

The Get Healthy Philly Tobacco Policy and Control Initiative
Working together for a healthy, active, and smoke-free city
8/26/10



Challenge: Philadelphia's tobacco control challenges are daunting—nearly 3 in 10 adults smoke, 20% of stores sell cigarettes illegally to youth, and most smokers who attempt to quit are not successful.

Award: \$10.4 million cooperative agreement with the Centers for Disease Control and Prevention; 2-year period: 3/19/10 – 3/18/12

Objective: To transform the social and policy environments in Philadelphia to decrease smoking initiation, promote successful cessation, and prevent exposure to environmental tobacco smoke.

THEME 1: Changing the CLIMATE in the City to promote anti-smoking, pro-cessation messages and limit exposure to environmental tobacco smoke

- Broad-based media campaigns provoking smokers to make quit attempts;
- Mandated point-of-purchase counter-advertising in stores that sell tobacco products;
- Expansion of smoke-free policies to all areas of parks and recreation centers.

THEME 2: Enhancing laws and regulations to restrict ACCESS to tobacco products

- Decreased sales to youth through merchant education and higher fines;
- Potential zoning restrictions on new tobacco retailers located near schools;
- A possible local excise tax on cigarettes.

THEME 3: Making CESSATION resources more available to smokers who want to quit

- Increased awareness of Medicaid cessation benefits and the Pennsylvania Free Quitline, including a new program to distribute nicotine replacement therapy to 10,000 Philadelphians;
- Assurance of comprehensive cessation benefits through insurers and employers;
- Restoration of community-based cessation options for vulnerable populations.

5-7 Year Goals

- Reduce the prevalence of smoking among adults from 27% to 23%, decreasing the number of Philadelphia smokers by 45,000 and preventing up to 22,500 future tobacco-related deaths;
- Reduce the proportion of retailers selling cigarettes to youth from 20% to 15%;
- To reduce the proportion of children exposed to environmental tobacco smoke in their homes from 20% to 15%.

Partners

- PA Department of Health; PA Department of Public Welfare
- City Departments of Law and Licenses and Inspection
- School District of Philadelphia
- Annenberg Public Policy Center at the University of Pennsylvania
- Public Health Management Corporation
- Health Promotion Council of Philadelphia
- College of Physicians of Philadelphia
- Cessation programs at Concilio, Drexel University, University of Pennsylvania, and Southeast Asian Mutual Assistance Corporation
- WHYY

Leadership Team

- Mayor Michael Nutter, City of Philadelphia
- Donald F. Schwarz, Deputy Mayor for Health and Opportunity, Health Commissioner
- Arlene Ackerman, School District of Philadelphia
- Councilwoman Marian Tasco
- Feather Houstoun, William Penn Foundation
- Joseph Frick, Independence Blue Cross
- Edmond Notebaert, Temple University
- Jeffrey Cooper for Amy Gutmann, University of Pennsylvania
- Ken Trujillo, Trujillo, Rodriguez and Richards, LLC
- David Cohen, Comcast
- Mike Nardone, PA Department of Public Welfare
- Marla Gold, Drexel University



www.cdc.gov/chronicdisease/recovery



www.phila.gov/health