

# First 5 ECC Tobacco Policy

## Commission Agenda 9/28/00 Agenda Report Item 10

September 21, 2000

**To: Children and Families Commission**

**From: Mark Friedman**

**Re: Tobacco Control Policy**

**Action Requested:** That the Commission consider a comprehensive tobacco control policy and decide on the direction to take.

**Background:** Tobacco control activists including Serena Chen from the American Lung Association and Marla Blagg from Alameda County Tobacco Control have approached the Commission and the Program Committee on several occasions to suggest that the Commission adopt a comprehensive tobacco control policy that focuses on three main areas: **1. Comprehensive Smoke-Free Policy** **2. Divestment of tobacco related investments and 3. Disclosure of Tobacco Industry Funding .**

Their appearances have given rise to several lively discussions with Commissioners. At their last appearance at the Commission meeting of July 27<sup>th</sup>, the Commission directed staff to work with the activists on a phase in plan for these new policies that would consider the potential hardship for small community agencies and other ramifications of implementing the policy. Subsequently, I met with Serena Chen and developed the attached revised proposal for your consideration. At the Executive Committee meeting on August 10<sup>th</sup>, the Executive Committee reviewed the proposal and recommended it go to the full Commission for your approval. The one point of discussion at the Executive Committee that led to a modification of the policy is that several Executive Committee members wanted to clarify that the policy on receiving contributions should apply only to the parent tobacco company and not all their subsidiaries such as Kraft Foods which has a plant in San Leandro and may give some in-kind contributions.

**Fiscal Impact:** The proposed policy will not directly impact the expenditure of Commission funds, but may have significant impact on potential contractors and grantees who could receive Commission funding in the future.

**Recommendation:** That the Commission consider the matter and choose from the following three options:

1. Approve the attached policy.
2. Modify the attached policy.
3. Decide not to move forward with a Tobacco Control policy at this time and direct staff on how to proceed with this issue.

### **ALAMEDA COUNTY CHILDREN AND FAMILIES COMMISSION PROPOSED TOBACCO CONTROL POLICY AND PHASE IN PROCESS**

That all public and private entities receiving funding from the Alameda County Children and Families Commission be required to implement and enforce the following policies within the suggested

timelines. The purpose of this policy is to reinforce the message that smoking and involvement with the tobacco industry in any manner constitutes a serious health hazard for young children, their families, and the community.

## **1. COMPREHENSIVE SMOKE-FREE ENVIRONMENT POLICY**

That all agencies receiving funding and/or services provide proof in the form of a written copy of an established comprehensive tobacco-free policy prior to receipt of funds. This policy shall prohibit the use of tobacco products at any time in agency vehicles, buildings, and property. The policy shall have clear procedures for implementation, protocols for monitoring compliance, reporting of violations and instituting sanctions. (See Model Policy)

The following activities should be included in the implementation of the policy:

- a) Information about the policy and enforcement procedures shall be communicated by administration clearly to staff, parents, and/or clients within the larger community.
- b) Signs stating "NO SMOKING" shall be prominently displayed at all entrances of building property. A copy of the main points of the policy shall be posted at the main entrance. Additional "NO SMOKING" signs shall be posted in restrooms and other areas as appropriate, such as windows through which secondhand smoke can enter.
- c) Information about smoking cessation and support programs shall be made available and promoted for staff, parents and/or clients at intake and on a continuing basis when appropriate.
- d) Information and materials about secondhand smoke and children shall be provided to staff, parents, and/or clients.
- e) The agency shall continuously encourage families with small children to not allow smoking in their homes and cars whenever and wherever children are present, including outdoors.

### **PHASE IN PLAN**

In order to make as smooth a transition as possible for agencies the following process is proposed:

1. By October 1, 2000 send a letter to every current grantee that includes a sample policy and ask their governing board to consider adopting a smoke-free policy if they do not already have one. Also post the letter and related information on the Commission website.
2. Give advance notice to next year's potential applicants that we will require a smoke-free policy to be in place prior to receiving funds after **July 2001**. This should be prominently displayed on the Commission website and in any requests for proposals that are issued.
3. That the Commission offer and provide technical assistance through Alameda County Tobacco Control to any agency that needs help in implementing a smoke-free policy.

**2. DISCLOSURE OF TOBACCO INDUSTRY FUNDING:** All agencies receiving Alameda County Children and Families Commission funding will initially be required to disclose the acceptance of funds, goods, or services from any tobacco company or its subsidiaries. A list will be provided to applying agencies.

### **PHASE IN PLAN**

In order to make as smooth a transition as possible for agencies the following process is proposed:

1. By October 1, 2000 send a letter to every current grantee that describes the policy and the rationale for it. Also post the letter and related information on the Commission website.
2. Give advance notice to next year's potential applicants that we will require that all agencies receiving funding will have to certify that they are receiving no tobacco company contributions as of **January 2002**. This should be prominently displayed on the Commission website and in any requests for proposals that are issued.
3. That the Commission through the contracts and grants and community outreach departments offer and provide technical assistance in fundraising and capacity building to any agency that will encounter potential financial hardship.

**3. DIVESTMENT:** All agencies receiving Alameda County Children and Families Commission funds divest any investments in companies which derive more than 15 percent of their revenues from tobacco products at the time of funding request and/or application. A list of such tobacco related companies will be provided with all requests for proposals and applications. Prior to making divestment mandatory all agencies will be requested to disclose any tobacco related investments.

**PHASE IN PLAN**

1. Send a letter by October 1, 2000 to all current grant and contract recipients outlining the new policy and explaining the rationale. This can be combined with the letter regarding smoke-free policies. The letter can also be posted on the Commission website.
2. Offer technical assistance through the Council on Responsible Public Investment to all agencies that need help in divesting from tobacco holdings.
3. **Set a deadline of July 1, 2002** for all agencies receiving funds to submit a statement testifying that their agency has no tobacco related investments.

**OVERALL IMPLEMENTATION TIMELINE**

<b>POLICY</b>	<b>BY WHEN</b>
Smoke Free Environment Policy	July 1, 2001
Non-Acceptance of Tobacco Contributions	January 1, 2002
Divestment of Tobacco Investments	July 1, 2002

Submitted by:

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Mark Friedman, Executive Director

Date: \_\_\_\_\_  
Sept. 21, 2000