

## HELPING NEW JERSEY RESIDENTS BREATHE EASIER

New Jersey Prevention Network (NJPN) coordinates two components of the Tobacco Free for a Healthy NJ (TFHNJ) statewide project focusing on increasing our residents' access to smoke-free air where they work, live, & play. NJPN received funding from the New Jersey Department of Health, Office of Tobacco Control, Nutrition and Fitness to provide regional outreach efforts in partnership with Atlantic Prevention Resources and the Center for Prevention and Counseling.

TFHNJ works to reduce tobacco use and the negative impact of secondhand smoke in all counties of New Jersey with a focus on Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Monmouth, Ocean, Salem, Sussex and Warren. This project promotes opportunities for smoke-free living by providing training and assistance to housing authorities, property managers, & landlords who want to transition their multi-unit housing complexes to smoke-free housing, reducing their costs and improving the health of their residents. New Jersey residents can search our online Smoke-free Housing Directory to find smoke-free housing throughout the state.

The program also provides business owners with help improving or creating new Worksite Wellness initiatives to support cessation and reduce tobacco use among our workforce. In addition, NJPN staff provides technical assistance to municipalities looking to improve the health of their residents. They can receive assistance to create smoke-free outdoor ordinances as well as to reduce youth access to cigarettes, e-cigarettes and other tobacco products by implementing point-of-sale strategies in establishments that sell these products.

This multi-strategy program also includes a media campaign to encourage smoke-free living and promote the use of NJ Quitline and other tobacco cessation resources. The project also creates synergistic opportunities to engage local coalitions and public health advocates to promote tobacco control initiatives in their prevention work.

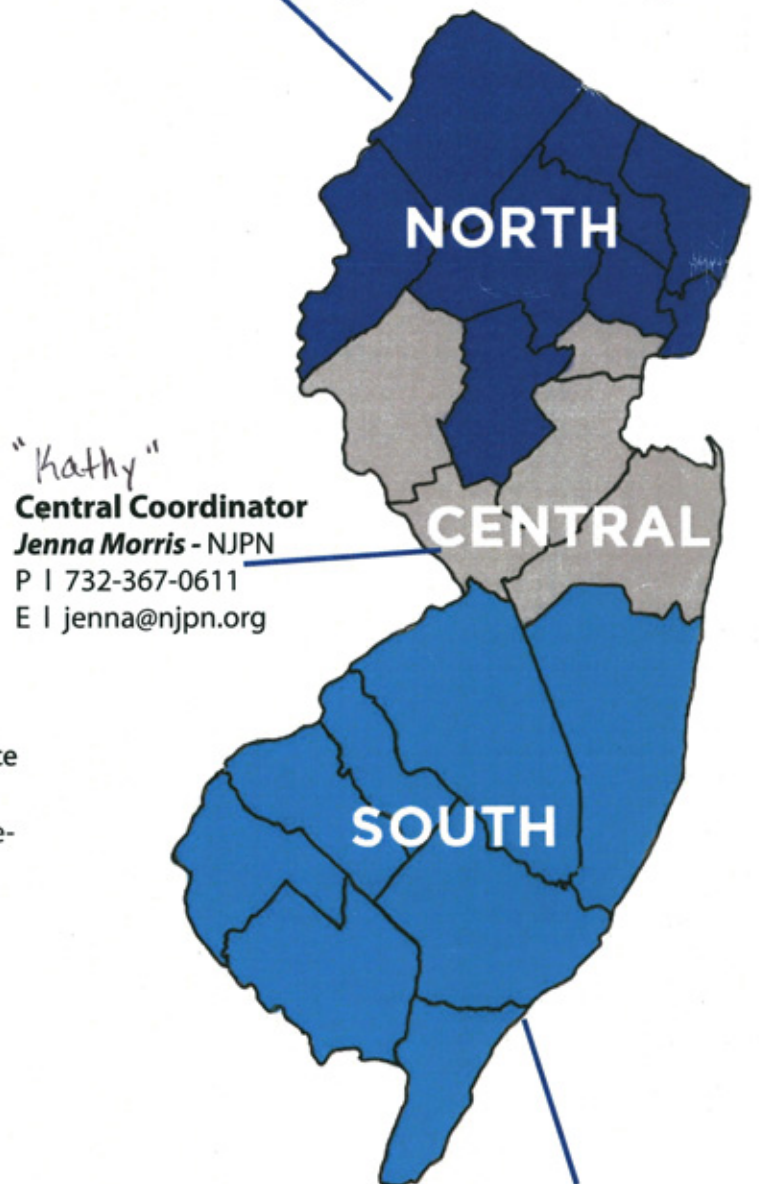
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## PROGRAM COMPONENTS

### Multi-Media Campaign

NJPN has produced multi-media products to support a comprehensive tobacco prevention media campaign. These products have reached New Jersey residents through, social media, movie ads, billboards, radio spots and several other platforms. NJPN continues to educate the public on these pressing public health issues related to tobacco use.

### Smoke-Free Outdoor 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 Community Scans in vulnerable municipalities to characterize tobacco advertising and product availability in retail stores
- Assist municipalities to implement local policies identified in the Point-of-Sale Strategies Tobacco Control Guide as best practice for POS interventions. Chosen best practices include: Restricting the sale of menthol cigarettes and flavored tobacco products, implementing content-neutral advertising laws & regulating the sale of electronic tobacco products & other nicotine-delivery system



### Smoke-Free Multi-Unit Housing

- Provide technical assistance to NJ housing authorities, landlords and property managers to facilitate in the adoption of 100% smoke-free housing policies
- Distribute Smoke-Free Multi-Unit Housing Toolkit for Landlords

### Smoke-Free Worksite 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 & other health related issues.

