

Upcoming Events!

May 27th – June 10th

**Billboard Artwork on Display at
Livingston Center for Art & Culture**

All entries to the 8th grade billboard design contest will be on display at 119 South Main Street. (Tues-Fri: 11am-5pm and Sat: 11am-4pm)

Mid-June to Mid-August

**See winning billboards posted where
Lewis St. meets Park St.**

May 31st

World No Tobacco Day

This event draws attention to the toll of tobacco worldwide, promotes tobacco free environments, and encourages users to quit.

June 22nd – 24th

reACT! Teen Summit

Montana teens learn about tobacco, activism, media messaging, and are empowered to take action. The event is held at Carroll College in Helena. Teens are invited to register at www.reactmt.com

Money Tower Appears in the Community



The money tower is an educational tool that gives a graphic display of what it looks like to spend \$2,200 each year on tobacco. That is what the average smoker will pay out this year on cigarettes, and every year that he or she continues to use. The plexi-glass tower is stuffed with 2,200 fake one dollar bills. Signs on the display have the message, "The \$2,200 in this box shows how much money the average smoker spends on cigarettes in one year. What would you rather spend your money on?" The tower has traveled to a variety of community organizations and a school.

Any interested group is welcome to borrow the display for exhibit. Please contact Park County Tobacco Use Prevention Program at 222-8282.

Smoke Free Montana

Full implementation of the Montana Clean Indoor Air Act last October is a Montana public health success story. Montana residents strongly support this law, and compliance by businesses has been very high both in Park County and across the state.

With smoke-free public facilities and businesses, which now includes bars and casinos, fewer Montanans will suffer heart attacks, and there will be a decline in the incidence of cardiovascular disorders, lung cancer, asthma, and other diseases linked to secondhand smoke exposure.

Quit Line Celebrates Anniversary By Offering New Medication



Since it began in 2004, the Montana Tobacco Quit Line has helped over 10,000 Montanans quit smoking and using smokeless tobacco. It has one of the highest cessation rates in the country, and is one of a few states to offer a selection of medications. To celebrate its 6th anniversary, the Quit Line will add another cessation medication, Bupropion, to the pharmaceutical options available to callers.

Now three medications to help people quit!

- **Bupropion** (also known as Zyban or Wellbutrin) has been used as a cessation aid for over 12 years to reduce the cravings for cigarettes and decrease the symptoms of nicotine withdrawal. When prescribed by a health care provider, callers to the Quit Line can obtain Bupropion for only \$5 per month, for up to 3 months.
- **Chantix** (varenicline) continues to be available (by prescription) at the greatly reduced cost of \$50 per month, for up to 2 months.
- **Nicotine Replacement Therapy** (gum, patches, or lozenges) is also an option and no prescription is needed. Callers can receive a free two-week supply of one of these items. However, during the month of May, a four-week free supply is available.

Youth In Action



CSO creates a display of the things middle school students would rather buy instead of tobacco



reACT gear was distributed during Through With Chew Week



CSO hangs a banner in the middle school health room during Through With Chew Week

During **Through With Chew Week**, Cougar Service Organization (CSO) at Sleeping Giant Middle School helped with a school wide educational activity. Health teachers held a discussion about how much money tobacco users spend on tobacco in one year. Each teen wrote a list of things they'd rather buy instead of tobacco, and placed the list in a box. CSO randomly selected students to receive small prizes with tobacco prevention and reACT! messages. In the weeks that followed Through With Chew Week, CSO created a display from the students' lists of things they'd rather buy instead of tobacco and hung it in the school lobby.



Fourth grade students in Livingston Schools speak out against tobacco by creating **"Victims of Tobacco."** On life-sized plywood figures, students use art and their knowledge about the harmful effects of tobacco to illustrate the health problems that are caused by smoking and chewing. The plywood figures show damaged lungs, carry oxygen tanks, have stained fingers from tar in cigarettes, show irritated eyes, have damaged teeth, and carry chains because tobacco addicts the user. The "Victims" then travel to various venues in the community, educating others about the dangers of tobacco use.

New FDA Rule Protects Kids from Tobacco

The FDA Center for Tobacco Products has issued a new rule to protect kids from tobacco addiction and premature death from tobacco use. The new rule becomes effective on June 22nd and prohibits the sale, distribution, and marketing of cigarettes and smokeless tobacco to youth, including:

- Sale and Distribution Regulations
 - Prohibits the sale of cigarettes or smokeless tobacco to people younger than 18
 - Prohibits the sale of cigarettes and smokeless tobacco in vending machines, self-service displays, or other impersonal modes of sales, except in very limited situations
 - Restricts free samples of cigarettes or smokeless tobacco products
- Marketing Regulations
 - Prohibits tobacco brand name sponsorship of any athletic, musical, or other social or cultural event, or any team or entry in those events
 - Requires that audio ads use only words with no music or sound effects.
 - Prohibits the sale or distribution of items, such as hats and tee shirts, with tobacco brands or logos

For more information, visit: www.fda.gov/ProtectingKidsFromTobacco

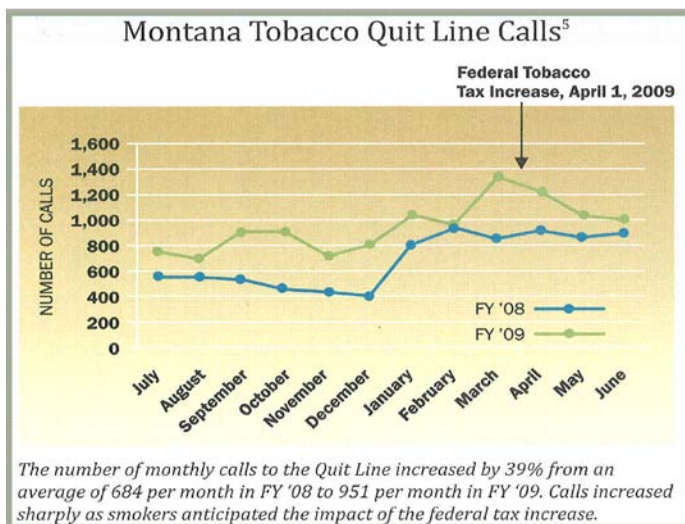
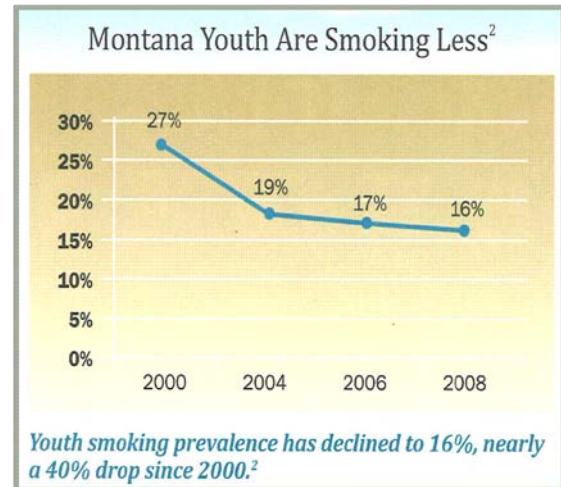
MTUPP Annual Progress Report

Stories of Success and More Work to be Done

The Montana Tobacco Use Prevention Program (MTUPP) recently released its Progress Report* for the fiscal year ending June 30, 2009. It highlights program accomplishments and the challenges that lie ahead.

Great strides have been made!

- Youth smoking declined from 27% in 2000 to 16% in 2008.
- Chew tobacco use among boys declined from 18% in 2000 to 15% in 2008.
- Montana's adult smoking prevalence of 16% remained lower than the national adult smoking prevalence of 20%
- In 2009, 70% of adult smokers reported that they were either contemplating or preparing to quit, and 55% of men who used chew tobacco reported that they would like to quit.
- From 2000 to 2009, per capital cigarette consumption in Montana declined by 32%.



Policies Stimulate Quit Line Calls

A record number of Montanans (11,400) sought help in quitting their tobacco addiction through the services of the Montana Tobacco Quit Line during that 12 month period. In addition to the economic downturn and increased statewide promotion of the Quit Line, public health policies influenced this increase:

- Congress raised the federal tobacco taxes in April 2009, which included a 62-cent cigarette tax increase.
- The Montana Clean Indoor Air Act provided an incentive for many Montanans to quit smoking.

Building on Past Successes, There is Much More to Be Done!

- While Montana youth are smoking less, preventing kids from using tobacco is an ongoing challenge.
- The tobacco industry has introduced many new products that entice youth into a lifetime of addiction.
- 18,000 Montana youth who are alive today will die prematurely from tobacco-related illnesses.
- Young adults in Montana (aged 18-24) have the highest smoking prevalence of any age group (27%).
- Tobacco use is much higher among Montana's American Indian youth than it is for all Montana youth.
- In 2008, 19% of Montana babies were born to a woman who smoked during her pregnancy.
- A third of Montana students were exposed to secondhand smoke in a vehicle in 2008.

Source: *Montana Tobacco Use Prevention Program Progress Report ~ Fiscal Year 2009

The complete report can be obtained by calling (406) 444-7408 or viewed at <http://tobaccofree.mt.gov>

How Does Secondhand Smoke Affect Asthma?

**May is
Asthma Awareness
Month**

Secondhand smoke can trigger asthma episodes and increase the severity of attacks. It is also a risk factor for new cases of asthma in preschool aged children who have not already exhibited asthma symptoms. Scientists believe that secondhand smoke irritates the chronically inflamed bronchial passages of people with asthma. Secondhand smoke is linked to other health problems, including lung cancer, ear infections, and other chronic respiratory illnesses, such as bronchitis and pneumonia.

Many of the health effects of secondhand smoke, including asthma, are most clearly seen in children because they are most vulnerable to its effects. Most likely, children's developing bodies make them more susceptible to secondhand smoke's effects and, due to their small size, they breathe more rapidly than adults thereby inhaling more secondhand smoke. Children receiving high doses of secondhand smoke, such as those with parents that smoke, run the greatest risk of experiencing damaging health effects.

Actions You Can Take

- Don't smoke in your home or car and don't allow others to do so.
- Don't smoke in the presence of children or people with asthma.
- Don't allow baby-sitters, caregivers or others to smoke in your house or near your children.
- Call the Montana Tobacco Quit Line for help in quitting smoking. 1-800-QUIT-NOW (784-8669)
- Learn more about the effects of secondhand smoke on asthma at: <http://www.epa.gov/asthma/shs.html>

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