

Park County Tobacco Use Prevention Program

September 2010

Upcoming Events!

September 28-29

Montana Tobacco Use Prevention 2010 Statewide Conference, Bozeman

This 2-day event will bring the Montana tobacco prevention and cessation specialists together to learn about the latest research and explore ways to address tobacco addiction in Montana. Call 222-8282 for more information.

October 1st

Fifth Anniversary of the Montana Clean Indoor Air Act!

In 2005, the Montana legislature passed the law that requires all enclosed public places and workplaces to be smoke free and also prohibits the use of all tobacco products on publicly funded K-12 schools. This law protects public health from the hazards of breathing second-hand smoke and helps keep kids tobacco free.

October 24 - 30

Red Ribbon Week

This annual event encourages youth to adopt drug, alcohol, and tobacco free lifestyles. Activities are planned in area schools.

Tobacco Free Events



Tobacco Free Farmers Market



Tobacco Free Bark in the Park

This summer, organizers of the Livingston Farmers Market and the Stafford Animal Shelter's "Bark in the Park" decided to create a tobacco free environment at their local events. Park County Tobacco Use Prevention Program helped with signage and provided information about the services of the Montana Tobacco Quit Line. Response has been positive by attendees and vendors.

"As a community event, I feel it is best for everyone if it is a tobacco free event," said Rob Bankston, the Farmers Market Master. "And I encourage people to use the resources available to them through our local tobacco use prevention program to help them eliminate their tobacco dependency."

Across the state and country, more and more outdoor events have been designated tobacco free. There is much public support for these policies and many reasons for doing so...

- It provides a family-friendly environment and promotes healthy lifestyles to young people and the entire community.
- It eliminates all exposure to secondhand tobacco smoke, which is harmful to health, especially for babies, young children, pregnant women, and people with heart and lung disorders. Some people can experience an asthma attack or other problems from even a brief exposure to secondhand smoke.
- It helps people who are trying to quit tobacco and those who have already quit by removing external triggers to smoke or chew tobacco.
- It eliminates litter of cigarette butts and smokeless tobacco products. These are unsightly and can be toxic if consumed by children or pets.

Organizations interested in making their event tobacco free are welcome to contact the Park County Tobacco Free Prevention Program for assistance and information.



New
School Signs
Remind
Community
Members
about the
State Law

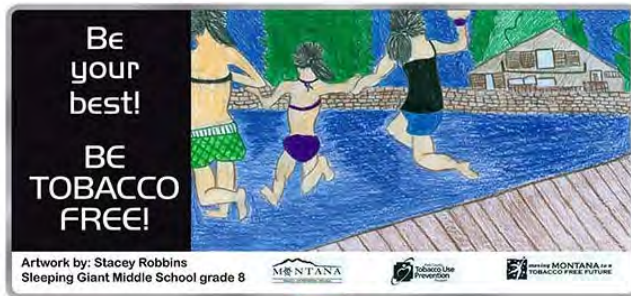
**WHEN ATTENDING SCHOOL EVENTS,
PLEASE REMEMBER...**

**MONTANA LAW PROHIBITS THE USE OF
ALL FORMS OF TOBACCO ON SCHOOL
PROPERTY.**

Youth In Action

Billboard Design Contest

A billboard design contest is conducted each year in Mrs. Stevenson's 8th grade art classes at Sleeping Giant Middle School. The program serves as an educational tool in multiple ways. The billboard project teaches students about commercial art, it helps them understand how media works, and billboards that students create educate everyone with a positive message about staying tobacco free. This year's winning artists are Stacey Robbins and Heather Dowdle. The artwork of each winner appeared on a billboard for one month during the summer. Ms. Robbin's image was displayed mid-June to mid-July, and Ms. Dowdle's was seen mid-July to mid-August on the triple sided billboard located where Lewis Street intersects Park Street. The billboard with the students' artwork faces east.



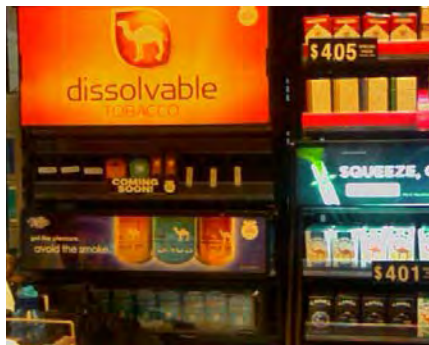
Cougar Service Organization

Cougar Service Organization is known by students at Sleeping Giant Middle School as CSO. This program engages enthusiastic young people in projects and activities that benefit the school and community. Every year, the youth in CSO become a positive force, implementing projects that involve the entire school, such as daily activities during Red Ribbon Week. CSO plans dances, organizes the school-wide food drive, and creates displays in the school lobby with messages that promote alcohol, drug, and tobacco free lifestyles. CSO members raise money through a variety of activities throughout the year and then donate the money to help local causes. It is members of this group that bring the Smoke Free Dragon to classrooms in the elementary schools, delivering the message to kids that, "Smoke Free is the Way to Be!" Cougar Service Organization is open to all students and everyone is invited to be a part of the group.



reACT is the Montana teen movement that encourages youth to speak out against corporate tobacco and their plans to addict youth to their deadly products. The reACT website, www.reACTMT.com has information and ideas for teens who would like to get involved.

Tobacco Ads in Stores Lure Teens to Start



Teens who regularly visit stores that display point-of-sale ads for tobacco products were twice as likely to try smoking, a finding researchers said argues for a complete ban on such advertising.

HealthDay News reported researchers who surveyed 2,110 teens ages 11-14 found that — contrary to industry claims — point-of-sale ads are highly effective in motivating teens to smoke. Such ads represent 90 percent of all tobacco-industry spending on advertising.

Study author, Lisa Henricksen of Stanford University Medical School, said that regulating retail marketing is essential for further progress in bringing down teen smoking rates. The study has been published in the August 2010 issue of the medical journal, *Pediatrics*.

Tobacco Topics in the News!

No More “Light” or “Mild” Cigarettes

New FDA tobacco regulations now prohibit the terms, “light,” “low,” “mild,” and other descriptors in tobacco product labels or advertising. Some cigarettes were previously described as “low-yield” because they delivered less tar when measured in the laboratory. However, there is no scientific evidence that shows these low-yield cigarettes were safer or that they caused less smoking-related diseases. Many smokers mistakenly believe that these products cause fewer health problems than regular cigarettes and/or would help them quit. Misleading advertising may have caused smokers to switch to “light” brands instead of working on quitting.

Source: Centers for Disease Control and Prevention (<http://www.cdc.gov/Features/TobaccoRegulations/>)

Tobacco Free Policy Takes Effect at Montana Tech

A campus-wide ban on tobacco use took effect on July 1st at Montana Tech in Butte. The new policy prohibits smoking and the use of chewing tobacco while on campus. Tobacco-free campus policies are the national trend and quickly becoming the "standard," endorsed by state and federal health agencies, including the American College Health Association. In 2008, there were 72 tobacco-free campuses in the U.S.; as of August 2009, there were 172 according to the American Lung Association in Oregon. Montana Tech is the first college campus in Montana to adopt a tobacco-free campus policy. Montana State University and the University of Montana are considering a similar policy change.

Source: Tobacco Free MSU (<http://www.montana.edu/health/healthpromo/tobacco.php>)

'Poly-Tobacco' Use is a Cause for Concern

In a survey of 13 states, the Centers for Disease Control and Prevention found one in four adults reported using some form of tobacco and almost 4 percent used a combination of tobacco products. Such ‘poly-tobacco’ use includes cigarettes, cigars, smokeless tobacco, snuff, and imported products such as clove cigarettes. The risk factors for poly-tobacco use were highest in the following groups: men, young adults (age 18-24), singles, people in poverty, and those with no more than a high school education. The agency reported the highest use (9.8%) was by people with incomes less than \$35,000. The CDC is concerned because the use of multiple tobacco products is associated with higher nicotine addiction, more adverse health effects, and less success in quitting tobacco. The more types of tobacco products people use, the greater their risk for many diseases caused by tobacco, such as cancer and heart disease.

Source: Centers for Disease Control and Prevention Aug. 6 issue of Morbidity and Mortality Weekly Report. (<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5930a3.htm>)

Lifelong Impact of Secondhand Smoke Exposure in the Womb

Newborns of non-smoking moms exposed to secondhand smoke during pregnancy have genetic mutations that may affect long-term health, according to a University of Pittsburgh Graduate School of Public Health study. The abnormalities, which were the same as those found in newborns of mothers who were active smokers, may affect survival, birth weight, and lifelong susceptibility to diseases like cancer. The study confirms previous research that discovered evidence of abnormalities in the HPRT gene located on the X chromosome in cord blood from newborns of non-smokers exposed to secondhand smoke. "These findings back up our previous conclusion that passive, or secondary, smoke causes permanent genetic damage in newborns that is very similar to the damage caused by active smoking," said Dr. Stephen Grant, the author of the study. "Pregnant women should not only stop smoking, but be aware of their exposure to tobacco smoke from other family members, work, and social situations."

Source: Open Pediatric Medicine Journal. Vol.4 pp.10-13 (<http://www.medicalnewstoday.com/articles/193581.php>)

Montana Tobacco Quit Line Reaches Out to Military Personnel

Many of our young men and women who have served in the Armed Forces are returning home with a strong nicotine addiction. Heavy smoking has been part of military culture for years and chewing tobacco use is growing. According to a survey requested by the Pentagon in 2007, one in three service members currently use tobacco products, and that the heaviest smokers are in the Army and Marines. The study also found that tobacco use has risen since the start of the Afghanistan and Iraq wars, suggesting a direct correlation between combat and tobacco use.

To help active service personnel and veterans combat their tobacco dependency, a campaign called "Strike Back" has been initiated in Montana. It educates about the effect tobacco use has on performance and recovery. Because tobacco reduces the amount of oxygen in the blood and constricts blood vessels, it impairs endurance, readiness, and the ability to think through challenges. Veterans returning with Post-Traumatic Stress Disorder are more likely to be heavy tobacco users than their comrades; unfortunately tobacco use can interfere with recovery from this disorder.

The Montana Tobacco Quit Line (1-800-QUIT-NOW) and the VA Montana Healthcare Systems (406-442-6410) are available to help military members and veterans overcome their tobacco dependency and nicotine addiction. Let's help our veterans strike back against tobacco!



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