

HEALTHY CITIES

November 14, 2019

Future Direction and Funding Opportunities



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Outline

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- ▣ Healthy Cities Overview
- ▣ Key Informant Interview Results
- ▣ Funding Opportunities
 - Tobacco-Free Communities
 - Administrative Policies
- ▣ Q & A

Healthy Cities

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- Launched 2016
- Key Components:
 - Recognize cities and towns for their contributions to public health
 - Annual Dashboard
 - Resources (funding, model policies, technical assistance)



Key Informant Interviews

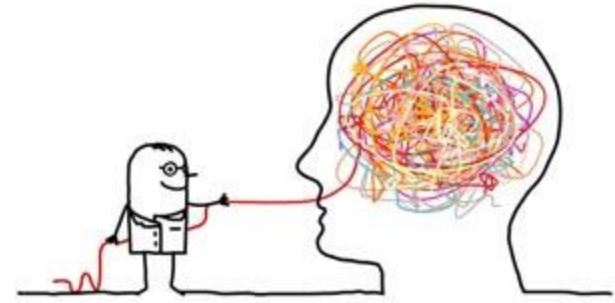
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▣ Purpose

- ◉ Assess priorities of cities
- ◉ Determine how we may continue to support cities
- ◉ Inform future direction, changes to the Dashboard

▣ City staff and elected officials from across the County invited to participate

- ◉ 8 interviews conducted (September/October)
- ◉ 13 individuals participated from 5 cities



Participants supported

- Modifying Dashboard format
 - Integrating new/enhanced policies
 - Moving to a more intuitive “medal” system
- Real-time recognition
- Any/all resources that facilitate policy adoption and implementation



Tobacco-Free Communities – New county data on teen use

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- Nearly a **third** of teens have tried vaping; More than **1 in 8** currently using e-cigarettes/vape products
- Over **8 in 10** high school students report using a flavored tobacco product
- **Almost half (45%)** of current e-cigarette users report buying their own products
 - Among those purchasing in stores, vape shops is where **most (62%)** report buying them



11/2019: Tobacco-Free Communities - Policies Across Santa Clara County Jurisdictions

Jurisdiction	Reducing Exposure to Secondhand Smoke							Reducing Youth Access & Exposure to Tobacco Products				
	Parks & Trails	Outdoor Dining Areas	Entryways	Service Areas	Public Events	Multi-Unit Housing	Common Areas of Multi-Unit Housing	Tobacco Retail Permit	Reduce Density of Tobacco Outlets	Limit Sales Near Schools	Flavored Tobacco Restrictions	Limit Sales in Pharmacies
% of County population covered by policy	95.3%	97.2%	39.2%	85.9%	31.6%	24.3%	79.9%	72.5%	11.5%	14.3%	9.8%	9.8%
County of Santa Clara	2010	2010	2010	2010		2010	2010	2010	2010	2010	2010	2010
Campbell	2011	2011	2011	2011	2011			2012				
Cupertino	2011	2014	2014					2019	2019	2019	2019	2019
Gilroy								2014		2014		
Los Altos	2011	2018	2018	2018	2018							
Los Altos Hills		n/a*		n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*
Los Gatos	2013	pre-2010	2016	2016	2016	2016	2016	2017	2017	2017	2017	2017
Milpitas	2012	2017										
Monte Sereno	n/a*	n/a*	n/a*	n/a*	n/a*			n/a*	n/a*	n/a*	n/a*	n/a*
Morgan Hill	2012	2012	2012	2012	2012			2014				
Mountain View		2012	2012		2012							
Palo Alto	2013	2014	2014	2014	2014	2016	2016	2017	2017	2017	2017	2017
San Jose	pre-2010	2012		2012			2012	2011				
Santa Clara	2019	2019	2019	2019	2019	2019	2019					
Saratoga	pre-2010	2016	2016	2016	2016		2016	2015	2016	2016	2018**	2018
Sunnyvale	2012	2016	2016	2016	2016	2016	2016					

* Not included in denominator of % of county population covered by policy because don't have the specific venues/areas covered by policy (Ex. Monte Sereno & Los Altos Hills do not have any tobacco retailers)

** Includes an exemption for menthol-cigarettes

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Funding Opportunities – Tobacco-Free Communities

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- Applications will be released 11/20/2019 to cities
 - \$200,000 total available; anticipated awards between \$20K-\$60K
 - Applications due 1/31/2019
 - Funding must be used by 6/30/2021
- Priority strategies include:



Reducing secondhand smoke-free exposure in multi-unit housing



Reduce youth access to flavored tobacco products, including e-cigarettes



Reduce concentration of tobacco stores near schools and/or dense areas



Restrict sale of e-cigarettes and/or other tobacco products

Funding Opportunities

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- Application released yesterday (November 13, 2019)
 - \$40,000 available to cities/towns
 - Applications due at 5pm on December 4, 2019
- Priority strategies include:



**Transportation Demand
Management / Mode Shift**



**Worksite Wellness /
Healthy Worksites**



**Nutrition /
Procurement Standards**

Q & A

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Thank you.

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Santa Clara County
PUBLIC
HEALTH

BETTER HEALTH FOR ALL