

PASEO: People Advocating Smoke-free Environments Outdoors

Primary Objective: reduce exposure to Secondhand Smoke (SHS)

6 major recreational outdoor facilities or events in Watsonville, including at least one faith-based event, will adopt and implement policies that designate their grounds or events as completely smoke-free, as demonstrated by signage and annual observations.

- Develop education/informational packets and fliers; print multiple copies
- Conduct community outreach and awareness activities, educational presentations
- Conduct other trainings/workshops on SHS and environmental issues
- Train volunteers; provide youth leadership/advocacy opportunities/trainings
- Provide incentive items to volunteers and to groups adopting policies
- Distribute small promotional items at events and venues (posters, buttons, key chains, soccer balls, pens, stickers, etc.)
- Provide 4-6 annual sponsorships, \$1000-\$2000 each, to targeted events (Santa Cruz Co. Fair, Day of Child/parks, soccer league, St. Patrick's festival, etc.)
- Gather signatures/letters in support of smoke free policy objectives
- Provide (4-6 hours) training/technical assistance; outdoor bilingual signs/banners
- Media activities: press releases, letters to editor, articles, paid ads; radio PSAs

Secondary Objective: increase local cessation services

At least one local community health care clinic in Watsonville serving predominantly Latinos will adopt and implement a universal tobacco-user identification system that adheres to the Public Health Guidelines for cessation of "ask, advise, refer" as documented by written screening protocols and annual chart review.

- Conduct surveys of local clinics for baseline data of current practices
- Develop cessation "Toolkits"; conduct presentations for health care staff
- Conduct other trainings/workshops on SHS and cessation-related issues
- Train staff of 4-6 community based organizations in basic cessation skills to conduct "mini-interventions" with smokers and promote Helpline services
- Develop and distribute culturally appropriate "quit kits" for Latino smokers
Develop: 'Cost of Smoking' pocket sliders in Spanish, low-literacy format
- Have youth advocates conduct GASO, Kick Butts Day, other activities
- Provide incentive items to community volunteers and to health groups adopting policies: gift certificates or baskets, t-shirts, mugs, etc. up to \$50 value each
- Distribute small promotional items, such as buttons, key chains, posters, water bottles, pens with cessation messages, etc. at health fairs and community venues
- Provide (4-6 hours) training and technical assistance to health care staff
- Develop and provide bilingual cessation resource kits, with Helpline materials such as display stands, gold cards, brochures, posters, signs, etc. to local clinics
- Media activities: press releases, letters to editor, articles, paid ads

