

# Communities of Excellence (CX): Orange County Tobacco Control Needs Assessment



## Purpose

The Orange County Tobacco Use Prevention Program (TUPP) virtually carried out a needs assessment called the CX process with community residents and organizations to prioritize tobacco control work.



## Why?



TUPP conducted a CX process to set priorities and goals, and to develop a new work plan to reduce smoking, vaping and exposure to secondhand smoke in Orange County (OC). Community members and organizations were equal partners in this process to ensure their perspectives helped determine what work we do together. TUPP created a colorful "Wild in OC" safari theme for this community engagement process to identify tobacco-related needs for OC.

## What was done to achieve the goal?

- TUPP created a safari theme to make the process fun, enjoyable, and engaging for participants.
- TUPP conducted orientations and prepared data sheets on tobacco-related topics to discuss during the data party sessions.
- Participants ranked the tobacco-related topics based on the data and discussion during the sessions.
- As a result, TUPP developed a workplan for the 2022-2025 project cycle.

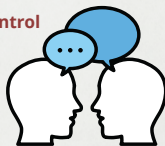
At the end of the project, TUPP staff had engaged 90 participants in 20 1.5-hour virtual group sessions via Zoom to rate and prioritize 19 tobacco-related topics.



## OUTCOMES

Based on feedback gathered from this CX process, TUPP will address the following issues starting in January 2022:

- Smokefree Parks and Outdoor Recreational Areas in Cypress, Garden Grove, and Westminster
- Smokefree Multi-Unit Housing and Menthol/Flavored Tobacco Ban in La Habra
- Community Engagement in Tobacco Control



## Lessons Learned and Recommendations

- Develop a fun theme to make the process appealing and enjoyable to participants.
- Have all staff participate in various stages of recruitment and implementation to reach a diversity of participants.
- Offer in-person and virtual participation to community members.
- Have a more in-depth orientation to clarify the purpose of the CX process.

For more info: Rhonda Folsom, Project Director  
(714) 834-7635, [rfolsom@oohca.com](mailto:rfolsom@oohca.com)