

Tobacco Prevention Tribune

Jefferson County Tobacco Prevention Initiative



December 2008



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.

In This Issue:

Season's Greetings



Opportunity to Shape the County's Grant Proposal for '09-'10 Funding

County Public Health Agency proposals for funding are due to the State Health Department on January 26th for tobacco control programs. The TPI team recently attended an informational meeting to learn about the priorities for 2009-2010. The four state-wide goals remain the same for next year: prevent youth/young adult initiation of tobacco use, promote cessation among youth and adults, reduce exposure to secondhand smoke and address tobacco-related health disparities. New for the upcoming year is a stronger focus on policy advocacy work in at least one of 6 policy areas: 1) reducing youth access to tobacco, 2) strengthening local smoke-free laws, 3) promoting smoke-free housing/homes, 4) promoting smoke-free automobiles, 5) increasing tobacco-free campus policies at worksites, colleges, schools and healthcare organizations, and 6) instituting or strengthening strong tobacco-related organizational policies. The TPI team has decided to continue working in all 6 policy areas, while increasing activities around the top two priorities of youth access and smoke-free laws. The State also provided a framework for strategies to address tobacco control work. The community-focused strategies that the TPI team plans to undertake include: A) coalition building and local policy work, B) addressing health disparities, and C) integrating tobacco control strategies in healthcare and childcare systems. Over the next several weeks we will be crafting activities under each of these strategy areas and invite your participation. If you have an interest in supporting these efforts or with reviewing drafts of the proposal, please contact Donna at (303) 275-7555.

Working Together to Reduce Exposure to Tobacco Products and Marketing

Several workgroups have been conducted throughout the County to begin exploring readiness to work on local policies to reduce youth access to tobacco and minimize the influence of tobacco marketing. Interest is growing in this priority area of tobacco control and workgroup participants offered many ideas for possible activities including, strengthening local smoke-free laws (which have the greatest potential to impact youth), policy implementation to prohibit self-service displays, requiring tobacco retailers to have licenses, and adding meaningful consequences for youth possession of tobacco products. If you are interested in learning more or want to be involved in policy advocacy work at the community level, contact Jeremy Vann at 303-275-7556 or jervann@jeffco.us

Tobacco Free Jeffco Meeting

The 2nd quarter 2008-2009 meeting of Tobacco Free Jeffco was held on December 2, 2008. The TPI team presented the accomplishments we have achieved so far this grant year. We also had 3 small group breakout sessions dealing with youth access, health disparities and smoke-free laws. The participation and great ideas that came out of these groups will help to shape the proposal for the next grant year, as well as our focus for the remaining half of this year. If you missed the meeting, the summaries for each work area and the notes from the small groups are available on our website at <http://jeffco.us/health>. Follow the links to the Tobacco Prevention program, and the Tobacco Free JeffCo news & notes. Our next meeting will be held on March 12, 2009 from 6-8 pm. Watch for details!



Jefferson County Youth Achievements

After the October 1, 2008 BE Team training to learn about the marketing tactics of tobacco companies and to gain communication and leadership skills, youth throughout Jefferson County have been active in their communities. They are spreading the message about the harms of tobacco and secondhand smoke, creating an environment of support to assist those looking to quit, and addressing other health and wellness needs. Lakewood High School's BE Team worked diligently to create posters, distribute fact sheets and post announcements to support the Great American Smokeout at their school. This led to commitments from other students to the school-based cessation program, Not On Tobacco (N.O.T). At Golden High School, in collaboration with the student Mentors for Violence Prevention, the BE team educated the freshman class about tobacco, sponsored a tobacco-free pledge drive and provided support to students working on quitting. Wheat Ridge High School's Students Working Against Tobacco (SWAT) team, on top of impacting youth tobacco use in their community, raised nearly \$250 to provide holiday gifts for needy children as part of the County's Giving Tree program. The JCDHE Tobacco Prevention Initiative extends its appreciation for the efforts of these youth and the opportunity to work together for the benefit of everyone's health.

The First Statewide Colorado GLBTIQ Youth Summit

Are you part of a school Gay Straight Alliance (GSA) or someone who is an ally of Gay, Lesbian, Bisexual, Transgender, Intersex, or Queer (GLBTIQ) youth? The Colorado Queer Youth Summit is a statewide collaborative to organize the first ever statewide conference dedicated to the GLBTIQ youth population of Colorado. This will be a day-long event to be held Saturday, January 24, 2009 at **Craig Hall**, 2148 South High Street, Denver Colorado 80208 at the University of Denver with workshops including safer sex, relationships, leadership development, arts, queer history, and much more! The fun starts at 11:00am with an interactive kick-off. Workshops run from 12:00pm to 4:00pm and there will also be an after-party from 7:00pm to 11:00pm. If you are interested in registering, visit <http://www.coqueeryouthsummit.org>.



Tobacco-Free University of Denver?

If you would like to see the DU campus go Tobacco Free, go to the website below and sign the petition. Feel free to pass this on!

<http://www.duhcc.org/petitions/tobacco-free-du.php>

BE AWARE! NEW TOBACCO PRODUCTS TARGET YOUTH & KEEP PEOPLE HOOKED

New, dangerous and alluring tobacco products are permeating the market under the regulation radar! These products are designed to attract new customers (especially youth), to keep people addicted, and to discourage quitting through unproven claims and advertisements. If you thought the info on "Nicotinis" was bad...check this out!

Attracting New (Youth) Customers: Tobacco companies have created products that appeal to wider audiences who have never used tobacco, including creating packaging to look like an Ipod or PDA, candy, gum, or mints. To match the colorful and deceptive packaging, tobacco products are now sold in a variety of "exotic" flavors, such as bubblegum and margarita mixer.

Keeping People Addicted: A 2007 Harvard study determined that the average nicotine yield per cigarette has increased by 11.8% since 1997. Similarly, due to the lack of regulation by the FDA, tobacco companies have added dangerous chemicals, many of them cancerous, to make it easier to get and keep people addicted. This includes chemicals like ammonia to increase the speed and efficiency of nicotine absorption, menthol to numb the throat so the smoker can inhale more deeply, and acetaldehyde which interacts with nicotine to increase its addiction potential.

Discouraging Quitting: Tobacco companies have made it harder to quit by creating new "non-cigarette" options to use nicotine. These products include nicotine water, lollipops, wafers, orbs, sticks, and strips – just like the Listerine fresh-breath strips. Additionally, tobacco companies have devised products with unproven claims about "healthier" cigarettes. These include Advance, Quest, Omni, and Eclipse. All of these products claim to have fewer carcinogens yet there is no evidence to support this.

The TPI team is putting together an educational display about these products. If you have seen a new tobacco product that you think should be included in the display, please contact Rose Fales at (303) 275-7546.





Tips for Success with 2009 New Year's Resolutions



Across the country, millions have resolved to make changes towards improving their health in 2009 whether it is getting more exercise, quitting smoking, losing weight, watching less TV or spending more time with family. Adopting a new health behavior or getting rid of another can be easier with a few strategies learned from behavior change specialists. Jefferson County Department of Health and Environment (JCDHE) wishes everyone success in achieving their 2009 resolutions and offers these tips for making the change a little easier.

1. Plan ahead: Don't be hasty and wait until the last minute to make your resolution. Develop a plan with clear steps and make it meaningful well before the New Year arrives. This will also give you time to find helpful resources.
2. Keep your goals within reach: Avoid an "all or nothing" mentality which can trigger slips or binges. For example, resolving to never eat your favorite desserts could be a bad choice. Strive for a goal that is attainable.
3. Record your progress: Keep track of each small step you make toward reaching your goal. Short-term goals are easier to keep, and small accomplishments will help keep you motivated along the way.
4. Reward yourself: Celebrate your success by treating yourself to something that you enjoy or something that relates to your goal. For instance, if you are trying to increase physical activity, reward yourself by purchasing a new pair of tennis shoes.
5. Spread the word: Research suggests that goals are more sustainable with positive support. Keep friends and family members apprised of your goals for extra motivation and encouragement along the way.
6. Don't beat yourself up: Worrying about the occasional slip will not help you achieve your goal. Do the best you can and take one day at a time.
7. Stick to it: Experts say it takes about 21 days to create or remove a habit, and 6 months for it to become part of your personality.
8. Keep trying: If your resolution has run out of momentum, start over again! There's no reason you can't make a New Year's Resolution any time of year.

There are many resources to support you in your efforts. If you committed to quitting tobacco this New Year, you can get free tips, tools and coaching through the Colorado Quitline 1(800) QUIT NOW or visit: <http://coquitline.org>

If you are resolving to increase your physical activity level, eat better or lose weight, visit www.livewellcolorado.com or the American Heart Association's "Healthy Lifestyles" resources at www.americanheart.org.

The Jefferson County Department of Health and Environment web site at <http://health.jeffco.us> also has helpful information on a variety of wellness and prevention topics.

Wishing you and yours a wonderful and peaceful holiday season. May the New Year find you healthy and happy!



From all of us at the JCDHE Tobacco Prevention Team...

Donna, Alma, Ed, Flo, Susan, Laurie, Jeremy, Rose