

Tobacco Prevention Tribune

Jefferson County Tobacco Prevention Initiative



Quarterly Newsletter  July-September 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.

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Good-bye Summer...

Welcome Fall!

Advocacy for Smoke-Free Environments Makes an Impact

An interest in improving health, the environment and safety combined with the persistent work of smoke-free advocates has many more communities and businesses across the state taking policy action to increase protection from the dangers of tobacco smoke. Recent local examples include the following:

- In April, the City of Lakewood strengthened its smoke-free ordinance to include prohibiting smoking within 25 feet of all public entryways and around all playgrounds, swimming areas, skate parks, athletic fields, picnic shelters, tennis courts and outdoor transit waiting areas. Smoking is also prohibited on festival grounds or in places where people congregate for City events or outdoor concerts. Though Council did not prohibit smoking in all indoor work places or outdoor dining/seating areas, coalition members are hopeful that support will build for future Council action.

- Denver International Airport (DIA) announced in May that it supports Denver Mayor Michael Hancock's plans for creating a better, healthier Denver by moving toward becoming a smoke-free facility. Creating a healthier environment for travelers and employees, the airport has closed all but one of its four indoor smoking lounges with plans to close the final lounge in 2018.

- In June, the pedestrian and bike path along Clear Creek in the City of Golden was declared as smoke-free through administrative order by City Manager, Mike Bestor. This action was taken primarily to address environmental and overuse concerns but has sparked conversations regarding the desire for expanded smoke-free restrictions in outdoor areas.

For more information about the progress of smoke-free advocacy efforts, visit www.no-smoke.org, and check out the growing list of local and state tobacco control laws. Continuing the work of advocating for stronger tobacco control policies is critically important. If you are interested in working with others to advance tobacco control policies in your workplace or community, please contact us at 303-275-7555.



Get Healthy. Stay Healthy.
Your connection to the wonderful public parks and trails in Jefferson County . . . and better health.

"Parks and health go hand in hand."
Dr. Mark B. Johnson, MD, Executive Director, Jefferson County Public Health

Coming soon . . .

JEFFCO OUTDOORS

Healthy Unincorporated Jeffco coalition is happy to be a part of the new collaboration between Jefferson County Public Health and Jefferson County Parks to promote physical activity, smoke-free spaces and stress reduction in the great outdoors. Keep your eyes open for more information!



Coalition Corner



Live Longer, Live Stronger

Healthy Unincorporated JeffCo

Healthy JeffCo has been busy attending events such as the Evergreen Lake Concert, Evergreen Farmer's Market, Clement Park Concert Series and PTA Leadership Meetings. (See the "Upcoming Events" section for a list of future events that we will be attending, and keep in mind that volunteers are needed!)

At events, we are signing up new coalition members, giving out educational materials and assessing community support for smoke-free public places in Unincorporated Jefferson County. The level of support for a stronger law has been tremendous, and the coalition will continue its outreach efforts to gather input and endorsements. With the hard work of our partners and coalition members, we are hopeful that Unincorporated Jefferson County will have a stronger smoke-free ordinance in early 2013. Make sure to see page 3 for specific information about how you can help make this a reality!

Health is Golden

Members of Health is Golden, Golden High School Breathe Easy (BE) Team and Jefferson County Public Health (JCPH) staff have continued to be very busy since the April passage of Ordinance #1917. The coalition and youth continue to show gratitude to the City Council, City staff and supportive individuals and organizations for taking the issue of protecting youth from tobacco so seriously. Hand-written notes of personal thanks were mailed and hand-delivered, and a thank-you ad campaign ran in the Golden Transcript, Denver Post's Golden Your Hub section and online.

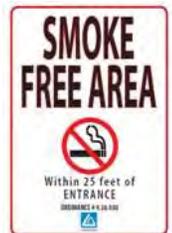
JCPH staff met recently with the Golden Police Department to discuss and plan for future compliance checks. Numerous educational materials have been created and distributed throughout the community. In mid-August, an informal debrief of the policy campaign was conducted during a celebratory luncheon with a diverse group of individuals including members of the coalition, BE Team youth, a City staff member, a City councilor and other community supporters. In addition to coalition members and community partners being recognized for their contributions, the group discussed lessons learned, recent implementation activities, possible community concerns and new directions.

Health is Golden will continue to support Golden in its implementation and enforcement efforts while also soliciting feedback from the community to help shape its next steps.

Citizens for a Healthier Lakewood

Breathing clean air in Lakewood has become a little bit easier since the stronger smoke-free ordinance went into effect May 12, 2012. The ordinance addressed several of the loopholes in the Colorado Clean Indoor Air Act and provides further protections from the dangers of secondhand smoke. You may have noticed numerous signs the City has been posting throughout the community designating City-owned playgrounds swimming areas, state parks, athletic fields, picnic shelters, tennis courts, festival grounds, City events and outdoor concerts as smoke-free. Transit stops such as light rail platforms and bus stops are also now smoke-free, and signs have been posted at many public entrances of businesses stating that smoking is not allowed within 25 feet of the entrance. Lakewood Police and code enforcement officers have been focused on educating businesses on the new smoking rules. They also have the authority to issue tickets, which may result in fines up to \$200 on the first violation.

Citizens for a Healthier Lakewood has continued to play an important role in the implementation and education of Lakewood's smoke-free ordinance. Coalition and outreach specialists have been providing education and engaging people in discussions at farmers' markets, community fairs and other events about the new health protections of the ordinance, seeking community input and addressing questions and concerns. JCPH continues to work with the coalition and the City of Lakewood towards reducing exposure to second-hand smoke through education, collaborative community efforts and policy changes. For more information on the ordinance or to get information on signage, please visit: www.Lakewood.org/smoking.



Breathe Easy Wheat Ridge

Breathe Easy Wheat Ridge has been busy making the public aware of a new hookah lounge that opened August 24, 2012, across the street from Wheat Ridge Middle School. Mile High Hookah is inviting 16-year olds to come to the smoking lounge. Coalition member Lynnette Namba said, "That we're adding, not removing, smoke-filled businesses of any type in our community is shameful." To view the action alert, please visit: <http://bit.ly/PMAOZN>. Make sure to also see the story on page 3 about a recent household survey indicating that a stronger smoke-free law would help make Wheat Ridge a destination community!



Tobacco Use Trend Shows Slow Decline for Middle and High School Students in Colorado but Increase With Cigars

(Excerpt from CO Dept. of Public Health and Environment News Release)

According to a newly released CDC report* on the 2011 National Youth Tobacco Survey, tobacco use among middle and high school students shows a downward trend from 2000 to 2011 – from 34.4 percent to 23.2 percent for high school students and 14.9 percent to 7.1 percent for middle school. Compared to a decade ago, though, the rate of decline is much slower.



“Overall we’re headed in the right direction, and that’s the good news,” said Celeste Schoenthaler, tobacco program manager at the Colorado Department of Public Health and Environment. “But part of the reason we’re not seeing a faster decline in tobacco use among youth here in Colorado is because kids can find a variety of tobacco products that are appealing and cheap. It’s not just cigarettes. Youth are using products like little cigars and smokeless tobacco products such as chew or snus.”

In particular, the survey found high rates of cigar smoking and smokeless tobacco use among high school boys, with 15.7 percent smoking cigars and 12.9 percent using smokeless tobacco. Cigar smoking among black high school students increased significantly from 2009 to 2011, from 7.1 percent to 11.7 percent.

Many tobacco products are flavored to make them more attractive to new users, even though flavored cigarettes now are prohibited. Tobacco companies can put fruit and candy flavors in cigarette-sized cigars and a variety of smokeless products. Using these products can lead to nicotine addiction and future smoking.

According to the CDC, nearly 90% of people who use tobacco became addicted before the age of 18. Tobacco addiction can lead to a lifetime of serious health problems. The best way to prevent tobacco use is not to start. “Before school starts, we encourage parents, school administrators and others to ensure the tobacco-free school law is enforced at their schools and that youth understand the tobacco industry advertising and products are intended to hook them for life,” said Schoenthaler.

What can parents, school administrators and communities do to help?

- Ensure your local schools are enforcing Colorado’s tobacco-free schools law. <http://rmc.org/K12/Docs/TFSToolkitF.pdf>
- Promote and provide youth with free tobacco-free tools. <http://www.teen.smokefree.gov/>
- Help kids become more aware of tobacco industry marketing tactics. <http://www.thetruth.com/>

*View CDC report at: <http://1.usa.gov/NvzawO>

Survey Shows that Stronger Smoke-Free Law Could Drive More Business to Wheat Ridge

A survey was recently sent to 2,000 households within a half mile of Wheat Ridge capturing information about spending and use of area dining/drinking establishments, retail shopping and visits to outdoor recreation areas. Survey data will hopefully assist the City’s business and community leaders in understanding the potential positive impact that a stronger smoke-free City law—in particular smoke-free outdoor dining, parks and playgrounds— could have on the appeal of the community.

Preliminary survey findings show that a stronger smoke-free law, including smoke-free patios, parks and playgrounds, would bring more visitors and revenue to Wheat Ridge - helping to make it a destination community.

Survey Highlights:

- Respondents say they are much more likely to visit Wheat Ridge parks, playgrounds and bars/restaurants if these areas were made smoke-free.
- Spending at Wheat Ridge bars and restaurants could be substantially increased if Wheat Ridge restaurant and bar patios were smoke-free.
- The respondents who report spending the most each month on shopping and dining have a strong preference for smoke-free bar/restaurant patios, parks, playgrounds and outdoor recreation and are more likely to visit if these areas are smoke-free.
- Many of the respondents who say they currently do not visit or spend money in Wheat Ridge bars and restaurants would be more likely to come to this community if patios were made smoke-free.

If you would like more information about this survey, please contact Donna Viverette at 303-275-7555 or dviveret@jeffco.us.

Healthy JeffCo Needs Your Help!

Recent news stories about smoke-free policy advancements in Colorado and across the nation, the smoking ban in Jeffco Parks, as well as articles and letters to the editors in local papers have all helped to spark more communication about the importance of stronger smoke-free public places laws. If you’ve read or experienced something lately that you think may help our elected officials understand why stronger policies are needed, please consider letting your voice be heard! If you want assistance with this process, please contact Healthy Unincorporated Jeffco at healthyunincorpjc@gmail.com.





Updates from the Breathe Easy (BE) Teams

Golden BE Team Helps Pick Up!

Two of the graduated members of the Golden High School BE Team took time from their summer to help with a cigarette butt pick-up in early August around three playgrounds in the City of Golden. A previous "pick-up" activity took place in June of 2011 in the same three parks, and this follow-up event was intended to gauge if the quantity of cigarette litter had changed since the passage of Ordinance 1886, which prohibits smoking within 25 feet of all City-owned playgrounds. Collectively, over 260 cigarette butts were picked up, which was a slight increase from 2011. However, less cigarette litter was found in the very popular Lion's Park playground area this year. Smoke-free policies and related signage are intended to create a shift in social norms, which is typically a gradual process and takes time. In addition, local advocates are hoping to see all Golden parks become smoke-free, which would help to further reduce tobacco use in playground areas where children are so often present.

BE Team Member Highlight

Over the last four years, more than 40 students have participated in Breathe Easy activities with a passion to fight the problem of tobacco use and secondhand smoke in our communities. Each one of these students has made a difference...whether it was to help a peer quit smoking or advocating to get a local tobacco control law passed.



Yaa Asare is one of the BE team students from Lakewood High School who has participated for all four years of her high school experience. She worked hard this past year with the rest of the Lakewood High BE team to move a reluctant Council toward a stronger smoke-free law in their City. Yaa will be heading to Tulane University at the end of August with a full Daniels Fund Scholarship and a declared undergraduate major in Public Health. Her ultimate goal is medical school. She recently shared that some of her proudest moments with the BE team have been when she has helped younger youth with understanding the dangers of tobacco use and secondhand smoke exposure and the importance of protecting themselves. Good luck and best wishes to Yaa and all of our graduated BE Team members!

BE Team Video Project

Jefferson County Public Health is working with the BE Teams from Golden and Lakewood High Schools to create a recruitment video highlighting their successes within their communities. Representatives from each team were interviewed about what makes the BE Team a positive experience for youth interested in making change in the world around them. BE Team members took pride in discussing their participation in City Council meetings and the civic process, educating



younger children about the dangers of smoking and secondhand smoke, and being a part of something that will leave a legacy for the next group of youth to follow. The video will be used to recruit future BE Team members at schools and to educate the community about their involvement and successes.

Important Upcoming Events:

Dakota Days

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

Summerset Festival

September 15; 9am-6pm and September 16; 9am-4pm;
Clement Park, Littleton, CO

For More Information:

Visit Us on the Web:

www.breatheeasywheatridge.com

www.healthisgoldencoalition.com

www.citizensforahealthierlakewood.com

www.healthyjeffco.com



Contact Us Via Email:

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*Social media profiles are accessible on the websites.

Jefferson County Tobacco Hotline:

303-275-7535