



ANCHOR

ACCELERATING NATIONAL COMMUNITY HEALTH OUTCOMES THROUGH REINFORCING PARTNERSHIPS

HEALTHY LIVING INCLINE VILLAGE: SMOKE-FREE SIGNS



Incline Village, a community of 8,000 residents on the beautiful North Shore of Lake Tahoe, Nevada, hosts up to 60,000 people at peak tourist times. Visitors come to enjoy its trails, beaches, parks, ski resort, tennis center and three golf courses. Healthy Living Incline Village is a community coalition working to increase awareness of the dangers of secondhand smoke and help transform Incline Village into a smoke-free community. The coalition includes residents; health care professionals, including the Washoe County Medical Society; health agencies such as the American Heart Association, American Lung Association and American Cancer Society; environmental groups; the North Lake Tahoe Fire Protection District; and the Washoe County Health District.

The Challenge

Nevada leads the nation in exposure to second-hand smoke, according to the 2009-10 National Adult Tobacco Survey from the National Center for Chronic Disease Prevention and Health Promotion. Secondhand smoke contains more than 7,000 chemicals; hundreds are toxic and about 70 can cause cancer. Other communities have already taken up the smoke-free air challenge. A total of 30 states, along with Puerto Rico and the District of Columbia, have laws that require smoke-free workplaces, restaurants or bars, and hundreds of municipalities in the United States have local laws to restrict where smoking is allowed.



"Smoke free beaches, trails and parks, and the tobacco-free campus of Sierra Nevada College will set a new gold standard of health in Nevada."

- Lisa Sheretz, ANCHOR Regional Campaign Manager

The Solution

An overwhelming majority of Incline Village residents – 89 percent - believe it is important to have a smoke-free environment in all workplaces, and 86 percent agree all workers should be protected from secondhand smoke, according to a 2013 survey by the American Lung Association. The coalition will help build momentum to create smoke-free environments through an array of communications to spread science-based evidence about the health and environmental impacts of tobacco. The coalition is spreading the word through paid and earned media and working to gain endorsements from community business and government groups. The long-term goal is to create a population motivated to demand change in their community.

Sustaining Success

During the next eight months, Healthy Living Incline Village will roll out an educational and awareness campaign covering the Incline Village and North Lake Tahoe market. The campaign will integrate grassroots outreach and public engagement to raise awareness and create social momentum to reduce secondhand smoke exposure in beaches, parks and trails, and college campus. The coalition will work with the Diamond Peak Ski Resort manager to place smoke-free signage and with Incline Village General Improvement District Parks and Recreation Department to inventory signage needs for all recreation facilities.

The communication strategy will include billboard, radio, print and social media, as well as public service announcements. Coalition members will also present at community events and health fairs, and meetings of local chambers, tourism and civic groups, and neighborhood associations.

Sustainability Efforts

The coalition's continued partnership with the Parks and Recreation Department will include sharing polling results, offering advice on signage and providing technical assistance and approaches for smoke-free environments, best practices and examples from other communities.

Policy, System and Environmental Change

Healthy Living Incline Village is dedicated to reducing exposure to secondhand smoke. The coalition is educating people about detrimental health effects of secondhand smoke and minimizing anxiety among tourism interests who fear smoke-free policies because of potential business loss. This education is influencing individual and local environmental change, and is creating an atmosphere in which meaningful change can occur in the near future.

Results

The coalition worked with the Parks and Recreation Department to display smoke-free signs during the community's popular July 4th "Red, White and Tahoe Blue" events. The signs were well received; after the event, the Parks and Recreation Director asked to keep and use the signs at Incline Village events throughout the summer season.

Thousands of die-cut decals, popular with youth and tourists, have been donated by the Healthy Living Incline Village partner, the American Lung Association, and are distributed at local businesses in support of smoke-free efforts.

The signs and decals inspired the Washoe County Health District to apply for funding to build additional momentum to distribute smoke-free event signs to use at events in the Reno-Sparks area. The Healthy Living Incline Village signs will also be used in fall 2015 to help the city of Reno consider development of smoke-free signs and policies at their own outdoor events.

Get Involved

Healthy Living Incline Village will continue to identify additional opportunities for education and outreach, as well as to invite additional key partners to join the efforts. To show support for smoke-free communities, contact the American Heart Association's Reno office for more information on how to get involved.