

# -CLEAN INDOOR AIR-

*Goal:* Eliminate exposure to secondhand smoke.

*Justification:* The health of nonsmokers is protected by the enforcement of public and private policies that reduce or eliminate exposure to secondhand smoke. Enforcement of work-site smoking bans protects nonsmokers and decreases the number of cigarettes employees smoke during the workday. Funding local programs produces measurable progress toward statewide tobacco control objectives. Local programs have been instrumental in the adoption of an increasing number of local ordinances or other provisions restricting smoking in public places.

## CIA Healthy People 2010 Objectives

Healthy People 2010 Objectives		Baseline
27.16.	(Developmental) Increase to 95% the number of employers (with 10 or more employees) with written and enforced tobacco restriction policies for the workplace, designed to protect workers from exposure to secondhand smoke (SHS).	87% in 2002
27.17a.	Increase the number of counties covered by clean indoor air (CIA) regulations to 52.	43 in 2000 46 in 2002 49 in 2003
27.17b.	(Developmental) To protect the public and workers from secondhand smoke, increase to 30 the number of counties which require 100% smoke-free restaurants through implementation of clean indoor air regulations.	4 counties in 1999 13 counties in 2003
27.17c.	Protect local authority to regulate public health measures including clean indoor air.	Local authority protected through 2003



## CIA Intermediate Objectives

	Data Source
By June 2008, increase to 90% the number of employers (with 10 or more employees) with written tobacco restriction policies for the workplace, designed to protect the workers from exposure to SHS, with plans to begin enforcement phase over the next four years.	Private survey data
By June 2008, increase the number of counties covered by CIA regulations to 51.	DTP Program Monitoring Forms
By June 2008, increase to 25 the number of counties that require 100% smoke-free restaurants through implementation of clean indoor air regulations, to protect the public and workers from SHS.	DTP Program Monitoring Forms

## CIA Short-term Objectives

	Data Source
By 2005, develop and maintain an active tobacco control coalition in all counties without a regulation or a 50/50 regulation.	DTP Program Monitoring Forms
By 2006, develop and maintain an active tobacco control coalition in all counties without a regulation inclusive of 100% restaurant coverage.	DTP Program Monitoring Forms

## CIA Strategies

Channels	Strategies
<p><b>Community Interventions:</b> Programmatic interventions to enable individuals to make their behavior consistent with being tobacco free.</p>	<p>Raise public awareness of the risks of secondhand smoke.</p> <p>Develop local coalitions.</p> <p>Further develop local infrastructure with expertise in clean indoor air.</p>
<p><b>Counter-Marketing:</b> Countering pro-tobacco influences and increasing pro-health messages throughout a state, region or community. Includes media advocacy, media relations, counter-advertising, reducing tobacco industry sponsorships and promotions and exposing tobacco industry tactics.</p>	<p>Earn pro-health media coverage.</p> <p>Conduct paid media campaigns.</p>
<p><b>Program Policy/Regulation:</b> Conducting policy analysis and educating decision-makers and the public on the importance and benefit of public health policies.</p>	<p>Promote smoke-free policies.</p> <p>Insure compliance in areas covered by smoke-free policies.</p> <p>Educate policymakers and community leaders on the health effects of secondhand smoke.</p> <p>Make available model smoke-free policies.</p> <p>Further develop the local/state working relationship of the CIA Partnership.</p>
<p><b>Surveillance and Evaluation:</b></p> <p>Surveillance - Continuous monitoring of measures over time to inform program and policy direction and interventions.</p> <p>Evaluation - Point in time assessment to measure effectiveness of programmatic, policy and media efforts.</p>	<p>Monitor community activities and policy implementation.</p> <p>Track number of CIA regulations in place and their variations</p>