

exposure.

The Newsletter of the Tobacco Free Task Force in Washington County

Volume: 2006-07 | Issue: Review Assessment Data & Strategic Planning, Part I

Reviewing Three Program Areas to Prepare for the New Fiscal Year

The April 27 Task Force meeting to review assessment data and strategic planning examined the following areas of the Tobacco Free Program:

Clear the Air, which increases the number of smoke-free places; *Do Your Part*, which supports local law enforcement and the business community in prohibiting the sale of tobacco products to minors; and *Set Them Free*, which works with school-related audiences (administrators, teachers, parents, youth, magisterial judges) to implement tobacco-free programs.

Clear the Air

Key facts from this program area:

- 14% of Washington County restaurants are smoke free;
- Smokers are willing to not smoke in homes and cars once they are educated about the dangers of secondhand smoke; and
- There is a need to educate people on dangers of secondhand smoke and help them change behaviors.

During the current fiscal year, the Task Force has:

- Distributed Smoke-free Home and Vehicle Pledge Kits; and
- Distributed Smoke-free Dining Guides

During the next fiscal year, the Task

Force will:

- Contact day cares—sending personalized letters and school resource brochures to increase interest in the Why Animals Don't Smoke Program;
- Distribute Smoke-free Dining Guides;
- Distribute Smoke-free Home and Vehicle Pledge Kits.

Items to be removed from this program area next year include:

- The Tobacco Free Program will no longer participate in the annual Washington Home Show.

Items to be added to this program area next year include:

- Improved Smoke-free Home and Vehicle Pledge distribution.

This would include new or redirected efforts at the following venues:

- Participating in American Cancer Society Relay for Life events in Washington County;
- Supporting the May 2007 Southwestern District Tobacco Free Coalition's regional initiative to distribute smoke-free pledge kits;
- Distributing smoke-free pledge kits at the Neighborhood Drug Awareness Corps' (NDAC) playground program;
- Distributing smoke-free pledge kits

at Washington Wild Things home games; and

- Having a separate mailing to clients of the Women, Infants, and Children (WIC) program.

Do Your Part

Key facts from this program area:

- Prevention of the sale of tobacco to minors is the goal—not to have citations issued; and
- Helping retailers understand the law's purpose and the need to train and monitor their clerks on compliance in not selling tobacco products to minors.

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**Next Tobacco Free Task
Force Meeting
Friday, May 18, 2007
9-11 a.m.**

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

**Next Issue:
Review Assessment Data &
Strategic Planning, Part II**



Fast Facts

Commonwealth Court Judge Overrules Allegheny County's Smoking Ban in Bars and Restaurants

Allegheny County bars and restaurants were smoke free for a few hours on May 1.

Two Pittsburgh restaurateurs filed an appeal in Commonwealth Court to stop the county's plan to ban smoking in bars and restaurants. The newest injunction was in place by the afternoon on May 1, and the ash trays were back on many restaurant tables and bar counters within hours of the ruling.

The restaurant owners, who had their legal fees paid for by the R.J. Reynolds Tobacco Company, were also behind the initial injunction halting Allegheny County's original plan to ban smoking in bars and restaurants on January 2, 2007.

In the proceedings leading up to the first injunction, Allegheny County Common Pleas Court Judge Michael A. Della Vecchia heard arguments over "preemption," or whether municipalities and counties had the authority to enact such a ban on their own.

As a result, Judge Della Vecchia delayed implementation of the smoking ban for restaurants and bars until May 1, and urged the Pennsylvania Legislature to clarify the issue before then or the initial injunction would be lifted.

According to Judge Della Vecchia, "The debate on said issues [belongs] on the floor of the Legislature, not a courtroom."

As of May 2, 2007, there is no timetable for addressing the most recent injunction.

The smoking ban in bars and restaurants in Allegheny County was in place for only 14 hours on May 1.

Source: www.post-gazette.com

Review Assessment Data & Strategic Planning (continued)

During the current fiscal year, the Task Force has:

- Conducted two of three cycles of enforcement checks (with the remaining checks to be completed by June 30, 2007);
- Issued congratulatory plaques to retailers who had no sales during checks in the 2005-2006 fiscal year;
- Accumulated data (for the year to date) that shows a 96.8% compliance rate for tobacco retailers in the county;
- Attended district court hearings as necessary; and
- Sent out the first round of letters to tobacco retailers who have been in compliance to date for the current fiscal year.

During the next fiscal year, the Task Force will continue to:

- Conduct enforcement compliance checks almost entirely in-house;
- Support local police departments who volunteer to do compliance checks free;
- Update congratulatory plaques for compliant retailers;
- Attend district court hearings as necessary;
- Send a second set of compliance check letters to compliant retailers;
- Participate in the Synar Survey in summer 2007; and
- Update the Tobacco Prevention Reporting System II (TPRS II).

Set Them Free

Key facts from this program area:

- Youth try tobacco between ages 11-12, with a considerable number of youth starting even earlier;
- More than a third of youth who try tobacco become regular users before leaving high school; and
- Prevention should focus on grade levels 4 and lower (before first use).

During the current fiscal year, the Task Force has:

- Offered prevention education free-of-charge:
 - In all 14 county school districts in grades 4-6 through the Minnesota Smoking Prevention Program (MSPP);
 - In all day cares and preschools, as well as all 14 county school districts grades K-1, through the Why Animals Don't Smoke program;
- Sent personalized letters with school resource brochures to schools to solicit interest in programs; and
- Offered four-session Not-On-Tobacco (N-O-T) program to Washington Alternative School and Beth Center School District.

During the next fiscal year, the Task Force will continue to:

- Offer MSPP to all school districts in Washington County;
- Offer Why Animals Don't Smoke to all school districts in Washington County;
- Send personalized letters and school resource brochures to school districts in October 2007, and again in January 2008;
- Send personalized letters and school resource brochure to daycares in May/June 2007, and again in January 2008; and
- Offer Smokeless Saturday programs.

Items to be removed from this program area next year include:

- The 14 Session N-O-T program (until there is enough interest).



Items to be added to this program area next year include:

- Using Why Animals Don't Smoke/Why Athletes Don't Smoke for summer programs;

Review Assessment Data & Strategic Planning (continued)

- Expanding Washington Wild Thing sponsorship advertisements into local ball fields; and
- Providing a four-session N-O-T educational program for all school districts to generate interest in the 14-session program.

Set Them Free

School Resource Guide
Tobacco use remains the number one leading cause of preventable death in the United States. Since 90% of tobacco users start before the age of 18, youth tobacco use prevention and cessation has become a priority for public health programs.

To prevent students from initiating tobacco use and encourage current users to quit, Washington County Health Partners' Tobacco Free Program is promoting **Set Them Free**.

Set Them Free is a school-based initiative that brings together community agencies to offer free programs that decrease tobacco use prevalence and incidence at Washington County schools, and to enhance their tobacco-free atmospheres.

There are a number of free tobacco use education programs for schools including:

- Tobacco Use Prevention Education for Children in Preschool to Grade 6
- Tobacco Cessation for Teens
- Youth Involvement Group for Teens in Grades 7 to 12
- Tobacco Use Policy Enhancement

Our School Resource Guide (at left) lists the available programs through the Tobacco Free Program of Washington County Health Partners. To obtain a copy of this free guide, call 1-866-904-FREE (3733).

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	96.8%
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	-

* Due to early publishing deadlines, the above numbers will not be updated until the next issue of *Exposure*.

Fast Facts (continued)

Ohio is Now “Smoke Free”

After a court holdup, and an attempt by big tobacco to thwart their efforts, Ohio went smoke free on May 3.

The Clean Indoor Air Law became official December 7, 2006, but was held up by court proceedings involving procedures and exemptions.

That ended on April 16, 2007, when The Joint Committee on Agency Rule Review (a State House-Senate panel) decided not to interfere with rules proposed by the Ohio Department of Health regarding the Clean Indoor Air Law.

Last year, the “Smoke-Free Ohio” ballot initiative went up against “Smoke Less Ohio,” a counter plan fronted by the R.J. Reynolds Tobacco Company.

Despite the confusion from the similarly named plans, voters approved the smoke free legislation in the November 2006 elections.

Sources: www.dispatch.com; www.smokefreeohio.org

Pennsylvania Seeking to Collect Tobacco Taxes from Out-of-state and Internet Cigarette Sales

Pennsylvania is sending out more than 4,300 notices to people who have purchased cigarettes from out-of-state and internet sites since January 2005.

The 4,300 people targeted are alone responsible for \$10 million in uncollected cigarette revenue since January 2005, according to the Revenue Department.

The state is using the Jenkins Act, a federal act that enables them to get the information they need to pursue the tax debts.

The state estimates that it is losing more than \$200 million a year in tax revenue from such purchases.

Source: www.post-gazette.com



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Assessment Review
April 27 Meeting Notes Inside...

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., May 18, 2007	9-11 a.m.	Review Assessment Data/Strategic Planning Part II
Fri., June 22, 2007	4-5 p.m.	Tobacco Free Task Force Honors at CONSOL Energy Park

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

exposure.

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!
724-222-6511 • 1-866-904-FREE
www.tobaccofreewashington.org

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