

Tobacco Prevention Tribune

Jefferson County Tobacco Prevention Initiative



Quarter 1 Newsletter  July-September 2011

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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Jefferson County Tobacco Coalition Member brings Dissolvable Tobacco to the Attention of the Colorado Board of Health

One man, one passionate cause, and change is possible. A Jefferson County resident and tobacco prevention advocate, Dr. Walter “Snip” Young offered a three minute presentation about dissolvable tobacco products during public comment at the Colorado State Board of Health meeting on July 20, 2011. Armed with the brightly colored packages of some of the new tobacco company products such as Orbs, Sticks, and Strips, Dr. Young showed the board members the products that are currently being test-marketed in Colorado. Board members reacted with shock and awe as many of them had not previously seen or heard of the products. A simple request was made, that the Board hold a public hearing about the dissolvables in order to discuss the potential health concerns and appeal to youth. Within



a week of the presentation, the Board agreed to hold a hearing.

Community members often don't realize the impact that they can have on decisions made at local and state levels. Snip, an active member of the Healthy Unincorporated JeffCo Tobacco Coalition, was passionate about the potential harm these new products could cause and was determined to do something about it. His efforts have significantly impacted the face of tobacco prevention within Jefferson County and the state of Colorado.

The Board of Health held the public hearing about dissolvable tobacco, as promised, on August 17, 2011. Public health advocates, concerned citizens, tobacco industry representatives, members of the media, and a number

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Upcoming Events and Opportunities

Jefferson County Joint Tobacco Coalition Meeting

September 7; 5:30-7pm (Lakewood JCPH Office)
RSVP to dviveret@jeffco.us / 303-275-7555

Webinar: Skills to Create and Manage a Social Media Presence

September 8; 10-11am
<https://cc.readytalk.com/r/gublkldn5yyZ>

Webinar: The Effects of Marijuana on the Teen Brain

September 15; 11:30am-1:30pm
<http://connect.cboces.org/r3okl8tube9/>

Webinar: The Addicted Brain

September 20; 9:30-11:30am
<http://connect.cboces.org/r20nzptajz2/>

Webinar: The Effects of Tobacco on the Teen Brain

September 27; 11:30am-1:30pm
<http://connect.cboces.org/r8wfvvtnc3z/>

Webinar: Coalition Fundamentals

September 29; 11am-12pm
<http://www.dlnets.com/MCTFT2nd.htm>

Greeley Heart Study Presentation

October 5; 6-7:30pm (St. Anthony Medical, Lakewood) Call 303-275-7558 to RSVP





Coalition Corner

Citizens for a Healthier Lakewood

It has been an active and successful summer for Lakewood's Citizens for a Healthier Lakewood Coalition and the Lakewood Tobacco Prevention Team. A small group of talented youth were made available to work with us thanks to funds from the Tobacco Disparities Advisory Committee and Amendment 35 tax dollars. The team provided information about the danger of outdoor secondhand smoke to a broad segment of Lakewood families through education and outreach at Farmers' Markets, the JeffCo Produce Fair, Wal-Mart, the Chili Harvest Festival, and Lakewood on Parade. The team provided information about the danger of outdoor secondhand smoke to a broad segment of Lakewood families.

The coalition's outreach efforts are working. In the past two months the team has spoken with over **1,200 people and received 400 signed "endorsement cards"** from supporters of stronger smoke-free ordinances.



Breathe Easy Wheat Ridge

The Carnation Festival is a popular annual event in Wheat Ridge, and this year's event planners decided to take a first step towards making the event smoke-free. Two designated smoking areas were provided near each end of the event, and signs were dispersed that thanked attendees for **making it a "fresher air event" by using the designated smoking areas.** Additional signs encouraging smokers to "Watch Your Butts" were displayed with hopes of reducing litter at the event. Event coordinators were pleased with the outcome and hope to continue working with us on future events.

Health is Golden

Summer in Golden has been busy with various events and fun things to do. On August 28, 2011, the USA Pro Cycling Challenge began its final stage in Golden, and the City



hosted a Sustainability, Health, and Wellness Expo in Parfet Park during the weekend of the race. Health is Golden Coalition Co-Chair Saoirse Charis-Graves also happened to be the Co-Chair for the Expo! Saoirse got the Expo committee on board with declaring the event as smoke-free. In addition, City Manager, Mike Bestor, declared Parfet Park as smoke-free for the weekend of the event per the authority given in the recently enacted Ordinance 1886.

In addition, the City of Golden installed new signs in every city-owned playground reminding visitors that smoking is not allowed within 25 feet of city-owned playgrounds. As the coalition's efforts are focused on reducing youth access and exposure to tobacco in Golden, smoke-free atmospheres encourage the modeling of positive behaviors for youth. **Health is Golden applauds the City's efforts to promote health, wellness, and sustainability for its residents and visitors alike.**

Healthier Unincorporated JeffCo

Healthier UJC is currently working with local businesses to solicit input regarding stronger smoke-free laws. **Research demonstrates that stronger smoke-free laws can provide cost savings for businesses and have positive impacts on revenue.**

If you are a business owner (or know someone who is) that is interested in learning more or getting involved in these efforts, please contact 303-275-7565 or ejellis@jeffco.us



"Dissolvables" continued from page 1

of others filled the board room to testify and listen. After four hours of testimonies, questions, answers, and lively debate, the Board came to the conclusion that enough concern existed for a resolution to be adopted in regards to the products.

Dr. Chris Urbina, Executive Director of the Colorado Department of Public Health and Environment, offered closing thoughts declaring that he believes dissolvable tobacco products are clearly targeted toward youth and that there is no safe level of tobacco use. The Board is currently reviewing a draft resolution and is expected to sign a final draft sometime in September. The details of the resolution are still being debated but could include a request of the tobacco industry to withdraw the products from the state of Colorado as well as components related to statewide educational efforts.

Jefferson County Public Health thanks Dr. Young for his involvement in local coalition efforts and his commitment to protect Jefferson County communities from the harm of tobacco.



What are DISSOLVABLES??

Orbs



- Pellets of ground tobacco resembling candy or mints
- Meant to be placed between the lip or gum or to move around freely in mouth
- Dissolves in 10 to 15 minutes
- 1 mg of nicotine per pellet*

Sticks

- Cylindrical sticks of finely milled tobacco that can be used similar to a toothpick or broken off into smaller sections
- Entire stick is dissolvable (unlike Marlboro sticks)
- 3.1 mg nicotine per stick*



Strips



- Flat sheets of finely milled tobacco resembling breath strips
- Meant to be placed between the lip or gum
- 0.6 mg nicotine per strip*

**Nicotine amounts are those reported by the tobacco industry and may vary.*

These products are of great concern for the following reasons:

- They may be appealing to youth because of packaging and candy-like appearance.
- They are discreet and easy to use in places like school or other tobacco-free locations.
- They may decrease cessation rates as smokers use these products in smoke-free areas instead of being encouraged to quit tobacco.

Want to get involved?

The Colorado Board of Health will potentially adopt one or more resolutions related to dissolvable tobacco products at the Board of Health meeting on Wednesday, September 21st at 1:30pm. Anyone can attend or call in to the meeting.

Meeting Location:

Colorado Department of Public Health and Environment
Sabin-Cleere Conference Room, Bldg. A, 1st Floor
4300 Cherry Creek Drive, South A5
Denver, CO 80246

To call in:

Dial the conference access number: 1-866-899-5399
Dial the conference room number: *3529725*
(Note: the star key must be pressed before & after the rm. #)
*Don't forget-mute your phone when you are not speaking, and place your cell phone on "silent" or "vibrate" to prevent disruptions to the teleconference.

If you would like to write a letter of support, please mail it to:

Colorado Board of Health
Attn: Karen Osthus
4300 Cherry Creek Drive South A5, Denver, CO 80246



Updates from the Breathe Easy Teams

Jefferson County hosted a Tobacco Youth Summit on June 25, 2011 in Denver. Youth representatives, sponsors, and parents from across Colorado attended the Summit. The youth participated in a morning training that included networking activities and brainstorming sessions. The afternoon was filled with fun at Elitch Gardens!

Breathe Easy Teams are ramping up and recruiting new members now that school is back in session. If you know a student that lives in Lakewood, Golden, Wheat Ridge or Unincorporated Jefferson County, have them contact the Jefferson County Tobacco Prevention Initiative at 303-275-7555 if they would like to get involved in local tobacco prevention efforts.



News You Can Use

- **Lakewood Residents Support Smoke-Free Air - Inside and Out:** 81% support local laws to make more public places smoke-free * 77% want all outdoor recreation areas, including parks, trails, playgrounds and sports fields, smoke-free * 77% support making outdoor seating/dining areas of bars and restaurants smoke-free [read the summary of the preliminary findings](#) (<http://bit.ly/reCJua>)
- Greeley Study [Shows Strong Smoke-free Laws Reduce Heart Attacks by 56%](#) in People who Smoke (www.no-smoke.org/doc/Greeley_Study.doc)



JeffCo Tobacco Coalitions Get SOCIAL!



The Jefferson County Tobacco Prevention Coalitions are tweeting, posting, blogging, and “liking”!

Breathe Easy Wheat Ridge

www.breatheseeasywheatridge.com

<http://on.fb.me/dZkGlz>

www.twitter.com/BreatheEasyWR

Citizens for a Healthier Lakewood

www.citizensforahealthierlakewood.com

<http://on.fb.me/ghqKEM>

www.twitter.com/4healthierLW



Health is Golden

www.healthisgoldencoalition.com

www.facebook.com/healthisgolden

www.twitter.com/healthisgolden

Healthy Unincorporated JeffCo

www.healthyjeffco.com

<http://on.fb.me/o97Fa7>