

Clearing the Air



Tobacco Prevention & Control Program Online Magazine

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On the Frontlines

High school prevention specialist targets student tobacco users

When students at a Lacey area high school are caught smoking, school officials give them a ticket. The fine is \$100 or enrollment in a “diversion” class taught by Patty May, a prevention and intervention specialist at South Sound High School.

In the class she uses a variety of techniques to motivate her students to quit smoking. She interviews each individual to determine what strategies and approaches might be most effective, and conducts a standardized test to determine whether nicotine replacement therapy might be advised or whether behavioral changes alone should work.

Many of the students are relieved to learn that they are not *so* addicted that pharmaceuticals are required, that changing behavior could work, she says.

May, a recipient of a 2007 Selecky Award, counsels her young smokers to change their patterns of behavior – by not hanging out at the off-campus “smoke pit” for instance or not smoking when talking on their cell phone.



Patty May (r), a high school prevention and intervention specialist, receives her Selecky Award from Secretary of Health Mary Selecky at the Tobacco Program’s annual conference last September.

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Resources

Providing cessation skills to kids differs from adults, she says. Young people often don't have the financial incentive to quit smoking because parents or friends often give cigarettes to them, and future medical problems seem far away to most teen-agers. She tries to reach them by pointing out how cigarette companies target young people, and dispelling the notion that 'I can quit later in life'.

The class has been so successful that May wants to provide more open-ended tobacco cessation support, so that smokers can get the help they need without having to wait until a class starts up. She also wants to focus more on pregnant smokers using the Department of Health's *Quit for You Quit for Two* campaign materials.

May extends her efforts to make sure all students really get the anti-tobacco message. For Kicks Butts Day last year, she helped students create a public service announcement, which was recorded at local radio station KGY-AM. The station played the PSA for a week and it played on the school's audio system during lunch. Students also staffed a table where they provided anti-tobacco information and gave away pencils and other items.

May was nominated for her Selecky Award by TOGETHER! Tobacco Free Thurston County.

For more information, contact Carla Huyck at 360-236-3678 or carla.huyck@doh.wa.gov.

Indian anti-tobacco abuse pow wow draws hundreds

More than 300 people attended the *Honoring the Gift of Tradition Pow Wow* December 8 at North Seattle Community College. The event was designed to call attention to the abuse of tobacco in Indian communities while emphasizing the unique and important role of traditional tobacco use. It was sponsored by the Washington State Urban Indian Tobacco Coalition with funding from the Tobacco Program.



Highlights included two prominent speakers, a physician and a tribal elder from Chehalis, who talked about the traditional use of tobacco and how it is harvested and used for the people to pray and honor others. The speakers also shared the origins of two dance styles, the jingle dress and grass dance, which was followed by exhibitions with youth and adults.

The coalition addresses commercial tobacco use as a health concern by raising awareness about the effects of second-hand smoke, conducting education and training that builds tobacco prevention and cessation capacity at the local level, and using resources to support tobacco prevention and cessation efforts. It includes organizations and programs from the urban Indian communities of Washington state.

For more information, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Need to Know

Adult Cessation

2008 cessation campaign to become more targeted

The goal for the 2008 cessation media campaign is to more precisely focus the existing *Cold Turkey* campaign and messaging to reach smokers of lower socio-economic status –specifically blue- and pink-collar workers, late shift workers, and unemployed workers.



The existing *Cold Turkey* television and radio ads ran during Thanksgiving week, then again starting December 24 for a run through early March. The ad placements will increase coverage overnight after many blue-collar workers end their shifts, and during daytime when many unemployed workers may be at home watching TV.

Another approach will be to take grassroots messaging and materials to specific counties where higher smoking rates and lower socio-economic conditions co-exist, including Pend Orielle, Lincoln, Stevens, Pacific, Mason, Okanogan, Ferry, Wahkiakum, Spokane, Grays Harbor, Cowlitz, Yakima, Asotin, Lewis, Thurston, Pierce and Columbia.

Materials that will be developed and distributed include matchbooks (231 locations), gas pump toppers (82 locations), transit interior signs (518 buses), Laundromat signs (72 locations), and messaging on electronic dartboards (211 locations).

Discussions are also underway with the AFL/CIO, which represents 500 unions and 400,000 members in Washington, to distribute Tobacco Quit Line and cessation information, and participate in other collaborative efforts.

For more information, contact Scott Schoengarth at 260-236-3634 or scott.schoengarth@doh.wa.gov.

Rural hospitals get help improving cessation services

Three rural hospitals and clinics are getting help improving cessation services for smokers thanks to the Tobacco Program's Cessation Systems Change Project. The second phase of the pilot project, which started last year, helps hospitals and clinics identify and track smokers, and provide cessation assistance as part of routine clinical practice.



Tobacco cessation experts first work with administrative and clinical teams to assess an organization's current skills and capacity to address cessation. Then a plan is developed to introduce small changes that can improve care for smokers, including identification of viable follow-up services and monitoring of patient progress.

Smokers are often referred to the Washington Tobacco Quit Line (1-800-QUIT-NOW), which provides individuals with cessation counseling and support, advice on medications, and a tobacco “quit kit” full of pertinent information.

The project, which runs through June 2008, provides participating providers with two on-site visits, two large collective learning sessions with all sites, weekly phone conference calls, and tailored phone and emailed mentoring.



The resource center worked with another Department of Health section, the Office of Community and Rural Health, to recruit rural sites throughout the state. Fifteen sites expressed interest in participating, and three were selected: Valley View Community Health Center in the Chehalis/Winlock area, East Adams Rural Hospital in Ritzville, and Whidbey General Hospital in Coupeville.

In a related effort, the Tobacco Program is distributing informational materials to 74 mostly rural hospitals with maternity wards statewide as part of its Quit for You Quit for Two campaign. The campaign encourages pregnant and postpartum women who smoke to call the Tobacco Quit Line for help quitting.

The posters, flyers and stickers have a “Quitting smoking is one of the most important choices you can make” theme and include the benefits of quitting smoking for the mother and for the baby.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Prevention

NoStankYou2.0 rolls on

The second phase of the popular *NoStankYou* youth tobacco prevention media campaign, which was unveiled at the Tobacco Program conference in September, continues to pick up steam on various fronts.

In February, new 15- and 30- second television ads will be added to the mix of ads already showing; the intent is to “freshen up” the mix to keep the attention of media-hungry youth. Each of the new ads will have a social or health message, such as bad odor associated with smoking or dangerous ingredients in cigars. Some will expand on musical or graphic themes already used in other ads, and tee shirts related to some of the themes will be produced.



The television and radio campaign will run through June.

Web site

The www.NoStankYou.com Web site has had more than 187,000 visits since it launched in late September. About 50,000 youth have registered as member of the “MOB” or users of the site, and about 8,000 have completed the three tasks necessary to earn a free tee shirt.



School Dances

NoStankYou continues to sponsor middle school dances across Western Washington. In December, radio station KUBE 93 gave out free tee shirts and promoted dances at schools from LaPush to Lake Tapps. A new round of school dances is now being confirmed for 2008.

Total Theater Takeovers

NoStankYou Total Theater Takeovers in Bellingham, Tri-Cities, and Vancouver movie theaters in December brought the ad campaign to youth in a fun, interactive way. Kids swarmed around the *NoStankYou* interactive booth, had pictures taken with the “prematurely-aged cheerleader” cutout, earned free movie tickets for showing up wearing a *NoStankYou* shirt, and also had the chance to win shirts and other prizes. The *NoStankYou* ads ran before each movie and on the video screens in the lobby.

Another three sites are scheduled for January, with more being planned:

- Silverdale, January 5, Silverdale Theater, 1:00-8:00 p.m.
- Kelso, January 19, Three Rivers Mall Theater, 1:00-8:00 p.m.
- Yakima, January 26, Majestic Theater, noon-7:30 p.m.

Jingle Bell Bash

Middle school youth flocked to the *NoStankYou* interactive booth at Jingle Bell Bash December 4, snapping up 650 tee shirts and other free *NoStankYou* items. Attendees at the one-night music festival at the Tacoma Dome, which was sponsored by *NoStankYou*, also saw *NoStankYou* television ads, had pictures taken with the life-size “prematurely-aged cheerleader” cutout (a character from one of the ads), and collected anti-tobacco information and items.

For more information, contact Scott Schoengarth at 260-236-3634 or scott.schoengarth@doh.wa.gov.

Win-win Seattle Theater Group partnership continues

The Tobacco Program will once again partner with the Seattle Theater Group to help keep tobacco out of concert events intended for youth.

This continuing partnership, now in its third year, includes a strong presence at Seattle’s *Dance This* and *More Music at the Moore*.

- Both shows feature talented teenagers from Western Washington.
- *Dance This* showcases dancers in a number of dance styles.
- *More Music* hosts artists and bands from a variety of genres.

In the past, youth street teams have staffed the daytime shows where kids are bussed in from community and day camp programs. Seattle Theater Group staff hands out the materials at the evening show, attended by youth and parents. Daytime shows have averaged crowds of about 1,400 and evening shows are near capacity.

The partnership agreement also provides for three additional concerts throughout the year where *NoStankYou* materials will be distributed.

Meanwhile, the Tobacco Program's unique partnership with concert promoter Live Nation has thwarted some Washington state promotions of R. J. Reynolds' Camel No. 9 cigarettes, which are aimed at women and girls.

Three years ago the Tobacco Program began sponsoring the *Sasquatch! Music Festival* at the Gorge and other Live Nation (formerly the House of Blues) concerts in return for locking out tobacco company sponsorships or advertising. Live Nation promotes about 80 percent of the concerts in Washington.

Camel No. 9 sponsored the Robin Thicke concert tour and "ladies nights" events at clubs in various states last month, but no Washington events were planned. The cigarette marketers had previously approached Live Nation about sponsoring the 2008 *Sasquatch!*, but were thwarted because of the Tobacco Program agreement.

Also, the Campaign for Tobacco Free Kids has launched a new web site to help combat the marketing of Camel #9, www.cancerno9.com.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

New Latino TATU curriculum now available

A new Latino adaptation of the popular Teens Against Tobacco Use (TATU) curriculum is now available through the American Lung Association of Washington (ALAW). The Tobacco Program provides funding for the TATU program.

The new "Adult and Teen Teacher Manual" incorporates some of the rich Latino history and culture into a relevant tobacco prevention program for today's Latino youth. It includes handouts, permission forms, and informational materials that have been translated into Spanish – not only for the youth but also for parents to be able to understand in their own language what their teen is participating in. Some of the teen presentations have also been translated.

The curriculum was developed over the past 18 months by representatives from ALAW, the Tobacco Program, Sea Mar Community Health Center, Washington Association of Community and Migrant Health Centers, Yakima Valley Farm Workers, Northwest Communities Education Center/Radio KDNA, and Foundation for Multicultural Solutions-El Camino.



The *Mestizo* is the descendant of the Spaniards (the Conquistadores) and the indigenous populations of South, Central and North America (Mexico). The evolution of the *Mestizo* began upon the arrival of the Spaniards in the New World. In Mexico, for example, the *Mestizo* population gave rise to a new nation – Mexico. Thus, the Latino TATU logo shows the face of the Spaniard conquistador with his symbolic helmet, the face of the Mayan warrior, and the face of the *Mestizo*, the representative community of the New World.

Last year, ALAW released an adaptation TATU curriculum for Native American youth (see story below).

For more information about a TATU training or the Latino adaptation, contact a coordinator in your region or Cindy Thompson at cthompson@alaw.org or 509-325-6516.

Spokane Tribe teens trained in Teens Against Tobacco Abuse

Eleven teens from the Spokane Tribe were trained in the Teens Against Tobacco Abuse (TATU) program at the tribal Longhouse in Wellpinit on November 30.

During the daylong training, the teens participated in group activities and presentation practice with interactive materials that will help them educate others about the negative effects of tobacco abuse. They also did a beadwork, crafting zipper pulls to symbolize their commitment to their community and the TATU program.

The teens will provide presentations and information to students and community members on the harmful effects of abusing tobacco. Each will receive a hooded sweatshirt embroidered with the TATU logo on the front and their names on the back, and adorned with the zipper pulls that they beaded.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Percentage of retailers selling tobacco to minors increases

The percentage of retailers selling tobacco to minors in Washington state increased from 5.2 percent in 2006 to 9.4 percent this year, according to a recent Synar report. The increase was predicted because of a new policy requiring the use of older youth operatives during the checks.

Earlier this year, the Department of Health directed agencies conducting compliance checks to stop using 14-year-old operatives and also begin using 17-year-olds. The directive resulted from a new federal requirement to discontinue use of the younger operatives and a change in Washington Liquor Control Board policy to allow penalties for selling tobacco to a 17-year-old, which it previously had not allowed.

Although sales to minors are relatively low, there are still a significant number of youth who have access to tobacco through both commercial and social sources. The Tobacco Program's tobacco access task force meets quarterly to determine how to improve efforts to eliminate minors' access.

Synar is the common name for the federal law that requires states to check retailers annually for compliance with tobacco sales laws. Synar compliance checks are conducted from January through June of each year.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

SpeakOUT participants quiz panel

Understanding the dynamics of a team, articulating their coalition goals, and utilizing the energy and power of youth were just a few of the presentations at the recent SpeakOUT Workshop held in Cashmere in November. The one-day workshop was a product of a partnership among the American Cancer Society SpeakOUT Youth Initiative, Chelan-Douglas TOGETHER! and the North Central Educational Service District. Twenty-nine high school students and numerous adults from the Chelan-Douglas area participated in the workshop. The workshop presentations and activities provided the students with leadership training and skill development to prepare them to be community activists for tobacco prevention and health promotion.

The highlight of the workshop came when participants were able to ask questions of a panel that included State Senator Parlette, County Commissioner Goehner, Wenatchee World publisher Rufus Woods and La Super Z radio director Elsa Esparza. The panelists provided the youth with tips on how to get their voices heard.

Additional SpeakOUT Workshops are scheduled throughout Washington State in 2008. For more information, contact Amber Talburt at 1-800-ACS-2345.

Secondhand Smoke

Bar and restaurant managers support indoor smoking restrictions

Washington bar and restaurant owners and managers generally support the new “Smoking in Public Places” law and most establishments are observing indoor smoking restrictions, according to preliminary results from a survey conducted by the Tobacco Program last winter.

The statewide telephone survey of bar and restaurant owners and managers was designed to evaluate the effectiveness of, and compliance with, the new law a year after Initiative 901 was approved by voters. The survey collected information on secondhand smoke attitudes, beliefs, and practices.

Preliminary results also show that support for and reported compliance with the new law varies slightly by type of venue, demographic, and business factors. A fact sheet will be available once results are finalized.

For more information, contact Nguyet Tran at 360-236-3748 or nguyet.tran@doh.wa.gov.

Tobacco Program Information

Tobacco Program’s disparities work cited

The Tobacco Program’s groundbreaking efforts to address tobacco-related disparities were cited by the Centers for Disease Control and Prevention in a recent publication. The October 2007 *Best Practices for Comprehensive Tobacco Control Programs* used the Washington state program as an example of (1) how to identify disparities through standardized and qualitative data, and improved data collection, and (2) use the data to identify specific populations, expand partnerships, and redirect resources to better serve those with the greatest need.

The Tobacco Program’s comprehensive approach to addressing disparities includes a strategic plan, an ongoing community advisory committee, contracts with organizations in diverse communities and tribes, enhanced data gathering, and a data report on disparities in adult cigarette use; systems change in the Washington Tobacco Quit Line, Medicaid, Head Start, health care and chemical dependency systems; and increased cultural competency in producing communication and educational materials and in implementing program activities.

[View the *Best Practices* guide](#) (Washington reference is on pages 24-5)

For more information, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

New coordinator at Northwest Portland Area Indian Health Board

The Tobacco Program contracts with the Northwest Portland Area Indian Health Board (NPAIHB) to provide training and technical assistance to the state program and its tribal contractors. Teresa White, who is Yup’ik (Eskimo), became the new coordinator for this work at NPAIHB in November.

Since May 2002, she has served as the project specialist for the National Tribal Tobacco Prevention Network, which NPAIHB also coordinates, providing culturally relevant tobacco prevention training and technical assistance to American Indian and Alaska Native people in the Pacific Northwest and nationwide.



Terresa is a certified trainer for “Second Wind: A Stop Smoking Program for American Indians and Alaska Natives,” the University of Arizona’s “Basic Tobacco Intervention Skills”, and the American Lung Association’s “N-O-T on Tobacco, and Freedom from Smoking” curricula.

For more information, contact Teresa White at 503-4163272 or www.npaihb.org, or visit www.npaihb.org/programs/western_tobacco_prevention_project.

Access 2008: Building a Tobacco-Free Future

Access 2008: Building a Tobacco-Free Future, March 26-28 in Seattle will showcase what’s new and next in tobacco control. The conference is open to all tobacco professionals, educators, law enforcement, scientists, researchers, policy-makers, and others who work or learn in a tobacco-related field. [Learn more about the conference and register](#)

Kick Butts Day 2008

Kick Butts Day 2008, to be held on April 2, will for the first time be themed, tying in with March Madness and the NCAA tournament. Learn more about the event and request a free activity guide at www.kickbuttsday.org. The site includes a featured activity highlighted on the homepage as well as the activism gallery, additional activities not found in the guide, a list of new merchandise, and sample materials to help plan a successful Kick Butts Day event.

Hot Topics

British Columbia restricts tobacco promotion, enacts indoor smoking ban

British Columbia is taking steps to reduce the health effects of tobacco use through new regulations that restrict the promotion and sale of tobacco products, as well as a ban on smoking in all indoor public spaces and workplaces. [Read a news release](#)

Washington ranks 10th among states in anti-tobacco funding

The Campaign for Tobacco-Free Kids says Washington is one of the few states to implement three of the most effective policies to reduce smoking: high tobacco taxes, a smoke-free workplace law and well-funded anti-smoking programs. Washington state funding for tobacco prevention efforts has remained stable over the past few years, but the state dropped to 10th among all states in meeting the Centers for Disease Control and Prevention's recommended funding levels. [Read the report](#)

States sue RJR over Camel ad

Eight state attorneys general, including Washington's Rob McKenna, have sued R. J. Reynolds contending that a Camel ad in Rolling Stone magazine violates the 1998 Master Settlement Agreement. [Read the Campaign for Tobacco Free Kids statement](#)

Smokers' wives double lung cancer risk

Women married to men who smoke at home double their risk of adenocarcinoma, a common type of small-cell lung cancer that accounts for 70 percent of female lung-cancer cases, according to Japanese researchers. [Read the news summary](#)

Resources

Collaborative leadership training offered

A two-day, 12-hour leadership training is scheduled for April through July in four locations around the state. Collaborative leadership is a model focusing on the power of groups to develop solutions to complex problems, such as the ones often faced in the public health arena.



The trainers, Don Martin and Daisye Orr, are both health educators in the Office of Health Promotion at the Washington State Department of Health. They were trained in the Collaborative Leadership Learning Modules in 2005 and conducted these sessions with people from local health, community organizations, and tribes in 2007.

For more information on this and other trainings offered by the Tobacco Prevention Resource Center, visit www.tobaccoprc.org

Online Newsletters

[Tobacco Free Press](#) –Tobacco Control Network, bimonthly

Other Online Resources

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association – www.lungusa.org

Asian Pacific Partners for Empowerment and Leadership – www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health – www.cdc.gov/tobacco

National African American Tobacco Prevention Network – www.naatpn.org

National Latino Council on Alcohol and Tobacco Prevention – www.nlcatp.org

Teen Health and the Media – www.depts.washington.edu/thmedia

The Campaign for Tobacco-Free Kids – www.tobaccofreekids.org

Tobacco Technical Assistance Consortium – www.ttac.org

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