

exposure.

The Newsletter of the Tobacco Free Task Force in Washington County

Volume: 2006-07 | Issue: Peer Factor

Challenging Washington County Youth to be Tobacco Free

Peer factor

Peer Factor (BUSTED!) creates an active youth movement to oppose the tobacco industry by exposing the truth behind their advertising, quitting tobacco use and helping others to quit, and increasing tobacco-free places.

Peer Factor members are students from 7th to 12th grade from the following school districts: California, Charleroi, Trinity, and Washington. Students from the John F. Kennedy Catholic School in Washington are also *Peer Factor* members.

Peer Factor is facilitated by The Washington Hospital Teen Outreach. The group meets at the Teen Outreach office in Washington, monthly on Mondays. Monthly meetings are also held at California, Charleroi, John F. Kennedy, and Trinity schools.

Members are encouraged to bring their friends to the meetings.

For the current fiscal year, *Peer Factor's* initiative is to maintain and increase participation in *Peer Factor* challenges.

By June 30, 2007, *Peer Factor* is to complete two Teens Against Tobacco

Use (TATU) training sessions. TATU is a peer education program in which high school students are trained to teach about the hazards of tobacco use to middle and elementary school students, by:

- Developing skills to teach younger children about tobacco use and to become advocates for a tobacco-free community;
- Understanding and identifying the positive aspects of being tobacco-free and realizing that the majority of teens and adults do not smoke;
- Understanding how tobacco advertising and promotions deceive youth;
- Understanding how getting hooked on tobacco destroys a youth's freedom and control over their personal lives; and
- Developing self-confidence.

TATU training programs have been completed at California and John F. Kennedy Catholic School.

Eight TATU programs are to have been completed during the current fiscal year. To date, three have been completed: Charleroi and Trinity school districts, and at The Washington Hospital Teen Outreach office.

Peer Factor also utilizes the Not-On-Tobacco (N-O-T) program. N-O-T is a gender-sensitive program that empha-

sizes daily life management skills, such as stress management, and healthy lifestyle behaviors, such as nutrition and exercise.

Ideas were discussed at the Task Force meeting including possibly reducing the N-O-T program from 14 sessions to four, so that it might be less time intensive. In order to be successful, more work needs to be done to educate school personnel about the need for the program.

Also discussed were ideas for N-O-T program hosts, such as the County

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**Next Tobacco Free Task
Force Meeting
Friday, April 27, 2007
9-11 a.m.**

**Hillsview Chapel Meditation
Area, Presbyterian
SeniorCare, Washington, PA**

**Next Issue:
Review Assessment Data/
Strategic Planning, Part I**



Fast Facts

PNC Park Now Completely Smoke Free

Beginning with the Pittsburgh Pirates first home game of the season on April 9, smoking in PNC Park is prohibited.

A spokesperson for the Pirates said that Allegheny County's recent public smoking ban prompted the restriction.

The Pirates join seven other Major League Baseball Clubs with total smoking restrictions in their stadiums.



One year ago, the Pirates opened the Montecristo Club, a cigar bar named after

one of the most popular cigars in the world. That club has now been converted into Club 21, a smoke-free sports bar honoring Roberto Clemente.

Stadium staffers have been trained to handle the transition, and fans entering PNC Park are receiving cards explaining the new no-smoking policy.

Source:post-gazette.com

Smokeless State Capitol Building

As part of a reform package regarding the operations of the Pennsylvania House of Representatives, smoking in the century-old Pennsylvania Capitol Building came to an end in March.

The smoking restriction includes not only the members' lounge in the rear of the house chambers, but also their Capitol offices as well.

The Pennsylvania Senate adopted a smoke-free policy, including members' offices, back in 1992.

Just ten years ago, the Department of General Services restricted smoking in public areas of the Capitol Building, including the Rotunda, public meeting rooms, hallways, and stairwells.

Source:associatedpress.com

Challenging Washington County Youth to be Tobacco Free (continued from page 1)

Alternative School in Washington; the Bethlehem-Center or Charleroi school districts, or the Western Area Career and Technology Center in Canonsburg.

Peer Factor is required to meet 40 times during the current fiscal year. Over half of the meetings have taken place. Other meetings are ongoing.

Peer Factor is to hold events in conjunction with the following tobacco-free events:

- The Great American Smokeout (November 2006): A TATU puppet show was held at the John F. Kennedy School, and an event for ECHO students (an early intervention program for grades 4-8) was held at the Teen Outreach office.
- Kick Butts Day (March 2007): Events were held at California School District and the John F. Kennedy School.
- World No Tobacco Day (May 2007): A TATU carnival is slated for the John F. Kennedy Catholic School.

Peer Factor will participate in the annual, statewide Youth Quest 2007 Rally, to be held April 24 & 25, 2007, in Harrisburg, PA. Thirty-six *Peer Factor* members will be in attendance.

In addition to leadership training and networking opportunities, *Peer Factor* members will also meet with legislators to remind them of the importance of tobacco-free programs.



Above: Joan Adley, Associate Director, The Washington Hospital Teen Outreach

Following the legislator visits, *Peer Factor* members will participate in a march to the Capitol steps where, according to rally organizers, they will join together in a visual representation of what Pennsylvania will look like when it is tobacco free.

"It's a big event. The students learn a lot, and have fun," said Joan Adley, associate director, The Washington Hospital Teen Outreach.

Peer Factor members Omani Callaway and Katy Eshbaugh, both of Washington, will be attending their first Youth Quest Rally. "We're excited," said Ms. Eshbaugh. "We're really looking forward to going."

As part of this year's theme, *Peer Factor* members, along with their counterparts across the state, have planted sunflower and forget-me-not seeds in small containers. The concept is to plant seeds of hope to have a tobacco-free Pennsylvania. Many of the students who participate in the rally hope to take what they planted with them to Harrisburg to give to legislators during their visits.

Washington County students interested in *Peer Factor* can get more information by calling The Washington Hospital Teen Outreach at 724-222-2311.

Challenging Washington County Youth to be Tobacco Free (continued from page 2)



Peer Factor members, Omani Calloway, and Katy Eshbaugh, both of Washington, are excited to be participating in the Youth Quest 2007 Rally. It will be the first time they have been a part of the event.

Tracking Tobacco Free Program Success

In each issue, *Exposure* will include progress reports on some of the goals established in our 2006-07 strategic plan. Following is an update on how we are doing at reducing adult and youth tobacco use, and eliminating it as a norm.

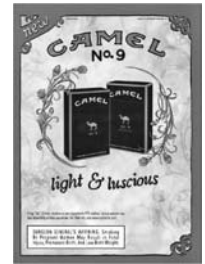
Tobacco Free Program Areas	FY06-07 Goal	FY06-07 Progress
Ask and Advise: Number of physicians, dentists, and pharmacists visited and given materials to support 2As and R	60 health care professionals	12
Clear the Air: Number of Smoke-free Home & Vehicle, and New Baby Smoke-free Home & Vehicle pledges	1,000 pledges	79
Do Your Part: Average % of compliant retailers	90% or more	96.34%
Help to Quit: Number of people in tobacco cessation programs	300 people	86*
Help to Quit: Tobacco cessation quit rate	14.1% or higher	34.9%
Help to Quit: Number of tobacco users in Get Free Program	25 people	9
Help to Quit: Number of Tobacco Quit Kits distributed	250 kits	80
Knowledge in Action: Number of Blue Cards filled out	1,700 cards	958
Knowledge in Action: Number of program participant endorsements	499 endorsements	863
Knowledge in Action: Number of legislative visits/contacts	9 visits/contacts	10
Set Them Free: Number of children reached with prevention (community and school)	7,883 children	3,364
Peer Factor: Number of events	4 events	4
Peer Factor: Number of teens who quit using tobacco	4 teens	-

* Because of a reporting error, the number of participants was listed incorrectly in previous issues.

Fast Facts (continued)

Big Tobacco Targeting Young Women

Camel No. 9 is a new cigarette from tobacco giant R.J. Reynolds.



With sleek packaging, flowery ads, and a pink camel on every cigarette, along with the slogan, “light and luscious,” Camel No. 9 openly targets women and is very appealing to girls.

According to the Campaign for Tobacco-Free Kids, Camel No. 9 has been launched with a \$25 to \$50 million marketing effort.

Full-page ads are running in some of the most popular women's magazines, such as *Vogue*, which is also read by 1.4 million young girls.

More than 150,000 women in the U.S. die every year from smoking-caused diseases, which result in \$34.7 billion in annual health care costs. Lung cancer is the only form of cancer among women that is on the rise, and it is the leading cancer killer of women.

Smoking also causes heart disease—the number one killer of women—many other forms of cancer, and respiratory illnesses, such as emphysema.

Source: tobaccofreekids.org

Miss New Hampshire Told to “Butt Out”

Dover Police asked current Miss New Hampshire, Emily Hughes, not to participate in last month’s local Kick Butts Day activities, because the program she presents, “Right Decisions, Right Now,” is the creation of R.J. Reynolds Tobacco Company (RJR).

Despite her disinvite, Hughes claims she will continue to present the program, because she is under contract with RJR and is paid \$250 per appearance.

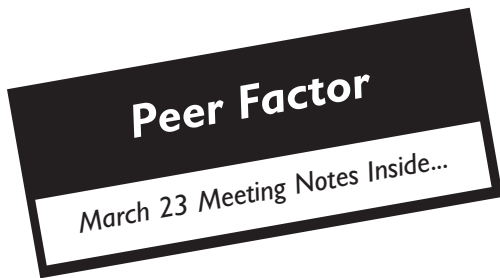
Source: concordmonitor.com.



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Washington, PA 15301

www.tobaccofreewashington.org



Note: You are invited to the next Tobacco Free Task Force meeting. Details are on the front page of this issue of Exposure.

Tobacco Free Task Force Meeting Calendar


Date	Time	Topic
Fri., Apr. 27, 2007	9-11 a.m.	Review Assessment Data/Strategic Planning Part I
Fri., May 18, 2007	9-11 a.m.	Review Assessment Data/Strategic Planning Part II
Fri., June 22, 2007	9-11 a.m.	Review Assessment Data/Strategic Planning Part III

All meetings are held at the Hillview Chapel Meditation Area, Presbyterian SeniorCare, Washington, PA, unless otherwise noted.

(800) QUIT NOW
(800) 784-8669




Referral line to free tobacco cessation services



Looking for a previous issue? Visit www.tobaccofreewashington.org for an archive of all the back issues of Exposure.

Get Your Blue Cards Today!

Contact Craig Whyel by phone at 724-222-6511, ext. 12, or 1-866-904-3733 (FREE), or by e-mail at crw@wchpinc.org.



Make a Pledge to Keep Your Home and Vehicles Smoke Free

Smoke-free Home and Vehicle Pledge Kit
...Breathing tobacco smoke pollution is harmful to people (especially children). We can help you make your home and vehicles smoke free.

New Baby Smoke-free Home and Vehicle Pledge Kit
...Infants under 18 months of age who live in a smoking household are twice as likely to die from sudden infant death syndrome. We can help you protect the newest member of your family.

Contact us to sign up for your free kit!
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www.tobaccofreewashington.org

For comments/questions or to subscribe to *Exposure*, contact:
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