

## Upcoming Events!

**November 17<sup>th</sup>**

### 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. This year's theme is "Help create a world with less cancer and more birthdays!"

**December 8<sup>th</sup>, noon – 1pm**

### Tobacco Use Prevention Meeting

This information-sharing and planning meeting will be held at noon at the Washington School, 315 North 8<sup>th</sup> St., Livingston. Everyone is welcome! Call 222-8282 if you plan to attend or would like more information.

## Livingston HealthCare Celebrates its 5th Year as a Tobacco Free Campus

In November of 2006, Livingston HealthCare created a tobacco free campus, prohibiting the use of all tobacco products on their property. A tobacco free campus creates a safe and healthy environment for everyone. It encourages tobacco users to quit, eliminates all exposure to secondhand smoke, and sends a clear message that tobacco use does not support good health.



While many hospitals across the country had created tobacco free campuses, in 2006 only three Montana hospitals had accomplished this. As a result of the successful policy implementation at Livingston HealthCare, the Montana Tobacco Use Prevention Program asked Clare Lemke, RN and the coordinator of the local Tobacco Use Prevention Program to assist other hospitals throughout the state in making this transition. Over the past five years, she has worked with over three dozen Montana hospitals and today about two thirds of hospitals in the state have instituted a tobacco free campus policy.

## Livingston HealthCare Hosts Fall Health Festival to Promote Healthy Lifestyles

The first two days of the event, November 3<sup>rd</sup> and 4<sup>th</sup>, were dedicated to educating 5<sup>th</sup> and 7<sup>th</sup> grade students from across Park County about nutrition, hygiene, heart health, and tobacco use prevention. On Saturday, November 5<sup>th</sup>, the festival was open to the general public. Community members visited the many informative booths from hospital departments and other local services.



In the "Autopsy Room," about 260 youth learned how tobacco harms every organ in the body by placing labels, which named the diseases and harmful effects of tobacco, onto the organs of a life-sized plywood figure.

Huckleberry, the smoke free dragon, made a visit to the festival to remind everybody that, "Smoke Free is the Way to Be!"

# Youth In Action

## Cougar Service Organization (CSO)

### Organizing projects and activities benefiting school and community

CSO has been a flurry of activity preparing for Red Ribbon Week. Throughout the USA, youth develop projects that spread the message to stay drug, alcohol, and tobacco free. CSO sponsored a Halloween Dance at the middle school and helped organize activities throughout the week in which all students were engaged.



CSO sponsored a school wide Halloween Dance. Scary messages about drugs, alcohol, and tobacco were hung on the walls. Money raised at the dance will be used for future projects.



Students throughout Sleeping Giant Middle School signed a banner with the message, "Freedom Means I'm Free from Drugs, Alcohol, and Tobacco." The banner was hung in the lobby. Several banners were hung outside the school building to promote healthy life-styles. The banners were highly visible to parents, visitors, and students.



## Secondhand Smoke Increases Vulnerability to Nicotine Addiction

Exposure to secondhand smoke has a direct, measurable impact on the brain – and the effect is similar to what happens in the brain of a person who is actively smoking. In addition, exposure to secondhand smoke evokes cravings among smokers, according to a study funded by the National Institute on Drug Abuse (NIDA), part of the National Institutes of Health. The study demonstrated that one hour of secondhand smoke in an enclosed space results in enough nicotine reaching the brain to bind receptors that are normally targeted by direct exposure to tobacco smoke.



Previous research has shown that exposure to secondhand smoke increases the likelihood that children will become teenage smokers and makes it more difficult for adult smokers to quit. "These results show that even limited secondhand smoke exposure delivers enough nicotine to the brain to alter its function," said NIDA Director Nora D. Volkow, M.D. "Chronic or severe exposure could result in even higher brain nicotine levels, which may explain why secondhand smoke exposure increases vulnerability to nicotine addiction."

The 2006 Surgeon General's Report concluded that secondhand smoke causes heart disease and lung cancer in nonsmoking adults and many serious health conditions in children, including sudden infant death syndrome, respiratory infections, and more severe asthma.

For more information, go to: <http://www.drugabuse.gov/pdf/news/NR050211.pdf>

# Tobacco News from Across the Country

## The Great American Smokeout helps create a world with less cancer

The American Cancer Society marks the 36<sup>th</sup> Great American Smokeout on November 17th by encouraging smokers to use the date to make a plan to quit, or to quit smoking on that day. By doing so, they take an important step towards a healthier life. Quitting tobacco is not easy, but it can be done.



The Montana Tobacco Quit Line can help people who want to quit smoking or chewing tobacco. Specialized Quit Coaches can help the caller create an individualized quit plan. The Quit Line can provide a free initial supply of Nicotine Replacement Therapy (patches, gum, or lozenges) or greatly discounted prescription cessation medications. Call 1-800-QUIT-NOW (784-8669) to become free of tobacco.

## Menthol's soothing effects may lead to addiction and illness in young smokers

A research team from Yale and the University of Connecticut has found that the cooling effect of menthol may actually cause people to smoke more and become addicted to cigarettes because it reduces the protective respiratory response to irritants in cigarette smoke. Menthol, the cooling agent in peppermint, is added to almost all commercially sold cigarettes these days, in varying degrees. The biggest danger, the researchers say, is to young smokers. By suppressing the sensation of irritation, menthol may make smoke inhalation easier to tolerate, especially by young smokers. Therefore, they are being exposed to higher levels of nicotine and other toxic substances at a young age, which may lead to rapid addiction and, ultimately, the development of smoking-related disease.

*(Source: Journal of the Federation of American Societies for Experimental Biology. Sept. 8, 2011 online journal. <http://news.yale.edu/2011/09/12/menthols-soothing-effects-may-lead-addiction-and-illness-young-smokers>)*

## Big Tobacco knew radioactive matter in cigarettes posed cancer risk but kept quiet

Tobacco companies knew that cigarette smoke contained radioactive alpha particles for more than four decades and developed "deep and intimate" knowledge of these particles' cancer-causing potential, but they deliberately kept their findings from the public, according to a new study by UCLA researchers.

The radioactive substance - which the UCLA study shows - was first brought to the attention of the tobacco industry in 1959 - was identified in 1964 as the isotope polonium-210, which emits carcinogenic alpha radiation. Polonium-210 can be found in all commercially available domestic and foreign cigarette brands and is absorbed by tobacco leaves through naturally occurring radon gas in the atmosphere and through high-phosphate chemical fertilizers used by tobacco growers. Despite the potential risk of lung cancer, tobacco companies declined to adopt a technique discovered in 1959 and then another developed in 1980 that could have helped eliminate polonium-210 from tobacco, the researchers said.

*(Source: Published September 27, 2011 in the online journal, Nicotine and Tobacco Research. It can be accessed at <http://ntr.oxfordjournals.org/content/early/2011/09/27/ntr.ntr145.short?rss=1>)*

## Study shows link between smoking while pregnant and severe asthma

When it comes to the effects of smoking, the most delicate time for a child's genetic development is before birth. A recent study reported that children with severe asthma were more than three times more likely to have been exposed to smoke before birth than kids with milder forms of the disease. This lifelong disease causes wheezing, breathlessness, chest tightness, and coughing. Nearly 14 percent of American women continue to smoke throughout pregnancy. These results suggest that smoking cessation during pregnancy may lead to a decrease in the incidence of severe asthma.

*(This study was published in the September 2011 issue of the journal, Pediatrics.)*



## Multi-unit Housing The Benefits of a Smokefree Policy

**Multi-unit housing owners, managers, and residents all benefit from a smokefree policy. Smokefree buildings are more cost-effective, safe, and healthy.**

**Market Advantages:** Buildings may be able to attract more tenants by going smokefree. Research shows that renters want smokefree housing. Many renters are even willing to pay more.

**Reduced Costs:** Cleaning costs are lower when you don't have to scrub paint, and replace items in an apartment that smell like smoke or are covered in residue.

**Protection from Secondhand Smoke:** All tenants, guests, and staff members are protected from the serious health dangers associated with secondhand smoke exposure.

**Smokefree Policies are Legal:** A building owner/manager can legally make a rental building (or entire property) completely smokefree.

*(Source: MTUPP, The Benefits of a Smokefree Multi-unit Housing Policy can be accessed at <http://tobaccofree.mt.gov>)*

Return Service Requested

Livingston, MT 59047-3798  
504 South 13th Street



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