



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Health System



Date: August 28, 2013
Board Meeting Date: October 1, 2013
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Jean S. Fraser, Chief, Health System
Brian Zamora, Director, Family Health Services

Subject: Tobacco Prevention Program Signature Authority

RECOMMENDATION:

Adopt a Resolution authorizing the Chief of the Health System or designee to execute and submit in the name of San Mateo County all necessary documents including plans, budgets, proposals, and agreements related to Tobacco Tax funds pursuant to Sections 16900-17000 of the Welfare and Institutions Code to the California Department of Public Health on an on-going basis.

BACKGROUND:

In November 1988 California voters approved the California Tobacco Health Protection Act of 1988, also known as Prop 99. This referendum increased the state cigarette tax by 25 cents and added an equivalent amount on other tobacco products. Revenues generated were earmarked for programs to reduce smoking, provide health care services to indigents, support tobacco-related research, and fund resource programs for the environment. The California Department of Public Health (CDPH), Tobacco Control Program provides a portion of this funding to 61 Local Lead Agencies statewide for implementation of a comprehensive tobacco prevention program. Family Health Services' Tobacco Prevention Program (TPP) receives \$150,000 annually for these activities.

DISCUSSION:

The Tobacco Prevention Program has been very successful in reducing the incidence of smoking in San Mateo County through a variety of initiatives. Future priorities for the Tobacco Prevention Program include working toward more smoke-free multi-unit housing and implementing the Retail Environment Campaign, which includes an assessment of the sales and promotion of tobacco (as well as alcohol and food products) in retail stores. With guidance from the San Mateo County Tobacco Education Coalition, a collaborative of over 15 partner organizations representing hospitals,

educational facilities, community-based organizations, voluntary health organizations, and residents, the Tobacco Prevention Program will also conduct a Communities of Excellence assessment to determine where San Mateo could do more to discourage smoking.

Because the State has requested that the signatory of this document be the same person listed as the Official Agency Contact in the State’s Online Tobacco Information System, it is requested that your Board extend signing authority to Chief of the Health System on an on-going basis for Allocation Agreements directly related to this Program. The TPP operates in compliance with the requirements stipulated by the State Tobacco Control Program as noted in the Acceptance of Allocation Agreement.

The Resolution has been reviewed and approved by County Counsel as to form.

Approval of this Resolution contributes to the Shared Vision 2025 outcome of a Healthy Community by providing funding for TPP to implement strategies to reduce tobacco use. The TPP is part of a statewide effort to lower tobacco use rates throughout California. The program engages community partners to implement policies that seek to minimize the impact of tobacco in the community. Over the past 14 years tobacco use rate in the County has decreased from 17.9% to 9.6%. Completion of tobacco cessation programs is one indicator of reduced tobacco use. It is anticipated that 35% of individuals will successfully complete a tobacco cessation program sponsored by TPP.

PERFORMANCE MEASURE(S):

Measure	FY 2012-13 Actual	FY 2013-14 Projected
Percentage of individuals who successfully complete a tobacco cessation program sponsored by TPP	37.5%	35%

*FY 2012-13 results higher than anticipated.

FISCAL IMPACT:

The Tobacco Prevention Program receives \$150,000 annually from CDPH. This amount is included in the Family Health Services FY 2013-14 and FY 2014-15 Recommended Budget. There is no Net County Cost.