

Clearing the Air



Tobacco Prevention & Control Program Online Magazine

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On the Frontlines

Lake Stevens passes “tobacco-free parks” ordinance with teeth

Lake Stevens recently became the 14th municipality in Snohomish County to declare its parks “tobacco-free.” While many jurisdictions across the state have proclaimed parks to be tobacco-free zones, Lake Stevens has taken it a step further and codified the ban into law – complete with fines.



“This is one of the strongest tobacco-free ordinances in the state of Washington,” said Annie Peterson, health educator in the Snohomish Health District Tobacco Prevention and Control Program, which worked with the city to initiate the ban.

The extra step came at the request of the city’s police chief, who wanted an enforceable ordinance that would give police a better tool to control behavior in city parks.

Further, the comprehensive ordinance covers all park areas, including “all city parks, trails, public squares, park drives, parkways, boulevards, bathing beaches, boat launches, foot paths, museums, and play and recreation grounds under the management, control, and jurisdiction of the (parks) director.” The city is posting signs at those locations to remind users of the new ordinance prohibiting tobacco use.

For more information, contact Annie Peterson at 425-339-5279 or apeterson@shd.snohomish.wa.gov.

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Snohomish transit shelters get durable “no smoking” signs

Community Transit, which connects Snohomish County neighborhoods with downtown Seattle, is posting durable, metal “no smoking” signs at transit shelters after previous “stickers” didn’t hold up to abuse.

The new signs feature the Snohomish Health District’s Tobacco Resource Line number, providing transit users and others with an easy way to report violations of the state’s smoking in public places law. The signs also include the Web URL for Washington Tobacco Quit Line (www.Quitline.com).

“The transit authority unilaterally developed and began posting the metal signs after the paper stickers failed,” says Annie Peterson, health educator in the Snohomish Health District Tobacco Prevention and Control Program. “They took a really proactive position to develop durable, metal signs that will ensure the ‘no smoking’ message stays in front of transit customers.” The health district had collaborated with the transit provider to post the stickers following passage of the law in November 2005.



Mike Warren, facility manager of Community Transit, says transit maintenance workers suggested the idea of permanent signs after repeatedly having to replace the stickers.

“The guys in the shop came up with a design and we contracted with the state Correctional Industries to fabricate them for us,” Warren says. “So far they seem to be working well. It’s a communication mechanism, it’s cost effective, and the customers seem to appreciate them,” he says.

“If any other transit provider wants to use the design, we’re happy to share it with them” he added.

For more information, contact Annie Peterson at 425-339-5279 or apeterson@shd.snohomish.wa.gov.

Need to Know

Adult Cessation

New help for pregnant women who smoke

A new phase of the Tobacco Program's *Quit for You Quit for Two* campaign features a fax referral incentive to increase the use of the Washington Tobacco Quit Line (1-800-QUIT-NOW).



The *Quit for You Quit for Two* campaign, which reaches out to pregnant and postpartum women who smoke to motivate them to quit for themselves and the health of their baby, includes collaboration with the Department of Health's First Steps Program.

Piloting of the new phase will begin late this month with ten First Steps agencies and it will run through mid-August 2008. The promotion will support First Steps staff in making quit interventions and integrating those activities with existing work. Key elements of the effort include:

- Participating agencies will receive a package with fax referral forms, \$10 gift cards and materials designed to support tobacco interventions.
- First Steps staff can offer the incentive to pregnant smokers to encourage them to fill out the fax referral form and receive a call from the Tobacco Quit Line.
- If the client agrees to fill out the form with the provider, she will receive a \$10 gift card to a store that offers products for both mother and baby.
- Once the referral form is faxed to the quit line, the client will receive a call at a convenient time within 48 hours. At that time, she can choose to enroll in the free, pregnancy-specific program offered by the quit line.
- The promotion is designed to complement the tobacco cessation performance measure currently conducted by First Steps staff and should not create additional work.

The first phase of the campaign, which was conducted in 2007, involved surveying First Steps agencies and conducting follow-up interviews to gather additional feedback on outreach strategies. The fax referral incentive promotion was highly rated in those discussions.

In addition, the Department of Health has added new services to the Washington Tobacco Quit Line to provide pregnant women with more help when they're ready to quit smoking.

The new tools include quit materials and extra follow-up calls specifically to help pregnant women increase their chances of quitting and remaining tobacco-free after the baby is born. Quit coaches have received additional training to better understand the challenges pregnant women face when trying to quit smoking.

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

Forum planned on tobacco cessation in cross-cultural communities

The Tobacco Program’s cross-cultural contractors will present “The Other End of the Line: Cessation for Diverse Communities” on May 28 from 9:00 a.m. to 3:00 p.m. at the Tukwila Community Center.

At the forum, cross-cultural contractors will present effective cessation strategies for communities of color and the LGBTQ community.

For more information, contact Elaine Ishihara at 206-223-9578 ext. 15; register for the forum at www.wacmhc.org/register_online.php.

State helps Medicaid recipients quit smoking

Governor Christine Gregoire recently signed into law a bill passed by the state Legislature that will help Medicaid recipients quit smoking. The new law offers Medicaid recipients over-the-counter and prescription medications, and counseling and other assistance through the Washington Tobacco Quit Line. Research shows that such treatment doubles or triples the likelihood of successfully quitting tobacco. Washington ranks fifth in the nation in tobacco use prevalence, and continues to find ways to reach high-risk and underserved populations.



For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

BecomeAnEx campaign launches

The *EX* campaign is off to a fast start. Secretary of Health Mary Selecky joined other national public health leaders in Washington, D.C., last month to launch the new cessation campaign, the first publicly funded nationwide adult cessation effort in 30 years. In addition to television and radio ads, there is a Web site – Becomeanex.org – where smokers can create a personalized quit plan and share stories of quitting. A Spanish language version of the Web site is at www.convierteteenunex.com/.



The Department of Health is a “founding member” of The National Alliance for Tobacco Cessation, created by the American Legacy Foundation, to coordinate efforts with national and state organizations to bring down smoking rates nationwide. The department will have access to “direct response” TV ads that are tagged with the Washington Tobacco Quit Line number (1-800-QUIT-NOW).

Late last month, a coffee truck with the EX logo gave out free coffee and information about the campaign in Seattle, Tacoma and Olympia. The campaign will also be a part of the Sasquatch Music Festival at The Gorge during Memorial Day weekend.

The campaign complements ongoing Tobacco Program efforts, including the Tobacco Quit Line (1-800-QUIT- NOW), local television, radio and print advertising campaigns, and www.Quitline.com.

Sasquatch! welcomes *BecomeAnEX*

The Memorial Day Sasquatch! Music Festival, May 24-26, at the Gorge, in Quincy, Wash., will again be sponsored by the Tobacco Program. This year, the presenting sponsor will be BecomeAnEx.org, the cessation Web site of the national partnership of public and private tobacco prevention organizations.

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.”

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

Smoke break



Employees ducking out back for a smoke at select locations around the Puget Sound area will get a free “Cold Turkey” cessation message, courtesy of the “dumpster wrap” campaign, part of the Tobacco Program’s Cold Turkey outreach effort.

Prevention

Play ball, don’t chew

The Tobacco Program and American Legion Baseball are partnering to eliminate tobacco use by high school summer league baseball players and spectators – particularly spit tobacco, which is popular among baseball players. The partnership is modeled on and replaces last year’s Tobacco-Free Team outreach with the Washington State Soccer Association.

As part of the partnership, American Legion coaches will receive:

- An information sheet on how to talk with players about spit tobacco and smoking.
- A statement/pledge for players to sign; coaches can mail this in to enter to win a team prize, such as a team party or a gift certificate to a sporting goods store.
- Branded giveaway items for players, such as gum or sunflower seeds packets.

There will also be outreach at four major American Legion tournaments over the summer to direct players and spectators to *NoStankYou.com*. Outreach could include:

- Public address announcements promoting NoStankYou.com and communicating the dangers of spit tobacco.
- Banners addressing spit tobacco and driving kids to earn *NoStankYou* tee shirts.
- American Legion staff or volunteers distributing giveaway items, such as packets of sunflower seeds.
- American Legion staff throwing shirts into the crowd and giving them to tournament winners.

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

New *NoStankYou* ads hit the air

The second round of the *NoStankYou2.0* youth tobacco prevention media campaign recently hit the airwaves with four new TV spots to “mix it up” with the six that has been running since September. The ads – *Phlegm Hamsters*, *Corn Cob Teeth*, *Bird Chew*, and *Armpit Breath* – combine health messages within a social context appealing to youth, and will run through June.



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

More Music @ The Moore

NoStankYou was a hit at More Music @ The Moore on May 9. The concert attracted about 700 kids ranging in age from 11 to 18. Almost every student received a *NoStankYou* zipper tag as they entered the theater, and it was clear many recognized the campaign and thought it was cool. The first 200 kids had to wait in the lobby before the doors to the theater opened and many of them crowded around the *NoStankYou* display to take a picture with the *NoStankYou* cheerleader.

Before the show started, GMMB staff entered the theater to throw about 40 shirts to students as they waited for the show to start. The kids went wild for the shirts! Many of them asked how to buy the shirts, and were directed them to NoStankYou.com. By the time the show started, *NoStankYou* had made a great impression on all the kids.

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

World No Tobacco Day focuses on tobacco-free youth

The theme for World No Tobacco Day 2008, an international event put on by the World Health Organization, is *Tobacco-Free Youth*. A variety of events are planned. For information on how to get involved visit the [World No Tobacco Day Web site](#).

Secondhand Smoke

SmokeFreeWashington.com scheduled to launch this month

The Tobacco Program's new secondhand smoke Web site, [SmokeFreeWashington.com](#), is going through the final stages of review and is expected to launch this month. The program is redesigning the [secondhandsmokesyou.com](#) Web site and renaming it [SmokeFreeWashington.com](#), providing more streamlined content and tools to help people protect them from toxic secondhand smoke.

In addition to 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.

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

Tobacco Program Information

Paul Davis shifts to policy lead

Paul Davis is now the lead Tobacco Program staff person for public policy. The position includes youth access to tobacco, secondhand smoke and legislative issues. "I look forward to a continued relationship with all of the tobacco prevention community in this new position and expect that we will have exciting times ahead," he says.

Paul has worked for the Tobacco Program as a community contract manager since January 2004, managing contracts for tribes, counties and the Tobacco Prevention Resource Center. He will continue to manage the contract with the Liquor Control Board. Meanwhile, the Tobacco Program is in the process of interviewing for two new staff positions and plans to have the new folks on board sometime in June.



For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

Hot Topics

China wants indoor smoking banned before Olympics

On the eve of hosting the 2008 Summer Olympics, China has ordered smoking banned from most public places in the host city of Beijing starting May 1. [Read a news summary](#)

House committee approves FDA tobacco bill

In a major victory for stop-smoking advocates, the House Energy and Commerce Committee cleared a bill giving the Food and Drug Administration authority to regulate tobacco.

[Read a news summary](#)

Underground concerns rise with cigarette taxes

States are increasingly looking to hefty taxes on cigarettes as a way to raise revenues and discourage smoking, but some officials say that jacking up cigarette prices could lead to more underground market sales of tobacco products. [Read a news summary](#)

Resources

New resource for health care providers now online

The Tobacco Cessation Resource Center (TCRC) recently launched a tobacco cessation Web page to better provide resources to health care providers: www.tobaccoprc.org/TCRC/HCP.cfm.



The site makes new and existing electronic resources more widely available to providers, improves access to materials for clinics and organizations, and allows requests for additional assistance. It was developed in response to resource requests from health care providers from around the state and includes the following sections:

- Health Care Provider Tools and Resources
 - Tobacco Cessation Online Training for Health Care Providers
 - The Washington State Tobacco Quit Line
 - Online CME/CEU Courses About Tobacco
 - Request Technical Assistance
 - Order Tobacco Cessation and/or Quit Line materials
- For more information or comments on the site, contact TCRC at TCRC@freeclear.com or 206-876-2275.

New cessation resource guide now available

A new resource guide called “Bringing Everyone Along” has been developed by the Tobacco Cessation Leadership Network to assist a variety of health professionals in providing tobacco cessation services for people with mental illness and substance use disorders. The guide and related materials are available at www.tcln.org.

Updated cessation guidelines now available

The U.S. Public Health Service released the *Treating Tobacco Use and Dependence: 2008 Update*. The update provides an evidence-based blueprint for clinicians and health systems to assist patients who smoke to quit tobacco use. The update and companion materials are available at www.surgeongeneral.gov/tobacco.

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

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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