



Tobacco Prevention Tribune

Jefferson County Tobacco Prevention Initiative



October 2008



Quarter 1 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.

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Arvada Strengthens Local Smoke-Free Law!

The Arvada City Council took a very bold step on October 6, 2008 by unanimously passing an ordinance which effectively closes a loophole in Arvada's 2005 smoke-free law that exempted tobacco businesses from being smoke-free.

The ordinance, CB08-029:

- makes all tobacco businesses (cigarette/smoke shops) smoke-free;
- makes all tobacco businesses off-limits to anyone under the age of 18; and
- prohibits gifting/selling tobacco products and tobacco coupons to minors.

We applaud the Arvada City Council for its leadership and foresight in protecting workers and residents from the dangers of secondhand smoke exposure and reducing youth initiation to tobacco. The ordinance is being commended across the State as the first in Jefferson County that includes components to help de-normalize tobacco use in youth.

Arvada's 2005 smoke-free public places law was not intended to allow smoking lounges in worksites. The new ordinance closes the loophole that had been used to get past the public health protections of the law. The ordinance also benefits youth prevention efforts, as two of the components reduce access to tobacco by "de-normalizing" tobacco use and making it more difficult for youth to acquire tobacco products.

The team of the Jefferson County Tobacco Prevention Initiative extends our gratitude to the Tobacco-Free Jeffco Coalition and our many partners for this victory---students, business owners, law enforcement, health care professionals, residents, consumers, etc. Emails, calls, letter-writing and speaking to city officials about the importance of this change made the difference and helped get the law passed with a unanimous vote. For more information about this law or similar efforts in other communities, call Susan Sobkoviak at 303-275-7558.

**Congratulations to the City of Arvada...
our County's first, truly 100% smoke-free workplace community!**



Kudos to the City of Golden!!

At the September 11, 2008 council meeting, Golden City Council members voted to pass an ordinance that prohibits smoking within 15 feet of any main entrance of businesses and public places in Golden. Thank you Golden, for protecting residents, visitors and employees from the dangers of secondhand smoke!



Save the Date for Lunch...Quarterly Coalition Meeting...12/3/08!

Members of Tobacco-Free Jeffco, including CASH, CAUSE and the BE Team are invited to the quarterly meeting of Jefferson County tobacco prevention/control advocates. Please mark your calendars for a lunch-time meeting on December 3, 2008 and stay tuned for details about the location. If you have a place of business, or another large meeting area available for use, please contact us at 303-275-7555.



Ask Ciggy

Dear Ciggy:

Some kids at my school use hookah pipes to smoke. They say it's way safer than cigarettes and because the smoke is filtered out by the water in the pipes and the tobacco has fruit in it, it's supposed to be good for you. The hookah bars they hang out in are really cool. I was wondering if I should start smoking with them.

Sincerely,
Listening to my Friends



Dear Listening:

Hookah pipe smoking is a cultural tradition from the countries of the Middle East. There are many valuable things to learn from these cultures, but hookah smoking is not one of them. There is no safe level of tobacco use of any variety or method, period. Hookah smoking is particularly unsafe, for a number of reasons. Let's talk about the water filtering myth first. Because of the added toxins from the burning coals and the massive volume of smoke that the user can draw through the pipe, significantly higher amounts of dangerous substances are inhaled since the water traps minor amounts of toxins. You can ask your friends to check this out: if a hookah smoker draws from the pipe and then exhales into a white cotton cloth, you'll be able to see some of the tar and particles which are in the smoke, and not "trapped in the water" as the myth goes. The majority of these toxins are trapped in the users' lungs, causing cell changes that can lead to cancers and lung diseases including infections, asthma and emphysema. Even if you just hang out with your friends while they smoke hookah, you may be breathing in massive doses of these disease-causing particles. Next, let's address the issue of nicotine and addiction. The tobacco used in hookah pipes is known as "shisha" and packs a major nicotine punch. Made to smell and taste differently than a burning cigarette, users incorrectly think it's less harmful and not addictive. The World Health Organization reports that just one session smoking a hookah pipe equals more nicotine than a pack of cigarettes. The only way of avoiding the addiction and disease risks is to never start using tobacco and to always avoid secondhand smoke.



Jefferson County to Host a Series of Tobacco-Free Forums for Substance Abuse Treatment Providers

"A growing body of research supports the importance of addressing tobacco dependence as part of the substance abuse treatment experience in order to improve abstinence from other substances and improved mental health outcomes."

This message was on everyone's minds last May when Dr. Libby Stuyt, recognized expert in the field of tobacco control, mental health and substance abuse treatment, began a one day workshop hosted by JCDHE TPI in collaboration with Lutheran Exempla West Pines, Denver Public Health and the Signal Behavioral Health Project. Over thirty-five practitioners and directors from treatment programs attended, with rave reviews for Dr. Stuyt and requests for additional workshops on this topic. Beginning in July and concluded in September, a working group of treatment providers was assembled to design and implement a series of forums for local program directors, case managers and counselors in the field of substance abuse treatment. These forums will serve as both a clearing house of information available to providers and an opportunity to share with and learn from others about tobacco issues relevant to the substance abuse treatment setting.

We are excited to announce that Dr. Libby Stuyt will be presenting again at our "kick-off forum" on November 12th, hosted by the Arapahoe House. If you would like additional information, please contact Ed Ellis at 303-275-7565 or ejellis@jeffco.us.

Nicotine + Martini = Nicotini ??

You heard right! Through a process that allows for the extraction of pure nicotine in liquid form from tobacco leaves, bartenders are mixing up a scary brew that packs both an alcohol and nicotine punch. In the next edition of the Tobacco-Free Tribune, learn more about new, dangerous and alluring tobacco products that are sweeping the market under the regulation radar!





Coalition News: Tobacco Takes the Life of Merry Hansen's Mother



Merry Hansen, a founder of Citizens Against Unhealthy Smoke-Filled Environments (CAUSE) and co-chair of Tobacco-Free JeffCo, lost her mother, Donna Lee Norton, on October 8, 2008, to the complications of chronic obstructive pulmonary disease, COPD. Merry's last visit with her mother before her death was a vivid reminder of how life-long tobacco use takes breath and vitality away. At 78, Donna was still young in spirit, but the ravages of her disease made it hard to even catch her breath to talk. Merry's mom had been in a nursing care facility for the past year and a half, yet despite her illness and infirmity, she resisted the belief that her tobacco use was the cause. She continued to smoke, further risking her safety. With time, Donna came to understand that her condition was due to her addiction to tobacco, but Merry's efforts to persuade her mother to quit were met with unyielding refusals.

Merry's volunteer work to educate and protect others from secondhand smoke exposure has been driven, in part, by her experiences with her mother's smoking. Though she was never able to see her own mother free from the grip of the addiction that ultimately took her life, Merry continues to be a champion in the tobacco control movement, working to reduce the toll that tobacco takes. On a visit shortly before Donna's passing, Merry listened as her mother reprimanded a young smoker when he asked her for a cigarette. Donna sternly told the young man, "You quit smoking right now. I'm dying from it!" Under her breath she asked the question that many of us have heard from our nicotine-addicted loved ones: "What have I done to myself?" Merry watched her mother struggle to breathe, even though her oxygen was turned up all the way.

The next morning was Donna's last.

GREAT AMERICAN SMOKEOUT



The American Cancer Society's Great American Smokeout (GASO) is quickly approaching. The annual event, which focuses on the health dangers of tobacco use and encouragement to quit, is on November 20 this year. The goals of the GASO are to create a climate of support for quitting tobacco, to raise awareness about cessation resources, and to engage individuals who smoke/chew in activities to build toward quitting for good.

Significant reductions in tobacco use in the last 30 years have made smoking the exception, not the norm. However, there is still much to be done. Lung cancer remains the leading cause of cancer death in both men and women, and in the U.S., tobacco use is responsible for nearly one in five deaths, or approximately 438,000 lives each year.

Area high schools and other groups will be conducting GASO activities this year with the help of the Jefferson County Health Department and the BE Teams. Activities will include week-long informational and motivational booths, mini-workshops, peer mentor/buddy system, the use of carbon monoxide monitors to check CO levels, and local newspaper coverage. A free "Getting Ready to Quit" class is scheduled for November 13, 2008 from 6-8 p.m. at Exempla Lutheran Medical Center (8300 W. 38th Ave. Wheat Ridge) to help quitters prepare. They can also participate in a web-based self-help program "9 Days to Quit" by logging on to <http://www.jeffco.us/health> and clicking on "Tobacco Prevention." For additional support during the event, individuals can call 1-800-ACS-2345 or the Colorado Quitline at 1-800-QUIT-NOW. If you are interested in learning more about GASO, or want assistance in conducting a GASO event at your school, workplace, or community, please contact the Jefferson County Department of Health at 303-275-7555 or email at jervann@jeffco.us. More information is also available online at www.greatamericansmokeout.org.

New Media & Educational Resources Available Online to Promote Being Tobacco-Free

www.thecigaretteisdead.com

At the sight, visitors will find a timeline highlighting events that have led to the proverbial "death of the cigarette". Links to quit resources such as fixnixer.com and the Quitline are also available. The sight is a great way to get connected to others throughout the state and to be part of a coalition determined to end tobacco related deaths.

www.ownyourc.com

This is the newest version of "Own your choice", a site designed to help youth make healthy decisions. Activities will include surveys that allow individuals to see how others their age, or from their community, answer questions about tobacco use and other issues. The site will be a great way to see how others feel about today's important health issues.



YOUTH BECOME BREATHE EASY (BE) TEAM MEMBERS TO FIGHT TOBACCO

On October 1, 2008, the Breathe Easy (BE) Team training was conducted with students from 5 JeffCo High Schools. The BE Team is a collaborative effort between the JCDHE Tobacco Prevention Initiative and the Jefferson County Schools Wellness/Tobacco Prevention Program. The program focuses on tobacco prevention, wellness, and skill building in areas of communication, presentation, and leadership. The centerpiece of the program is cross-aged teaching opportunities where BE Team members travel to elementary and middle schools to raise awareness about youth tobacco use.

Thirty-one students and four teachers/counselors from Arvada, Wheat Ridge, Lakewood and Golden High Schools as well as Jefferson County Open School attended the session. Trainings with individual schools have been conducted or are planned at Chatfield, Alameda and Jefferson High Schools. The training consisted of information and discussions about tobacco products, big tobacco marketing tactics, secondhand smoke, and tobacco-related policies and laws. Additionally, team members shared about tobacco and wellness challenges in their own schools and communities and identified issues that they could address through collaboration. One student captured others' sentiment by saying, "I strongly believe that we, as High School students, greatly influence the younger kids around us. I would like to be an influence that impacts good decisions like not smoking."

The BE Team will participate in a number of activities this year including the Great American Smoke Out. If you are interested in learning more about the Breathe Easy Team, contact Jeremy Vann at jervann@jeffco.us or 303-275-7556.

The Teen Tobacco Use Prevention Act – 2008

The Teen Tobacco Use Prevention Act (TTUPA) passed during the 2007-2008 legislative session. This is one of several laws that govern youth tobacco use in Colorado. This law, which went into effect July 1, 2008, does the following:

- Expands the definition of "tobacco products" to include not only cigarettes and smokeless tobacco, but also products like tobacco rolling papers and anything that contains tobacco-derived nicotine (i.e. nicotine water, nicotine candy, hand gel, etc.) that can be chewed, smoked, ingested, inhaled or applied to the skin.

Note: The law does not include nicotine-containing cessation products approved by the FDA like the nicotine patch or gum.

- Requires tobacco retailers to check the photo identification for anyone who appears under the age of 30.
- Updates the definition of tobacco in the Tobacco-Free Schools Law to include all tobacco-containing products as described previously.
- Makes possession of "tobacco products" by anyone under the age of 18 illegal.

Currently, the possession component of the state law is a non-criminal offense (meaning there are no enforcement provisions for youth under 18 who possess "tobacco products"). For more information about youth prevention efforts and the TTUPA bill, please contact Jeremy Vann at (303) 275-7556.

Interested in Working on Policies/Laws to Reduce Youth Access to Tobacco?

If you are interested in learning more about what can be done to limit the prevalence and influence of tobacco product marketing and availability, join us for a special event to hear what is working in other communities and across the globe. We are planning this event to hear from experts in youth tobacco prevention and policy work. Reducing youth access to tobacco has become a prominent focus in the national tobacco control movement. The date of the event has not been finalized. For more information and to let us know of your interest, contact Donna Viverette at 303-275-7555.

Applications for Grant Funds to be Released

The State Tobacco Education and Prevention Partnership (STEPP) is expected to release requests for applications in early November to fund local public health agencies and organizations working on tobacco control for the upcoming July '09 - June '10 fiscal year. Coalition and advisory group members are invited to assist with setting priorities and shaping the proposal. If you are interested in helping in any way with the application process, we would love to work with you and ask that you contact us at 303-275-7555 or via email at dviveret@jeffco.us.



Happy Thanksgiving from all of us!
Have a wonderful holiday season....

JCDHE Tobacco Prevention Initiative Team