

Program Components

Multi-Media Campaign

- Develop and produce multi-media products to support a comprehensive tobacco prevention media campaign

Smoke-Free Outdoor Parks and Recreational Areas

- Facilitate the adoption of Outdoor Smoke Free Recreation Ordinances (ORO)
- Distribute signage for municipalities that pass an ORO

Point of Sale (POS) Initiatives

- Reduce youth access to tobacco products, facilitate the adoption of POS strategies in municipalities with retailers within proximity to schools
- Implement Rutgers Community Audit process to characterize tobacco advertising and product availability in retail stores
- Utilize the Point-of-Sale Strategies Tobacco Control Guide to identify best practice POS interventions from the following list:
 - Reducing the number of tobacco retail outlets
 - Restricting the location of tobacco retail outlets
 - Requiring a minimum distance between tobacco retail outlets
 - Requiring the posting of Quitline information in retail stores
 - Implementing content-neutral advertising laws
 - Prohibiting the sale of flavored non-cigarette tobacco products
 - Regulating the sale of e-cigarette and other nicotine delivery systems

Smoke-Free Multi-Unit Housing

- Distribute Smoke-Free Multi-Unit Housing Toolkit for Landlords
- Provide technical assistance to housing authorities, landlords and property managers to facilitate in the adoption of 100% smoke-free housing policies
- Promote and highlight smoke-free housing options through celebratory banners and NJPN's
- Smoke-Free Housing Directory at <http://chnj.njpn.org/focus-areas/tobacco-free-living/find-smoke-free-housing/>

Smoke-Free Worksite Wellness policies

- Promote the benefits of 100% smoke-free worksite policies with businesses, chambers of commerce and other business associations
- Provide technical assistance to businesses to facilitate in the adoption of 100% smoke-free worksite policies
- Encourage use of the Working Well in New Jersey Toolkit to improve worksite policies to include tobacco and other health related issues.

For more information about the NJ SAG on Tobacco Prevention, contact Jenna@NJPN.org.