

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: HEALTH SERVICES AGENCY

BOARD AGENDA # B-19

Urgent Routine

AGENDA DATE July 31, 2001

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT: ACCEPTANCE OF PRESENTATION OF TOBACCO EDUCATION QUILTS BY THE STANISLAUS
COUNTY HEALTH SERVICES AGENCY TOBACCO EDUCATION PROGRAM

STAFF
RECOMMEN-
DATIONS:

ACCEPT THE PRESENTATION OF TOBACCO EDUCATION QUILTS BY THE STANISLAUS
COUNTY HEALTH SERVICES AGENCY TOBACCO EDUCATION PROGRAM.

FISCAL
IMPACT: None

BOARD ACTION AS FOLLOWS:

No. 2001-577

On motion of Supervisor Caruso, Seconded by Supervisor Mayfield
and approved by the following vote,

Ayes: Supervisors: Mayfield, Blom, Caruso, and Chair Paul

Noes: Supervisors: None

Excused or Absent: Supervisors: Simon

Abstaining: Supervisor: None

1) X Approved as recommended

2) Denied

3) Approved as amended

MOTION:

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

By: Deputy

Christine Ferraro

File No.

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DISCUSSION: The Board of Supervisors has been supportive of tobacco prevention efforts in Stanislaus County since the beginning of this campaign, demonstrated by the fact that this County was one of the first in the state to adopt a Smoking Ordinance. Other notable accomplishments include a 38% increase in compliance with the Smoke Free Workplace Law provision that includes bars, taverns and gaming clubs, and the adoption of a policy by the Stanislaus County Sheriff's Posse Rodeo to not accept tobacco company sponsorship or advertising at their annual rodeo. Additionally, the youth driven "Teen Television Tobacco Talk Show" was created through a partnership between KAZV, the Tobacco Education Program, Youth Advocates Promoting Better Health, and other youth groups in the County.

One project that deserves special attention is the "Quilt Project", which was initiated in 1998 by the Stanislaus County Health Services Agency's Tobacco Education Program. T-shirts containing tobacco advertising were collected with the help of students from local middle schools, the Safety Center and gear exchanges held in honor of World No Tobacco Day and the Great American SmokeOut at Camelot Amusement Park, at the Discovery Shop and at the Vintage Faire Mall.

Thanks to the help of the Volunteer Center through the United Way and the Senior Center Quilters, two wonderfully creative volunteers were found and two quilts were made. One quilt was created using t-shirts collected from adults with very large graphic photographs illustrating the disfiguring and harmful effects of using tobacco products. The second quilt was composed of tobacco t-shirts collected from children and has tobacco facts written throughout the colorful patchwork.

The quilts were created to be unique teaching tools as traveling displays illustrating the truth about the effects of using tobacco products. They show, patch by patch, the great contradiction between the false positive message from the tobacco t-shirts and the true negative results that come from tobacco use.

The quilts have generated great interest and media coverage. The Modesto Bee ran a full-page feature article called "Nicotine Patches" with a large photograph of the quilts on the Teen Buzz page. KAZV highlighted the quilts several times in their news report. The Teen Tobacco Talk Television Program discussed their creation and used them as a background for several of their programs. Since May of 1999 the quilts have made many appearances in the lobby of theatres, in libraries, in the American Cancer Society's Discovery Shop window, and have been displayed at Teen Conferences and community and sporting events.

Through the Board's continued support, the Health Services Agency will continue to work toward reducing the number of smokers and smoking related diseases through prevention, youth development, and policy implementation.

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**POLICY
ISSUES:**

This presentation creatively demonstrates one way that the Health Services Agency Tobacco Education Program is partnering with our community to achieve the Board's goal of providing a safe, healthy community.

**STAFFING
IMPACTS:**

None