Tobacco Prevention Tribune



Jefferson County Tobacco Prevention Initiative

Quarter II Newsletter



October—December 2011

Recognition of Outstanding Leadership Team and Coalition Members

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.

In This Issue:

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303-275-7555 or

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Getting Involved and Connected



Golden Councilor Karen Oxman, Leadership Team Member

Councilor Oxman and the City of Golden staff and Council have greatly contributed to the success for strengthening Lakewood's smoke-free law. As a of tobacco prevention initiatives in the City of Golden. With Councilor Oxman's leadership and guidance, two tobacco-related ordinances were passed and implemented in Golden in 2010 focusing -free ordinance, which is expected to be on smoke-free playgrounds and tobacco stores and prohibiting self-service tobacco displays in retail stores. Councilor Oxman's commitment and dedication to protect the health and safety of Golden residents will have a lasting impact.

Saoirse Charis-Graves, Outgoing Coalition Co-Chair

Saoirse Charis-Graves is a long-time Golden resident who served as the Health is Golden Co-Chair from 2010-2011. Saoirse is a seasoned community organizer and health advocate who cares deeply about the health and well-being of the community of Golden. Saoirse has provided thoughtful leadership to the coalition, and as of January 12, 2012, she will be the new Golden City Councilperson representing District I.

Wheat Ridge

Exempla Lutheran Medical Center, Supportive Partner

Exempla Lutheran Medical Center (ELMC) has been leading the way to support tobacco-free living in Jefferson County. With the implementation of a tobacco free campus in 2008, ELMC became a model for other organizations to follow. They continue to offer tobacco cessation classes for employees and residents and work to raise awareness about the dangers of tobacco use and secondhand smoke exposure. ELMC endorses the tobacco and smoke-free policy efforts in Jefferson County and is also an active participant in the Breathe Easy Wheat Ridge coalition.

Sarah Davis, Coalition Chair

Sarah has been involved for many years in her professional role to reduce tobacco's toll across the US. As a volunteer and a Wheat Ridge resident, Sarah leads the Breathe Easy Wheat Ridge Coalition and is dedicated to helping Wheat Ridge have a smoke-free summer in 2012.

Lakewood Councilor Ed Peterson, Leadership Team Member

Councilor Ed Peterson has been a true champion spokesperson and tireless advocate for stronger provisions of the current law, he has played a vital role in the advancement of a comprehensive smoke considered by Council in early 2012. He completed his second and final term as a Lakewood City Councilor in November 2011 and has been appointed by the Governor to represent District II on the Colorado Transportation Commission.

Jenny Merriman, Coalition Member

Jenny has been a conscientious, civically-minded resident of Lakewood for many years. Her background as a public health nurse and reputation as an expert led to her recommendation by Councilwoman Sue King to serve on the Mayor's appointed "Ad Hoc Committee on the Lakewood Smoking Ordinance" in 2009. She served eight months on the committee, advocating for stronger smoke-free provisions. Jenny's leadership and heart for advocacy have been invaluable to the Citizens for a Healthier Lakewood coalition.

Unincorporated Jefferson County Faye Griffin, Leadership Team Member

As a Jefferson County Commissioner, Faye has been an avid, and engaged supporter of tobacco prevention efforts and stronger tobacco policies in Unincorporated Jefferson County (UJC). She understand how impacting tobacco use and secondhand smoke exposure improves the health and well-being of communities. Faye's dependability and support of the efforts to make UJC tobacco-free have been invaluable to Healthier Unincorporated Jeffco coalition.

John Coles, Coalition Chair

John Coles was the first resident to commit to smoke-free policy work in UJC in 2008. He brings an entrepreneurial spirit and understanding of the needs of the business community to his leadership of the coalition. John give his time to help with various community outreach activities, and under his leadership, the coalition has grown in strength and numbers,





Citizens for a Healthier Lakewood

Finally! The decision is near! After two years of committee work, a broad-based community outreach and education campaign, surveying of Lakewood residents, businesses, restaurants and visitors, as well as advocacy from the Citizens' for a Healthier Lakewood Coalition, efforts are paying off. Lakewood City Council is scheduled to begin discussion of strengthening its smoke-free law in early February 2012.

Since August 2009, an extensive process has been undertaken by a number of groups, including a Mayorappointed Ad Hoc Committee, a coalition of community members, and Jefferson County Public Health. The work has included community education and input regarding the impact a stronger smoke-free ordinance would have on the community of Lakewood. Educational efforts have reached at least 8,700 individuals, with over 2,100 people providing input through surveys, focus groups, . . .

("Lakewood" continued on Page 3)

Breathe Easy Wheat Ridge

Make a Difference Day was nationally recognized on Saturday, October 22nd, but Exempla Lutheran Medical Center strives to make a difference every day. Exempla Lutheran is a leader in creating tobacco-free places in Wheat Ridge. Their campus became tobacco-free in 2008, and they are committed to supporting the citizens of Wheat Ridge in becoming and remaining tobacco-free. Exempla Lutheran Medical Center has been making a difference in reducing tobacco use among its patients and workers by sponsoring free Getting Ready to Quit classes and hosting other educational opportunities for both the community and Exempla Lutheran staff.

Exempla made a significant impact at this year's Make a Difference Day by hosting a litter pick-up event with a focus on tobacco litter. Members of the community coalition, Breathe Easy Wheat Ridge and the Lakewood



High School Breathe Easy Team joined Exempla Lutheran Medical Center employees and their children for the litter pick-up on the Medical Center campus. The event drew more than 20 people to tackle the ongoing problem that cigarette litter creates in our community.

Health is Golden

Advocacy efforts to reduce youth access to tobacco in Golden have taken off! As the elections approached in early November, Health is Golden coalition contacted each City Council / Mayoral candidate with a questionnaire about tobacco-related issues. One candi-

date stated in their survey responses, "Prevention of youth tobacco use contributes to the long-term physical and economic health of our community" and that "...preventing youth from using tobacco products is the right place



to focus our efforts at prevention."

A number of meetings have been held with City staff and Council members to explain why tobacco retail licensing and a minimum clerk age of 18 would effectively reduce illegal sales of tobacco to youth. Presentations and meetings have been held with a variety of individuals and organizations such as PTAs and local businesses. Health is Golden continues to grow in membership as well as in passion for the important efforts to protect the youth and community of Golden from the harms of tobacco.

Healthier Unincorporated JeffCo

It has been an exciting summer and fall for the Healthier Unincorporated Jeffco coalition. The coalition continues to grow in membership through educational outreach events such as the Jeffco Health Fair, Dakota Days and the Jeffo PTA's annual conference. Outreach efforts to educate about the dangers of secondhand smoke have included local business owners as well as the Jeffco Head Start Parent Council, and the Evergreen Chamber of Commerce. Student groups from local high schools will begin working with the coalition soon.

Did you know that a study published in the journal, Tobacco Control found that young people living in towns with laws that completely prohibit smoking in restaurants had lower rates of progression to smoking than those young people living in towns with weaker laws or no smoke-free laws? The more visible smoking is, the more it is perceived by adolescents as socially acceptable and normal. Communities that pass smoke free laws improve air quality, decrease medical costs and improve public health.

Look Who Supports Stronger Tobacco Prevention Laws in Jefferson County!

Jefferson County Public Health (JCPH), the Jefferson County Board of Health and tobacco prevention advocates across the state know policy can protect the health of our communities, protect citizens' rights to breathe clear air, reduce exposure to secondhand smoke and reduce the social modeling of tobacco use. That's why JCPH's Tobacco Prevention Initiative is working with community leaders and policy makers to educate about the power of public health policy and to advocate for strong laws to reduce the toll that tobacco takes. Joining JCPH in in advocating for strong local smoke-free laws are the following organizations:

















The list of supporters is growing, with many small business owners and community organizations endorsing stronger tobacco control laws.

Coalitions and partners in Unincorporated Jefferson County, Lakewood, and Wheat Ridge are advocating for laws which:

- Make all indoor areas of workplaces and public places smoke-free without exception;
- Make certain outdoor public places smoke-free, including parks, playgrounds, outdoor recreation and sports areas, sidewalks around hospitals, and public transit waiting areas;
- Make outdoor seating and service areas of restaurants and bars smoke-free; and
- Extend the smoke-free entrances perimeter to a minimum of 25 feet.

In addition, JCPH staff, community members and local businesses and groups are advocating for the following laws to be considered in the City of Golden to reduce youth access to tobacco products:

- Requiring retailers to have a license to sell tobacco products:
- Requiring that retail clerks who sell tobacco be 18 or older.

If you work for an organization or own your own business and would like to get involved in supporting these efforts, please contact Donna Viverette at dviveret@jeffco.us or 303-275-7555.

(Healthier Lakewood—Continued from Page 2)

individual interviews and comment/endorsement cards. Groups such as Lakewood Youth Sports, the West Chamber of Commerce, business groups, local PTAs and neighborhood associations have all participated to get the broadest reach possible for information sharing and community input.



There's no safe level of exposure to secondhand smoke

In addition, the City of Lakewood solicited input through the City's website with over 160 individuals submitting their opinions about smoke-free public places laws and what the Council should do regarding amending the current law.

A Council study session is expected to be scheduled in early 2012. Groups which oppose stronger smoke-free laws continue to organize and actively fight against this important public health protection. Their work to defeat efforts to strengthen Lakewood's smoke-free law is often based on misinformation and unfounded fears of negative economic consequences of strong smoke-free laws. To get the facts and learn more about the problem of secondhand smoke and the power, effectiveness and benefits of strong policies as solutions, visit: www.citizensforahealthierlakewood.com

If you live, work or recreate in Lakewood and support stronger smoke-free laws, consider getting involved with Citizens for a Healthier Lakewood and/or sharing your views with City Council members. Council contact information can be found at: http://bit.ly/Lakewood Council.

To find out more about Citizens for A Healthier Lakewood and to get involved, call 303-239-7169, or email at citizensforahealthierlakewood@gmail.com



Every individual has the right to breathe safe, smoke-free air in Lakewood.



Updates from the Breathe Easy (BE) Teams

The Lakewood and Golden BE Teams recently presented information to their respective councils during public comment. Carissa Leeper and Nikayla Strauss shared with the Lakewood Council about why stronger smoke-free laws would benefit the Lakewood community. Golden BE Team member, Beau Hogan, introduced the Golden City Council to dissolvable tobacco products, explaining that the products are being sold in Golden and are potentially appealing to youth.

BE Team members also participated in recognizing the Great American Smokeout on November 17th. The Golden BE Team brought Ciggy Butts (pictured) to the Freshmen Assembly, handed out magnets and held a drawing for those 9th graders who signed the Pledge To Not Use Tobacco for that day. Lakewood BE Team students provided education to



the student body of Lady of Fatima K-8 school about secondhand smoke and tobacco. They also collected messages from kids about the impact that tobacco and secondhand smoke have had on their lives. The messages will be used for future advocacy efforts.

How You Can Get Involved:

Jefferson County Tobacco Prevention Initiative Leadership Team and Joint Coalition Dinner Meeting

December 7, 2011, 5:00-7:00 pm; Lookout Mtn. Room at Jefferson County Courts and Admin (TAJ) RSVP to dviveret@jeffco.us / 303-275-7555

"Sustaining a Tobacco-Free Life" Workshop

December 14; 6-7:30pm; Exempla Lutheran http://bit.ly/Sustaining_Tobacco-Free_Life

Voice Your Opinion on Smoke-Free Open Space!

Take the Jefferson County Open Space Survey that includes questions about smoke-free environments! http://survey.rrcresearch.com/s3/jeffopen

Engage JeffCo Workshop

December 3, 2011, 8:30 am - 5:00 pm Red Rocks Community College, Lakewood, CO Reception to follow at Jose O'Shea's - 385 Union Boulevard, Lakewood, CO http://linkd.in/Engage_JeffCo

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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