

Village of Lyndonville

Strategy	Local Policy Enhancements to Prevent Tobacco and Marijuana Use
Goal	Prevent Tobacco and Marijuana 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 preside 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 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.*

(INCOMPLETE)

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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)

- Smoke-free parks/ recreational areas in the Town Lyndon and village of Lyndonville. (Alternative: Designated smoking areas)
- Designated smoke-free sidewalks in the village of Lyndonville.
- Smoke-free, alcohol-free, and substance-free community events in Town Lyndon and the village of Lyndonville.
- Raise the sale age of tobacco products/alternatives to 21. (18 if you're in the armed forces)
- Restrict tobacco and tobacco alternative retailers from sale XXX amount of feet from any school.
- Restriction of the Alcohol 1st class licensing within the village of Lyndonville.

(See data from community survey)

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)

- Merchant agreement letter.
- The Lyndon opinion letter.
- CADCA Strategizer 31
- Business cards
- Local media announcements of RPP and Tobacco

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
- Jack Harris, Lyndonville Police Chief
- Kermit Fisher, Lyndon select board member
- Mary Marceau, former president of the Lyndon Chamber of Commerce
- Tonia Brown, Office of Local Health Prevention Consultant
- Jack Harris, Chief of Police, Lyndonville Police department
- Lt. Matthew Amadon, Vermont State Police

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

(COMPLETE)

- Survey is complete, totaling 271 surveyors. Survey will be available upon request
- Gaining assistance from the Town Clerk's Office
- The Towns Manager has been offering assistance
- Reviewing the resources via online

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
- The Freighthouse
- XIP Training Systems
- Powers Park (Village Improvement Society)
- Lyndonville Police Department
- Vermont State Police
- Zoning Administration (Lyndonville)

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

A. *The problem to be addressed*

Lyndon and Lyndonville is a central hub for many surrounding towns (Sheffield, Wheelock, Burke, etc.) where many community events are held and kids go to school. Currently there are no Town policies/ordinances, other than State regulations in place deterring youth from tobacco products/alternatives and alcohol. The main problem to be addressed is the social norms of the community and youth health.

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

(B1) Smoke-free parks/recreational areas in the Town of Lyndon and village of Lyndonville.

(B2) Designated smoke-free sidewalks in the village of Lyndonville.

(B3) Smoke-free, Alcohol-free, substance-free, community events in the Town of Lyndon and the village of Lyndonville.

(B4) Raise the sale age of tobacco products/alternatives to 21. (18 if you're in the armed forces)

(B5) Restrict tobacco and tobacco alternative retailer from sale XXXX amount of feet from any school.

(B6) Restrict the Alcohol 1st class licensing within the village of Lyndonville.

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

(C1) This policy/ordinance is a proven method where smoke-free environments contribute to teens smoking less because smoking is not in their direct perception at that time, and the smell of smoke is no longer there to influence choice. Overall, Youth and parents will be healthier not to breathe in any second-hand smoke and over time the community will become accustomed to the changes and social norms will then change.

(C2) Smoke-free sidewalks protect community members from second-hand smoke. The proposed smoke-free sidewalks are in the business district of the village where consumers shop. By eliminating smoking, business owners and community members do not have to have an added worry (especially with children) of inhaling unwanted smoke. This too can change perception and social norms while influencing revenue from tourism.

(C3) Lyndonville is the center hub for community events. Wheelock, Sheffield, West Burke, East Burke, Newark and even St. Johnsbury residents attend all throughout the year. Every one of these community events involve children. By eliminating the use of adult substances around families, the community will then begin to change the social norms while protecting families from the dangers, health risks and habits.

(C4) Raising the sale of tobacco to 21 is a great way to prevent early adolescent addiction. At 21 the brain is more developed and a person's chance of becoming a regular user or even trying tobacco products is much less. Also, retailers ID for alcohol at that age so by changing the tobacco sale to the same age as alcohol saves retailers time and confusion.

(C5) By restricting retailers who sell tobacco products within a certain amount of feet to a school eliminates the ease of access during school free times and events afterward. Students will be more apt to not smoke if they could walk to a store without tobacco products advertised while they bought something to drink.

(C6) Restricting 1st class licensing within village limits for alcohol could really make the village a safer place and has the ability over time to change a lot of the social norms.

D. *Alternatives and their impact.*

(D1) The alternatives to smoke-free parks/recreational areas would be to utilize designated smoking areas. This alternative has the same impact as (C1) but at a much lower scale.

(D2) There is no feasible alternative to apply to this community policy.

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

(COMPLETE)

- Annie McLean, Administrative zoning officer

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.

(INCOMPLETE)

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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...).

(INCOMPLETE)

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13. Identify approach for tracking progress of policy change.

(COMPLETED)

- Assessing the Youth Risk Behavior Survey (YRBS) focusing on Caledonia County
- Conducting a follow-up survey at the end of summer 2018
- Talking to the Police Chief and town manager about complaints and/or citations

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?

(INCOMPLETE)

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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).

(INCOMPLETE)

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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...).

(INCOMPLETE)

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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 policy which is a traveling policy for the Lyndon youth baseball & softball.
- Yes, Powers park in Lyndonville. (All serving kids in the greater area)

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)

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SOURCES:

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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.
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-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>