Tobacco Prevention Tribune

Jefferson County Tobacco Prevention Initiative



Quarter IV Newsletter



April - June 2012

The Jefferson County Tobacco Prevention Initiative (TPI) team thanks you for your interest in tobacco control and prevention. This 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:

Coalition Corner	2
RFA Highlights	3
Ordinance Provisions	3
Breathe Easy	4

Team Updates

Getting Involved

and Connected



Stronger Tobacco-Related Ordinances Pass in Lakewood and Golden

The cities of Lakewood and Golden both approved stronger tobacco-related ordinances in April, 2012, that will further protect residents, workers and visitors from exposure to tobacco smoke and youth from accessing tobacco products.

Lakewood

Jefferson County Public Health (JCPH) and Citizens for a Healthier Lakewood worked for over two years advocating for a stronger and more comprehensive smokefree ordinance in Lakewood. The city's revised ordinance was passed by Lakewood City Council April 9, 2012, and went into effect May 12, 2012. The ordinance addresses several of the loopholes in the Colorado Clean Indoor Air Act and provides further protections from the dangers of secondhand smoke.*

While advocates were hoping for an even stronger law to provide greater health protections, the approved ordinance revision was a significant step in the right direction.

<u>Golden</u>

On April 26, 2012, the Golden City Council unanimously passed an ordinance requiring that tobacco retailers located in the City of Golden be required to purchase an annual license to sell non-cigarette tobacco products.* Non-cigarette tobacco includes products such as chew or spit tobacco, cigars, cigarillos, snus, pipe tobacco, dissolvable tobacco and electronic cigarettes.

Over the past year, the Health is Golden Coalition, Golden High School Breathe Easy (BE) Team and JCPH advocated for tobacco retailer licensing in the City of Golden. Despite an existing law

prohibiting the sale of tobacco to minors, youth were still accessing tobacco. In fact, four stores in Golden sold to a minor during compliance checks in 2011. Evidence shows that licensing is an effective strategy to reduce illegal tobacco sales to minors, and reducing illegal sales to minors reduces youth tobacco use and addiction.

Golden is the fourth city in the State of Colorado to pass this type of ordinance and the first in the Denver metro area and in Jefferson County. The new ordinance became effective May 8, 2012. Health is Golden, the Golden BE Team and JCPH congratulate the City of Golden for making it a priority to protect youth from tobacco.

Keep your eyes open for these ads in your community papers!



*To view Lakewood and Golden ordinance provisions in detail, please see page 3.





Health is Golden

Golden's tobacco licensing ordinance would not have been a success without the involvement of numerous community members, including the Health is Golden Coalition and Golden High School Breathe Easy (BE) Team. These groups were committed and engaged from the very beginning of the advocacy and ordinance process until the final vote. Along with the coalition, there was incredible support and leadership from the Golden Leadership Team, a wonderful City Council champion (Councilor Bill Fisher) and the entire Golden City Council and staff.

Coalition members participated in many activities such as writing letters to their respective elected officials, submitting e-comments to Council, attending and showing support at public hearings and testifying to Council during the public comment portion of City Council meetings (which takes a lot of bravery!).

There is still more work to be done as the implementation and enforcement stages of the ordinance are just ramping up. Every tobacco retailer was notified of the ordinance through a mailing and in-person follow-up visit. As of June 8, 2012, all but one retailer had submitted their license application. JCPH staff will be providing assistance to the Golden Police Department with planning future compliance checks and will create comprehensive retailer training materials. The coalition continues to be engaged and will be involved in further outreach and education about protecting Golden from the harms of tobacco.

Breathe Easy Wheat Ridge

Breathe Easy Wheat Ridge has been busy educating the citizens of Wheat Ridge regarding its efforts to strengthen smoke-free policies in the city. Coalition members were at local events such as the Live Strong Ride at Wheat Ridge Cyclery and Leaves of Hope at Exempla Lutheran Medical Center. In addition, coalition members teamed up with 60 students from Wheat Ridge High School and Everitt Middle School along with 15 teacher and parent volunteers to clean up Crown Hill in observance of Earth Day. Over 3,000 cigarette butts were collected during the event. Since March, Breathe Easy Wheat Ridge has also added more business supporters to the coalition including Wheat Ridge Cyclery, Cress Kitchen and Bath, Compass Construction and Heavenly Harvest Produce.

Citizens for a Healthier Lakewood

The Citizens for a Healthier Lakewood Coalition is celebrating the results of their hard work toward greater secondhand smoke protections that took effect in Lakewood in May, 2012. The coalition spent over a year educating the community and Council, attending monthly coffee meetings, writing letters to the editor, meeting individually with Council representatives and providing testimonies during public comment at Council meetings (including the final Public Hearing on April 9, 2012). The coalition showed exemplary leadership and dedication, and they are to thank, along with the Lakewood High School BE Team, City Councilor Tom Quinn (Chair of the Ad Hoc Committee on Smoking) and all who were so committed to limiting secondhand smoke exposure in Lakewood, for the great strides that Lakewood took to make Lakewood a healthier community for everyone.

JCPH and Citizens for a Healthier Lakewood will continue educating the community about the new protections and gathering input from citizens about stronger health protections throughout Jefferson County.

Healthy Unincorporated JeffCo

On March 13, 2012, JCPH staff and Healthy Unincorporated JeffCo coalition members presented to the Board of County Commissioners. This presentation took place after two years of dedicated work to gather community input, educate about the benefits of smoke-free protections and build support for a strong ordinance. Dr. Mark Johnson, Executive Director of JCPH, BE Team students from Columbine High School, Coalition Chair John Coles and JCPH Tobacco Prevention Initiative Coordinator Donna Viverette each presented arguments in support of a stronger smoke-free public places ordinance.

Response to the presentation was generally positive, with indications that the majority of the proposed provisions may be supported by the Commissioners. However, the next phase of the ordinance review process has been moved back until the Commissioners have addressed other pressing County issues. Though the requested delay caused some initial concern, the coalition and staff are eager to use the extended timeline to expand the reach and impact of several projects.

The coalition and staff are planning to use this time to extend several activities as well as launch a new public...

("Healthy UJC" Continued on Page 3)

("Healthy UJC" continued from Page 2)

...educational effort focusing on the benefits of smoke-free outdoor areas. Additional outreach activities will help increase public awareness as well as encourage formal endorsements of the ordinance provisions and engage new strategic partners. Formative plans with Jeffco Parks have been initiated to launch an exciting educational campaign that will help educate citizens about the health benefits of smoke-free outdoor areas, including parks, trails and other recreational spaces. As part of an over-arching goal to help Jeffco residents improve health through use of area parks, recreation and open space resources, targeted messaging about the importance of making these areas smoke-free will reach a wider audience in the county.

In the months ahead, watch for smoke-free outdoor messaging via the Jeffco Outdoors campaign, and look for the Healthy Jeffco coalition booth at the Community Safety Awareness Day Fair on August 25 and at Dakota Days in September. For more information and to get involved in these activities or other volunteer opportunities in support of smoke-free public places, please call Ed Ellis at 303-275-7565 or visit us at www.healthyjeffco.com.

Spotlight on Tobacco Funding Opportunities

New funding from Amendment 35 excise tax dollars for local tobacco prevention activities will be available starting October 1, 2012, for up to 33 months. Jefferson County Public Health is applying for the following two grants:

- Implementing a comprehensive health communications and media campaign to address multiple tobacco issueareas across Jefferson and Gilpin counties.
- The Community Tobacco Initiative—focusing on four inter-connected projects and multiple collaborative partnerships to reduce tobacco's disproportionate burden on our county's low socioeconomic and health disparity-affected populations. Each of the four projects includes community/participant engagement in support of policy and systems change to address priority tobacco issues as well as targeted health communications outreach and media activities. These projects involve partnerships with Metro Community Provider Network, Jefferson County Public Schools, Red Rocks Community College and other young adult service/educational organizations, and Jefferson County's local and county-wide tobacco control coalitions.

Successful grant applications will be notified in early August, 2012. Contact Donna Viverette with questions: 303-275-7555

Provisions of Lakewood's Smoke-Free Ordinance

- Increases the smoke-free perimeter around ALL public entryways from 15 feet to 25 feet.
- Requires signage at entryways stating the 25-foot perimeter.
- Prohibits the opening of any new hookah bars after May 12, 2012.
- Prohibits the opening of any new cigar-tobacco bars; or the expansion or relocation of existing cigartobacco bars after May 12, 2012.
- Prohibits any tobacco business from opening in any bar, tavern or restaurant.
- Prohibits anyone under age 18 from entering a tobacco retail business, hookah bar or cigar-tobacco bar.
- Establishes smoke-free city playgrounds, swimming areas, skate parks, athletic fields, picnic shelters, tennis courts and similar locations in outdoor areas as well as festival grounds or places where people congregate to partake in city events or outdoor concerts.
- Establishes smoke-free transit stops including lightrail platforms and bus stops.

To view the Lakewood ordinance, visit: http://bit.ly/KCJu44

Provisions of Golden's Non-Cigarette Tobacco Licensing Ordinance



- Tobacco retailers located in the City of Golden are required to purchase and display an annual license to sell non-cigarette tobacco products.
- Licensees shall not allow, permit or require any person who is under 18 to sell, stock, retrieve or handle noncigarette tobacco products.
- Licensees shall not sell or transfer a non-cigarette tobacco product without first checking the customer's ID to confirm that the recipient is at least 18 to purchase and possess the non-cigarette tobacco product.
- No minors are permitted in retail tobacco specialty businesses unless accompanied by their parent or guardian, and the licensee must post a warning sign stating this.
- No license shall be issued to authorize non-cigarette product retailing within 500 feet of any public or private elementary, middle, or high school. (Noncigarette tobacco retailers operating lawfully on April 26, 2012, shall be exempt from the 500 foot prohibition.)

To view the Golden ordinance, visit: http://bit.ly/GoldOrd1917

Updates from the Breathe Easy (BE) Teams

Wheat Ridge

In addition to the cigarette butt pick-up activity mentioned on Page 2, students from Wheat Ridge High School completed a PhotoVoice project using pictures to explain how tobacco impacts their world. Students took pictures of everything from the tobacco use in their home to the tobacco litter they see while waiting for the bus. Two students presented this project to Wheat Ridge City Council on May 14, 2012, and asked that Wheat Ridge make parks, playgrounds and bus stops smoke-free.

Golden

Golden High School BE Team students did an amazing job of contributing to the policy advocacy process in Golden. Members of the BE team either spoke or attended every City Council meeting (proudly wearing their BE team t-shirts!) and gave great public comments from their hearts about why they believed City Council should take the proposal of tobacco licensing seriously. The team will also be doing a cigarette butt pick-up later in June. What a dedicated group of young people!

Unincorporated Jefferson County

In early March, students representing Conifer High School presented to the County Commissioners on the dangers of secondhand smoke in outdoor seating areas as well as the need to prohibit hookah bars, placing particular emphasis on how easy it is for underage individuals to go to hookah bars. The students returned with pictures of a student smoking hookah, which they presented to the Commissioners at a public session. On March 20, 2012, students representing Columbine High School also presented at a briefing to the County Commissioners. Their emphasis was on the smoking-related litter in the Jeffco Parks and the importance of smoke-free parks. They also mentioned some of the techniques the tobacco companies use to get youth hooked on tobacco.

Lakewood

The Lakewood BE Team students also participated in numerous Council meetings this quarter by attending and offering personal testimonies. The commitment and dedication of these students is commendable as they endured the long and tedious policy process alongside the

Citizens for a Healthier Lakewood members. The voice of youth made an impressive impact on the City of Lakewood, and these students will continue to be civically engaged beyond this project.

Important Upcoming Events:

Lakewood on Parade - Tuesday, July 3; 3pm-10pm; JeffCo Sports Stadium at 6th and Kipling

Evergreen Farmers Market - Tues., July 10; 10am-2pm; Bergen Park

Smoke-Free Golden Parks Event - Wednesday, July 11; 5:30-8pm

Belmar Farmers' Markets - Every Sunday 10am-2pm; Lakewood, CO

Wheat Ridge Produce Fairs - Fridays, July 15 & August 12; 9am-II:30am; Healing Waters Family Center, Wheat Ridge, CO

JeffCo PTA Leadership Conference - July 21; 10am-2pm; Ralston Valley High School, Arvada, CO

Community Safety and Awareness Day Fair - August 25; 9am-Ipm; JeffCo Fairgrounds, Golden, CO

Health, Wellness and Sustainability Expo - August 25; 8am-7pm; Parfet Park, Golden, CO

Dakota Days

September 8; 8am-3pm; Dakota Ridge High School, Littleton, CO

For More Information:

Visit Us on the Web:

www.breatheeasywheatridge.com

www.healthisgoldencoalition.com

www.citizensforahealthierlakewood.com

www.healthyjeffco.com

*Social media profiles are accessible on the websites.

Contact Us Via Email:

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Jefferson County Tobacco Hotline:

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