

Clearing the Air



Tobacco Prevention & Control Program Online Magazine

Volume 8, Issue 3

May 2007

On the Frontlines

Spokane teens meet with Mary Selecky; learn about media and policy

Washington Secretary of Health Mary Selecky dropped in on a Spokane Teens Against Tobacco (STAT) daylong media relations and policy change training May 11, and the five high school participants asked a few questions about the responsibilities of the state's top health official.



Secretary of Health Mary Selecky poses with members of Spokane Teens Against Tobacco at a recent media training in Spokane.

In turn, the youth told the Secretary about their work as a Youth Action

Team fighting tobacco in Spokane County and their thoughts on how to reach youth with prevention messages. The students also visited *The Spokesman-Review* newsroom and talked to reporters, practiced mock on-camera interviews, and discussed policy change and Washington's government.

STAT meets regularly at the Spokane Regional Health District. Its members conduct compliance checks, organize events for national awareness days like *Kick Butts Day* and the *Great American Smoke Out*, raise funds for and participate in *Relay for Life*, and teach about the dangers of tobacco in classroom presentations.

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

In This Issue

On the Frontlines

[Systems changes](#)

[Clark College tobacco-free](#)

Need to Know

Information for Tobacco Program contractors

[Conference coming up!](#)

[GMMB retains contract](#)

[Improved data collection](#)

[Worksite survey](#)

[Affordable housing meeting](#)

[H.S. smoking decline stalls](#)

[Renewed soccer p'ship](#)

[NoStankYou / American Idol](#)

[SMOOSH on board](#)

[Untold summit sets record](#)

[Kick Butts Day a success](#)

[Native youth receive training](#)

[Click to Call connected](#)

[Quit line calls increase](#)

[Q4UQ42 delivers](#)

Hot Topics

Resources

[Smoking disparities text and graphics available](#)

[Clearinghouse...and more](#)

Pilot project identifies system-level changes at health facilities

A recently completed nine-month pilot project conducted by the Tobacco Cessation Resource Center paired Tobacco Program community contractors with health care personnel to expand tobacco prevention and cessation capacity in clinics and hospitals.

After receiving training in changing practices within the system of an organization, three community contractors each worked with a staff “champion” from a health care facility to identify the barriers and resources needed to change everyday clinical routines related to tobacco identification, treatment, and referral.



The teams assessed their medical facility to see if staff identified tobacco status in patients, had medical record systems in place to document the status, and had processes to provide tobacco interventions and referrals. After establishing a baseline at their facility, teams worked to improve at least one aspect within their system.

The end results included:

- Establishing a training policy for individuals to provide frequent tobacco interventions within a facility.
- Working towards developing tobacco cessation documentation tools within an electronic medical record.
- Adding tobacco status as a vital sign on charts.

Contractors participating in the project were Matthew Gulbranson of Tobacco Free Thurston County; Susann Bassham of the Walla Walla County Health Department; and Darcee Anderson of the Chelan-Douglas Health District. They worked with Jamie Zentner of Sea Mar Community Health Centers; Stan Ledington of Walla Walla General Hospital; and Deb Miller of Wenatchee Valley Medical Center, respectively.

Next steps for the project include a second phase of the pilot to test the effectiveness of a committed team of “champions” working within an organization, each with different roles. The second phase will further investigate different models through which to approach tobacco work in a system.

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

Clark College celebrates a year being tobacco-free

It’s been a year since Clark College in Vancouver became the first 100 percent tobacco-free campus in the states of Washington, Oregon and Idaho, and one of the first 100 percent tobacco-free campuses in the nation.

Smoking or other tobacco usage is not permitted within the perimeter of Clark College property, and smoking materials must be extinguished and disposed of prior to entering college property or exiting a vehicle.

“We have not issued a single citation because we chose an education rather than enforcement approach,” says Clark College Health Services Officer Mary Deal, “The few violators we had responded well to reminders of the policy.”

The sale or advertisement of tobacco products or tobacco related merchandise has been prohibited on college property since 2003. Tobacco use on college property or improper disposal of smoking materials may result in disciplinary action or a \$20.00 fine.

For more information, contact Mary Deal at mdeal@clark.edu.

Need to Know **Tobacco Program Information**

Extending Our Reach conference registration begins mid-July; New youth TV campaign to be unveiled

The under-development 2007 youth prevention television campaign is scheduled to be unveiled during a “Sneak Preview” event at the Tobacco Program’s conference in September.



The *Extending Our Reach* conference, September 24-26 at the SeaTac Marriott, will also feature Cheryl Heaton, CEO of the American Legacy Foundation, delivering a keynote address, and 18 workshops and trainings presented by experts from around the state and the nation.

The first day of the conference will be devoted to contractor trainings on topics such as relationship building, tribal policy, and evaluating community programs. Contractors new to the program are required to attend the *Introduction to the State Tobacco Program* training.

The second day of the conference will feature Heaton, Secretary of Health Mary Selecky presenting the *Selecky Awards*, 12 workshops, and the “Sneak Preview” event at 5:30 p.m. The movie-themed event will include popcorn, peanuts and Cracker Jacks in addition to heartier fare that could substitute for dinner.

The final day of the conference includes a seminar on the CDC’s updated tobacco best practices and a special presentation on leadership and innovation by Sam Magill, a highly acclaimed consultant and speaker from the Seattle area.

A regular feature of past conferences has been the video scrapbook presentation of contractor activities from throughout the year. Local programs are invited to submit photos for inclusion in the video to wright@olywa.net by July 31.

A conference Web site is under development at www.quitline.com/conference2007 and will be regularly updated as conference details are finalized. Online registration is scheduled to begin in mid-July.

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

GMMB retains earned media contract

Public relations agency GMMB, Inc. is the apparently successful bidder to retain their earned media contract with the Tobacco Program following a competitive process that included a written proposal and an oral presentation. Seven firms submitted proposals for the contract. GMMB was first awarded the contract in October 2003. The new contract begins July 1 and will run for at least two years, and could be extended to five years.

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

Improved data collection for Asian and Pacific Islander population

The Tobacco Program has recently taken steps to collect better adult data for the Asian and Hawaiian/Pacific Islander population in Washington.

Over the past four years, incremental improvements – from improving survey questions to enhancing sampling strategies – have been made to the Behavioral Risk Factor Surveillance System (BRFSS) Adult Tobacco Survey to better understand this very diverse and complex population. BRFSS, a statewide, anonymous telephone survey, is the primary adult tobacco use data collection tool.

This year, an increased over-sample of the Asian and Pacific Islander population has been employed with additional language availability being piloted in Mandarin, Cantonese, Vietnamese, and Korean. The BRFSS Adult Tobacco Survey has historically been offered in English and Spanish only.

Several recent studies have shown that tobacco-use rates vary widely among these populations – from 10 percent to 30 percent, depending on ethnic heritage, acculturation, and gender. With this pilot enhancement data, the intent is to more accurately describe the true burden of tobacco among this diverse Washington community. Results of the survey should be available in late spring of 2008.

For more information, contact Mike Boysun at 360-236-3671 or mike.boysun@doh.wa.gov.

Research within diverse communities subject of recent forum

”Research, Community and Change” was the theme of a recent one-day forum on data and data gathering within diverse populations. The forum was co-hosted by the Tobacco Program’s cross-cultural contractors: Center for Multicultural Health, Asian Pacific Islander Coalition Against Tobacco, Verbena, and the Washington Association of Community and Migrant Health Centers.

Presenters described the need for more meaningful research within diverse and underserved populations, the need for community involvement in this research, and the importance of data to policymakers and funding agencies.

Others described community participatory action research that has been done within Asian/Pacific Islander communities, statewide data available on Hispanic and Latino populations, and the challenges faced by the gay community in conducting research within that community.

Presenters included Rod Lew from Asian Pacific Partners for Empowerment and Leadership (APPEAL), Greg Garcia from Washington Asian Pacific Islander Families Against Substance Abuse (WAPIFASA), Uriel Iniguez from the Washington Commission on Hispanic Affairs, Dennis Torres from the Madison Clinic, and Fred Swanson from Gay City Health Project in Seattle.

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

Results from Worksite Survey due this summer

Data from the 2007 Worksite Survey is being analyzed and a report describing statewide trends of worksite policies and environments, including tobacco related issues, will be available this summer.

The telephone survey of Washington worksites with more than 50 employees is administered every two to three years. The survey asks employers about policies and practices related to employee physical activity, nutrition, cancer screening, and tobacco use. The information is used to monitor the status of Washington businesses and help state programs evaluate the success of healthy worksite initiatives.

The survey is a collaborative effort between Steps to a Healthier WA Program and the Tobacco Prevention and Control Program.

For more information, contact Mike Boysun at 360-236-3671 or mike.boysun@doh.wa.gov.

Tobacco Program presents at affordable housing meeting

Tobacco Program representatives were on hand for the Washington State Council for Affordable and Rural Housing 19th Annual Meeting and Conference in Wenatchee last month, distributing information on smoke-free housing, smoke-free stickers and clings, and *Tobacco Smokes You* flashlights. GMMB, the Tobacco Program's Secondhand Smoke Policy and Resources contractor also led a breakout session titled "Creating Smoke-Free Multi-Unit Housing."

For more information, contact Julie Pyatt at 360-236-3643 or julie.pyatt@doh.wa.gov.

Youth Prevention

Decreasing trend in high school smoking has stalled

Cigarette smoking among youth in Washington has declined dramatically – 50 percent – since the Tobacco Program expanded activities in 1999.

However, the recently released Healthy Youth Survey revealed that while cigarette smoking among middle school youth (sixth and eighth grades) continues to decline, the decreasing trend among high school youth has stalled. In 2006, cigarette smoking increased among tenth graders and remained the same among twelfth graders.

Results from the survey also showed high school youth are using more alternative tobacco products, such as cigars, pipe tobacco, and bidis (flavored cigarettes).



“We made progress in keeping kids from starting to smoke, but in some ways it’s a new ball game,” says Tobacco Program Manager Terry Reid. “The survey results remind us that proven youth tobacco prevention strategies are effective, but must continue to be used and adjusted to meet the ever-evolving challenges of youth tobacco use.”

The Healthy Youth Survey, the state’s school-based health-risk and behavior survey, was completed in the fall of 2006 by almost 200,000 students in grades 6, 8, 10 and 12 from more than 1,000 schools in all Washington counties.

Survey results and information are available from the following sources:

- State reports, county results, and PowerPoint presentations (for counties that met minimum participation requirements) are posted on the Healthy Youth Survey Web site, www3.doh.wa.gov/HYS, under Reports and Response Rates. Special reports by gender and race/ethnicity will be available this summer.
- More information on response rates and who received reports is available at www.hys.wa.gov under Reports of State and Local Results. Materials from the regional workshops, “Putting your Healthy Youth Survey to Work” will also be posted on this site in May.

For more information, contact Susan Richardson at 360-236-3745 or sue.richardson@doh.wa.gov.

Tobacco Program kicks off second year partnership

The Tobacco Program kicked off its second year of partnership with the Washington State Youth Soccer Association at the association’s *Soccer Fair* last month at the Greater Tacoma Trade and Convention Center.

About 1,500 soccer players, parents, coaches, referees and volunteers attended the event and 30 teams signed up to be a *Tobacco-Free Team*. Participating teams receive 2007 *Tobacco-Free Team* patches for players, soccer field dry erase clipboards for coaches, a Tobacco-Free pledge for the players to sign, and tips on how to talk to youth about tobacco prevention. Last season, 486 *Tobacco-Free Teams* fielded 8,748 players, the majority of whom were within the target demographic of 9- to 14-years-old.



[More information on Tobacco-Free Teams](#)

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

NoStankYou.com collides with American Idol

Television promotional ads hit the airwaves in mid-April encouraging Washington youth ages 13 through 18 to create their own homemade *No Stank You* music videos and submit them for peer judging on www.NoStankYou.com (the micro site for the current youth tobacco prevention ad campaign). The most popular music video will be aired during the *American Idol* final show on May 23 as a full 30-second commercial!

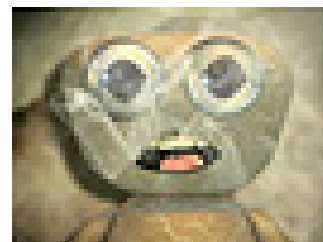
The promos directed kids to the special www.NoStankYouStar.com Web page on NoStankYou.com for more details, including sample lyrics they could use if they didn't want to create their own video.

The promotion was expected to help draw thousands of Washington youth to www.NoStankYou.com, which could lead to repeat visits and greater penetration of anti-tobacco messages into the youth market. Through May 14, there had been 429,448 visits to the site since it launched on Sept. 26.

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

SMOOSH creates anti-tobacco video

Popular Seattle teen band *SMOOSH* has created a *NoStankYou* remix of their song RAD for the Tobacco Program's youth media campaign. The remix is posted on www.NoStankYou.com and on the *SMOOSH* Web site.



SMOOSH, one of the featured groups at the upcoming Sasquatch! Festival, sponsored by www.TobaccoSmokesYou.com, decided to partner with the *NoStankYou* effort because they think it is a cool campaign and a good cause, and they wanted to be part of it. The members of *SMOOSH* are within the youth campaign target age group.

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

Participation in *Untold* regional youth summit sets record

More than 200 youth from the northwest part of the state united on March 16 for the *Untold 6* youth summit in La Conner. Participation among schools in the Educational Service District 189 region (Skagit, Whatcom, Island, San Juan, and Snohomish counties) was the highest in the six-year history of *Untold*.

Middle school youth at the summit learned how to become tobacco prevention advocates in their schools and communities. At this annual event, youth were taught about the dangers of tobacco use as well as using creative methods and skills to deliver tobacco prevention messages.

Summit activities included workshops on writing, performing arts, and media literacy; team building/youth empowerment activities led by Kenya Masala, a national renowned youth motivator; and a presentation by the "Organ Ladies" on the effects of tobacco and other drugs using real organs.

The summit was a collaboration of the Tobacco Program, Skagit County-United General Hospital, Whatcom County Health Department, Lummi Tribe, Nooksack Tribe, Swinomish Tribe, Northwest Educational Service District 189, American Cancer Society, American Lung Association of Washington, Snohomish Health District, Island County Health Department, Upper Skagit Indian Tribe, and San Juan County Health Department.

For more information, contact Keith Zang at 360-236-3747 or keith.zang@doh.wa.gov.

More than 30 Kick Butts Day activities in Washington State

Youth action teams, T.A.T.U. groups, and other youth organizations put on more than 30 activities and events for the national *Kick Butts Day* on March 28.

Some of the highlights included students in Whatcom County placing flowers in public areas to remember the 1,200 people who lose their battle to a tobacco related illness everyday in the United States, a “Kick Butts Spin & Win” booth to promote smoking cessation at the Lower Elwha Tribe, and exposing students to the stench of formaldehyde during lunch at Wind River Middle School in Skamania County.

Visit www.seethruthesmoke.com/act/kick_butts_calendar.php for more information on Kick Butts Day activities.

Native American youth receive T.A.T.U., Speak Out, and media training

About 40 youth from four Washington tribes participated in trainings last month in the Native American Teens Against Tobacco Use (T.A.T.U.) and Speak Out curriculums, and practiced on-camera interview skills. The Lower Elwha Tribe hosted the event that also included representation from the Quileute, Makah, and Jamestown S’Klallam tribes.

The event was a collaboration between the American Lung Association of Washington, the American Cancer Society, and the Tobacco Program.

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

Adult Cessation

“Click to Call” connected

“Click to Call”, a new feature on www.quitline.com, went live in early April. The new service allows Web visitors to schedule a call with quit coaches *virtually* for any reason – whether they’re dealing with a craving, have a question about medication, or want to talk about a quit plan.



Participants simply click on the “Click to Call” logo and then provide contact information and indicate whether a coach should call immediately, or in one, three, or five minutes.

An outreach campaign, including media outlets that serve cross-cultural communities, will be conducted in the near future.

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

Tobacco Quit Line calls up since *Cold Turkey* began

Calls to the Washington Tobacco Quit Line have increased double digits since the launch of the *Cold Turkey* cessation media campaign, which began in late January.

In February and March, more than 3,300 Washington residents called 1-800-QUIT-NOW to receive free cessation counseling – a 15 percent increase over the same months last year.

Visits to www.quitline.com are also up. There were an average of 12,808 visits per month in 2006. January 2007 had 16,301 visits, followed by 26,991 in March and 27,613 in April.

The campaign has now been “live” for three full months, the halfway mark of the scheduled six-month campaign.

To take advantage of the more than 400 free spots offered on Comcast Cable TV, four 10-second ads were created from the existing 30-second spots. These short spots started running on April 23 and will run through the end of June, as will the original 30-second spots.

The 30-second spots and the radio ads are still available for viewing/listening on quitline.com on the media page at www.quitline.com/media/index.php.

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



Quit for You Quit for Two delivers

The recently launched *Quit for You Quit for Two* campaign that targets pregnant and postpartum women who smoke and encourages them to call the Washington Tobacco Quit Line (1-800-QUIT-NOW), has delivered. In the past two months, the campaign has:

- Sent articles to *Seattle Woman* and *Parent Map* magazines, and pitched stories to various health care provider newsletters
- Created radio public service announcements
- Posted “Steps to Help You Quit Smoking” on www.quitline.com
- Designed small stickers for distribution to various outlets in certain counties
- Worked with CHILD Profile to include pertinent materials in their next mailing to postpartum women (CHILD Profile is the state’s Health Promotion and Immunization Registry designed to help ensure Washington’s children receive preventive health care).

The campaign, scheduled to run through next year, is funded by the federal Centers for Disease Control and Prevention. It is a collaborative effort involving the Tobacco Program, First Steps and the Maternal Infant Health Program.

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

“Smoke-Free Inside” is theme for 2007 World No Tobacco Day

World No Tobacco Day is celebrated around the world on May 31. This yearly celebration informs the public on the dangers of using tobacco, the

business practices of tobacco companies, what the World Health Organization is doing to fight the tobacco epidemic, and what people around the world can do to claim their right to health and healthy living and to protect future generations. The theme for this year’s event is “Smoke-Free Environments”. [More information](#)



Hot Topics

Teen smoking influenced by ads

Researchers say that they have found a direct correlation between the number of cigarette ads viewed by teens and their likelihood of becoming smokers. [Read a news summary](#) Read a response from the [Campaign for Tobacco Free Kids](#)

Tobacco marketing spending declines slightly, still at record levels

The amount tobacco companies spent on marketing declined from 2003 to 2005 a new report from the Federal Trade Commission says. [Read the Report](#) Read a response from the [Campaign for Tobacco Free Kids](#)

New wave of truth® ads

The American Legacy Foundation has launched a new round of truth® ads. The campaign will roll out in mid-April with two TV ads and new interactive components on the Web site. Additional TV spots will roll out in late May/early June. Print ads will run in popular youth magazines in May. [Read a press release](#)

Mental health problems common among pregnant smokers

About half of women who smoke during pregnancy have a mental-health disorder such as depression or panic disorder, according to a new study. [Read the research study](#)

Spirituality a smoking cessation aid, study says

Most smokers say they would welcome ways to integrate their personal spiritual beliefs into their attempts to quit smoking cigarettes, and research suggests that a spiritual component could improve the odds of quitting. [Read a news summary](#)

Some foods linked to smoking

Meat, coffee and alcohol improve the taste of cigarettes for some smokers, researchers say. [Read a news summary](#)

Air Force tobacco ban gaining steam

The U.S. Air Force, faced with a goal of dramatically reducing tobacco use by 2010, is getting set to implement its first widespread ban on such products. Read the article in [Stars and Stripes](#)

Resources

Text and graphics from new smoking disparities report now available

Text and graphics from the recently released *Adult Smoking Rates in Washington: A Report on Current Disparities* are now available to contractors for use in PowerPoint presentations and other informational materials. The printed report is available from the Tobacco Clearinghouse.

A PDF version is available at www.doh.wa.gov/tobacco under the “Reports” heading. Text and graphics can be extracted from the PDF file using Adobe Acrobat, or contact Wright Communications at 360-943-3636 or wright@olywa.net to order digital files from the report.

Tobacco Prevention Resource Center

New trainings from the Tobacco Prevention Resource Center have been posted on the resource center Web site, including:

- *Creating Change – Understanding the Role of Risk and Protective Factors*
Tuesday, June 19, Yakima
- *Cultural Competency*
Tuesday, June 5, in Renton



Visit the Tobacco Prevention Resource Center Web site at www.tobaccoprc.org for information and registration for these or any other trainings.

Online Newsletters

[O₂ magazine](#) – Washington’s newsletter for tobacco prevention youth activists

[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

Americans for Nonsmokers’ Rights Foundation – www.no-smoke.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 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.

Tobacco Prevention & Control Program Clearinghouse

360-236-3966
tobacco.clearing@doh.wa.gov

We now have available Native American-specific Tobacco Quit Line brochures.

To request these items, contact Jennifer Dodd at 360-236-3966 or jennifer.dodd@doh.wa.gov.