



315 North 8th Street, Livingston, MT
406-222-8282
parkcountytupp@hotmail.com

Park County Tobacco Use Prevention Program November 2010



moving MONTANA to a
**TOBACCO FREE
FUTURE**

Upcoming Events!

November 18th

Great American Smokeout

This national event, sponsored by the American Cancer Society, encourages people who smoke to quit for the day with the hope that they will remain tobacco free forever.

December 2nd, noon – 1pm

Local Tobacco Use Prevention Meeting

This information-sharing and planning meeting will be held at noon at the Washington School, 315 North 8th St., Livingston. An educational game will explore the topic of secondhand smoke. Everyone is welcome! Call 222-8282 if you plan to attend or would like more information.



Join the GREAT AMERICAN SMOKEOUT!

**Create a World
with Less Cancer
and More Birthdays!**

On Thursday, November 18th, the American Cancer Society urges all Americans who use tobacco to quit for the day and work towards staying tobacco-free forever. Smoking is responsible for nearly 1 in 3 cancer deaths, and 1 in 5 deaths from all causes. Now is a great time to call the Montana Tobacco Quit Line and take an important step towards a healthier life. A Quit Coach can explain various cessation methods and medications, and can help develop a personalized quit plan.

**The Quit Line is open seven days a week,
so call 800-QUIT-NOW (784-8669).**

New Door Sign Available

Businesses that would like to extend smoke-free areas to include their entryway may obtain this free door sign (shown below) by contacting the Park County Tobacco Use Prevention Program, 222-8282 or stopping by the Livingston Area Chamber of Commerce at 303 East Park Street. Signs are laminated and measure 4x5 inches.

Thank You

**Please keep our entryway smoke-free.
We appreciate your help in creating a
healthy and pleasant environment
for our customers and all
community members.**

Thank You

1,400 SOULS

Raising Awareness about the Toll of Tobacco



Donate a pair of gently-used or new shoes and they will become part of an educational display at the Capital building in Helena this legislative session.

The 1,400 pairs of shoes will help decision makers and the public visualize the number of Montanans who die from tobacco-related illnesses every year. A special tag will be attached with your message of support for tobacco use prevention. After the event in Helena, the footwear will be donated to Soles4Souls, a non-profit organization that distributes shoes free of charge to people in need in the United States and worldwide. Please contact the Park County Tobacco Use Prevention Program at 222-8282 to arrange for drop off.

Youth In Action

CSO

Cougar Service Organization

CSO meetings have been a flurry of activity preparing for national Red Ribbon Week. Schools throughout the country join together by creating projects and activities that spread the message to stay drug, alcohol, and tobacco free. At Sleeping Giant Middle School, CSO sponsors the Halloween Dance, Scavenger Hunt, and activities that engage all students. Daily messages involve everyone. Students wear hats to “Put a Cap on Drugs,” and bring cans of food (for donation) while wearing the sticker, “Being Drug Free Comes in Cans. I can! You can! We can!”



This year, CSO organized a week of activities with a school wide Halloween Dance and scavenger hunt.



Students throughout the school sign a banner with an important message. The banner hangs in the school lobby.



CSO operated a concession at the Halloween Dance. The money raised is used for future projects.

Tips to Help Your Teen Quit Using Tobacco

If your teenager smokes or chews tobacco, you may wonder how you can help them quit, without turning them off. These tips can help you find the best way to encourage your teen to stop using tobacco.

- Let them know that you care and tell them why you are worried about their tobacco use.
- Ask your teen if they want to quit. If they are even a little open to the idea, ask how you can help.
- Be patient with mood swings.
- Praise your teen for small steps, like talking about quitting or not using for one day.
- If your teen is struggling, encourage them to hang in there and assure them it will get easier.
- If your teen slips, encourage them to try again and reassure them that they can do it.
- Help your teen make a list of reasons they want to quit and encourage them to refer to the list.
- If you use tobacco, do not use around your teen. Make your home and car tobacco free zones, and consider quitting together!
- MyLastDip.com is supported and funded by the National Cancer Institute, and is designed to help teens and young adults, aged 14-25, quit using smokeless tobacco. It is free to any smokeless tobacco user who has access to a computer, has an email address, and expresses an interest in quitting.



Your teenager will appreciate it if you acknowledge how hard it can be to quit. Encourage without nagging and remember that it may take several tries before your teen quits for good. If your teen is not ready to quit, let them know that you will be there to help when he or she is ready.

Tobacco Addiction: Lives Lost. Money Wasted.

Nicotine is Addictive

- Nicotine is highly addictive, altering the function of the human brain beginning with the first exposure.
- Scientists have described nicotine addiction as similar to cocaine addiction – extremely dangerous and very difficult to resolve.
- The tobacco industry manipulates the nicotine level in tobacco products to ensure and satisfy nicotine addiction.

Kids and Tobacco

- Most current adult smokers started when they were under age 18.
- Tobacco industry marketing is designed to attract young people.

Tobacco's Toll

- Tobacco use is the number one cause of preventable death.
- 1,400 Montanans die each year because they smoked -- averaging four deaths every day. Many others die from exposure to secondhand tobacco smoke and using chewing tobacco.
- Tobacco addiction is a major factor in the leading causes of death in the United States: heart disease, cancer, and stroke.
- Tobacco addiction kills more than twice as many individuals as alcohol abuse, motor vehicle accidents, suicide, homicide, illicit drug use, HIV/AIDS, and fires combined.

Montanans Pay

- Every year, smoking addiction costs Montanans \$277 million in excess health care costs and \$305 million in lost productivity.

Tobacco Addiction Is a Serious Public Health Problem!

Smoking

- 16% of all Montana adults smoke, as do 16% of Montana youth.

Some groups are significantly more at risk:

- 27% of Montana young adults, age 18 to 24, smoke.
- With a smoking prevalence of 46%, smoking among Montana American Indians is epidemic in proportion.

Smokeless Tobacco

- 13% of Montana men chew or use other forms of smokeless tobacco, twice the national average.

Montana male youth and young adults are of special concern:

- 15% of Montana boys use smokeless tobacco.
- 21% of Montana men age 18 to 34 use smokeless tobacco.

The Best Way to Combat Tobacco Addiction is Through Comprehensive Tobacco Use Prevention Programming

Comprehensive tobacco use prevention programming includes state and local interventions, health communications, quitting services, evaluation, and administration.

Successful, evidenced-based programs like the Montana Tobacco Use Prevention Program reduce tobacco addiction, save lives, and preserve health care dollars.

The Park County Tobacco Use Prevention Program uses a comprehensive approach to reducing the toll of tobacco that includes: keeping kids from starting a lifelong addiction to tobacco; eliminating exposure to secondhand smoke; promoting quitting among adults and young people; and building community capacity and support for tobacco free lifestyles for everyone.

(Source: Montana Tobacco Use Prevention Program, 2010, <http://tobaccofree.mt.gov>)

Services Provided by the Quit Line

The Montana Tobacco Quit Line is a free program that helps tobacco users end their addiction. The Quit Line provides the following:

- **Free** telephone assistance for all Montanans
- **Free** help developing a personalized quit plan
- **Free** cessation coaching
- **Nicotine Replacement Therapy**, a free initial supply of patches, gum, or lozenges
- **Chantix** at a great discount (prescription needed)
- **Bupropion** for only \$5 per month, for up to 3 months (prescription needed)
- **Free** educational materials for family and friends of tobacco users
- Staff is trained to offer specialized services for teens, smokeless tobacco users, pregnant women, and people with mental illness.

MONTANA TOBACCO



You can quit.

We can help.

Call today.

800-QUIT-NOW

(800-784-8669)

Return Service Requested

Livingston, MT 59047-3798
504 South 13th Street



Non Profit
Organization
U.S. Postage
PAID
Livingston, MT
Permit No. 54