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Handout*

CAPE COD REGIONAL TOBACCO CONTROL PROGRAM

HISTORY AND SCOPE OF SERVICES

- The Cape Cod Regional Tobacco Control Program (CCRTCP) was created in 1994 as a division of the Barnstable County Department of Health and Environment, funded by a voter-mandated \$.25-cent tax on cigarettes during the November 1992 elections. On February 16, 1995, Mr. Robert Collett joined the staff as a Health Educator, and became Program Director in January 1999. Additional funding for the Massachusetts Tobacco Control Program was secured through the 1999 Attorneys General Settlement with the tobacco industry, while the United States Centers for Disease Control has also historically provided monetary support for state programs. While funding was quite adequate during the early years of Tobacco Control in Massachusetts, it has been drastically reduced since 2003. The state program now receives only 0.05% of the funding that had originally been intended for tobacco education, policy development, and enforcement. The current budget under the new contract is \$122,000, reduced from \$139,000. The recent reduction forced a geographic restructuring of the program's service area, eliminating 6 off-Cape municipalities that had been collaborative members since 2003. The Program also lost a 19-year part-time employee as a result of the reduction.
- The CCRTCP provides services to all Cape Cod municipalities (except Dennis, which effectively withdrew from the program in 2012), the six towns of Martha's Vineyard and Nantucket. Since the Massachusetts Tobacco Control Program strongly encourages collaborative, regional programs, 2 off-Cape municipalities, Wareham and Plymouth are also members of CCRTCP.

The role of CCRTCP in these communities has evolved since the inception of the program, as its initial focus was on educating the public and community stakeholders on the dangers of tobacco use and exposure to environmental tobacco smoke. Following this initial phase, great effort was made to encourage local municipalities to adopt smoke-free indoor public places and workplaces, and to implement regulations designed to make the procurement of tobacco products much more difficult for our local youth. While these challenges proved quite difficult, Cape Cod became the first geographic region in Massachusetts to become smoke-free, to the great surprise of the Massachusetts Department of Public Health and many other public health experts, due to the tourism-based economy of the region. While policy development and implementation has been ongoing in all municipalities, particularly regarding Youth Access to Nicotine Delivery Products, a great deal of time and effort is now devoted to

the enforcement of the regulations that our communities have adopted over the past 23 years. Smoke-Free Public Housing has also been a major initiative for the CCRTCP over the past six years. As a result, thousands of Cape Cod residents are now free from environmental smoke exposure within their multi-unit dwellings.

It should be noted that the CCRTCP has consistently been lauded by the MDPH as a leading local Tobacco Control Program, in a state that is considered one of the top two such programs in the United States. CCRTCP enjoys positive working relationships with its collaborative members, all of whom have great appreciation for the work that the program has done within member communities.

- Regular Enforcement actions for each community include:

One Inspection of each retailer in every community per fiscal year (approximately 450), plus follow-up inspections of those establishments that are found out of compliance with local and state laws pertaining to tobacco sales.

Two Compliance Checks of each tobacco retailer in each community, plus repeat checks of retailers who sell illegally to a minor.

Annual Merchant Education visits for each tobacco retailer.

Attendance at Board of Health hearings for violations.

Random inspections for compliance with the Massachusetts Smoke-Free Workplace Law
Response to violation complaints of the Massachusetts Smoke-Free Workplace Law.

- Over the past 14 months, the Program has provided dozens of Educational Workshops to local school staff and parents, addressing the electronic cigarette, or "Vaping" epidemic which has quickly emerged as a public health crisis among our youth. Data shows that these devices are being used at a far greater rate than cigarettes ever have been by teens and young adults. Recently adopted laws by local municipalities and the State of MA, along with FDA measures taken against major manufacturers of these products should help to mitigate the situation over time.

In addition, Mr. Collett has frequently been called upon to consult with other local Tobacco Programs, having done so nationally and internationally with, including, but not limited to: New York City, the State of New York, the state of North Dakota, San Francisco, CA, communities in South Carolina and Indiana, the State of Rhode Island, and the Republic of Ireland.