exposure.

The Newsletter of the Tobacco Free Task Force in Washington County

Volume: 2006-07 | Issue: SetThemFree

School Programs Aim to Reduce Tobacco Use Among Children

Set Them Free works with school-related audiences (administrators, teachers, parents, youth, district judges, etc.) to implement comprehensive tobacco-free programs.

Data received from a survey conducted during the recent pilot project in the Washington School District (from December 2004 to June 2005) shows that cigarette use among high school and middle school students decreased slightly, from 29.8% to 29.1% for high school students, and from 18.9% to 17.7% for middle school students.

The overall Pennsylvania smoking rates for high school students is 23.45%, and 3.7% for middle school students.

The survey showed the use of smokeless tobacco in the Washington School District had increased from 9.4% to 13.4% for high school students, and 5.2% to 7.5% for middle school students. The overall Pennsylvania smokeless tobacco usage rate for high school students is 9.9%, and 1.45% for middle school students.

As a part of this year's plan for the **Set Them Free** program area, a school resource brochure has been designed. The objective of the brochure is to provide information on the kinds of tobacco-free resources and programs that are available to schools at no cost during the 06-07 school year. The brochure will be distributed to key people in all 14 Washington County districts, including school boards, superintendents, principals, and teachers by October 30, 2006.
A draft of the brochure was presented at the meeting. It was reviewed and discussed, and further revisions will be made before its final distribution.

Minnesota Smoking Prevention Program (MSPP)
deRicci Horwatt, Gateway VISION
MSPP is specifically designed to help adolescents:

- Identify reasons why people start using tobacco;
- Discover that nonuse of tobacco is

Continued on page 2

More Funding Cuts Affect Tobacco Free Program—Payments Withheld

Two of the major tobacco companies participating in the Master Settlement Agreement (MSA) withheld scheduled payments due to the state in April. Their non-payment resulted in an estimated 11.28% reduction of available MSA funds for the 2006-2007 fiscal year.

Subsequently, more funding cuts have been imposed on the Tobacco Free Program of Washington County Health Partners.

During the 2005-06 fiscal year, a 28.5% funding cut was implemented. For the 2006-07 fiscal year, the 28.5% funding cut was carried over, and in late August, word came of this additional 8.2% funding cut as a result of the tobacco companies withholding payments.

To date, 36.7% has been cut from the original contract with the state, which was funded at 70.3% of the CDC minimum recommended levels.

Next Tobacco Free Task Force Meeting
Friday, September 22, 2006
9-11 a.m.

Hillsview Chapel Meditation Area, Presbyterian SeniorCare, Washington, PA

Next Issue:
Ask and Advise

tobacco free.
A Program of Washington County Health Partners

Fast Facts

Surgeon General Out of a Job
Just over a month after his landmark report on the dangers of secondhand smoke, U.S. Surgeon General Richard Carmona left the position.

While his departure at the end of July has not been officially explained, several media sources are speculating that it had something to do with his stance against tobacco.

Early in his tenure, Carmona told a congressional committee that all tobacco products should be banned.
Sources: consumeraffairs.com; post-gazette.com; toledoblade.com

Allegheny County Council Holds Public Hearing on Proposed Public Smoking Ban
The Gold Room of the Allegheny County Courthouse was the site of a public hearing on September 5, regarding a county-sponsored plan to ban smoking in all workplaces, including taverns and restaurants.

This summer, County Council decided to draft a plan rather than wait for a bill to pass through the Pennsylvania Legislature.

County Chief Executive Dan Onorato would prefer to see the General Assembly pass state-wide legislation.
Source: post-gazette.com; pittsburghlive.com

PA House Bill 1489 Gets a Public Hearing
On September 13, a public hearing will be held on PA House Bill 1489, which calls for a comprehensive Clean Indoor Air law. The Health and Human Services Committee voted on the proposed legislation back in June, which resulted in a 14-14 tie vote.

The proposal is expected to be revised with the hope of getting committee approval, and then move on to the state House for further consideration.
Sources: American Lung Association; **modbee.com**

Set Them Free (*Continued from page 1*)

normal behavior for adolescents (10 to 18 years of age);
- Practice skills for resisting peer pressure to use tobacco;
- Recognize the various messages in tobacco advertising; and
- Decide on their personal reasons for not using tobacco.

MSPP is updated every year to include relevant activities to keep students interested. "It is not a passive program," said Ms. Horwatt. "It is an active program that encourages student participation."

de Ricci Horwatt
Gateway VISION

One of the activities requires students to interview adults who use tobacco products. The students ask if the adult wishes they never started using tobacco. "Almost 100% of the time, the response to the question is yes," said Ms. Horwatt.

MSPP employs the Social Influences Theory, which recognizes that the influences of friends, family, and media are important factors in students using tobacco. It focuses on developing resistance skills so that students can avoid using tobacco products in the future.

Through pre- and post-testing, instructors learned that some of the vocabulary in the testing needed to be tweaked. According to Ms. Horwatt, "Kids were getting what the concepts were, but they weren't getting the terminology."

Through the reflections section of the program, it was apparent that there was a shift in the students' attitudes. They learned that smoking is not an acceptable social norm. As part of the Tobacco Free Program's strategic plan for the 06-07 fiscal year, the MSPP program will be offered free of charge in all 14 Washington County School Districts in grades 4, 5 or 6.

Washington County Friends and Family Challenge
Maribeth Tarpley-Garrett, The Washington Hospital Teen Outreach
The *Peer Factor* Friends Challenge was piloted in the spring of 2006. *Peer Factor* members were recruited to challenge their friends to quit using tobacco or to help someone else quit using tobacco. However, the response rate was not as high as organizers anticipated, due in large part to timing—students indicated that they were too busy with many traditional year-end school activities.

For 2006-07, the *Peer Factor* Challenge now includes involving family members. Research tells us that it is more difficult for teens to quit smoking when the people closest to them still smoke. This barrier includes hanging out with friends who smoke, as well as living in a home where adults are using tobacco products.

Adults who get referred to Ms. Tarpley-Garrett will be encouraged to participate, along with teens, in the Not-On-Tobacco (N-O-T) Program, an American Lung Association designed program that stresses life and stress management skills to help teens quit smoking.

The *Peer Factor* Friends and Family Challenge meetings will be held at The Washington Hospital Teen Outreach offices Thursday evenings, starting in November, to coincide with the Great American Smokeout.

Set Them Free (*Continued from page 2*)

Why Animals Don't Smoke
Tracie Wilson, Greene County Human Services

Why Animals Don't Smoke is a program for young children that uses displays with cartoon caricatures of animals to reinforce the message that tobacco products are unhealthy.

Tracie Wilson, Greene County Human Services

The program also uses a facilitator to get the children to share their experiences with tobacco, usually through an adult who smokes in their home.

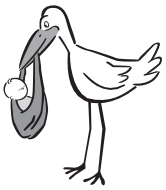
For the 2006-07 fiscal year, Greene County Human Services will offer the program free of charge in daycares, Head Start programs, and K-1st grades in the following Washington County School Districts: Avella; Burgettstown; Canon-McMillan; Chartiers-Houston; Fort Cherry; McGuffey; Peters Township; Trinity, and Washington.

Through the summer, the focus has been on daycares and Head Start programs. Eight presentations were made, and 15 additional presentations are pending. An early-September mailing to daycares in Washington County will further encourage participation in the program.

Schools have also been contacted, and presentations will be scheduled as the new school year gets underway.

Monongahela Valley Hospital will offer the program free of charge at Bentworth; Beth-Center; California; Charleroi, and Ringgold School Districts.

It's A Boy!



Congratulations to WCHP staff member Mary Hoyer and her husband, Greg. Their first child, Conner Joseph Hoyer, was born on August 22, 2006. He weighed in at 8 lbs., 4 oz., and measured 21 inches long. Mother, father and son are doing fine!

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	-
Clear the Air: *Number of Smoke-free Home & Vehicle, and New Baby Smoke-free Home & Vehicle pledges*	1,000 pledges	8
Do Your Part: *Average % of compliant retailers*	90% or more	Due Dec. 2006
Help to Quit: *Number of people in tobacco cessation programs*	300 people	-
Help to Quit: *Tobacco cessation quit rate*	14.1% or higher	-
Help to Quit: *Number of tobacco users in Get Free Program*	50 people	-
Help to Quit: *Number of Tobacco Quit Kits distributed*	250 kits	6
Knowledge in Action: *Number of Blue Cards filled out*	1,700 cards	341
Knowledge in Action: *Number of program participant endorsements*	499 endorsements	-
Knowledge in Action: *Number of legislative visits/contacts*	9 visits/contacts	Due Jan. 2007
Set Them Free: *Number of children reached with prevention (community and school)*	7,883 children	-
***Peer Factor*:** *Number of events*	4 events	-
***Peer Factor*:** *Number of teens who quit using tobacco*	4 teens	-

Fast Facts (*Continued*)

Measures to Protect Children from Secondhand Smoke in Cars Are Being Enacted
Legislation to ban adults from smoking in cars with children was proposed in Pennsylvania more than a decade ago. It was met with considerable criticism, and dropped.

Since then, Arizona and Louisiana have adopted such legislation, and California is considering a proposal that would make it illegal to smoke with anyone younger than 6 years of age in the car, even if the vehicle's windows are down.
Source: www.cbs3.com

Have You Noticed?
Has anyone seen Marriott's ad campaign touting themselves as the world's first "smoke-free hotel chain?"

Marriott properties became smoke-free September 1, 2006.

TV spots have been running through the summer.

exposure.

Tobacco Free Task Force
Washington County Health Partners
Washington Federal Square Building
190 North Main Street, Suite 208
Washington, PA 15301

www.tobaccofreewashington.org

NONPROFIT ORG.
US POSTAGE
PAID
WASHINGTON PA
PERMIT NO 93

SetThemFree

August 25th 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., Sept. 22, 2006	9-11 a.m.	Ask and Advise
Fri., Oct. 27, 2006	9-11 a.m.	Help to Quit
Tues., Nov. 21, 2006	8-10 a.m.	WCHP's Annual Public Meeting @ Western Area Career & Technical Center
Fri., Dec. 15, 2006	9 -11 a.m.	Knowledge in Action @ Western Area Career & Technical Center
Fri., Jan. 26, 2007	9-11 a.m.	Mid-year Review
Fri., Feb. 23, 2007	9-11 a.m.	Clear the Air
Fri., Mar. 23, 2007	9-11 a.m.	*Peer Factor*
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 Hillsview Chapel Meditation Area, Presbyterian SeniorCare, Washington, PA, unless otherwise noted.

(800) QUIT NOW

(800) 784-8669

Referral line to free tobacco cessation services

Make a Pledge to Keep Your Home and Vehicles Smoke Free

Smoke-free Home and Vehicle Pledge Kit
...Breathing secondhand smoke 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:
Craig Whyel, Tobacco Free Outreach Specialist
Phone: 724-222-6511, ext.12 or 1-866-904-3733 (FREE)
E-mail: crw@wchpinc.org

tobacco free.
A Program of Washington County Health Partners

Funding is provided by the PA Department of Health.