

Lyndon Youth Baseball & Softball (LYBS)

Strategy	Local Policy Enhancements to Prevent Tobacco, Marijuana and Alcohol use
Goal	Prevent Tobacco, Marijuana and Alcohol Use in high traffic and youth areas
IOM Category	Universal Indirect
CSAP Strategy type	Environmental
Evidence based	Yes

Key Activities:

1. *Have all staff and community partners involved in policy work review CADCA's Strategizer 31 Guidelines for Advocacy: Changing policies and laws to create safer environments for youth to understand what activities are and are not considered lobbying.*

(COMPLETE)

- Cheryl Chandler, RPP Coordinator, Northeastern Vermont Regional Hospital (NVRH)
- Tonia Brown, Prevention Consultant, Vermont Department of Health
- Tennyson Marceau, Prevention Specialist (NVRH)

2. *Learn how local policies are adopted and implemented in your area by contacting multiple sources of information including municipal governing offices, town and regional planning department, local law enforcement etc.*

(COMPLETE)

- Tennyson Marceau met with Holly McKeon, the President of the Lyndon Youth Baseball and Softball (LYBS) to discuss important areas youth reside in at sporting functions within town limits and the policies behind the organization and town.
- Tennyson spoke with Kevin McKeon, the maintenance volunteer of (LYBS), Coach of little league baseball and a member of the Town of Lyndon Zoning Board about town and LYBS policy.
- Tennyson and Cheryl met with Rose Sheehan, previous Tobacco Prevention Specialist on what she knew about local policy and what she has done in the past within the towns. (9/12/2017)
- Tennyson also met with Justin Smith, Lyndon Town Manager to break down policy/ ordinance and location between trustees and the select board. (10/27/2017)

3. *Take an inventory of current ordinances, language in the town and regional plans and policies that already exist that would support enhancement related to Tobacco such as policies that limit tobacco use. Submit findings to ADAP using the template provided by the program manager.*

(COMPLETE)

- Lyndon Town Plan: Revised Town Plan adopted by the Lyndon Select board February 9, 2015.
- Ordinances of the Town of Lyndon: Effective 07/29/2017
- Ordinances of the Village of Lyndonville: Effective September 5, 2016
- Lyndon Youth Baseball & Softball League Policies: Reviewed 2/2017
- Village of Lyndonville Annual Report: Year ending December 31, 2016
- Town of Lyndon Annual Report: Year ending December 31, 2016
- Notheastern Vermont Development Association: Volume 1, Regional Goals and Strategies, Amended 2013
- Notheastern Vermont Development Association: Volume 2, Regional Analysis, Amended 2013
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4. *Take an inventory of when town and regional plans expire and are due for revision.*

(COMPLETE)

- LYBS policy was up for revision in January of 2018

5. *Based on readiness and community public health interest, identify specific policy solution(s) on which to focus. Community readiness and interest can be assessed using focus groups, interviews with community members and/or community surveys.*

(COMPLETE)

Policy No. 8 Alcohol/Tobacco Products, Substance Use/Abuse- All Divisions

The use of any or all tobacco or smoking products is defined as all nicotine, tobacco-derived or containing products, and plant based products including, but not limited to, cigarettes (e.g., clove, bidis, kreteks), electronic cigarettes (vapes) and electronic juices containing nicotine, cigars and cigarillos, hookah-smoked products, and oral tobacco (spit and spit-less, smokeless, chew, snuff) and/or any and all alcohol products and/or other drug substance or paraphernalia use is strictly prohibited on Fisher Field property, Shonyo Park/Outing Club property, Northern Vermont University campus and/or any other field/property of play.

6. *Establish a relationship with local leaders and key stakeholders by:*

6A – *Sending a letter of introduction outlining the coalitions' services including education on effective policy solutions.*

(COMPLETE)

- E-mailed introductions of services the Prevention Services division provides
- Outlined Policy details and signage availability
- Received a letter of support in return from the LYBS president

6B – *Interview partners and key leaders to understand their approach to tobacco use and history of efforts, including regional planners.*

(COMPLETE)

- Justin Smith, Town manager of Lyndon
- Holly McKeon, President of Lyndon Youth Baseball & Softball
- Kevin McKeon, Zoning board member for the town of Lyndon
- Kermit Fisher, Lyndon select board member
- Mary Marceau, former president of the Lyndon Chamber of Commerce
- Tonia Brown, Office of Local Health Prevention Consultant

7. *Assess resources (human, data, financial, technical assistance) needed for policy solutions.*

(COMPLETE)

- Terminology change within current policy to reflect the use of all tobacco products containing nicotine. (YRBS 2015)

8. *Identify and contact key community partners to collaborate on advocating for public health.*

(COMPLETE)

- Office of Local Health, St. Johnsbury office
- The Lyndon Chamber of Commerce
- Lyndon Youth Baseball & Softball
- Town Clerks Office
- Northeastern Vermont Regional Hospital
- Kermit Fisher, Select-board member for the Town of Lyndon

9. *Conduct policy analysis and develop written summary of analysis for public dissemination to include:*

A. *The problem to be addressed*

The language in the current policy is out of date and does not correctly cover all the basis of tobacco products which contain nicotine or flavored nicotine.

B. *The policy solution (include any applicable model policies)*

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C. *What the policy will do (It's positive impact)*

By changing the language behind the policy, Staff/volunteers are then able to accurately enforce the policy to those who break it. By being able to enforce the issue, all fields of play with children and adult spectators will then reduce their chances of second-hand smoke and the possibility of generational social norms.

D. *Alternatives and their impact.*

There are no alternatives to updating a policy to go with today's time but an impact to the community is possible. Stigma behind some forms of tobacco products and myths of those products have shaped the minds of the consumers and those individuals may force a resistance to follow the policy.

(NOTE) *Materials for dissemination cannot include any type of "call to action", such as urging elected officials to vote a certain way on a specific policy. See CADCA Strategizer 31 for guidelines on what can and cannot be included in grassroots policy advocacy communications.*

10. *Meet with elected and other public officials to provide information or technical assistance concerning evidence of program or policy effectiveness.*

(COMPLETE)

- During LYBS sign-ups, Tennyson was present to answer questions about the policy to staff of LYBS, parents, citizens, public officials etc.

11. *Broadly share balanced, objective information across large groups of interest parties (e.g. parents, private sector, other non-governmental organizations, state/local policy makers, general public) to highlight evidence-based policy approaches to improve public health. Include examples of best practice and success stories from other municipalities when possible.*

(COMPLETE)

- Front Porch Forum
- Facebook

12. Develop press release highlighting the issue and possibly policy solutions (based on analysis and balanced summary described above). Send press release to local media including print (newspaper) and electronic (television, radio, etc...).

(COMPLETE)

- Press release will be conducted with other smoke-free zones.

13. Identify approach for tracking progress of policy change.

(COMPLETE)

- During next seasons play, coaches, parents, volunteers etc. will provide feedback to the LYBS board on the effectiveness of the policy change.

Additional indicators to be reported to ADAP:

13A – During the past quarter, did you attend any public meetings or hearings (e.g. Select board, planning commission) to provide information and/or technical assistance on policy strategies to reduce youth tobacco use? Yes/No?

(COMPLETE)

Yes, 12/11/2017. I spoke at the end to introduce myself and job title explaining what I do within NVRH.

13B – [If Yes to A] Please indicate the number of meetings attended with each type of decision making body. (Select board, City or Town Council, Regional Planning Commission, Town Planning Commission/ zoning board, or other).

(COMPLETE)

1 meeting 12/11/2017, (Select board)

13C – [If Yes to A] Which types of policy approaches were discussed with the decision making body (ies)? (Language in regional or town plans and/or ordinance establishing principals related to tobacco use, restriction of product placements, raising the sale age to 21, etc...).

(COMPLETE)

- 12/11/2017 – Introductions to possible policy changes within LYBS and no decisions at this time with the LYBS board. (Select board meeting)

13D – During the past quarter, did a policy get placed on the agenda for consideration for approval by the appropriate decision making body (ies)? Yes/No

(COMPLETE)

- Yes, LYBS board

13E – During the past quarter, did a policy get approved? [If Yes] please describe the specific policy (ies) that was approved, including which communities are impacted by the policy. Also please email the policy language as approved to the Regional Prevention Partnerships Program Manager. Also what is the progress of the implementation and what mechanisms are in place for enforcement of the policy?

(COMPLETE)

- The policy was approved in January of 2018. This is a traveling policy that will be made aware in many towns where children will play baseball and/or softball.

SOURCES:

- Lyndon Town Plan: Revised Town Plan adopted by the Lyndon Select board February 9, 2015.
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- Notheastern Vermont Development Association: Volume 1, Regional Goals and Strategies, Amended 2013
- Notheastern Vermont Development Association: Volume 2, Regional Analysis, Amended 2013
- American Nonsmokers' Rights Foundation: Overview list – How many smoke-free laws? October 2, 2017
- American Lung Association: Smoking Restrictions, Vermont, State Legislated Action on Tobacco Issues (SLATI State Information.)
- The Legal Landscape: Vermont's Tobacco Control Laws, Center for Public Health & Tobacco Policy, January 2012
- Tobacco Control Legal Consortium: There is no Constitutional Right to Smoke: March 2008.
- Tobacco Control Legal Consortium: Regulating Tobacco Use Outdoors
- Public Health Law Center: Smoke-free, Tobacco-free places, Outdoors, 2015
- Burlington Free Press: Church Street Smoking Ban Starts with Soft Enforcement. December 15, 2014
- Tobacco 21 Campaign Plan – Coalition for a Tobacco Free Vermont
- Tobacco Free Vermont: 2017 Legislative Agenda, Sustaining Tobacco Control Programs: A return on Investments.
- Vermont Tobacco Control State Plan 2015-2020, July 2016
- Tobacco Free Youth Recreation: City-Owned Outdoor Recreational Facilities Model Tobacco-Free Policy.
- Tobacco Free Youth Recreation: Outdoor Event Model Tobacco-Free Policy.
- Tobacco Free Youth Recreation: Youth Recreational Organization Model Tobacco-Free Policy.

-Assessing the fidelity of implementation of the Strategic Prevention Framework in SPF SIG-Funded Communities: Users Guide and Fidelity Assessment Rubrics, produced by a national workgroup of SPF SIG project directors, evaluators, and the cross-site evaluation team.

CADCA Strategizer 31 – Guidelines for Advocacy: Changing Policies and Laws to Create Safer Environments for Youth: <http://www.cadca.org/sites/default/files/resource/files/strat31.pdf>