



TOBACCO PREVENTION, EDUCATION & POLICY PROGRAMS

Empowering people of all ages to stand up to tobacco, the leading preventable cause of death in the US

Sacramento Taking Action Against Nicotine Dependence

The program also known as STAND, got its start in 2000 as Students Taking Action Against Nicotine Dependence through tobacco prevention work done at college campuses by student advocates.



Through the **Learn, Breathe, Choose Tobacco Free Campuses** campaign, STAND advocated for the University of California and California State Universities to divest from tobacco stock, stop selling tobacco on campus and policies that prevented exposure of secondhand smoke in dorms and in outdoor areas on campus. STAND has been very involved with the Los Rios community college campuses since 2002 as well, helping to establish and amend smoke-free policies. **As of fall 2016, all four campuses will be smoke, tobacco and vape free protecting more than 100,000 students, staff and faculty.**

The **Live, Breathe, Choose Smoke-free** multifamily housing campaign, empowers and organizes the community to advocate for smoke-free housing to reduce exposure to secondhand smoke where people live by encouraging multifamily housing owners, property managers and local governments to implement smoke-free policies. The cities of Rancho Cordova and Folsom prohibit smoking in some areas of multifamily housing and there are over 300 properties that voluntarily prohibited smoking. They can be found at SmokeFreeRental.com, which is a free, searchable database of nonsmoking rentals throughout California. This joint Breathe California project was accomplished with the Rental Housing Association of Sacramento Valley.



The **R3Crew** (Research, Reach Out and Resources), is a Community and Academic Research Award (CARA) pilot project between Breathe California and UC Davis Medical Center. The R3Crew is a group of college students dedicated to helping their peers on college campuses become nicotine-free. The R3Crew is currently at Sacramento City College with a goal to expand to all four of the Los Rios Community College District campuses in fall 2016.

Thumbs Up! Thumbs Down!



Thumbs Up! Thumbs Down! is a research project designed to raise awareness among young people regarding the impact of tobacco use in the movies and other media, and to eliminate the influence of tobacco in film. Youth volunteers between the ages of 14-22 are trained to analyze tobacco content in films grossing more than \$1,000,000. TUTD has been analyzing tobacco use in films since 1995 and has trained more than 1,000 youth volunteers who have reviewed over 2,000 films. **44% of adolescent smoking initiation can be credited to exposure to smoking in movies** (Dartmouth). Reducing tobacco use in film productions will reduce the number of young people that may begin a deadly habit. The movie data is posted on scenesmoking.org and is used by university-level researchers, public health professionals, and is regularly published in leading public health and medical journals such as the U.S. Center for Disease Control's Morbidity and Mortality Weekly Report.