

Tobacco-related Cancer Task Force: Progress Report Jan 2018

OVERALL GOAL

The Tobacco-related Cancer Task Force has three projects, each of which addresses tobacco-related issues specific to a particular population.

1. **Project 1** aims to reduce smoking in residential addiction treatment and homeless service networks and get more low-income vulnerable populations to quit smoking through the implementation of smoke-free grounds policies, delivering training, and improving quit smoking services in the SF primary care safety net.
2. **Project 2** aims to reduce smoking among high-risk young adults through increasing the availability of acceptable and effective quit smoking resources for this population.
3. **Project 3** aims to restrict the sale and distribution of menthol cigarettes and other flavored tobacco products in San Francisco. They will do this by providing the Board of Supervisors with the scientific evidence needed to support a ban on the sale of such products in San Francisco.

ACTIVITIES YR01

1. **Project 1** is led by Dr. Joe Gurdish and Dr. Maya Vijayaraghavan from UCSF. They surveyed the HealthRight 360 Drug Abuse Treatment Centers both before and after the facilities became smoke-free, in November 2016 for staff and January 2017 for clients. Eighty-eight percent of the staff at the three residential treatment programs and 95% of the clients completed the survey. The results will help identify any changes in staff and client attitudes, practices, and services since the treatment centers became smoke-free, along with any changes in tobacco use, quit attempts, or tobacco-related services for clients.

The team also surveyed Homeless Services to identify the best place to offer services to help people quit smoking. They decided to focus on transitional shelters serving families. These shelters offer a range of counseling and services for their clients who live on site for 3-24 months, making it feasible to work through a cessation program while in residence. Project 1 has begun offering on-site peer educator training for quitting smoking through Project Homeless Connect at the SFDPH. They began scheduling staff training on how to quit smoking and will also teach the residents how to help their fellow residents quit smoking.

2. **Project 2**, led by Dr. Pam Ling and Dr. Danielle Ramo from UCSF, has designed a media campaign and social media promotion plan to counter tobacco industry marketing to young adults, using Facebook.

They developed tailored social media advertisements and quit smoking materials for young adults and the hipster community in the San Francisco Bay Area. Project 2 will continuously assess and improve the advertising and content of the Facebook pages to maximize participation and engagement.

They created 5 Facebook-based quit smoking groups (3 Ready to Quit, 2 Not Ready to Quit) and started with 43 active participants at the end of Year 1. They also launched a web campaign that focuses on targeted Facebook advertising and other social media.

3. **Project 3**, led by Dr. Valerie Yerger and Ms. Carol McGruder from UCSF, worked with the SFDPH Tobacco Free Project, San Francisco Tobacco Free Coalition, and Breathe CA, and a staff member in the office of San Francisco Supervisor Cohen. They held community forums, press conferences, and strategic meetings to generate more awareness of the campaign to ban menthol and other flavored tobacco products. They also wrote a public letter to President Obama asking him to instruct the FDA to remove menthol cigarettes and other flavored tobacco products from the marketplace.

Project 3 worked closely with the office of Supervisor Malia Cohen to develop an ordinance for a citywide ban on flavored tobacco and menthol cigarettes. This ordinance was introduced on April 18, 2017; was approved by the Board of Supervisors on June 20, 2017; and was signed by the Mayor on July 7. The ban was scheduled to take effect in April 2018; however, this is delayed because the Tobacco industry successfully lobbied to enter this ban as a ballot measure in June 2018 for the public to vote on.