website at, www.tobaccofreenj.com

