

Philadelphia's *Communities Putting Prevention to Work* Tobacco Policy and Control Initiative

5/21/10



Challenge: Philadelphia's tobacco control challenges are daunting—a shrinking state Master Settlement Agreement for tobacco prevention programming, increases in smoking among adults, nearly a thousand stores that sell cigarettes illegally to youth, and the highest poverty rate among U.S. cities with over 1 million people.

Award: \$10 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 and promote successful cessation

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: Leveraging economic incentives to make CESSATION resources more accessible

- 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.

Five-Year Goals

- Increase the proportion of smokers who use quit assistance from 33% to 50%;
- Reduce the prevalence of smoking among adults from 27% to 20%, decreasing the number of Philadelphia smokers by 80,000 and preventing up to 40,000 future tobacco-related deaths;
- Reduce the proportion of retailers selling cigarettes to youth from 20% to 10%;
- To reduce the proportion of children exposed to environmental tobacco smoke in their homes from 20% to 10%.

Partners

- PA Department of Health; PA Department of Public Welfare
- City Departments of Law and Licenses and Inspection
- School District of Philadelphia
- Annenberg School of Communications 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