



Office of the City Manager

MEMORANDUM

Date: July 24, 2013
To: Honorable Mayor and
Members of the City Council
From: Christine Daniel, City Manager *CD*
Subject: Berkeley Youth Alternatives 510-Free From Tobacco Activities

INTRODUCTION

In FY 2011, the City received a competitive grant award of \$425,000 for three years from the California Department of Public Health (CDPH) for the 510-Free From Tobacco Program. One requirement of the program was that 50% of the funding be directed to consortium partner Berkeley Youth Alternatives (BYA). Beginning in FY2014, CDPH has granted the City an additional \$283,200 for two years of funding to continue tobacco work in our community. These new dollars will focus on activities to reduce tobacco litter and reduce tobacco marketing to youth.

FINANCIAL IMPLICATIONS

In FY11-FY13, Berkeley Youth Alternatives received \$212,500. For FY14-FY15, they will receive an additional \$141,600 for a total not to exceed amount of \$354,100 from July 1, 2010 through June 30, 2015.

BACKGROUND

The City of Berkeley receives tobacco funding from the California Department of Public Health to conduct activities that prevent youth from initiating smoking and promote the social norm against tobacco smoking. For many years, special project funds have been used to support ongoing Proposition 99 tobacco prevention programming. Berkeley activities utilize a youth development model with 5-10 youth ages 18-25 hired annually to conduct program activities and receive professional development training and mentoring.

In FY11-FY13, BYA worked collaboratively with the City's Tobacco Prevention Program on a number of activities including:

- 1) Hiring, training and mentoring over 15 hourly BYA youth employees to conduct tobacco education activities while developing job skills and knowledge of tobacco issues.

- 2) Education promoting supporting the FDA regulating the use of menthol in cigarettes;
- 3) Environmental mapping of patterns of tobacco sales in Berkeley;
- 4) Development of photovoice materials to augment environmental mapping;
- 5) Brief interventions of 15 minute sessions to help smokers stop smoking;
- 6) Tobacco prevention/education and cessation information at community events such as Juneteenth;
- 7) Educational presentations to policy makers such as the Community Health Commission;
- 8) Monitoring of and publicizing tobacco advertising targeting youth and low income communities on the internet, in print, and through direct mail; and
- 9) Presentation of workshops to middle school and high school students on the tobacco companies marketing strategy of targeting youth and African American, Latino and low-income communities.

In FY14-FY15, BYA will continue to work collaboratively with the City's Tobacco Prevention Program on activities that will reduce tobacco marketing to youth. In addition, work will begin on new activities to reduce tobacco litter in Berkeley and thus in the city's creeks, San Francisco Bay and ocean. Activities will include:

- 1) Hiring, training and mentoring 5-10 hourly BYA youth employees to conduct tobacco education activities while developing job skills and knowledge of tobacco issues.
- 2) Update environmental mapping of patterns of tobacco sales in Berkeley;
- 3) Update photovoice materials to augment environmental mapping;
- 4) Work with store owners/managers to support them in voluntarily adopting policies reducing marketing to youth;
- 5) Continue presentation of workshops to middle school and high school students on the tobacco companies marketing strategy of targeting youth and African American, Latino and low-income communities;
- 6) Conduct an environmental tobacco litter audit at key locations;
- 7) Collaborate with partners such as the Ecology Center to conduct activities that increase community awareness and education regarding tobacco waste; and
- 8) Develop and conduct workshops that provide information on tobacco litter as an environmental, economic and quality of life issue.

cc: William Rogers, Deputy City Manager
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Janet Berreman, Public Health Officer
Mark Numainville, City Clerk
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