

TITLE: Engaging Communities for Local Healthy Retail Policies

AUTHOR(S): Baca, A.; Jackson, C.; Nasrallah, J.; Petersen, R.; Myers, A.E.

PRESENTER(S): Audra Baca

STUDENT SUBMISSION: No

TOPIC/TARGET AUDIENCE: Public health professionals in local public health authorities or community-based organizations leading or interested in healthy communities, healthy neighborhoods, food access, healthy diet promotion, or tobacco prevention and control efforts

ABSTRACT: Background: The tobacco industry is a national problem, but the impact of their predatory marketing tactics and addictive products are experienced at the local community level. Effective protective policies are driven by the communities impacted. Purpose: Linn County Public Health (LCPH) utilized Community Based Participatory principles to partner with community groups and tobacco retailers to plan and conduct assessments of community level relationships to the tobacco industry. Methods: LCPH partnered with community groups to complete focus groups, key informant interviews, and surveys. Partners were provided compensation, power to create partnership guidelines, and played a key role in planning and implementing activities, interpreting data, and providing input on the final report. Results: (1) Children's access to tobacco products are defined by the social and environmental context adults create. (2) Most people support tobacco retail policies but are unaware of policy solutions and how community members can get affect policy change. (3) Community members want comprehensive policies that include licensing, cessation support, education, and broadened Indoor Clean Air Act. Implications: (1) Policy support and provisions will be stronger as a result of a community-driven approach. (2) Development of relationships and pathways for further community driven healthy retail development.

OBJECTIVE(S): How to engage in community partnerships equitably with a power-sharing approach through various project phases and how involving communities makes policies, systems, and environmental changes effective.
