



On the Frontlines

Indoor smoking ban upheld by state Supreme Court ruling

The Washington State Supreme Court ruled this month that the state's indoor smoking ban, the "Smoking in Public Places" law, clearly prohibits smoking in all workplaces – including private clubs.

In a 5-4 decision, the majority said the law, created when voters overwhelmingly approved Initiative 901 in 2005, applies to all places of employment, whether they are privately owned or open to the public.

Initiative 901 prohibited smoking in bars, restaurants, bowling alleys, minicasinos, most hotel rooms and most other non-tribal businesses that had been exempted by the state's previous indoor smoking law, which already banned smoking in most public places.

American Legion Post 149 in Bremerton sued the state and Kitsap County after it was ordered in 2006 to ban smoking or face prosecution. The Washington State Office of the Attorney General stated: "The Court also affirmed that the 'place of employment' smoking prohibition did not violate any constitutional rights or privileges of the American Legion Post or its members."

For information on protection from secondhand smoke, visit www.SmokeFreeWashington.com.

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

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***NoStankYou* hand-delivered to juvenile detention facility**

Most Washington youth ages 12 through 17 can earn *NoStankYou* tee shirts by going to www.NoStankYou.com and completing relatively simple tasks. However, kids who live at Echo Glen Juvenile Detention Center and attend Echo Glen School near Snoqualmie are not allowed Internet access due to security reasons.

Summer school teacher Susan Nieswander realized the challenge of giving her students a chance to get involved in the *NoStankYou* effort and earn a tee shirt – and maybe prevent them from starting to smoke.

She responded to the challenge by creating a writing assignment for all of her students willing to sign the MOB Pledge, normally housed on www.NoStankYou.com, swearing not to smoke – forever. The ability to make good decisions is an important lesson for the kids housed at Echo Glen, and pledging to avoid tobacco could prove to be one of the best decisions they will ever make.



Susan forwarded letters from 17 students, many of whom also submitted shirt designs or wrote personal messages. However, this still wasn't enough to earn three points for a shirt. So Carla Huyck and Scott Schoengarth from the Tobacco Program decided to hand-deliver the shirts to the students, allowing them to earn their extra points by simply listening to Scott and Carla talk for a few minutes.

Echo Glen staff provided a pizza party for those willing to sign the MOB Pledge, and Carla and Scott had some interesting and memorable conversations with the kids, who were thrilled when they received their *NoStankYou* shirts. Each kid had a different (and many times sad and heart-wrenching) story about how they ended up at Echo Glen, but many were willing to open up and talk about some of the challenges they have faced. Truly, tobacco is one negative that each of them CAN control and one habit they would prefer to avoid, and they all gave insightful reasons why they signed the pledge.

A follow-up letter from Susan indicated the students had been wearing their tee shirts during the month since Carla and Scott's visit. She also forwarded a few thank-you notes from the kids, including this: "Thank you for bringing a t-shirt to me. I appreciate your commitment to help people stop smoking. Thanks for your concern and sharing all your helpful tips to not smoke. I'm even wearing my t-shirt now."

Another student wrote: "I want to thank you for the t-shirt and I want to let you know it means so much to me. I vow to never touch a cigarette unless they are my mom's and I am flushing them down the toilet. Again thank you very much."

It was a trip well worth taking and one that will surely be repeated next summer!

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

Breathing easy in Skamania

The Skamania County Fair and Timber Carnival celebrated its 100th anniversary this year and part of the festivities included the outdoor tobacco-free dance that was enjoyed by about 220 youth.

“No Stank You” items such as pens, tobacco prevention brochures and key chains were handed out to the crowd who seemed to really enjoy this tobacco-free tradition of the Skamania County Fair.

The Tobacco Free Coalition of Skamania County also was at the fair hosting a tobacco prevention booth. Just prior to the fair, permanent signs went up at the park and on and around the Rock Creek playground and trail asking people not to smoke.

For more information, contact Theresa Cross at 360-397-8000, ext. 7378 or theresa.cross@clark.wa.gov.



Pawnee Brown, of Clark County Public Health, staffs the Tobacco Free Coalition of Skamania County booth at the Skamania County Fair.

Need to Know

Adult Cessation

Adult smoking rate continues to decline; low SES populations targeted

The adult smoking rate in Washington state continues to go down, but at a slower pace than in previous years, according to the recently released Behavioral Risk Factor Surveillance System.

Before the Tobacco Program was expanded in 2000, the adult smoking rate was 22.4 percent. The most recent survey numbers show the smoking rate has decreased from 17 percent in 2006 to 16.5 percent in 2007, confirming an overall trend of decline.

Since 2000, adult smoking decreased by 25 percent, which translates to 240,000 fewer people smoking and an estimated savings of \$2.1 billion in future healthcare costs. Washington has the sixth lowest rate of adult smoking in the nation.

However, rates remain persistently higher among people with low income and low education. Tobacco Program outreach efforts promote free coaching and nicotine replacement medication available to smokers through the Washington Tobacco Quit Line.

Current efforts include the promotion of expanded cessation services and medications for Medicaid clients, pregnant women and others, and other outreach efforts targeting low socio-economic status groups (see following articles).

The Behavioral Risk Factor Surveillance System is the largest, on-going telephone health survey system, tracking health conditions and risk behaviors in the United States yearly since 1984.

For more information about the state smoking rate, visit www.quitline.com/pressroom.php, or contact Mike Boysun at 360-236-3671 or mike.boysun@doh.wa.gov.

Tobacco Quit Line expands services to low income and pregnant smokers

The Washington State Tobacco Quit Line – which offers free assistance to any Washington resident interested in quitting tobacco, including free Nicotine Replacement Therapy (patch or gum) – annually updates its schedule of benefits.



The most comprehensive counseling services are available to adults who are uninsured, enrolled in Medicaid, covered by Indian Health Service, referred by the Veteran's Administration, or pregnant women (regardless of insurance coverage).

Recent changes include:

- Washington Medicaid clients now receive up to 12 weeks of Nicotine Replacement Therapy, bupropion or Chantix, if appropriate.
- Adults covered under the most intensive counseling benefit, the multi-call program, now receive up to eight weeks of Nicotine Replacement Therapy, if appropriate.
- Pregnant women, regardless of insurance coverage, now receive the intensive quit line benefit and are eligible for eight weeks of Nicotine Replacement Therapy, if appropriate.

To learn more about the Tobacco Quit Line or for more details on the specific coverage offered to Washington residents, visit www.tobaccoprc.org/page.cfm?id=11.

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

Tobacco and poverty summit set for November

The Tobacco Program will join with the Oregon Public Health Division and the Centers for Disease Control to host a leadership summit on reducing the burden of tobacco use among low socio-economic status populations. The November 5-6 summit in Vancouver is being held in response to the persistent high adult smoking rates among those living in poverty and with less education.

The summit is intended to provide a forum for leaders from state agencies and programs, local and statewide community organizations, and national agencies to explore more effective ways of decreasing the impact of tobacco use on those with fewer resources. Agenda topics include data from both states, communication strategies, emerging best practices and science, and issues to consider when working with low socio-economic status groups. Discussions and presentations will be captured in a final report to be used by tobacco prevention programs nationwide.

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

Tobacco Program receives Legacy funding to target Spanish-speaking smokers

Spanish-language *BecomeAnEX* radio ads will be running this fall in six Washington counties thanks to an American Legacy Foundation grant to the Tobacco Program. The Legacy funding, part of the national *BecomeAnEX* cessation campaign, paid for the air time and for the purchase of “fotonovelas” (a picture book in both Spanish and English) that will be distributed by community and migrant health clinics, Tobacco Program contractors, and through the Tobacco Program materials clearinghouse.



The Tobacco Program is conducting the campaign in partnership with the Washington Association of Community and Migrant Health Centers and its community clinics, and tobacco contractors in King, Pierce, Chelan-Douglas, Clark, Snohomish, Grant, Yakima, Benton-Franklin, and Walla Walla counties. The counties have the highest Hispanic/Latino populations.

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

Quit for You Quit for Two campaign continues diverse outreach approach

The *Quit for You Quit for Two* campaign is developing a video to educate health care providers about Washington Tobacco Quit Line (1-800-QUIT-NOW) services available for pregnant women who smoke.

The video features interviews with Donna Franklin, a county contractor and First Steps nurse; Donna Manders, a quit coach; and the story of a Washington woman who quit smoking during pregnancy. Also included is an introduction from Washington State Health Officer Dr. Maxine Hayes.

The goal of the video is to demystify what happens when a person calls the quit line, building awareness and trust of the quit line’s services for pregnant women so providers feel knowledgeable and comfortable referring a patient to this proven resource. Initially, the video, which is scheduled to be completed this month, will be distributed to First Steps agencies across the state and will also be available to contractors.



This summer, the *Quit for You Quit for Two* campaign launched a pilot incentive promotion in 10 First Steps agencies to encourage providers to use the fax referral form during tobacco interventions. The goal of the effort was to get more pregnant and postpartum women to use the free quit services available through the Washington Tobacco Quit Line.

The pilot was a success based on an increase in the number of pregnant women contacting the quit line and positive feedback from the participating agencies. This fall, the promotion will expand to include all First Steps agencies in the campaign’s 10 target counties: Asotin, Clark, Cowlitz, Grays Harbor, King, Pierce, Snohomish, Spokane, Stevens and Thurston.

The promotion features a \$10 gift card to a store that offers products for both mother and baby. The card is provided when a pregnant woman agrees to fill out the quit line fax referral form with her provider and receive a call from a quit line coach.

The *Quit for You Quit for Two* campaign educates about the dangers of smoking while pregnant and the free quit support available through the Washington Tobacco Quit Line, especially the expanded services for pregnant women (www.quitline.com/reasons/qyq2/index.php).

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

Let's go bowling

The national *BecomeAnEX* campaign (www.BecomeAnEX.org) will host month-long promotions at four Washington bowling alleys in November and special “EX Nights” on yet-to-be-determined dates.

A *BecomeAnEX* promotional banner will be hung at each center for the entire month; there will be window stickers and floor clings; and various *BecomeAnEX* materials and quit line cards will be available for distribution.

Participating bowling centers are Eastmont Lanes in East Wenatchee; Centralia Bowl in Centralia; Atomic Bowl in Richland; and 20th Century Bowl in Bellingham.

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

Prevention

NoStankYou3.0 to launch Sept. 29

The third year of the highly visible *NoStankYou* youth tobacco prevention campaign kicks off Sept. 29 and will feature youth ages 12 to 17 from all parts of the state.

The television ads use “MobMotion” technology, featuring Washington kids wearing new *NoStankYou* tee shirts who were photographed at different venues around the state. Thousands of pictures have been edited into 30-second spots, each containing more than 100 youth photos. The first shoot was Aug. 20 outside the Yakima SunDome, the second shoot was Aug. 26 at Wild Waves theme park in Federal Way, and sites for future shoots are being scouted.



The Tobacco Program’s paid media agency, WongDoody, will develop nine new ads, all with appropriate health messaging tied to tobacco use. The faces and bodies of the youth characters in each ad are real kids from across the state – almost like a modern-day Disney cartoon, with the computer “drawing” the kids from actual pictures.

In addition to the scheduled photo shoots, youth can also go to NoStankYou.com to find out how they can take their own pictures and submit them online. Eventually all pictures, whether included in the ads or not, will be available for download on NoStankYou.com.

NoStankYou teams up with American Legion Baseball

American Legion Baseball and the Tobacco Program's *NoStankYou* campaign teamed up this summer to educate young athletes about the dangers of tobacco – particularly spit tobacco or chew. Throughout the summer, coaches of American Legion teams across the state received packets of information and materials about how to talk to their players about the dangers of tobacco. Teams that signed up to be tobacco-free received *NoStankYou* tee shirts. The *NoStankYou* campaign was present at various summer tournaments, including the summer championship games at Cheney Stadium in Tacoma on August 6.

NoStankYou joins cheer squad

NoStankYou will be at Sammamish's Skyline High School home football games this fall, when cheerleaders will perform their 2nd and 4th quarter cheers carrying large *NoStankYou* messaging. This is a great fundraising activity for the school, and a perfect opportunity to share the *NoStankYou* messaging with the crowd at each game.

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

Secondhand Smoke

SmokeFreeWashington.com central to smoke-free efforts

The Tobacco Prevention and Control Program's newest Web site, SmokeFreeWashington.com, is part of an ongoing effort by the Tobacco Program to promote awareness of the harmful effects of secondhand smoke and provide people with the tools they need to protect themselves and their loved ones.

Since the 2005 implementation of the "Smoking in Public Places" law, Washingtonians have been protected in public places and all workplaces, including bars and restaurants. Today there is a new trend emerging to protect people from secondhand smoke: smoke-free multi-unit housing.

SmokeFreeWashington.com is a resource to help owners and landlords explore the options for adopting a smoke-free policy for their apartment building(s). The "Apartments and Condos" section of the site provides substantive information on the health effects of secondhand smoke, background on the benefits of smoke-free multi-unit housing, and downloadable "how to" information for landlords and owners looking for insight on smoke-free policies.

SmokeFreeWashington.com also provides a broad range of information for anyone interested in learning more about secondhand smoke. The site includes information on smoke-free cars and parks, as well as more detailed background on the "Smoking in Public Places" law. Visitors to the site can report a violation of the law by visiting their county's contact page, or learn more about local smoke-free policies in their area.

The Tobacco Program's efforts to promote voluntary smoke-free policies in apartment and condo buildings includes partnerships with landlord and tenant organizations throughout the state that represent a wide array of housing options, including market-rate, low-income and public housing.

Current partners include the Washington Apartment Association, the Council for Affordable and Rural Housing, and the Association of Washington Housing Authorities. The Tobacco Program has also partnered with the Tenants' Union to provide resources to tenants affected by secondhand smoke and placed an article highlighting the launch of SmokeFreeWashington.com in On-Site Magazine, a landlord magazine with the largest circulation in the state.

Over the coming year, the Tobacco Program will continue to develop strategic partnerships and increase capacity for local contractors to reach out to landlord and tenant organizations in their counties, and provide information about secondhand smoke and cessation.

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

Hot Topics

Sunny Side of truth[®] rolls out new ad this month

"Nobody Knows," the newest spot in the national truth[®] campaign, Sunny Side of truth[®], brings to light a tobacco industry spokesperson's statement in 1998 that "Nobody knows what you would turn to if you didn't smoke, maybe you'd beat your wife."

Similar to other truth[®] ads that use the tobacco industry's own words to educate teens about Big Tobacco's marketing tactics, the new ad is both poignant and sarcastic in a way that resonates powerfully with youth. It features teens and animated dolls breaking into a song-and-dance routine that ridicules the notion that smoking prevents domestic violence.

A link from www.thetruth.com to the National Teen Dating Abuse web site, www.loveisrespect.org, will give teens access to information about domestic violence.

The new ad is viewable at www.thetruth.com/videos/nobody.cfm.

Tobacco companies find loophole in settlement stance on outdoor ads

Researchers say that tobacco companies have found subtle ways to advertise near places where children congregate despite the fact they are legally bound by the Master Settlement Agreement not to target children with their advertisements, according to an article in the September issue of the *American Journal of Preventive Medicine*. [View the abstract](#)

Media plays role in promoting and reducing tobacco use

The National Cancer Institute's Tobacco Control Monograph 19, "The Role of Media in Promoting and Reducing Tobacco Use" explores how mass media have affected our attitudes and behaviors toward tobacco use. Media channels have been successfully used to promote tobacco use and to reduce it. Now, when the use of mass media is expanding and the tobacco industry is finding new ways to encourage tobacco use, a full understanding of this issue is vital to public health. [Order a free monograph copy](#)

Resources

Tobacco Prevention Resource Center plans new trainings

Tobacco Prevention Resource Center A Tobacco Prevention & Control Program

The Tobacco Prevention Resource Center has a new lineup of fall and winter trainings. Topics such as “Understanding Poverty as it Relates to Tobacco Prevention Efforts”, “Understanding the Mysteries of the Teenage Brain”, and “Social Marketing: Applying Social Norms Change” are available at locations around the state. For a complete listing of trainings and registration, go to 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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