

exposure.

The Newsletter of the Tobacco Free Task Force in Washington County

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

Reviewing Four Program Areas to Prepare for the New Fiscal Year

The May 18 Task Force meeting to review assessment data and strategic planning examined the following areas of the Tobacco Free Program:

Ask and Advise, which assists health care professionals identify and help tobacco users quit;

Help to Quit, which promotes local, phone, and internet-based tobacco cessation programs;

Knowledge in Action, which facilitates the exchange of information between experts, advocates, and lawmakers; and

Peer Factor, which creates an active youth movement whose members participate in one or more challenges:

- To expose the truth about manipulative and deceptive marketing practices used to target teens;
- To quit or help others quit using tobacco; and/or
- To work to increase tobacco-free places.

Ask and Advise

Key facts from this program area:

- There is a need to speak with health care providers on a one-on-one basis; and
- There is also a need to give providers tools to communicate quickly and conveniently, using the Ask, Advise, and Refer process.

During the current fiscal year, the Task Force has:

- Visited health care professionals to distribute tobacco cessation and smoke-free dining guides, including guide holders;
- Promoted Tobacco Cessation Training for Health Professionals, held May 15, 2007, at the Radisson Hotel Expo Mart in Monroeville;
- Sponsored tobacco smoke exposure tracking in all of Centerville Clinics' primary care offices in Washington County; and
- Guided The Washington Hospital in creating tobacco smoke exposure tracking for inpatients.

During the next fiscal year, the Task Force will:

- Facilitate meetings between Canonsburg General Hospital and either Monongahela Valley Hospital or The Washington Hospital to continue dialogue about starting to track tobacco smoke exposure for inpatients at CGH; and
- Visit health care practices one-on-one to distribute cessation and smoke-free dining guides.

Help to Quit

Key facts from this program area:

- Many tobacco users want to quit (89%);

- Nicotine replacement therapy (NRT) is crucial for many smokers' attempts to quit; and
- It is harder to get tobacco users to group cessation classes than to provide one-on-one counseling.

During the current fiscal year, the Task Force has:

- Distributed Tobacco Quit Kits;
- Sponsored a local one-on-one counseling cessation program in Centerville Clinics' five Washington County offices for six months from July 2006 to January 2007;

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Next Tobacco Free Task Force Meeting
Friday, June 22, 2006
4-5 p.m.
CONSOL Energy Park
(Formerly Falconi Field)
Washington, PA

Next Issue:
Tobacco Free Task Force Honors



Allegheny County Smoking Ban Nixed in Commonwealth Court as More States Become Smoke Free

Allegheny County's public smoking ban was struck down by the state's Commonwealth Court in late May.

According to a panel of three judges reviewing the case, the General Assembly's use of language in the 1998 Clean Indoor Air Act was intended to prohibit local government from enacting public smoking bans, and that such action should be under the authority of the General Assembly.

The ruling came on the heels of an injunction filed by two Pittsburgh restaurant owners whose legal fees were covered by the R. J. Reynolds Tobacco Company. The injunction stopped a public smoking ban that was to begin in Allegheny County bars and restaurants on May 1.

In other parts of the country, May was a month of progress for advocates of Clean Indoor Air laws, with Minnesota, Illinois, and Maryland passing comprehensive workplace public smoking bans, including restaurants and bars.

Sources: www.post-gazette.com;
www.winonadailynews.com

Most U.S. Homes Ban Smoking

According to a recent report from the Centers for Disease Control and Prevention, three out of every four houses banned smoking in 2003.

Kentucky had the lowest percentage of homes where smoking is banned at 53 percent, while Utah has the highest percentage of homes where smoking is banned at 89 percent.

In the report, Pennsylvania fell below the national average with 68 percent of homes banning smoking.

Source: www.cdc.gov

- Provided NRT through the *Get Free Program* for those who did not have health insurance coverage for it; and
- Sponsored cessation classes/NRT for Washington County residents at Monongahela Valley Hospital and The Washington Hospital from May to June, 2007.

During the next fiscal year, the Task Force will:

- Maintain the *Get Free Program* through Monongahela Valley Hospital and/or The Washington Hospital; and
- Continue distribution of Tobacco Quit Kits.

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

- One-on-one counseling through Centerville Clinics.

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

- Improving Tobacco Quit Kit distribution methods.

Knowledge in Action

Key facts from this program area:

- Not all Washington County residents know what services are available; and
- Not all legislators understand the importance of Tobacco Use Cessation and Prevention programs. Funding has been cut 25 percent.

During the current fiscal year, the Task Force has:

- Held monthly Task Force meetings on each program area to inform and receive input;
- Maintained www.tobaccofreewashington.org;
- Participated in the statewide Breathe Free Advocacy event for Clean Indoor Air at the State Capitol;
- Participated in the Blue Card Campaign for Clean Indoor Air, collecting nearly 1/12 of the total amount of cards gathered across Pennsylvania;
- Provided educational updates to legislators; and
- Published **Exposure**, a monthly newsletter, with a circulation of 1,800.

During the next fiscal year, the Task Force will:

- Support the Blue Card Campaign, and other Clean Indoor Air advocacy events;
- Maintain relationships with legislators through visits, letters, and e-mail;
- Update www.tobaccofreewashington.org regularly; and
- Hold monthly Task Force meetings.

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

- Expanding the education on the importance of Tobacco Use Cessation and Prevention programs to municipal and city-level elected officials through service area maps and the **Exposure** newsletter; and
- Recruiting like-minded organizations to link web sites and vice versa.

Peer Factor

Key facts from this program area:

- Teens are angered by the tobacco industry paying retailers to place ads at children's eye-level; and
- Teens make successful advocates to help friends stop using tobacco.

During the current fiscal year, *Peer Factor* has:

- Maintained *Peer Factor*, with 76 members in the Charleroi, California, Washington, and Trinity school districts, as well as the John F. Kennedy Catholic School in Washington, PA;

Review Assessment Data & Strategic Planning II (continued)

- Teens encouraged friends to quit tobacco;
- Teens encouraged younger students not to start tobacco through various activities;
- 30 teens participated in the Youth Quest 2007 rally in Harrisburg, advocating for Clean Indoor Air;
- Held two, four-session Not-On-Tobacco (N-O-T) cessation programs at Beth Center and Washington Alternative schools; and
- Held two American Respiratory Alliance's Smokeless Saturdays, an alternative-to-suspension program, in the Washington area.

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

- *Peer Factor* Friends Challenge/N-O-T until interest is generated for the 14-week N-O-T sessions.

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

- Experimenting with carbon monoxide monitors before and after lunch in a restaurant that allows smoking, or collecting carbon monoxide data from teens living in smoke-free homes versus non-smoke-free homes and developing a fact sheet with results for parents/guardians; and
- Offering four-session N-O-T programs to all high school classes.

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	33
Clear the Air: Number of Smoke-free Home & Vehicle and New Baby Smoke-free Home & Vehicle pledges	1,000 pledges	147
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	84
Knowledge in Action: Number of Blue Cards filled out	1,700 cards	958
Knowledge in Action: Number of program participant endorsements	499 endorsements	1,429
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	3,612
Peer Factor: Number of events	4 events	5
Peer Factor: Number of teens who quit using tobacco	4 teens	-

Fast Facts (continued)

New Studies Attribute Increase in Asthma and Breathing Problems in Children to Smoking

Researchers from the Mailman School of Public Health at Columbia University have reported that asthma rates among children have tripled in the past few decades.

Their study, published in the *Annals of Allergy, Asthma & Immunology*, shows parallel surges in childhood asthma and cigarette use. The study further noted that the risk of asthma was 2.5 times higher among children whose mothers smoked, compared to children whose mothers did not smoke at all.

Meanwhile, researchers at the Utrecht University Medical Center in the Netherlands have found that decreased lung function is common among children of smokers, even those who do not have asthma or exhibit other signs of breathing problems.

The researchers also found that lung function of apparently healthy children could worsen over time if exposure to secondhand smoke continues.

Sources: www.jointogether.org; www.sciencedaily.com

New York City Mayor Wants Worldwide Reduction in Smoking

New York City Mayor Michael Bloomberg says that reducing the total number of smokers by just five percentage points before 2020 could result in 100 million lives being saved worldwide.

Bloomberg, along with New York City Health Commissioner Thomas Frieden, shared their findings in the British Medical Journal, *The Lancet*.

The Lancet study reported that for every 10 percent increase in tobacco taxes, tobacco consumption is reduced by 2.5 to 5 percent.

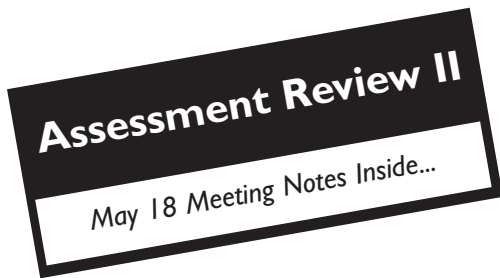
Source: www.jointogether.org



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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., June 22, 2007	4-5 p.m.	Tobacco Free Task Force Honors



Join us for this special meeting, which will be held at the Washington Wild Things home stadium, CONSOL Energy Park, (formerly Falconi Field), in Washington, PA. We will gather in the Picnic Area.

Help us recognize those who have provided outstanding effort and support in our mission to make Washington County tobacco free.

RSVPs for this event are required. Call Craig at 1-866-904-3733, ext. 12.

As the exclusive sponsor of the Wild Thing mascot, the Tobacco Free Program encourages you to make plans to stay at the ballpark and watch the Wild Things play Evansville at 7:05 p.m. Please call (866) 456-WILD if you are interested in purchasing tickets.

For comments/questions or to subscribe to *Exposure*, contact:
Craig Whyel, Tobacco Free Outreach Specialist
Phone: 724-222-6511, ext. 12, or 1-866-904-3733 (FREE)
E-mail: crw@wchpinc.org

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1-800-QUIT-NOW

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(1-800-784-8669) www.1800quitnow.org

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Free Quit Coach.
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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.

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