

# Tobacco Prevention Tribune

## Jefferson County Tobacco Prevention Initiative

December 2007



Quarter 2 Newsletter



The Jefferson County Tobacco Prevention Initiative (TPI) team would like to thank you for your interest in tobacco control and prevention! Our newsletter includes coalition updates, upcoming events, hot topics in tobacco control, and more! For questions or comments, contact Donna Viverette at 303-275-7555 or [dviveret@jeffco.us](mailto:dviveret@jeffco.us).

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### Helpful Resources for Your 2008 New Year's Resolution

With January 1, 2008 right around the corner, some 100 million Americans will make New Year's Resolutions. Whether it is getting more exercise, quitting smoking, losing weight, watching less TV, or simply spending more time with loved ones, behavior change can be challenging. And, it may be the best thing you do for yourself, your family, and other loved ones in 2008. If you are committed to quitting tobacco, free phone coaching and nicotine "patches" are available through the Colorado QuitLine at 1-800-QUIT-NOW. If you are looking to increase your physical activity, eat healthier or lose weight, visit [www.livewellcolorado.com](http://www.livewellcolorado.com) or the American Heart Association's "Healthy Lifestyles" resources at [www.americanheart.org](http://www.americanheart.org). The Center



for Disease Control and Prevention's website at [www.cdc.gov](http://www.cdc.gov) also has helpful information on a variety of wellness and prevention topics. Whatever your resolution may be, there are many resources to support you in your efforts. The Jefferson County TPI team wishes everyone success in achieving their 2008 New Year's Resolutions!

### The Great American Smokeout: A Success!

November 15, 2007 was a busy day for the Jefferson County TPI team! Marking the 30<sup>th</sup> anniversary of the Great American Smokeout, several campuses, worksites, and healthcare providers participated in the day-long "quit challenge." The TPI team sponsored several "Quit for a Day or for Life" booths, attracting hundreds of visitors seeking to benefit from the team's expertise and resources. Many organizations within the county also went the extra mile to provide their employees, students, and visitors with information and resources on tobacco cessation. Exemplar Lutheran Medical Center sponsored a smoke-out challenge that included a drawing for a "cold turkey," and distributed over 100 cessation resource packets to hospital employees. Additionally, the TPI partnered with the Red Rocks Community College Physician Assistants' program to offer a week of Great American Smokeout activities. This partnership reached both college students and campus staff who use tobacco or are exposed to secondhand smoke. Other activities included facilitating a Getting Ready to Quit Class and conducting a media campaign to help tobacco users access cessation resources.



## Ask Ciggy



Dear Ciggy,

I've been smoking a pack-a-day for the past 15 years. I know I need to quit. I'm trying to get myself motivated, but it seems there's always something that

sets me back. Do you think that using the patch, gum or cessation medication might help me quit, or should I just go "cold turkey?"

**-Wanting to be Smoke-Free**

Dear Wanting,

First, congratulations for starting the process of quitting! Notice I used word process – that's what quitting is. It may be useful to think of quitting as a series of learning experiences that lead you to success. If you rely on one resource (like the patch) as your primary support for quitting, you may be disappointed. Quitting requires many different resources, tools and skills. Research suggests that people who get support from others tend to be more successful in quitting tobacco.

Going "cold turkey" without using Nicotine Replacement Therapy or NRT (like the patch, gum or lozenge) may be a cheaper, quicker, and more effective quitting option for light smokers (15 or fewer cigarettes a day). A study published in the September 11, 2002 *Journal of the American Medical Association* found that moderate to heavy smokers (those who smoked 15 or more cigarettes per day) benefited the most from NRT. Combined with social support and personal coping skills, NRT can significantly increase your chances of quitting for good. **Do you have tobacco-related questions? Ask Jeffco Ciggy at [ask\\_ciggy@yahoo.com](mailto:ask_ciggy@yahoo.com).**

## Coalition News

The **Colorado Alliance for Smoke-free Housing (CASH)** has been working to eliminate smoke intrusion from apartments, townhomes and condos, helping everyone breath easier and live healthier. Coalition members include smoke-free housing advocates and residents from multi-unit homes. Their work is involves:

- Educating the community and property owners/managers about the cost and health benefits of smoke-free housing policies.
- Advocating for policies to make multi-unit housing smoke-free.
- Empowering other tenants who suffer from smoke-intrusion in their homes.

Interested individuals are encouraged to check the Smoke-Free Jeffco hotline at 303-239-7054 for updated information on CASH meeting locations, dates, and times. For more information on smoke intrusion and secondhand smoke, contact Susan Sobkoviak at (303) 275-7558 or [sksobkov@jeffco.us](mailto:sksobkov@jeffco.us).



## Colorado Casinos to Go Smoke-Free!

Thanks to House Bill 07-1269, beginning January 1, 2008, all casino employees and patrons in Colorado will be able to work and gamble with less of a gamble on their health. The bill, which removed casino exemption in the Colorado Clean Indoor Air Act, was passed and signed by Governor Ritter on June 1, 2007. This bill will protect nonsmokers and those who smoke from the harms associated with secondhand smoke exposure. It may also encourage people who smoke to reduce their tobacco consumption and make steps toward quitting for good. Starting at 8 am on January 1, 2008, all Colorado casinos must be 100% smoke-free in all indoor areas. To read the bill and find more information, visit [www.smokefreecolorado.com](http://www.smokefreecolorado.com).



## Be a Hero, Save a Kid



On October 31, 2007, the Arvada Middle School Student Council put their creativity to the test! With support from Christie Preston, the TPI's Media Specialist, these student leaders brainstormed ideas around the creation and development of a flyer reminding the community of the District's Tobacco-Free Schools Policy. Their biggest challenge: deciding which of their countless unique ideas to produce. Students chose the message, "Be a Hero, Save a Kid." The flyer included key points about the policy, including keeping all areas of school campuses tobacco-free as well as information on protecting youth from secondhand smoke exposure. On November 14, 2007, the Student Council hand-delivered a finished product to 93 parents and other loved ones driving onto school grounds to pick up or drop off students. Hats off to the Arvada Middle School Student Council for their leadership, creativity, and hard work!

## New Law Reduces Youth Access to Tobacco

We love freebies and tobacco companies know it. Using highly attractive packaging and promotional activities, tobacco manufacturers provide free tobacco product samples and coupons in hopes of hooking new customers. While the Tobacco Master Settlement Agreement states that distribution of free samples is legal in "adult" venues, sampling is on the rise in dance clubs, spectator events, and other places that draw younger crowds. Tobacco control advocates in Weld County helped pass a sampling ordinance in Greeley on December 4, 2007. This new law will help reduce youth access to tobacco, as it prohibits the distribution of free tobacco products and coupons anywhere, anytime, and to anyone in the city of Greeley. Way to go Greeley and the Weld County Tobacco Program team!

### What are Youth Access Policies/Laws?

Youth access policies/laws use strategies that are intended to reduce the number of youth who start and/or continue using tobacco. Some of these strategies include restricting tobacco product advertising, prohibiting self-service displays, penalizing youth who possess/use tobacco, banning the distribution of tobacco samples, and increasing penalties for illegal sales to minors. However, there is much debate on whether or not these strategies are effective in preventing tobacco use among youth. **For information and references to studies addressing youth access policies, contact Flo Cisan at (303) 275-7509 or [fdjcisan@jeffco.us](mailto:fdjcisan@jeffco.us).**

## Smoke-Free Multi-Unit Housing: The Next Frontier

With the passage of the smoke-free laws like the Colorado Clean Indoor Air Act, multi-unit housing dwellers have begun seeking the same protections from secondhand smoke exposure in their homes as they have in workplaces. In many multi-dwelling units such as apartments, condos, and duplexes secondhand smoke can travel through shared ventilation systems, or from one private area to another, posing a health risk for those who do not smoke. In one study, more than 50% of the air in an apartment unit was found to come from the adjacent unit. If you would like more information, visit <http://jeffco.us/health/> and click on Smoke-Free Housing, or consider getting involved in the CASH Coalition.