

HEALTH POLICY CABINET
 AGENDA
 January 20, 2011 ~ 2:00 – 3:30
 Public Health Conference Room

- I. The focus of this meeting will be on developing a cross-agency strategy to prevent and reduce tobacco use in Lake County; a priority that was identified at the December meeting in response to the county health needs assessment recommendations. The strategy will utilize the Spectrum of Prevention as a flexible framework or tool to launch discussion on developing an approach, setting goals, evaluation measures and outcomes.
- a. Discussion regarding relevant local, state, national efforts that may support smoking cessation efforts
 - b. Previous discussion points relevant to setting goals/outcomes:
 - i. Everyone has an important role in the health of the community; lifestyle choices are integral to the poor county health profile; stress and economics are important considerations
 - ii. Early education is key; parents need to be linked into interventions that target children and understand the role they play in their children’s healthy development; possibility of a stop smoking curriculum for schools
 - iii. Touch Points is an early intervention that creates teachable moments with parents; Prenatal visits provide 13 opportunities to reinforce benefits of not smoking
 - iv. A countywide anti-smoking campaign would be useful
 - v. Encourage expansion of those services/activities that have the most potential for growth
 - vi. One goal may be to create talking points regarding smoking (or any wellness behavior) that would be used across healthcare, schools and business to reinforce key messages
 - vii. Factor in the “stages of change” in whatever strategy is utilized
 - viii. Ask the BOS to make all county-owned property smoke-free
 - c. Discussion to identify no more than 5 smoking prevention/reduction goals and how these will be evaluated
 - d. Discussion to identify no more than 3 outcomes
 - e. Discussion regarding activities that Cabinet participants can contribute to meeting goals/outcomes. The following table may be helpful in applying the Spectrum of Prevention as a framework to strategy development

“Spectrum of Prevention” Levels	Current Services & Resources that align with level	How service or resource contributes to meeting goals	How evaluated or measured
Strengthening Individual Knowledge & Skills (Examples: smoking cessation classes;			

increase individual know-how via MD referrals and recommendations)			
Promoting Community Education (Examples: Mass media campaigns or strategies to reach target populations)			
Educating Providers Examples: Providers trained to transmit information & skills; cross-training on key information & skills			
Fostering Coalitions and Networks (Examples: Working across partners for greater impact; reduce redundancy and maximize resources)			
Changing Organizational Practices (Examples: agency regulations, practices that shape norms to improve health; meet goals and outcomes)			
Influencing Policy Legislation (Examples: developing methods or strategies to change local, state, national policies and laws that influence outcomes)			

Next meeting February 17th same time and location.

Thank you!