

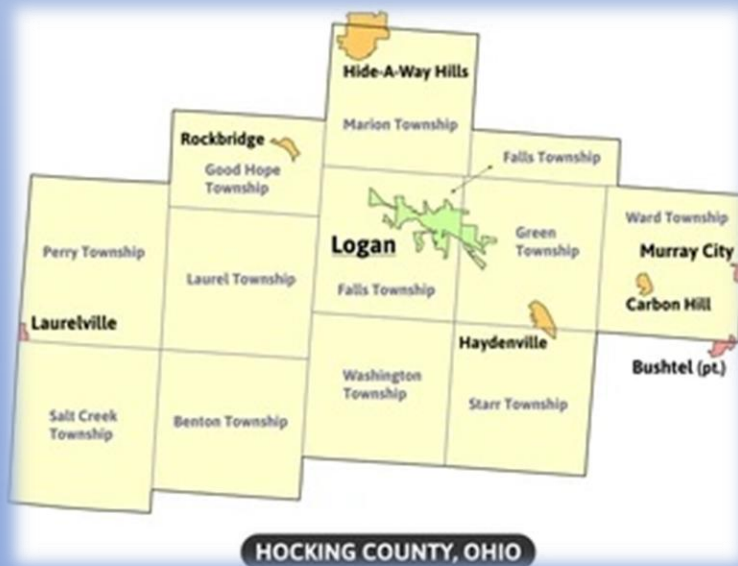


**Public Health**  
Prevent. Promote. Protect.

Hocking County Health Department

# REDUCING TOBACCO USE AMONG COMMUNITY MEMBERS WHO ARE EXPERIENCING LOW SOCIOECONOMIC STATUS IMPACTS IN HOCKING COUNTY, OHIO: 5-YEAR STRATEGIC PLAN

July 1, 2022- June 30, 2027



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## **Back Ground**

Many Hocking County residents are experiencing low socioeconomic status (SES). There are about 3,875 residents in Hocking County who are living at or below the federal poverty line, with 18.8% of individuals under the age of 18 falling below the federal poverty line. 14% of residents are experiencing food deprivation, with 20.6% of children in the community experiencing food insecurities (Community Health Assessment, 2020). Current tobacco use in Hocking County is 19.4% and tobacco use during pregnancy is 25.5%. About a quarter of Hocking County residents experiencing low SES also use tobacco. The above data is why Hocking County Health Department chose to focus on low SES as the disparate population.

The Hocking County Health Department, in partnership with community agencies and members, will focus efforts on addressing the burden of tobacco on health inequities for individuals experiencing low SES within Hocking County. The Hocking County Health Equity working group has developed a 5-year strategic plan to improve health equity including disparities in tobacco use for low SES community members.

## **Vision**

To reduce tobacco use and initiation throughout the low socioeconomic communities of Hocking County.

## **Mission**

Our mission is to decrease the burden of tobacco use for Hocking County citizens in the underserved/low socioeconomic population through tobacco prevention and cessation programs, disease prevention education, promotion of a healthy lifestyle, and protection of the environment.

**Goal 1: Promote and increase provider involvement within the low SES community.**

- **Objective:** By June 2025, increase cessation services available for low SES residents of Hocking County, as evidenced by at least 2 new providers that are trained and begin implementing AAR.
- Strategies: Provider Involvement and Education
  - Identify current providers and recruit new providers that frequently work with low SES individuals.
  - Pre-assessment for baseline data
  - Local providers to attend training on utilizing the Ask, Advise, Refer process for low SES community.
  - Post-assessment to show increase in knowledge.
  - Collect agreements from providers whom plan to use Ask, Advise, Refer (AAR).
  - Add at least 2 new tobacco cessation providers that can provide cessation services to Medicaid patients.

**Goal 2: Implement media campaigns throughout the low SES community to increase awareness of tobacco cessation services.**

- **Objective:** By June 2025, reach 750 low SES community members through outreach activities and media campaigns, as evidenced by media campaign analytics and event attendance.
- Strategy 1: Unpaid Outreach and Media
  - Complete environmental scan and utilize data from CHIP/CHA to find all low SES areas within Hocking County.
  - Develop and implement unpaid media or outreach activities focused on tobacco cessation within low SES communities.
  - Research upcoming opportunities and outreach events in all of Hocking County.
  - Speak at community events using presentation boards and promotional items to educate on tobacco cessation.
- Strategy 2: Paid Outreach and Media

- Gather partner support to fund a mass media campaign that focuses on cessation service awareness throughout the low SES community, specifically for Medicaid patients.
- Implement media in multiple forms and heavily distribute in the low SES community.

**Goal 3: Pass a TRL policy, by increasing awareness of the need for tobacco retail licensing within the low SES community.**

- **Objective:** By June 2027, reduce access and availability of tobacco products to Hocking County residents, as evidenced by a newly adopted and implemented TRL policy/law through education and support reaching 750 individuals of the low SES community.
  - Strategy 1: Education on TRL (Tobacco Retail License)
    - Educate community member and/or decision makers on the importance of Tobacco Retail Licensure.
    - Meet with local schools, recreational centers/clubs, and parents to gain recruit support.
  - Strategy 2: Partnerships and Agreements
    - Gain support for TRL policy by securing agreements and partnership support from decision-makers.
    - Signed support agreement.
    - Develop policy material for TRL.
  - Strategy 3: Adoption of Policy
    - Pass a tobacco retail license policy, impacting all Hocking County residents.
    - Submit policy/legislation to ODH for approval.
    - Collect compliance data regularly to monitor success of policy.

**Goal 4: Increase usage of the Ohio Tobacco Quitline through education and promotion.**

- **Objective:** By June 2027, increase the number of Ohio Tobacco Quit Line Medicaid enrollments by 15% above June 2022.
  - Strategy: Ohio Tobacco Quitline Promotion
    - Collect data through the Ohio Tobacco Quitline
    - Educate providers and community partners

- Promote quit line in low SES communities.

**Action Plan**

**Goal 1: Promote and increase provider involvement within the low SES community.**

- **Objective: By June 2025, increase cessation services available for low SES residents of Hocking County, as evidenced by at least 2 new providers that are trained and begin implementing AAR.**

<b>Strategy:</b>	<b>Action Steps</b>	<b>Responsible Person/Party</b>	<b>Timeframe</b>	<b>Collaborators (other than responsible person/party)</b>
<b>Provider Involvement and Education</b>	1. Identify current local providers that work with low SES individuals (individuals on Medicaid)	Misty Tigner	September 2022	Hopewell Health Center, Help Me Grow, WIC, Foodbank, Inspire Shelter
	2. Recruit identified and new local providers from locations frequented by low SES individuals, such as doctors' offices, foodbanks, transportation services, inspire shelter, etc.	Jody Braden Misty Tigner Ashley Mount	June 2023	
	3. Pre-assessment to measure baseline knowledge of participating providers.	Misty Tigner	March 2023	
	4. Provide AAR training to the providers.	Kahla Cospers	April 2023	
	5. At training discuss the importance of partnering with HCHD. Hand out referral	Kahla Cospers	April 2023	

	agreements to all in attendance.			
	<b>6.</b> Collect all agreements by June 2023.	Jody Braden	June 2023	
	<b>7.</b> At the end of the training, conduct post assessment to measure knowledge increase.	Misty Tigner	May 2023	
	<b>8.</b> Add at least 2 new tobacco cessation providers that can provide cessation services to Medicaid patients through AAR training.	Lacey Blain	June 2025	
<b>Anticipated Barriers:</b>	Reaching those that do not come in contact with these providers.			
<b>Potential Ways to Overcome Anticipated Barriers:</b>	Involve a member of low SES community to help reach all providers that they may come in contact with.			
<b>Required Resources:</b>	PowerPoint presentation, SurveyMonkey, members of the community.			
<b>Goal 2: Implement media campaigns throughout the low SES community to increase awareness of tobacco cessation services.</b>				
<b>Objective: By June 2025, reach 750 low SES community members through outreach activities and media campaigns, as evidenced by media campaign analytics and event attendance.</b>				
<b>Strategies:</b>	<b>Action Steps</b>	<b>Responsible Person/Party</b>	<b>Timeframe</b>	<b>Collaborators (other than responsible person/party)</b>
<b>1: Unpaid Outreach and Media</b>	<b>1.</b> Environmental scan of each community	Ashley Mount	June 2023	Ebenezer Baptist Church, Head Start, Home Tavern, Commissioners office, Mayors office, Green
	<b>2.</b> Using CHIP and CHA as well as maps to find all low SES areas	Misty Tigner Janell Swart Beth Helber	June 2023	



	within the county for media focus.			and Laurel Township officers
	<b>3.</b> Flyers, infographics, placemat ads, etc to be distributed in all low SES communities	Jody Braden Beth Helber Misty Tigner	June 2023	
	<b>4.</b> Distribute promotional items at outreach evens such as Kidpalooza, Ad Days, Washboard Festival, County Fair, etc.	Ashley Mount Lacey Blain Jody Braden	June 2023	
	<b>5.</b> Research upcoming opportunities for outreach in all of Hocking County.	Janell Swart Ashley Mount	June 2023	
	<b>6.</b> Speak at community events using presentations boards, educational images, and promotional items with OTQL information.	Lacey Blain Janell Swart	June 2023	
<b>2. Paid Outreach and Media</b>	<b>1.</b> Recruit, increase awareness, and develop media campaign about what to expect when being referred to the Ohio Tobacco Quit Line and other cessation services.	Ashley Mount Janell Swart	June 2025	Radio, newspaper, and other advertising services

	2. Implement media into multiple forms across the county and heavily distributed in the low SES community. Using Facebook, radio, TV, placemats, bulletins.	Jody Braden Beth Helber	June 2025	
<b>Anticipated Barriers:</b>	Reaching the 750 individuals in their communities, due to lack of resources and businesses in their area. Lack of funding support			
<b>Potential Ways to Overcome Anticipated Barriers:</b>	Advertise in all of Hocking County and utilize telephone poles and other community bulletin boards available in the community. Choosing the best media outlet for funds to reach the most people.			
<b>Required Resources:</b>	Promotional items, access to lamination for outdoor advertising, maps, CHIP and CHA reports. Canva and other design space support			
<b>Goal 3: Pass a TRL policy, by increasing awareness of the need for tobacco retail licensing within the low SES community.</b>				
<b>Objective: By June 2027, reduce access and availability of tobacco products to Hocking County residents, as evidenced by a newly adopted and implemented TRL policy/law through education and support reaching 750 individuals of the low SES community.</b>				
<b>Strategy:</b>	<b>Action Steps</b>	<b>Responsible Person/Party</b>	<b>Timeframe</b>	<b>Collaborators (other than responsible person/party)</b>
<b>1: Education on TRL</b>	1. Educate community member and/or decision makers on the importance of Tobacco Retail Licensure.	All task force members	June 2023	Community leaders, school system, local businesses
	2. Educate and train about community readiness model Educate on the importance of TRL	Kahla Cospers Ashley Mount	June 2024	

	Educate on tobacco marketing tools that are used. Educate through social media posts, events, resources within the low SES community.			
	<b>3.</b> Meet with local schools, recreational centers/clubs, and parents to gain recruit support	Janell Swart Jody Braden	June 2025	
<b>2: Partnerships and Agreements</b>	<b>1.</b> Meeting with stakeholders, educating and expanding outreach to gain support of leaders	All task force members	June 2025	Local businesses, community leaders
	<b>2.</b> Signed support agreement by decision makers at a public meeting	Misty Tigner Jody Braden Beth Helber	June 2026	
	<b>3:</b> Develop TRL policy materials for adoption.	Law enforcement Jody Braden	June 2026	
<b>3: Adoption of Policy</b>	<b>1:</b> Pass TRL impacting all Hocking County residents.	Kahla Cospers	June 2027	Local businesses, community leaders
	<b>2.</b> Submit policy/legislation to ODH	Kahla Cospers	June 2027	
	<b>3.</b> Collecting compliance data regularly to monitor success of policy.	Kahla Cospers Ashley Mount Law enforcement	June 2027 and beyond	

<b>Anticipated Barriers:</b>	Lack of support in the low SES community. Reaching leaders of the community.			
<b>Potential Ways to Overcome Anticipated Barriers:</b>	Look for different cost options. Educating on the long-term health effects of tobacco use. Expanding our task force group by asking everyone to invite someone else to the meeting.			
<b>Required Resources:</b>	Law enforcement to help with compliance checks. Meeting space, educational material.			
<b>Goal 4: Increase usage of the Ohio Tobacco Quitline through education and promotion.</b>				
<b>Objective: By June 2027, increase the number of Ohio Tobacco Quit Line Medicaid enrollments by 15% above June 2022.</b>				
Strategy	Action Steps	Responsible Person/Party	Timeframe	Collaborators (other than responsible person/party)
<b>Ohio Tobacco Quitline Promotion (OTQL)</b>	1. How many providers/agencies that work with low SES are currently providing cessation services?	Beth Helber Jody Braden	June 2022	Local providers, Job and Family Services, Foodbank, Help Me Grow
	2. Baseline data collection through the OTQL spreadsheet	Ashley Mount	June 2022	
	3. Educational material at all providers locations regarding the OTQL advantages	Misty Tigner Janell Swart	June 2023	
	4. Promote quit line in low income communities and the benefits of using this resource	Jody Braden Beth Helber Lacey Blain	June 2024	
	5. Monitor data at mid-point through the OTQL spreadsheet	Ashley Mount	June 2025	
	6. Monitor data near end point through the OTQL spreadsheet.	Ashley Mount	June 2027	

<b>Anticipated Barriers:</b>	Facility for training. Not all individuals sign up for the quit line when trying to quit.
<b>Potential Ways to Overcome Anticipated Barriers:</b>	Virtual training. Encourage all to sign up and advertise at all available locations.
<b>Required Resources:</b>	Team meets, google meetings. ODH quit line data.

**References:**

[https://www.cdc.gov/tobacco/data\\_statistics/evidence/pdfs/comprehensive-TCP-508.pdf](https://www.cdc.gov/tobacco/data_statistics/evidence/pdfs/comprehensive-TCP-508.pdf)

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