



## On the Frontlines

### **Dentists, hockey team encourage Tri City chewers to spit it out**

Tobacco Free Benton-Franklin Counties made the most of *Through With Chew* week last month, enlisting dentists and a hockey team in the effort to get chewers to spit it out for good.



Five dental offices in Pasco, Richland and Kennewick distributed about 50 free quit kits to patients who chew. The kits contained informational brochures, a self-exam guide, *Through With Chew* mints, *Through With Chew*

toothbrush, and samples and information about alternative mint or coconut chew. The dentists were pleased to have a resource for their patients and the opportunity to have a meaningful conversation with those who use chewing tobacco.

The Tri City Americans hockey team held a sold-out *Through With Chew* night, sponsored by Tobacco Free Benton-Franklin Counties, on February 17. Within the first 15 minutes of the doors being opened, 2,000 “Champions Are Tobacco Free” water bottles were distributed, and 125 quit kits were given out to anyone who asked. In addition, Stone Soup restaurant provided free “cold turkey” sandwich coupons to anyone who turned in a can of chew.

Facts about the dangers on using chewing tobacco were on the display screens throughout the game, along with *Through With Chew* ads in the local newspaper and on the tickets for the game.

For more information contact Amy Ward at 509-374-8742 or [amy@tobacco-free.net](mailto:amy@tobacco-free.net).

## **In This Issue**

### **On the Frontlines**

[Through With Chew](#)

[Total Theater Partnership](#)

### **Need to Know**

*Information for Tobacco Program contractors*

[Q4UQ42](#)

[Sasquatch lives](#)

[Tee shirts as TV screens](#)

[NoStankU](#)

[NoStankYou goes to state](#)

[New SHS Web site in April](#)

[TPCP joins national alliance](#)

[Twist on tribal journey](#)

[Jennifer D. moves on](#)

[ACCESS conference](#)

[Kick Butts Day](#)

### **Hot Topics**

[Consumer guinea pigs](#)

[Faith/prevention coalition](#)

[Death toll may be higher](#)

[New truth campaign](#)

[Anti-smoking work effective](#)

### **Resources**

[New TPRC trainings](#)

[World tobacco report](#)

## **“Total Theater Takeovers” showcase successful partnerships**

This winter, Washington teens flocking to see holiday movie blockbusters were greeted by the *NoStankYou* campaign.

During one of the busiest times of year for movie theaters, *NoStankYou* teamed up with contractors and local high school prevention groups to organize “Total Theater Takeovers” where teens could learn more about the campaign, have their picture taken with an interactive display featuring the “old cheerleader” from the *NoStankYou* TV ad and get free campaign collateral.



The Tobacco Program, through its media contractor, GMMB, worked with businesses to organize the events and with county and Education Service District contractors to promote them.

The January 26 event in Yakima showcased a particularly successful partnership between the Tobacco Program, contractors and a local business. The American Lung Association in Yakima and ESD 105 promoted the event to schools throughout the Yakima area, drumming up excitement and increasing the number of kids signing up for free shirts on [NoStankYou.com](http://NoStankYou.com). The general manager of Yakima Theatres also promoted the events and the *NoStankYou* campaign in all of his theaters during the month of January.



The groundwork laid by these partners made the event a runaway success, with many teens arriving in their own NSY shirt designs. Yakima area teens involved in T.A.T.U. groups spent the day reaching out to their peers in a fun environment, promoting *NoStankYou* and reinforcing that smoking is not cool.

“Total Theater Takeovers” took place in December and January in Bellingham, Kennewick, Silverdale, Vancouver, Kelso and Yakima.

Planned events include April 19 at Pullman Village Centre Cinemas and May 31 in Ellensburg. Other events are under development.

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

## Need to Know

### Adult Cessation

#### **Quit for You Quit for Two gets plastered**

Last month the *Quit for You Quit for Two* campaign distributed letters and awareness stickers to nearly 6,800 tobacco retailers across the state, including convenience stores, tobacco shops, grocery stores and restaurants that sell tobacco products.

The awareness sticker is an important part of the Tobacco Program's outreach to pregnant women who smoke, as well as their friends and families who can help them quit. The letter, from Secretary of Health Mary Selecky, asked owners to place the sticker somewhere in their establishment – in bathrooms, near the point-of-sale or by the front door.



For more information, contact Julie Thompson at 360-236-3722 or [juliet.thompson@doh.wa.gov](mailto:juliet.thompson@doh.wa.gov).



#### **Sasquatch! to fly *BecomeAnEx.org* banner**

Big Tobacco again will be locked out of the Memorial Day Sasquatch! Music Festival at the Gorge, in Quincy, Wash., thanks to a continuing four-year partnership with the Tobacco Program.

This year, the presenting sponsor will be [BecomeAnEx.org](http://BecomeAnEx.org), the cessation Web site of the national partnership of public and private tobacco prevention organizations that the Tobacco Program recently joined (see story on page six).

For the first two years of the Live Nation partnership, the presenting sponsorship went under the title of *Tobacco Smokes You*; last year, it was the *Cold Turkey* theme.

The Live Nation partnership not only blocks tobacco company advertising at Sasquatch!, but at all other Live Nation concerts – nearly 80 percent of the concerts in Washington state.

In addition to signage, video slides and the ability to distribute information at the Gorge, the Sasquatch! sponsorship brings exclusive naming rights to the “BecomeAnEX.org Plaza Stage.”

[More information about the concert](#) Visit [BecomeAnEx.org](http://BecomeAnEx.org)

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

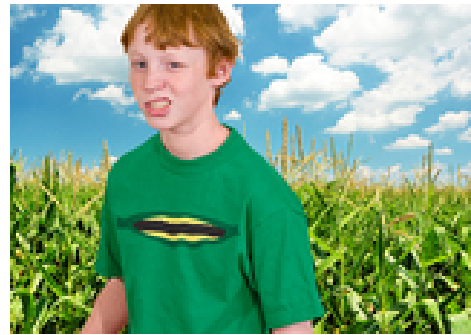
## Prevention

### Tee shirts as TV screens

The Tobacco Program is capturing the attention of teens with its innovative and very visible *NoStankYou* tobacco prevention media campaign, but it's the online component that is generating the most buzz – and most effectively engages youth in promoting the tobacco free message.

Visitors to [NoStankYou.com](http://NoStankYou.com) (292,334 since the second phase of the campaign started in September 2007) can learn tobacco facts, find out what's happening in their communities, get involved in tobacco prevention efforts, and earn cool NSY merchandise. With the "Do 3, Get T" promotion, registered users can get a free NSY tee shirt by completing various tasks, such as forwarding a link to friends, uploading merchandise designs, posting a link on a blog, and other similar actions. All NSY merchandise includes anti-tobacco messages.

When worn, the tee shirts themselves also become a medium – like a TV screen or a billboard – for promoting [NoStankYou.com](http://NoStankYou.com) and tobacco prevention messages, and are expected to create more than 16 million impressions in just nine months. But more importantly, each tee shirt will deliver information that helps kids understand what they face in making the decision whether or not to try tobacco products.



The *NoStankYou* campaign also recently launched four new TV ads to complement the six already running. The new ads are intended to keep the campaign fresh, and allow for the addition of new shirts to the offerings on [NoStankYou.com](http://NoStankYou.com).

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

### Media and teens create a recipe for success

Youth participants in a January media training provided by Tobacco Program's media contractor, GMMB, walked away with a better understanding of media relations and the skills to give a successful media interview.

Youth involvement contractors from American Lung Association and American Cancer Society also discussed the power of the youth voice in the media, and were surprised to learn that many outlets welcome stories from youth activists. In fact, at least one television station in Washington has specifically asked to be informed of any local events organized by youth.

Some of the tips youth took away from the training included:

- Be prepared for an interview by developing a few main points you want to convey and practice answering standard questions.
- Don't answer a question you don't know the answer to. Instead, tell the reporter you'll get back to him or her with the answer soon.
- When inviting the media to an event, make sure there's a visual element that conveys your message.

- Make sure to let the media know when your organization has exciting news to announce or is organizing an event!

Additional media trainings for youth prevention groups, entitled **No Stank U**, are in the works. More information and registration are available on the contractors Web site.

For more information, contact Carla Huyck at 360-236-3678 or [carla.huyck@doh.wa.gov](mailto:carla.huyck@doh.wa.gov).



### **NoStankYou goes to state**

The 1A and 2A state high school basketball tournaments in late February and early March at the Yakima SunDome were opportunities to extend the *NoStankYou* campaign to teens from across the state.

GMMB, the Tobacco Program’s media contractor, staffed a booth that attracted spectators, band members, cheer and dance teams, and even a few basketball players. Most teens recognized the campaign, saw the humor in the display, and were enthusiastic about taking a picture with the “cheerleader”.

Often, word would spread within a school’s cheering section and kids would send their friends down to take a picture and get a zipper tag (500 were distributed).

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

## **Secondhand Smoke**

### **New secondhand smoke Web site to launch in April**

The Tobacco Program is redesigning the [secondhandsmokesyou.com](http://secondhandsmokesyou.com) Web site and renaming it [SmokeFreeWashington.com](http://SmokeFreeWashington.com), providing more streamlined content and tools to help people protect themselves from toxic secondhand smoke.

In addition to educational information about secondhand smoke and the “Smoking in Public Places” law, the site will provide a new section to address the next frontier in secondhand smoke issues: multi-unit housing. This section will provide landlords, owners and tenants with the information and tools they need to adopt smoke-free policies in their apartment and condo buildings.

[SmokeFreeWashington.com](http://SmokeFreeWashington.com) is expected to launch in April. To help get the word out about this useful new tool, contractors are encouraged to provide a link to the site, once it is operational, from local county health and other appropriate Web sites.

For more information, contact Laura Collins at 360-236-3643 or [laura.collins@doh.wa.gov](mailto:laura.collins@doh.wa.gov).

## **Tobacco Program Information**

### **Tobacco Program joins national alliance**

The Washington State Department of Health has joined a national partnership of public and private tobacco prevention organizations to coordinate efforts to bring down smoking rates nationwide.

The National Alliance for Tobacco Cessation, initiated by the American Legacy Foundation, is launching an adult cessation campaign with nationwide exposure. It is the first nationwide cessation campaign in the past 30 years – except for that conducted by the tobacco industry.



Learn to quit smoking. Live free.  
**BECOME AN EX.®**

As a “founding member” of the alliance, the Department of Health will have access to “direct response” TV ads that are tagged with the 1-800-QUIT-NOW number, and qualifies for a first-year grant that can be used to pay for a state specific media buy or for the expansion of Washington Tobacco Quit Line services. In addition, materials for low literacy and Spanish speaking audiences are available.

The adult cessation campaign, called EX, was developed by the American Legacy Foundation and was successfully piloted in four cities during 2007. It features radio and television advertising designed to drive smokers to cessation services and to change knowledge, beliefs and attitudes related to successful quitting. It will promote 1-800-QUIT-NOW and also includes a Web site, [www.BecomeAnEX.org](http://www.BecomeAnEX.org), and a quit manual. Both the Web site and the manual are currently being modified, and will be ready for the March 31 debut of the TV ads, which will run through September 2008.

The EX campaign is designed to complement existing cessation services currently available from the individual states and other providers. It is not a replacement for established cessation services, such as the Washington Tobacco Quit Line.

For more information, contact Terry Reid at 360-236-3665 or [terry.reid@doh.wa.gov](mailto:terry.reid@doh.wa.gov).

### **Innovative twist on tribal journey**

The Tobacco Program’s tribal contractors from across the state gathered in early February for a *tribal journey*. But this was not a typical tribal journey: it was the second Tribal Tobacco Prevention Coordinators Meeting of the year. The meeting was based on the framework of a tribal journey to help coordinators understand the importance of working towards a goal (destination) and having a plan (map), supplies, a skilled team, and a way of tracking progress and celebrating success.

For the first time two tribes hosted the meeting. The first day was at Port Gamble’s House of Knowledge and the second day at Suquamish Tribe’s Kiana Lodge. During the meeting coordinators were encouraged to identify three-year outcomes they would work toward. They also met in small groups to learn about and share experiences, lessons about the activities each were conducting and how the work was being done so all could be successful.

For more information, contact Dave Harrelson at 360-236-3685 or [david.harrelson@doh.wa.gov](mailto:david.harrelson@doh.wa.gov).

## **Jennifer Dodd leaves Tobacco Program**

Jennifer Dodd has left the Tobacco Program for another position within the Department of Health. Her most recent position was managing the Tobacco Materials Clearinghouse and as a contracts assistant. She saw the Clearinghouse go through many changes, including the new on-line ordering system that enabled the program's educational materials to be distributed to a larger area in a faster time.

The Clearinghouse can be accessed online at [www.prt.wa.gov](http://www.prt.wa.gov); then click on the General Store link and follow the directions.

Until the position is filled, questions concerning the Clearinghouse should be directed to Carla Huyck at 360-236-3678 or [carla.huyck@doh.wa.gov](mailto:carla.huyck@doh.wa.gov).

## **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. Public Health Seattle-King County will host the international conference featuring proven and promising strategies to work towards a world without tobacco. 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. [More information and registration](#)

## **Kick Butts Day 2008**

Kick Butts Day, April 2, is a day of nationwide youth activism organized by Tobacco Free Kids.org with over 2000 events to get young people to "Stand Out, Speak Up, and Seize Control in the fight against tobacco." [More information](#)

## **Hot Topics**

### **Tobacco industry uses consumers as 'guinea pigs' for new products**

Flavored cigarettes and new smokeless products are among a new generation of tobacco products that the tobacco industry is using to recruit new customers, according to a new report from the American Cancer Society Cancer Action Network, American Heart Association, American Lung Association and Campaign for Tobacco-Free Kids. [View the report](#)

### **Coalition of faith groups urges tobacco prevention funding**

Faith United Against Tobacco, a partnership of religious groups and the Campaign for Tobacco-Free Kids, has launched a Web site that helps visitors send e-mails to their governors requesting stronger tobacco control policies. [Visit the site](#)

### **Smoking death toll may be higher than previously estimated**

A new report published in CDC's *Morbidity and Mortality Weekly Report* suggests that previous estimates of a doubling of deaths from smoking by the year 2020 – from 5 million per year to approximately 10 million – may in fact underestimate the problem. [Read the report](#)

### **New *truth* campaign**

The American Legacy Foundation has launched a new Web site and advertising campaign that parodies the "benefits" of smoking. The television ads remain true to past *truth* campaigns, with teens revealing the harsh realities of smoking, but they involve a musical Broadway-style twist.

The campaign is also present on social networking sites popular among young people, such as MySpace, Xanga and Bebo. [View the truth Web site](#)

### **State anti-smoking campaigns shown effective**

State-funded tobacco control campaigns have effectively trimmed smoking rates, and the best results have been seen in the states that spent the most on smoking prevention. [Read a news summary](#)

### **\$79.5 million award to tobacco widow upheld**

In a case against Philip Morris, the Oregon Supreme Court has upheld a \$79.5 million award to a woman whose husband died of lung cancer. [Read a news summary](#)

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## **Resources**

### **New training opportunities at TPRC**



Following are just a few of the training opportunities available through the Tobacco Prevention Resource Center. For a complete listing of trainings and to register, visit the [TPRC Web site](#).

#### **Introduction to Digital Storytelling** – April 15, Renton

This workshop, presented by Malory Graham from Reel Grrls, explores how media literacy and digital storytelling can be integrated into one program.

#### **Motivational Interviewing Level I** – April 17, Port Hadlock; April 30, Shelton

Research shows that people are more motivated to make change when it's based on their own values and choices. Motivational Interviewing is a style of interacting founded on the belief that people are more persuaded by what they hear themselves say than by what someone else says or tells them to do.

#### **Interrupting Generational Poverty** – June 18, Renton

A comprehensive understanding of the context, worldview, learning and communication styles of families living in poverty is essential to breaking the cycle of generational poverty.

### **World tobacco report now available**

The *WHO Report on the Global Tobacco Epidemic, 2008* was released last month. The report provides, for the first time, comprehensive information on the status of effective tobacco control measures in almost every country and identifies gaps in information, data and policies that must be filled. [View the report](#)

### **Online Newsletters**

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

## Other Online Resources

American Cancer Society – [www.cancer.org](http://www.cancer.org)

American Heart Association – [www.americanheart.org](http://www.americanheart.org)

American Lung Association – [www.lungusa.org](http://www.lungusa.org)

Asian Pacific Partners for Empowerment and Leadership – [www.appealforcommunities.org](http://www.appealforcommunities.org)

Centers for Disease Control, Office on Smoking or Health – [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

National African American Tobacco Prevention Network – [www.naatpn.org](http://www.naatpn.org)

National Latino Council on Alcohol and Tobacco Prevention – [www.nlcatp.org](http://www.nlcatp.org)

Teen Health and the Media – [www.depts.washington.edu/thmedia](http://www.depts.washington.edu/thmedia)

The Campaign for Tobacco-Free Kids – [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

Tobacco Technical Assistance Consortium – [www.ttac.org](http://www.ttac.org)

*Links to external Web sites are provided because they may contain relevant information and resources. These external Web sites are not maintained by the Washington State Department of Health (DOH) and DOH takes no responsibility for the views that may be represented, or the accuracy, propriety, or legality of any material contained on the site.*

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