

Tobacco and Vape Free OC Coalition



Purpose

From 2017-2021, the Orange County Tobacco Use Prevention Program (TUPP) aimed to recruit and maintain at least 7 culturally and ethnically diverse organizations or non-traditional partners to engage in tobacco control activities with the Tobacco and Vape Free OC Coalition.



Why?

In Orange County's central and north regions, disadvantaged populations, including residents of color, are at a higher risk for tobacco use and tobacco-related health disparities and inequities. TUPP partnered with the Tobacco and Vape Free OC Coalition with a goal to increase diversity within the coalition by engaging diverse and non-traditional partners in the coalition's tobacco control activities.

What was done to achieve the goal?

- A full-time Coalition Coordinator was hired to manage the coalition.
- A new member recruitment packet was created and sent to 36 prospective coalition members.
- In 2019, city work groups were established in Anaheim, Garden Grove, Santa Ana and Westminster to address tobacco-related health disparities and inequities in those cities.
- 26 coalition meetings and 46 city work group meetings were conducted.
- 6 capacity-building trainings were conducted to provide the coalition with education on tobacco control campaigns and strategies.
- Coalition members completed routine surveys to monitor, track and assess coalition diversity, operations, membership and outcomes.

OUTCOME

- The goal was met and surpassed. The following 9 diverse and non-traditional partner agencies were recruited and maintained for at least two years of the grant cycle.
 - CalOptima
 - Community Action Partnership of Orange County
 - Health Access California/LGBTQ Statewide Coordinating Center
 - Latino Coordinating Center
 - LGBTQ Center OC
 - The G.R.E.E.N. Foundation
 - University of California, Irvine Chao Family Comprehensive Cancer Center
 - Wellness & Prevention Center
 - Westminster Family Resource Center
- Coalition membership increased from 24 members in 2018 to 67 members in 2021.
- The city work group meetings reached as many as 48 participants monthly.

Lessons Learned and Recommendations

- Increase the recruitment and retention of diverse and non-traditional partners by working with the coalition to develop a new member recruitment and retention plan.
- Enhance the quality and frequency of support to diverse and non-traditional partners by expanding the recruitment, retention and engagement data tracking system.

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