



Clearing the Air Initiative

By Haley Welch The City of Perris

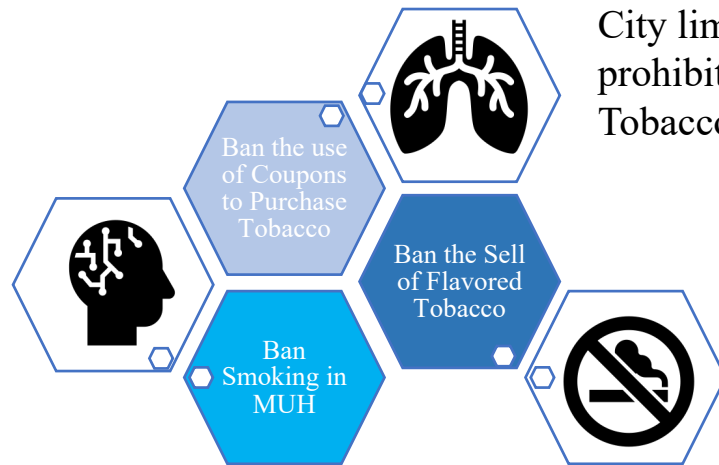
Creating a Healthy Community

The Clearing the Air Initiative strives To improve the health of the Perris community by promoting individual, community, and City platforms that reduce and prevent tobacco use through multi-sectoral participation in tobacco control.



To increase awareness of the risks associated with tobacco usage through educational campaigns and introducing environmental policies that improve resident's access to clean air and protection from the risks of second-hand smoke exposure.

In order to prohibit the adverse health effects of second-hand smoke, the Clearing the Air Initiative through the City of Perris' Public Health Department, aims to ban smoking within Multi-Unit Housing complexes within the City limits. Along with prohibiting the sell of Flavored Tobacco and coupon use.



Creating a Healthy Community

Multi-Unit Housing



Multi-unit housing encompasses any form of public and private housing that encompasses multiple units which are close enough in proximity that second-hand smoke, produced in one apartment,

Can spread through:

- Doorways, cracks in walls etc.
- Ventilation such as windows and fans.



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The City of Perris

Flavored tobacco, such as vapes, have become popular amongst teens.

Currently:

10,000 new teens each year get hooked on tobacco in Riverside County.

Riverside County Tobacco Control Project, "Tobacco Retail Licensing: Riverside County. MMWR"

1 in 5 high schoolers and 1 in 20 middle schoolers currently use e-cigarettes.

Cullen KA, Ambrose BK, Gentzke AS, Apelberg BJ, Jamal A, King BA

The Clearing the Air Initiative will help create a healthier Perris for all residents.