

# Tobacco Prevention Tribune

Jefferson County Tobacco Prevention Initiative

Quarter 3 Newsletter ☀ March 2008



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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## ***Kick Butts Day (KBD) is Back!***

Tobacco addicts more than 1,000 youth every day, and almost 90 percent of adults who use tobacco started before they were 18 years old. So what does Big Tobacco see when they look at teens? They see "replacement customers" for the smokers they kill every single day. As a Phillip Morris employee once stated, "Today's teenager is tomorrow's potential regular customer."

Youth are telling the real story about tobacco. They're spreading the word that tobacco use is the number cause of preventable death and disease in the United States. In fact, tobacco use kills more people than alcohol, AIDS, car crashes, illegal drugs, murders and suicides combined! Nearly 5 million worldwide die each year from tobacco-related illnesses. While millions of people are dying, Big Tobacco is raking in billions of dollars.

Now that you know the facts, it is time to spread the word! Kick Butts Day is back, with new opportunities to take action! On April 2, 2008 thousands of Youth across Colorado and the nation will stand out, speak up and seize control in the fight against Big Tobacco! Learn more about KBD at [www.kickbuttsday.org](http://www.kickbuttsday.org) or by contacting Flo Cisan at 303-275-7509 or [fdjisan@jeffco.us](mailto:fdjisan@jeffco.us).



## ***Grocery Chain to Stop Selling Tobacco Products***

Wegmans grocery store, a chain based on the east coast, announced that they have gone tobacco-free! Wegmans, which has 71 grocery stores in five states, sold its remaining tobacco inventory and, as of February 10, 2008, will no longer sell tobacco products. Upon the announcement, economist Aniban Basu stated, "It's a major chain. It's a chain with a history of making good decisions."

In a statement to Eyewitness 9 News, Wegmans' CEO said, "As a company, we respect a person's choice to smoke, but we also understand the destructive role smoking plays on health." Wegmans is sending a powerful message to the community with their pro-active approach to helping people quit using tobacco by limiting access. Some economists believe Wegmans' announcement could start a trend, and health advocates hope other stores will follow their lead!

## Ask Ciggy



Dear Ciggy,

I have a 3 year old daughter who goes to private daycare while I'm at work. As far as I can tell, my daycare provider doesn't smoke in her home. However, any time she takes the children on an outing in her van, my daughter comes home smelling of tobacco smoke. I am wondering if smoking in a car is as bad as smoking in a house? If so, how do I approach my daycare provider on this sensitive issue?

- Dad in Lakewood

Dear Dad,

Smoking in cars can be a significant health risk, particularly to those who are vulnerable including those who are ill, children and the elderly. In the first study to measure secondhand smoke in cars, Harvard School of Public Health found that smoking in cars can produce unsafe levels of exposure to secondhand smoke. According to the study, "this research has shown that smoking in cars, even with the windows open, can produce smoke pollution that compares with smoky bars or restaurants. Unlike adults, children cannot advocate for smoke-free spaces and are sometimes physically restrained in very smoky cars."

This 2006 study has helped several state and local legislators pass laws prohibiting smoking in cars where children are present. In Colorado, the Clean Indoor Air Act requires that homes used as daycare sites are smoke-free along with vehicles used in the transportation of children in daycare. Your daycare provider is in violation of this law if he/she is allowing smoking in the vehicle they use to transport children at their daycare program. Visit [www.raisesmokefreekids.org](http://www.raisesmokefreekids.org) for more information about secondhand smoke or go to [www.smokefreecolorado.org](http://www.smokefreecolorado.org) to read more about what is covered under the law. Call your local health department for additional support in addressing this issue with your daycare provider. Remember, there is no safe level of secondhand smoke exposure. Do you have tobacco related questions?

Ask Jeffco Ciggy at [ask\\_ciggy@yahoo.com](mailto:ask_ciggy@yahoo.com).

## Coalition News

The Jefferson County TPI and the Colorado Alliance for Smoke-Free Housing (CASH) Coalition would like to say THANK YOU to Nancy Braden and Kodi Bryant for all of the hard work they put into developing an educational display for the CASH Coalition! The display covers information on the coalition, secondhand smoke and multi-unit housing and is on display at the Evergreen Library during the month of March. Please check out the great work of our Jeffco Health Communications Specialists!





### ***Breathe Easy (BE) Teams – BE a Part of the Solution!***

The Breathe Easy (BE) Team project is a collaborative effort involving youth teaching their peers about tobacco prevention and creating change in their schools and communities. There are 3 BE teams consisting of 10-15 volunteer students from Alameda, Jefferson and Arvada High School. These students are motivated to BE part of the solution by addressing tobacco-related issues and providing support to their schools.

In early April, all 3 high school BE Teams will present to an entire 5<sup>th</sup> grade class at one of their neighboring elementary schools. The presentation will begin with an inspirational talk from community member and cancer survivor Fred Zastrow. This will be followed by four different BE Team educational stations including:

1. Tobacco and secondhand smoke prevention
2. Media persuasion
3. Refusal skills/communication skills
4. Stress management

Each 5<sup>th</sup> grade student is encouraged to complete the smoke-free home and auto pledge with their families to increase protection from the harms of secondhand smoke exposure. For more information on the BE Team project, please contact Tracey Brummett at 303-275-7556 or [tbrummet@jeffco.us](mailto:tbrummet@jeffco.us).

### ***North Arvada Middle School Project***

Preventing youth tobacco use is a major focus of tobacco control efforts and North Arvada Middle School is leading the way in making sure their students are educated about tobacco use and secondhand smoke exposure. In late February, the TPI team provided support by teaching classes about the health effects of tobacco use and the marketing tactics of the tobacco industry.

Students wrote thank you notes to the TPI staff stating, "Thank you so much for teaching us about the dangers of smoking. All of the things you showed us were really shocking!" Another student said, "I learned that nicotine is the addictive chemical found in a cigarette and that secondhand smoke is harmful to your health. Thank you for teaching us the dangers of tobacco use."

Staff members and students expressed their interest in furthering tobacco control efforts by participating in a school tobacco-free campus checklist, assessing tobacco prevention awareness at the school. Thank you North Arvada for your enthusiasm in helping students and the community to be tobacco-free!



### ***Media Funds Support Tobacco-Free Exempla Lutheran Medical Center***

The TPI plans to use some cost savings in its media and advertising budget to help promote Exempla Lutheran Medical Center (ELMC) going tobacco-free! A series of educational handouts tagged, "More Reasons to Quit" have been designed by a committee working toward Tobacco-Free ELMC. The TPI will help distribute information to community partners about quitting tobacco, secondhand smoke exposure and the July 3, 2008 implementation date for Tobacco-Free ELMC. Distribution sites include municipal and County government offices, recreation centers, faith organizations, healthcare centers, etc. If you would like to have copies for your organization or group please contact 303-275-7555. The Jefferson County TPI is also using its media budget for advertising tobacco prevention messages in Mile High Papers and Wheat Ridge High School's "The Banner."