



CITY OF BERKELEY TOBACCO PREVENTION PROGRAM

*Health Promotion Section, Public Health Division, Health and Human Services Department
2007-2010 Summary of Activities*

Mission: To collaborate with the Berkeley Tobacco Prevention Coalition, schools and community partners, build capacity and respond to community needs to decrease tobacco-related public health inequities, decrease secondhand smoke exposure, reduce youth access to tobacco, provide cessation resources, counter pro-tobacco influences support policies to prevent and control tobacco use.

**Supported by an allocation from the California Department of Health Services
through Proposition 99, California's Tobacco Tax (2007-10)**

- Promote opportunities for Berkeley youth to take action against the glamorization of tobacco, including blunts, cigars and hookahs, by the entertainment industry.
- Decrease the sale of tobacco products to minors by Berkeley tobacco merchants. Collaborate with community partners to strengthen Berkeley's tobacco control laws.
- Protect residents of Berkeley multi-unit housing from drifting secondhand smoke by working in collaboration with a stakeholders group to promote policy opportunities.
- Decrease public health inequities by increasing the capacity of tobacco control and prevention efforts through cultural competency building, community mobilization and by increasing per capita funding for priority populations.

**Supported by a grant from the Alameda County Health Care Services Agency,
Public Health Department Tobacco Master Settlement Funds (2007-2010)**

- ❖ Provide tobacco cessation services to the community. Encourage the adoption of the US Public Health Service Guidelines by health care providers and clinics to ask clients of their tobacco use, advise smokers to quit and assist them in quitting.
- ❖ Promote collaborative efforts between school and community partners to strengthen smoke-free school policies and prevent tobacco use among students through participation in tobacco prevention, education and advocacy activities.
- ❖ Support efforts to develop and implement strong and effective tobacco control policies, laws and treaties.

**Contact the Berkeley Tobacco Prevention Program office to volunteer on the
Berkeley Tobacco Prevention Coalition, to join a quit group
or to learn more about our program: (510) 981-5330.**

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