



Tobacco Prevention Tribune

Jefferson County Tobacco Prevention Initiative



June 2008



Quarter 4 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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Celebrate Smoke-Free Colorado . . . Bring it on Home

We have made great strides in Colorado to reduce and eliminate exposure to second-hand smoke---in the workplace, public places, restaurants, entertainment venues, and just recently in our casinos. Two years after taking effect, the Colorado Clean Indoor Air Act is helping residents and visitors experience significantly healthier environments. Now it's time to bring it home. Secondhand smoke continues to be a real health risk for many living in multiunit housing complexes.



A lot of people will say "enough is enough"----people have a right to do what they want to in the privacy of their own homes. The problem is secondhand smoke doesn't know what 'privacy' means and will find its way into others' living spaces. People who are made to breathe second-hand smoke (SHS) that drifts in under their doors, through their windows and the ventilation system from other units, also have the right to be smoke free. Many multi-unit housing complexes already have policies in place to prevent nuisances to others living in the building; some do not allow pets, music after a certain hour, no loud parties. Breathing other peoples' SHS is not only a nuisance but a real health hazard, especially for children and the elderly.

Property owners DO have the right to make their housing units smoke-free. Across the country and in Colorado, housing units are starting to do just that. They are doing it not just because of the health benefits but also because it is a huge economic benefit. Property owners and managers of smoke free housing complexes reduce cleaning costs significantly; don't need to re-paint, re-carpet as often; reduce threats of fire; and appeal to the vast majority of Coloradans who do not smoke.

The Jefferson County Tobacco Prevention Initiative is working with other organizations as well as a tenant-based coalition to help reduce/eliminate people's exposure to second-hand smoke not only when at work or play, but also where they live and breathe.

KMART to Stop Selling Tobacco Products

When you shop the local KMART store on Ralston and Wadsworth, you won't find any tobacco products. Many KMART stores are going tobacco-free! Each store has the choice to work with the district manager and corporate office to stop selling tobacco products.



According to the Arvada store manager, it was a win-win decision. Not selling tobacco products not only promotes a tobacco-free lifestyle but also reduces costs due to theft of tobacco products. Most KMART stores in the Denver area have made the smart move to go tobacco free.

Ask Ciggy

Dear Ciggy,



I recently heard about Exempla Lutheran Medical Center going tobacco-free on its campus. I know that a lot of people worked long and hard to make this happen. I am a busy person, but I want to get involved in the efforts to protect more people from the problem of tobacco. Are there some things I can do that don't take up too much time or special skills - or end up getting me on the front page of the newspaper?

Signed,

Ready to help (but not quite ready for activism!)

Dear Ready,

There are literally thousands of ways to make a difference in the tobacco control "movement" without becoming overwhelmed. First, focus on the issue that gets you the most motivated - tobacco companies targeting youth; the resource gaps for people trying to quit; exposure to secondhand smoke in homes or worksites... and then consider some of these options:

- Educate yourself using trusted sources and share what you learn with people you care about
- Find out what is happening in your community and consider simple ways you can support these efforts - call the TPI team for information and ideas
- Come to a meeting of Tobacco-Free Jeffco (we meet just once a quarter) to share ideas
- Volunteer to staff an information booth at a community event or health fair
- Take information to your workplace, groups you're involved with, places of business you frequent (like your barber or beauty shop), your faith community, etc.
- If you are a former tobacco user, share your story with others who are trying to quit - learn to be a buddy for support

When you do feel ready...

- Respond to news stories by writing letters to the editor; you can do this online with both the Mile High (Jeffco) papers and the Post/News' "Your Hub"
- Talk to policy makers about the issues you are most concerned about
- Join other Coalition members in meeting with local elected officials to discuss strengthening local laws
- Get trained as a volunteer cessation coach and help others quit tobacco

For more ideas and information, call the TPI team -
your local health agency's tobacco control team would love to support you!

Ask Jeffco Ciggy at ask_ciggy@yahoo.com.

Coalition News

If you are concerned about tobacco smoke intrusion in your apartment, town home or condo... a coalition has been formed for YOU. CASH (Colorado Alliance for Smoke-Free Housing) is made up of residents from multi-unit homes and other advocates of smoke-free housing who are working to educate the community and property owners/managers about the cost and health benefits of smoke-free housing policies, advocate for both policies to make multi-unit housing smoke-free and empower other tenants who suffer from smoke-intrusion into their homes.

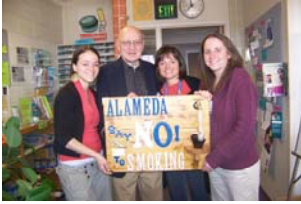
We have been generating a lot of ideas for upcoming activities/events that all can be involved with to increase awareness on second hand smoke and the benefits of smoke-free housing. We welcome your participation!

Concerned individuals are encouraged to check the Jeffco Smoke-Free hot line for updated information at 303-239-7054. Anyone interested is invited to attend our meetings and/or our events. Please feel free to invite others so all of us can be educated on second-hand smoke issues and become a part of this new venture. CASH is working to take smoking out of your homes, helping all of us to live a healthier life.

If you have any questions or would like additional information, please contact: Susan Sobkoviak at 303-275-7558 or email: sksobkov@jeffco.us



The "BE" (Breathe Easy) Team



Jeffco Schools BE Team was created this spring as a way to provide youth-to-youth tobacco prevention education to students and their parents.

Energetic students from Alameda, Jefferson and Arvada

High Schools volunteered to BE proactive and BE part of the solution, attending an all day training to learn to present to 5th grade students at Stein, Lumberg & Russell Elementary Schools. At these schools, the high school students interacted with small groups and had a very positive effect as role models for the younger students. They focused on Media Targeting Teens, The Effects of Second-hand smoke, The Health Consequences of Tobacco Use, and Communication & Refusal Skills. The BE Team also addressed tobacco issues in their own high schools and planned ways to provide support for change.

Student BE team members reinforce the principles of the Jefferson County Schools Tobacco Free Policy as one of the best in the state – focusing on educating, not punishing, students. As a priority to keep students and staff safe, the policy includes all school sponsored activities & facilities.

The BE Teams are given the opportunity to continue their work as part of projects during the summer and will be back during the next school year, adding new schools to the team. This project is a collaborative effort between Jefferson County Health Dept., Jefferson County Schools, Jefferson Center for Mental Health, the American Academy of Family Physicians and community member, cancer survivor, Fred Zastrow.

For more information call Flo Cisan at 303-275-7509

Jeffco Tobacco Free School Policy in Focus

ALAMEDA HIGH

EVERGREEN HIGH

CONIFER HIGH

WHEAT RIDGE MIDDLE

JEFFERSON HIGH

MCLAIN COMMUNITY

WARREN TECH

KEN CARYL MIDDLE

N. ARVADA MIDDLE

SOBESKY ACADEMY

These schools participated in an assessment tool designed to help staff and students look at the issue of tobacco use. Through this process students and staff have an increased awareness about the Jeffco School Tobacco Free Policy, considered to be one of the best in the state, and have utilized some of the many resources available to promote tobacco use prevention & cessation. All high schools have trained facilitators in the American Lung Associations Not on Tobacco program to assist teen students in quitting tobacco. Students have been active in increasing awareness among their peers as well as taking time to educate younger students about tobacco and how they can help keep their school a safe and healthy environment.

Exempla Lutheran Medical Center Tobacco-Free on July 3!

The new Tobacco Free Campus status means that the tobacco use policy will extend beyond the walls of the hospital to include the entire Exempla Lutheran Medical Center campus. Starting on July 3, patients, visitors, volunteers, employees and physicians will no longer be permitted to use tobacco - cigarettes or smokeless tobacco - near the hospital or on the surrounding campus grounds, including personal cars.

“Given that tobacco-use and secondhand smoke exposure continue to be among the top causes of preventable death and disease in our nation, what Lutheran is doing sets a very important standard for organizations providing health care in our County,” said Dr. Mark B. Johnson, M.D., Executive Director of the Jefferson County Department of Health and Environment.

Please join us in celebrating Exempla’s amazing work to improve the health of Jefferson County by going tobacco-free.

