

Lee's Summit, MO 2010 Tobacco Ordinance



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Assessment

Stakeholders had prior experience with environmental change

Community Assessment:

- 2005 – Social Hosting Ordinance passed, leading to a decrease in underage parties
- 2007 – Lee's Summit, MO becomes smoke-free with 73% voter approval
- 2010 – Parks and Recreation, LSN SMART Club students and LSC successfully advocate for designated smoke-free areas parks

Identified Problem:

- Students were smoking in public
- Research identified underage tobacco use
- There was no local enforcement mechanism as the local ordinance did not mirror state statute to prohibit underage possession of tobacco – it only prohibited purchase of tobacco by a minor

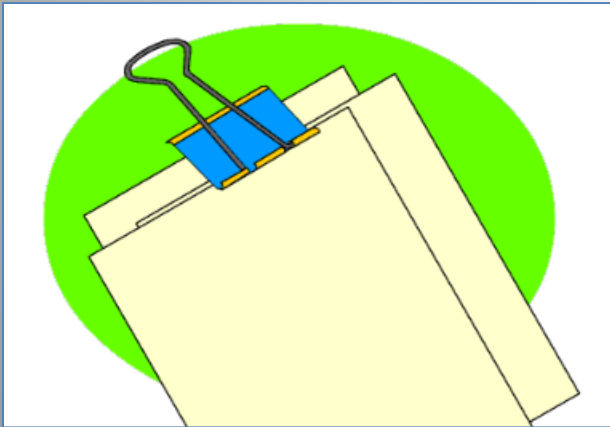
Task Force Creation:

- ✓ Convened stakeholders, including youth
- ✓ Created educational tools on underage use and effects
- ✓ Created marketing plan for awareness and engagement; youth created tools for peers
- ✓ Developed partnerships to offer youth smoking intervention and cessation classes
- ✓ Researched other local ordinances
- ✓ Organized community support²

Community Support

You already need a foundation of goodwill

- ✓ **Engaged** DFC sector reps - Board includes influential adult and youth leaders, e.g., Police Chief, City Council member, School Board member, School District administrator, Youth Advisory Board rep
- ✓ **Identified and reached out** to Legislators, City staff, City committees, Chamber, et al



- ✓ **Requested letters of support** (provided sample)
- ✓ **Created one-page position statement**
- ✓ **Created engagement tools** (list of City Council on website, sample letter)
- ✓ **Created youth-centered, visual events** for media

Ordinance Timeline

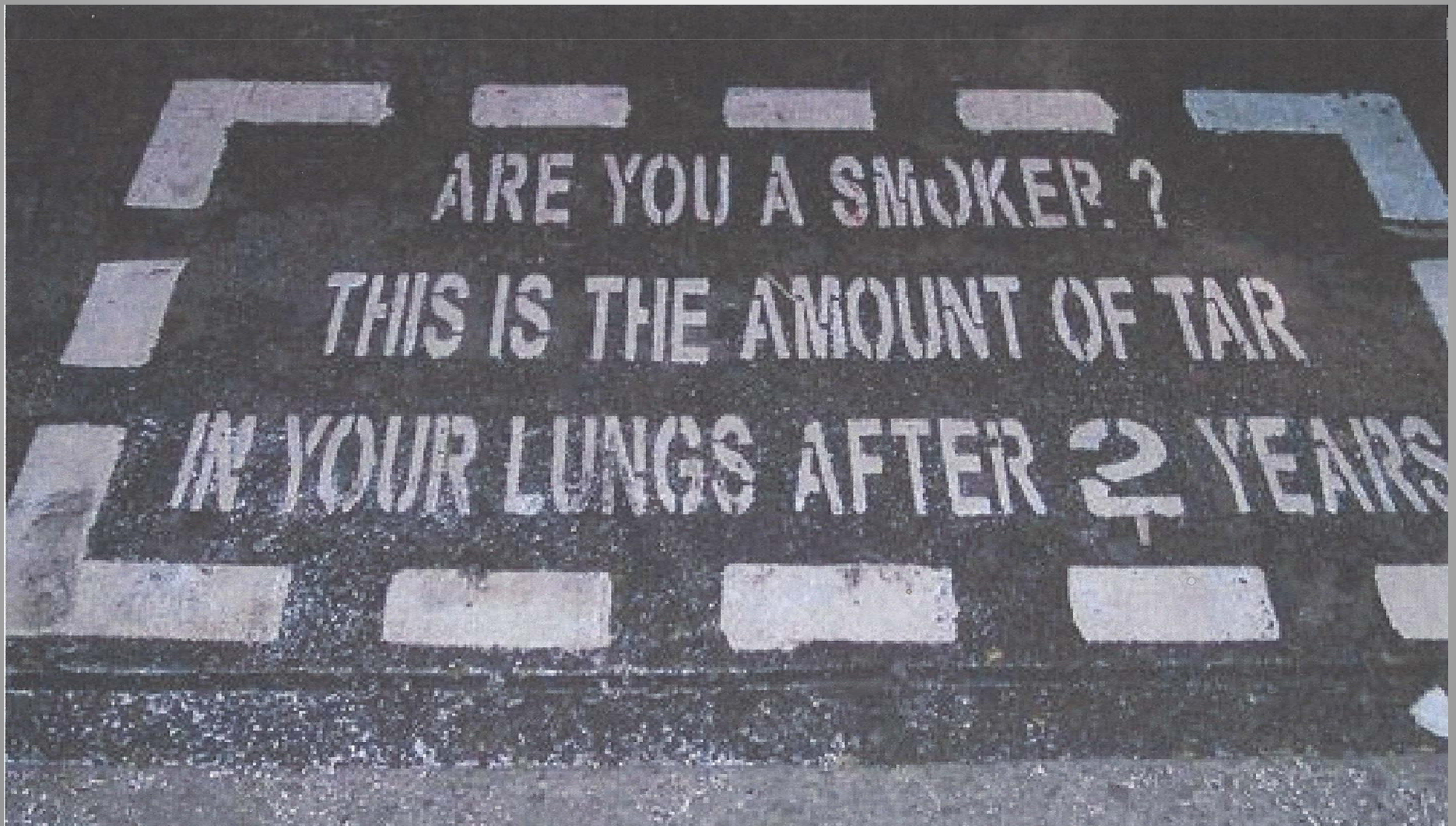


2010 – City Council passes youth Tobacco Ordinance to mirror state statute, prohibiting minors in possession in tobacco

Media Coverage



Example of High School Press Event



Long-term Results

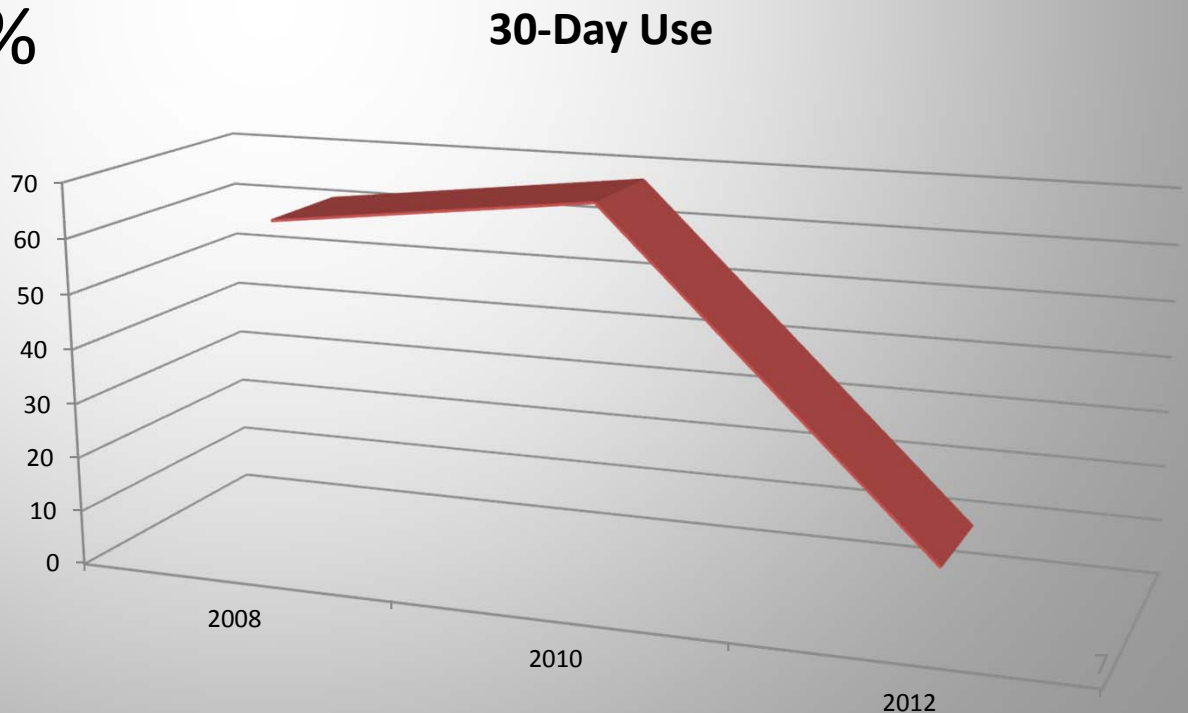
Before ordinance and three years later (2010 – 2013)

↓ 30-day use declined from 69% to 11%

↑ Perception of harm increased from 31% to 88%

↑ Perception of parental disapproval increased from 27% to 93%

MIPs initially spiked, then declined



Contact Information



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*Celebrating 30 years in 2016 as the Lee's Summit
youth substance abuse and violence prevention coalition*

Named Missouri Coalition of the Year in November 2014
by ACT Missouri, the Missouri Substance Abuse Prevention Network,
and the Missouri Division of Behavioral Health