



## [On the Frontlines](#)

### **Guardian Management leads the (smoke-free) way**

Portland-based Guardian Management LLC is the country's largest property management company to ban indoor and outdoor smoking on its properties, including those in several Northwest states and 11 Washington cities.



In September, Guardian began a smoke-free policy for new residents moving into its 8,000 rental units, and gave

existing residents who smoke until January to quit, move, or smoke off the property.

In Washington, 1,500 units are affected and the company is working to convert another 500 by the end of the year.

Guardian manages more than 140 individual communities and more than 12,000 units. Its properties are both large and small properties, and about half participate in a government-related housing program of some kind.

Not all tenants were happy with the decision to ban smoking, but the company now advertises properties as smoke-free. "We see this as an added amenity," says Jim Wiard, a Guardian Portfolio Manager based in Portland.

The company, formed in 1971, considers itself a leader in progressive property management, and its decision to make its properties smoke-free supports that image.

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Wiard served on the Smokefree Housing Advisory Board, part of the Portland-Vancouver Metro Area Smokefree Housing Project. In that role he learned about the challenges to developing and implementing a smoke-free policy and, importantly, that it is a property owner's legal right to do so. But no landlords were stepping up to embrace smoke-free policies.

"I told our company president that we ought to be the first," Wiard says. "Others in the industry look to us. Let's take the initiative to set a precedent."

For its bold decision, Guardian Management was awarded a *Selecty Award* at the Washington 2007 Tobacco Prevention Conference in September.

Seven individuals and organizations received *Selecty Awards* at the Tobacco Program state conference in September.

The *Selecty Awards* are named after Secretary of Health Mary Selecty, one of Washington State's tobacco prevention champions.

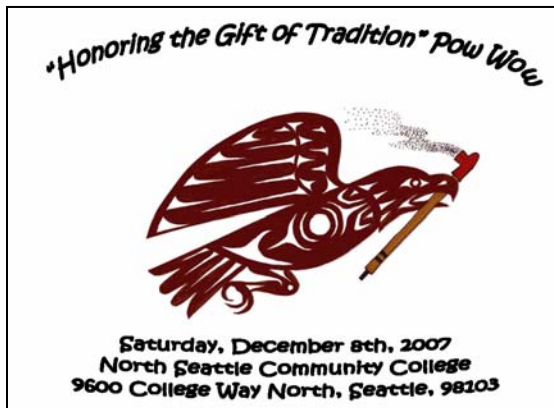
The awards recognize individuals and organizations making an outstanding contribution to tobacco prevention and control in Washington State.

Individual winners – and their efforts – will be featured periodically in *Clearing the Air*.

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

## **Pow-wow to emphasize tobacco abuse, traditional tobacco use**

A Native American event, "*Honoring the Gift of Tradition*" Pow Wow, December 8 at North Seattle Community College, will draw attention to the abuse of tobacco in Indian communities while emphasizing the unique and important role of traditional tobacco use.



Speakers and activities at the pow-wow will provide information on the appropriate use of tobacco within Indian communities and encourage a return to practicing traditional ways.

For example, drums at pow-wows historically have been honored and gifted with traditional tobacco as a way to thank them for singing their songs to everyone. In recent times, gifting has been made with commercial tobacco because traditions have been lost and traditionally grown tobacco is harder to get and use in a proper way.

In addition to speakers, the pow-wow will feature a variety of traditional dances, drumming, other activities, and food. There will be two sessions: from noon until 5 p.m. and from 6:00 p.m. until 10:30 p.m. The event is sponsored by the Washington State Urban Indian Tobacco Coalition, with funding from the Tobacco Program.

The event "is an opportunity for everyone to learn more about the traditional use of tobacco and for others to gain a better understanding of the unique role of traditional tobacco use in Native American culture," says Annette Anquoe of the Seattle Indian Health Board, one of the event organizers.

For more information, contact Annette Anquoe, at 206-324-9360 or [annettes@sihb.org](mailto:annettes@sihb.org).

## Haunted black tar lung gets message across

When the Makah Tribal Youth Center in Neah Bay was planning a haunted house, Tracy Tejano, the tribe's tobacco prevention coordinator, knew she wanted to take part. The resulting display was viewed by hundreds of kids and parents, and delivered potent anti-tobacco messages with scary fun and effectiveness.

To set the stage, she created a room out of black plastic – called the black tar lung – and had someone inside give youth a piece of candy if they vowed never to smoke or chew.

Elsewhere, youth were offered a fake cigarette that was made out of chalk and colored with crayons. If anyone took a fake smoke, Tracy grabbed them and took them into the black tar lung room. There she explained the bad things in cigarettes while people hidden under tables begged for help from their addiction, and a small boy popping up in a coffin declared he had died at a young age because of secondhand smoke. Other grotesquely masked helpers proclaimed that smoking made them wrinkle and get old.



“It was fun and I never thought that I could make tobacco be so scary,” she says, adding that feedback to the event has been very positive.

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



## Sarah Bedsaul wins public health award

Sarah Bedsaul, a health educator for the Kittitas County Public Health Department, received the first Washington State Public Health Association *Emerging Public Health Leader Award* last month at the Joint Health Conference in Yakima.

The award honors an individual who supports public health through demonstrating leadership in advocacy, research, education, management and cultural competency.

Sarah's colleagues at the health department unanimously nominated her to recognize her leadership and development of Kittitas County's Tobacco Prevention and Control Program as well as Shape Up Kittitas County.

For more information, contact Paul Davis at 360-236-3642 or [paul.davis@doh.wa.gov](mailto:paul.davis@doh.wa.gov).

## Need to Know

### Adult Cessation

#### **Tobacco Quit Line receives 100,000<sup>th</sup> call**

The Washington Tobacco Quit Line has received 100,000 calls since it began seven years ago. The quit line is funded by the Washington State Department of Health and is a critical component of the state's cessation efforts. Since 2000, the state's adult smoking rate has declined by 24 percent, far outpacing the national rate of decline.



Due in large part to the quit line and local quit programs, there are now many more former smokers in Washington than there are current smokers. The estimated 235,000 fewer smokers in the state represents an overall savings of \$2.1 billion in future health care costs.

The quit line is open to all Washington residents and also offers tailored services for pregnant women who smoke. [Read a media release](#)

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

### Prevention

#### **Tobacco-Free Team participation soars**

Nearly 18,000 youth soccer players in Washington state have pledged to be tobacco-free through the Tobacco-Free Team Program.

The program, created in partnership with the Washington State Youth Soccer Association, encourages coaches to take an active role in educating their players about the dangers of tobacco. Now in its second year, the number of participating soccer teams has doubled from 450 to almost 900 teams.

Registered teams receive packets that include patches for players' uniforms, a dry erase clip board for the coach to use throughout the season, information on how to talk with players about tobacco, and a tobacco-free pledge for players to sign. These materials provide an opportunity for coaches to underscore the dangers of tobacco use and serve as a reminder of the teams' commitment to remain tobacco-free.



Elliott Hull is one of 18,000 soccer players statewide who have taken the tobacco-free pledge. He plays for Woodinville-based Waverunners.

In Washington, 45 youth begin smoking every day and nearly 90 percent of lifelong smokers start before the age of 18. Therefore, reaching youth early on about the dangers of tobacco is critical.

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

## **NoStankYou 2.0 movin' and groovin'**

The *NoStankYou 2.0* youth tobacco prevention ad campaign has been running for more than six weeks and there is news to report on a number of fronts.



### **Television and radio ads**

The new youth tobacco prevention television and radio ads were unveiled during an exclusive showing at the Tobacco Program's *Extending Our Reach* conference on September 25. In all there are six new TV ads and five new radio spots that are showing across the state, alternating between the east and west sides of the mountains. A DVD copy of the ads was mailed to each tobacco coordinator the week of October 8; tobacco coordinators who did not receive a DVD should contact their contract manager.

### **Web site**

Traffic to [www.NoStankYou.com](http://www.NoStankYou.com) has exceeded expectations. There have been more than 62,000 visits to the site since it went up September 25, with more than 21,700 kids signing up for the "MOB" – an online association of teens. Of those, about 4,138 have completed the three tasks required to receive a free tee shirt. Another 29,735 have voted on tee shirt designs, and 813 designs have been approved. The revised [NoStankYou.com](http://www.NoStankYou.com) site incorporates the old SeeThruTheSmoke.com and its popular features into a single Tobacco Program youth tobacco prevention site.

### **Movies**

The Tobacco Program is hosting special *NoStankYou* movie events called "total theater takeovers" in a number of areas in the state:

- Bellingham, December 1, Bellis Fair Theater, 1-8 p.m.
- Tri-Cities, December 8, Columbia Mall Theater, 1-8 p.m.
- Vancouver, December 22, Cascade Cinemas, 1-8 p.m.
- Silverdale, January 5, Silverdale Theater, 1-8 p.m.
- Kelso, January 19, Three Rivers Mall Theater, 1-8 p.m.
- Yakima, January 26, Majestic Theater, noon-7:30 p.m.

### **Dances**

*NoStankYou* will have a presence at a minimum of 25 middle school dances in the Puget Sound Region from October through May. Throughout the campaign, KUBE 93 will air 15-second commercials promoting the School Dance Program with *NoStankYou*. *NoStankYou* tee shirts will be distributed at each dance, and the DJ will give a minimum of two live mentions of [www.NoStankYou.com](http://www.NoStankYou.com), encouraging the kids to check it out. This program should reach at least 10,000 middle school kids live, plus many thousands more over the airwaves.

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

## **RJR floods schools with own brand of tobacco prevention**

Tobacco giant RJ Reynolds is flooding schools across the state with its youth tobacco prevention materials, including posters that show kids smoking.

The materials, part of RJR's *Right Decisions, Right Now* program are often sent unsolicited and may be addressed to librarians, health education teachers, or other school or administrative staff. Although the ESD tobacco coordinators are diligent about educating schools about not using material from the industry, not all school personnel are aware of the source of the materials.

The materials send a mixed message at best, and educators are encouraged to discard the materials and use youth tobacco prevention materials provided by the Department of Health, says Carla Huyck, Tobacco Program community, youth, and schools coordinator. If you hear or see the materials in your schools please educate the staff about their origins and contact your ESD tobacco coordinator.



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

## **Secretary of Health stays in touch with youth**

Secretary of Health Mary Selecky visited two schools in Eastern Washington last month, part of an on-going effort to stay in touch with the state's youth.

At Selah School District in ESD 105, she talked with about 20 juniors and seniors in a health class. Later she had a candid discussion with eight former or current smokers who have participated in the district's cessation program.

At Finley Middle School in the Tri Cities area, the Secretary spoke at an assembly of about 200, showed the new *NoStankYou* television ads, and handed out new *NoStankYou* tee shirts. She also met the school's Teens Against Tobacco Use group.

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

## **Tobacco Program Information**

### **Washington state successes highlighted at national conference**

Tobacco Program staff persons presented posters and workshops at the *National Conference on Tobacco or Health* last month Minneapolis.

- Scott Schoengarth presented two poster abstracts:
  - *Displacing Tobacco Industry Messaging and Media* focused on the Tobacco Program partnership with Live Nation (formerly House of Blues) and success in blocking big tobacco out of 80 percent of the concerts statewide.
  - *Spreading the Message Through Unique Statewide Partnerships* dealt with the Tobacco Program's *Tobacco-Free Teams* partnership with the Washington State Youth Soccer Association (see story on page 4).

- Scott also coordinated a presentation with WongDoody, the Tobacco Program’s advertising agency, titled *When Traditional Media Isn’t Enough – Constant Re-engagement*. The discussion focused on the highly successful *NoStankYou* youth tobacco prevention media campaigns.
- Terry Reid participated in a panel presentation titled *Head Start Families: The Next Horizon in Cessation*, which focused on the recent pilot project in Pierce County that involved federal, state and local partners integrating cessation efforts into Head Start programs.
- Terry also participated in a panel titled *Clearing the Air in Washington State: A Statewide Systems Approach*. The panel discussed all phases of creating and implementing the statewide smoking ban, including grass roots advocacy, state-level technical assistance and support, and local coordination and enforcement.
- Nguyet Tran presented a poster abstract titled *Washington State Healthcare Quality Assessment: A Survey of Tobacco Practices and Policies in Clinical Settings*, which discussed the findings of research with primary care providers and clinic managers relative to the delivery of tobacco cessation services.
- Susan Richardson presented a poster abstract titled *It’s Not Just About Cigarettes Anymore: The Epidemic of Other Tobacco Use Among Youth in Washington State*, which used youth data and tobacco tax data to explore the increase in other tobacco product use by youth.
- Mike Boysun presented a poster abstract titled *The Months Leading Up to the Vote: Who Supported a Smoking Ban in Washington?*, which looked at support for smoking bans in bars and restaurants in the years and months prior to the passage of Initiative 901.

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

### **Extending Our Reach rated favorably**

The Tobacco Program’s *Extending Our Reach* conference in September was rated above average or outstanding by 75 percent of those who completed the online evaluation survey. Eighty-six percent (86 percent) gave the highest ratings for the organization of the conference. The survey generated 119 responses, for a return rate of 51 percent.



More than 233 people attended the three-day conference, including 175 who participated in the premiere of the 2007 youth tobacco prevention media campaign at a special “Hollywood-style” evening event.

Conference workshop and training presentations are available in the assessment and evaluation section of the contractor Web site (the link is near the bottom of the main page).

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

## **Washington young adult NRT campaign highlighted**

A letter highlighting the success of the Tobacco Program's "Stick It To Kick It" nicotine replacement therapy campaign that began in 2005 was published last month in the peer-reviewed journal, *Tobacco Control*. "Does free nicotine replacement therapy for young adults prompt them to call a quit line?" presented results that showed a spike in calls to the quit line among young adults and increased quit rates among that population – all within the context of less money spent on quit line promotions.

These results are similar to what other state tobacco prevention and control programs have seen when giving away free nicotine replacement therapy to their general population. The highlight of the Washington data was the demonstration of this effect among a young adult population.

For more information, contact Mike Boysun at 360-236-3671 or [mike.boysun@doh.wa.gov](mailto:mike.boysun@doh.wa.gov).

## **Access 2008 conference in March**

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, policymakers, and others who work or learn in a tobacco related field.

For more information, visit [www.accessconference.org](http://www.accessconference.org).

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## **Hot Topics**

### **Tobacco companies spend big to defeat Oregon initiative**

Earlier this month, Oregon voters defeated a ballot initiative to increase the cigarette tax and fund children's health care. Philip Morris and R.J. Reynolds spent a record \$12 million – \$24 for every vote – to defeat the initiative. [Read a statement from Campaign for Tobacco Free Kids](#)

### **Tobacco sampling licenses issued**

Licenses for sampling cigarettes have recently been issued by the Washington Liquor Control Board. R.J. Reynolds; Santa Fe Natural Tobacco; Beverage and Food Group; and GMR Marketing LLC have all been granted licenses to distribute samples of cigarettes.

Currently, it is legal to sample cigarettes but not other forms of tobacco, as the result of the partial overturn by the courts of the Washington law banning samples. Sampling licenses were issued after deliberation by the Liquor Control Board on the legal implications of the sampling ban law and subsequent court rulings.

### **Smoking bans encourage quitting**

Public smoking bans help smokers quit both by reducing exposure to nicotine and changing perceptions about behavior. [Read a news summary](#)

### **More companies helping employees quit smoking**

Seeking to improve worker health as well as the bottom line, more U.S. employers are paying for smoking-cessation programs for employees. [Read a news summary](#)

## Resources

### **New training targets integrating nicotine, substance abuse treatments**

Tobacco Prevention Resource Center  
A Tobacco Prevention & Control Program

A new Tobacco Prevention Resource Center training, *Integrating Nicotine Dependence Interventions into Chemical Dependency Treatment*, will help substance abuse treatment agencies integrate nicotine treatment into their programs.

The course, conducted by Deb Drandoff, manager of the resource center, will provide information on the latest research on tobacco dependence treatment integration, the recommended steps to begin the process, and sample policies and practices.

For more information on this and other trainings offered by the resource center, visit [www.tobaccoprc.org](http://www.tobaccoprc.org)

### **New secondhand smoke brochures available**

Two new secondhand smoke brochures are now available through the Tobacco Prevention Clearinghouse. *How to Protect Yourself and Your Loved Ones From Secondhand Smoke* and *Things You Should Know About Secondhand Smoke* were produced for the program by GMMB under the direction of Laura Collins. Quantities on these brochures are limited to 100 per order.

If you are ordering materials for an upcoming event, be sure to allow a minimum of two weeks to receive your order. This is a busy time of year for the warehouse staff and the orders are taking a bit longer to ship than they normally do.

For more information, contact Jennifer Dodd at 360-236-3966 or [jennifer.dodd@doh.wa.gov](mailto:jennifer.dodd@doh.wa.gov).



## **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 Web sites are provided because they may contain relevant information and resources. These Web sites are not maintained by the Department of Health and the department takes no responsibility for the views that may be represented, or the accuracy, propriety, or legality of any material contained on the sites.*