



## Mayor's Substance Abuse Prevention Council *Tobacco Free Campaign*

The Providence *Tobacco-Free Campaign* (TFC) is a smoking prevention grant initiative led by Mayor Cicilline's Substance Abuse Prevention Council (MSAPC) in partnership with the RI Department of Health (HEALTH). The \$3.3 million award is funded by the American Recovery and Reinvestment Act (ARRA) through the Center for Disease Control and Prevention (CDC), *Communities Putting Prevention to Work* grant, over the course of two years.

The *Tobacco Free Campaign* is designed to dramatically reduce youth smoking rates by 25% and youth exposure to second hand smoke by 30%. The campaign aims to prevent tobacco-related death of these youths by 33%. It is expected that the campaign will result in long-term decreases in tobacco-related disease rates and deaths in the City of Providence. The ARRA funded CDC grant will create new jobs at the State and City level and within community-based organizations.

Under the CDC guidelines, 75% (\$2.475 million) of the funds will be awarded to the City of Providence, Mayor's Substance Abuse Prevention Council, to implement multiple environmental policy changes and a counter-marketing media campaign required by the grant. HEALTH will be awarded 25% (\$825,000) of the funds to provide consultation to the City and evaluate the grant. The MSAPC will also distribute funds to community-based, health and youth organizations to implement the tobacco prevention goals and policy changes outlined below.

The TFC is a comprehensive, citywide, culturally relevant tobacco control and prevention initiative. It will implement population-based approaches to policy, systems, and environmental changes across the five evidence-based strategies of Media, Access, Point of decision information, Pricing, and Social support services (MAPPS). The TFC will also place a strong focus on meeting the special needs of populations that are disparately impacted by tobacco-related disease.

The *Tobacco Free Campaign* will:

- Launch a comprehensive, citywide "counter marketing" campaign *developed by youth* to raise awareness about the risks of tobacco use.
- Develop new city ordinances regulating tobacco marketing to youth and tobacco vendor marketing and point of sale practices (and restricting tobacco advertising within 1,000 feet of schools.)
- Create a new tobacco vendor registration requirement through the City of Providence Bureau of Licenses.
- Dramatically enhance tobacco vendor training and support to ensure compliance with new tobacco laws.
- Provide Nicotine Replacement Therapy and cessation support services to the uninsured through the Providence Community Health Centers.
- Pilot smoke-free policies in Providence Housing Authority sites.
- Create smoke free campuses and restrict tobacco sponsorship in Providence Public Schools.