



On the Frontlines



Extending Our Reach

More than 235 people have registered for *Extending Our Reach*, the Tobacco Program's 2007 state conference to be held September 24-26 at the Marriott Hotel in Sea-Tac. A cutting edge lineup of 19 trainings and workshops, national and regional experts, Selecky Awards presentations, and a special premiere of the new NoStankYou2.0 youth media campaign promise to make this conference a memorable one.

Conference registration ended September 14, but there are a limited number of spaces still available. Tobacco coordinators who have not yet registered for the conference should contact their contract managers immediately.

For more conference information, visit www.quitline.com/conference2007.

Tribal Canoe Journey emphasizes no smoke

In late July, thousands of people gathered to watch an array of traditional tribal canoes and their crews land at the Lummi Indian Reservation near Bellingham. The "Paddle to Lummi" was this year's version of the annual Tribal Canoe Journey for coastal tribes. Canoes traveled from the Pacific Ocean, the waters of British Columbia, and Puget Sound – for up to three weeks – along traditional "highways" for the five-day celebration. One thing that was barely noticeable during the fanfare and festivities: smoking.

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Many of the participants in the Tribal Canoe Journey pledged before they embarked to be tobacco- and substance-free, including during the journey, on shore around canoes, and anywhere participants, their families, and friends stayed along the way.

The pledge has roots in the desire to stay strong by not letting unhealthy substances such as tobacco smoke or chew into the body. For some, the pledge also represented recognizing tobacco as a sacred plant not to be abused.



Many family members and friends who support the journeyers stay tobacco- and substance-free as well, so around the campsites, homes, and destinations, there was a will to keep non-sacred use of tobacco away from all. During this time of togetherness, the community is able to support those that may want to fall back on the abuse of tobacco, and guide them into sustaining their abstinence and possibly channeling that desire into sacred use. It is all a part of the journey.

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

Edmonds parks go tobacco-free on July 31

City of Edmonds parks went tobacco-free on July 31. Signs reading “For Our Kids - Tobacco Free Parks,” will be installed at 20 of Edmond’s parks, playfields, and beaches as part of an educational campaign to protect children from exposure to the harmful effects of secondhand tobacco smoke. Edmonds is the thirteenth city in Snohomish County to provide its children a healthier climate for playing.

The “For Our Kids - Tobacco Free Parks” program is a joint effort of the City of Edmonds and the Snohomish Health District.

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

Need to Know

Adult Cessation

Washington adult rates continue to drop

A new survey shows the number of adult smokers in Washington state is continuing to drop. Since the Tobacco Program was expanded in 2000, adult smoking has gone from 22.4 percent to a new low of 17 percent. Washington continues to have the fifth lowest smoking rate in the nation.

The most recent numbers from the Behavioral Risk Factor Surveillance System survey show a decline from a 17.6 percent smoking rate in 2005 to 17 percent in 2006. Although a relatively small drop, the data confirm a continued trend of fewer people smoking in our state.

The overall drop in smoking since 2000 translates to about 235,000 fewer smokers in the state, and \$2.1 billion saved in future health care costs for Washington.

The latest research shows that people with low income (less than \$25,000 per year) and less education (high school diploma or less) smoke at higher rates than the general population and are less likely to quit successfully. Smoking among these groups has not dropped significantly in recent years.

While Washington has made significant headway in lowering smoking rates, there is still work to do. The tobacco industry spends more than \$160 million each year in our state to hook smokers. About 45 youth start smoking each day, and about 8,000 people in our state die every year from tobacco-related diseases. [Media release and fact sheet](#)

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

Spanish version of guide for pregnant quit line callers now offered

The Washington Tobacco Quit Line is now providing a Spanish language version of a popular booklet for pregnant participants, as part of an ongoing effort to provide culturally appropriate treatment to people of all races and ethnicities.

Quit line currently provides “Need Help Putting Out That Cigarette?” to English-speaking, pregnant participants. “Necesitas Ayuda Para Dejar de Fumar?” was developed to address the specific needs, beliefs, and cultural references of the Latino community. It is not only a guide about quitting tobacco in Spanish; it is a cultural competent resource on how to quit for pregnant Spanish speakers.

The booklet will be part of the package of materials that are sent to Spanish-speaking participants.

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



**Línea Para Dejar el Tabaco
del Estado de Washington**

1-877-2NO-FUME

llamada gratuita 1-877-266-3863

QUITLINE.COM

Tobacco Cessation Pilot Project recruiting providers

The Tobacco Program, through its Tobacco Cessation Resource Center, is recruiting health care providers to participate in a 10-month pilot project to help medical systems learn to identify, and have clear actions on what to do with, tobacco users – without depending on the good will and individual motivation of a single health care provider. Participants in the project will gain:

- Free training for your organization.
- A baseline assessment of where your organization currently stands.
- An assessment of possible areas for improvement.
- An action plan for improvement.
- Tailored and individualized mentoring.
- Insight from other organizations who are or have been involved in the project.
- The opportunity to be a pioneer in a Department of Health pilot project.



For more information, contact Gillian Schauer at 206-876-2275 or tcrc@freeclear.com.

Quit for You, Quit for Two campaign makes progress

The *Quit for You, Quit for Two* campaign aims to reach out to pregnant women smokers and their family, friends, and healthcare providers to educate about the dangers related to tobacco exposure and the tailored quit services offered by the Tobacco Quit Line.



During the past year, educational and promotional materials have been distributed through First Steps agencies, YWCAs, social service organizations, and local contractors. These materials encourage healthcare providers to engage women in conversations about quitting smoking, as well as promote the quit line as a resource to kick the habit.

In addition, media and grassroots outreach strategies were employed to challenge social norms associated with smoking during and after pregnancy. Articles highlighting the issue along with quit line services were placed in 10 medical association newsletters, more than two dozen weekly newspapers, and several parenting magazines such as *Parent Map* and *Seattle's Child*.

About 750 transit ads, featuring a hard-hitting image of a child in an incubator, ran in counties across the state, and awareness stickers, acting as mini-PSAs, were distributed to local businesses through contractors.

Washington State Health Officer Dr. Maxine Hayes recently recorded a radio public service announcement for the *Quit for You, Quit for Two* campaign. The spot highlights the dangers of smoking while pregnant and encourages listeners to call the Washington Tobacco Quit Line at 1-800-QUIT-NOW. [Listen to the PSA](#)

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

Prevention

Youth Web sites to merge; NoStankYou.com to be renovated

Starting later this month, there will be one online destination for Washington youth to learn about the consequences of tobacco use, get involved in tobacco issues, and experience the “No Stank You” campaign.

On September 25, the Tobacco Program will merge its two youth Web sites, *SeeThruTheSmoke.com* and NoStankYou.com. All youth-related content and resources will be available at a single, newly renovated site: NoStankYou.com. People trying to reach *SeeThruTheSmoke.com* will be automatically redirected to NoStankYou.com.

Tobacco coordinators who use graphics or references to *SeeThruTheSmoke.com* on Web sites or in other locations should change them to NoStankYou.com by September 25.

Some of its most popular features of *SeeThruTheSmoke.com*, including tool kits that help youth take action on tobacco issues and registration for the Tobacco-Free Team Program will be available on NoStankYou.com.

However, the site will no longer carry the new TV spots. This change came about because when the ads are placed on a Web site they are then considered “national” and higher rates for the actors are applied.

Contractors will each be sent new NoStankYou2.0 ad discs within the first week or two of the campaign debut.

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

NoStankYou2.0 media campaign premieres September 25

The 2007-08 youth tobacco prevention media campaign – *NoStankYou2.0* – will hit the airwaves on Tuesday, September 25 and run thru June 2008.

An important educational session on the new campaign is set for 5:30-7:30 p.m. that same day – September 25 – during the Tobacco Program’s *Extending Our Reach* conference at the SeaTac Marriott.

All tobacco coordinators at the conference are encouraged to attend the session, which will take the place of the normal communications conference call prior to the kick off of each new campaign. The Tobacco Program’s ad agency, Wong Doody will present the new TV and radio ads and explain the research that went into the development of the campaign. There will also be special food, activities, and an appearance by a special guest at the Hollywood opening-themed event called *NoStankYou2.0: The Premiere*.

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



Prevention Summit to be held in November

The 2007 Washington State Prevention Summit will be held November 16-17 at the Hilton in Vancouver. This year's summit features speakers and workshops on a variety of prevention issues, and is sponsored in part by the Tobacco Program. [More information](#)

SpeakOUT holds final Summer Summit

The American Cancer Society SpeakOUT Youth Initiative, funded by the Tobacco Program, held its seventh and final Summer Summit in August. The four-day event brought together high-school aged youth from 15 counties and two tribal communities to participate in advanced youth leadership training. Participants learned how to mobilize their peers and communities around the issues of tobacco prevention and school health advocacy in a fun and interactive environment.

The youth received specialized training in one of the three tracks: advocacy, group leadership, or individual leadership. In addition to these small workgroups, they also participated in general sessions, which included topics such as media literacy, group motivation, and making positive life choices.

The SpeakOUT Youth Initiative also hosts workshops throughout the school year.

For more information about how to get involved in local SpeakOUT events, contact Emily Dietman at 206-674-4185 or emily.dietman@cancer.org (Western Washington) or Shannon Freese at 509-242-8301 or shannon.freese@cancer.org (Eastern Washington).

Secondhand Smoke

Addressing secondhand smoke in multi-unit housing

The Tobacco Program is forging new partnerships in an effort to address issues related to secondhand smoke exposure in multi-unit housing complexes.

The Seattle-based Washington State Tenants Union was founded in 1977 to create housing justice through grassroots education, organizing, and advocacy. In a recent meeting with Laura Collins, the Tobacco Program's policy planner, the union's Michele Thomas expressed interest in collaborating with public health and offered two resources.

Tenants can be referred to Thomas as an additional resource on secondhand smoke issues and housing issues. In addition, the union is willing to work collaboratively to conduct educational trainings for landlords at no charge, on a city, county or statewide basis.

For more information, contact Michele Thomas at 206-723-0523, or Laura Collins at 360-236-3643 or laura.collins@doh.wa.gov.

Tobacco Program Information

Tobacco Program trainings reach statewide

The Tobacco Prevention Resource Center (TPRC) provided 54 trainings to 1,285 Tobacco Program contractors, coalitions and partners around the state in the last fiscal year. TPRC is the Tobacco Program's training and technical assistance provider. Each year, TPRC conducts a needs assessment in each of nine educational service district regions to determine the training calendar for the coming fiscal year.

The trainings are well attended because they are offered in the community that has identified the specific training need rather than expecting people to travel long distances. They are also offered free of charge to contractors and their partners.

Last year, staff and community members from a variety of organizations attended trainings, including local health jurisdictions, schools, medical and social service providers, state agencies, community and faith-based organizations.

Training topics were also varied and included popular subjects such as “Bridges Out of Poverty” and several other cultural competency trainings. Motivational interviewing, integrating tobacco cessation into mental health and chemical dependency treatment, and social norms/social marketing were also popular. The calendar for the coming fiscal year is being created now and trainings are posted as they get scheduled on the TPRC web site www.tobaccoprc.org.

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

UW Tobacco Studies Program receives funding

The University of Washington Tobacco Studies Program recently received a medical education grant to continue for another year beginning September 1.

The grant will allow the program to offer the popular Spring quarter introductory course on Tobacco & Public Health, as it has for the past four years. The new funding will also maintain the other program elements, including sponsoring guest speakers in other classes, seminars, and events; providing support for graduate health science students interested in pursuing tobacco-related research and scholarship; and continuing to be a resource for the larger tobacco control community.

Additionally, an advanced level graduate seminar on health disparities with a focus on tobacco use is planned for Winter quarter, through the support of the Washington Tobacco Prevention and Control Program and the UW School of Social Work.

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

Hot Topics

Eagles’ smoking ban defiance finally snuffed

After nearly two years of negotiations and the threat of fines, the Eagles club in Yakima finally bans smoking. [Read more](#)

Smoking Ban for Disney Films

Smoking will no longer be depicted in Disney-branded movies and will be discouraged in films bearing Disney's Touchstone and Miramax brands, the company has announced. [View the news summary](#)

Youth involved in extracurricular activities less likely to smoke

Disadvantaged youth who regularly attend school and social activities are less likely to smoke than their peers. [View the news summary](#)

Dieting teen girls twice as likely to smoke

Smoking has long been viewed as a way to lose weight, and new research shows that teenage girls who say they are dieting are nearly twice as likely to smoke as non-dieting peers.

[View the news summary](#)

Resources

Washington State Tobacco Facts now available

Washington State Tobacco Facts, accessible on the assessment and evaluation data section of the contractors Web site, is designed as a quick reference for the most current state level data on tobacco use and its impacts, including adult cigarette use, youth cigarette use, quitting, and tobacco use during pregnancy.

The report will be updated annually in the Fall to help with ongoing program planning and public education about the importance of tobacco control. During odd years the report will also be updated in the Spring to accommodate youth data, which are collected every other year. The report includes a summary of the changes that have occurred in Washington since the expansion of the Tobacco Program in 2000.

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

New chemical dependency training offered by TPRC

Tobacco Prevention Resource Center
A Tobacco Prevention & Control Program

The Tobacco Prevention Resource Center will be providing training and technical assistance to chemical dependency treatment agencies across the state this fall. Many chemical dependency treatment providers are beginning to take up the challenge to address tobacco dependence in their programs for compelling reasons:

- Tobacco is a drug of dependence.
- Tobacco dependence exacts a devastating toll on people in treatment and recovery from other chemical dependencies.
- Tobacco dependence is closely related to other chemical dependencies.
- It is safe to treat tobacco dependence at the same time as other chemical dependencies.
- Treating tobacco dependence at the same time as other chemical dependencies may improve treatment outcomes.

There are two trainings available. The first is a three- hour course that will provide administrators with information on the latest research on tobacco dependence treatment integration, the recommended steps to begin the process, and sample policies and practices. After this initial training, on-going technical assistance support will be available to help with the integration process.

A second four-hour training will then be available for treatment counselors, giving them information on the science of nicotine addiction, assessment and treatment planning, and a thorough overview of pharmacological supports available. Deb Drandoff from TPRC will be planning and conducting the trainings.

If contractors have relationships with their local chemical dependency agencies or know of agencies ready to do this work, and would like to be involved in the planning of these events, please contact Deb at deb.drandoff@esd112.org, or 360-750-7500, ext. 303. All trainings will be posted on the TPRC website and promoted to all contractors.

New Web site for the National Networks for Tobacco Control and Prevention

The National Networks for Tobacco Control and Prevention has launched a new Web site, www.tobaccopreventionnetworks.org, as a one-stop shop for all priority population tobacco control information. The site is the first of its kind to feature strategies and tools that can be used as a guide and adapted for any population.

Site topics include eliminating disparities and achieving parity, capacity building, cessation, and protecting the public from secondhand smoke exposure. The site also features case studies and training modules, online reference materials, and a calendar section highlighting tobacco control events throughout the year.

The National Networks for Tobacco Control and Prevention are funded by the Centers for Disease Control and Prevention (CDC), Office on Smoking and Health (OSH) to assist with the implementation of programs and initiatives to address tobacco-related disparities among six populations.

For more information, email info@tobaccopreventionnetworks.org or visit www.tobaccopreventionnetworks.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

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

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.