

# Tobacco Talk

## What about those E-Cigarettes?

There is a lot of buzz about the e-cigarette. Internet sites tout their benefits. “Smoke them anywhere without worrying about toxic tobacco smoke.” “Cheaper per puff than regular cigarettes.” “A healthier alternative to smoking cigarettes.” “Fire-safe.”

The e-cigarette consists of a rechargeable battery, a microprocessor “vaporizer” and a nicotine cartridge in the mouthpiece. When “smoked”, the device delivers approximately 200-300 puffs per cartridge of nicotine and emits a water vapor. The cartridges come in many flavors including cherry, apple, chocolate, menthol, java, vanilla, classic, and Marlboro. Cartridges are also offered in several levels of nicotine strengths from a high of 54 mg. to zero mg. One company claims they sell only non-nicotine cartridges.

Although most e-cigarettes contain nicotine, they are not currently considered a “tobacco product”. Therefore, they are not regulated by the Food and Drug Administration (FDA). But preliminary testing by the



FDA revealed that the quality control processes used to manufacture these products are inconsistent or non-existent. Products were found to contain tobacco-specific nitrosamines (carcinogenic compounds) and chemicals. Some “no-nicotine” products were found to have low levels of nicotine.

Whether the e-cigarette is effective in helping people quit smoking regular cigarettes has not yet been determined.

One study (Trtchounian, Williams & Talbot, 2010) found that e-cigarettes generally required stronger suction to smoke than regular cigarettes and that the effects of this on human health could be adverse. The study called into question the usefulness of e-cigarettes as nicotine delivery systems.

California Governor recently signed a bill into law that effective immediately makes the sales or provision of e-cigarettes to minors under 18 illegal.

## SWAT thanks Fair Board for policy



Janice Thor, Dinesh Khalasi, Roopinder Virk, Jesenia Contreras, Ana Hernandez and foreign exchange student Rongrong Ye hold up decorated thank you posters signed by 2010 Glenn County fairgoers.

SWAT students attended the October 19th Fair Board meeting and thanked the Board Members for their decision to make the Glenn County Fair smoke-free. Students shared the good feedback they received from fairgoers. Conversations and surveys indicated that

most fair goers appreciated the new policy.

Observations conducted at the 2010 fair showed that a majority of fairgoers complied with the new policy. Smokers used the designated smoking areas and the provided receptacles to dispose of their cigarette butt litter. Most of the observed smoking violations and cigarette butt litter was found at the main carnival area. One Fair Board member mentioned that some fairgoers had trouble locating the designated smoking areas. Recommendations to improve compliance for next year include making periodic reminder announcements over the loud speaker, advertising the policy in the fair magazine, and increasing signage to direct smokers to the designated smoking areas. The fair should also clearly communicate the policy to the carnival management.

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# Spotlight on Youth

## 22 SWAT (Students Working Against Tobacco) Students from Hamilton, Orland and Willows volunteered at the October 2, 2010 Community Resource Fair



(Left) SWAT students Jessica Adhin, Izzy Leal and Ana Hernandez educate fair-goers about the health dangers of tobacco use at the Glenn County Office of Education Tobacco table.



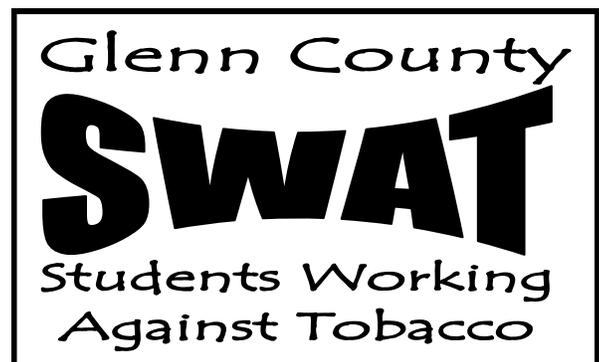
(Above) Kristen Stone engages students Marissa LaBlue and Michelle Inzunza at the Public Health Tobacco table display.

### “Dandy” entertains and educates!



Pictured above are Carlos Ramirez as Dandy the Smokeless Dragon and Robyn Krause, Human Resource Agency Chief Deputy Director, as Cookie Monster!

“Dandy the Smokeless Dragon” strolls the isles, provides big hugs and “photo ops” with children and parents, occasionally cuts a few dance moves and promotes tobacco-free living! Carlos Ramirez (left), as Dandy, along with Robyn Krause as “Cookie Monster” entertain fair goers. Eddie Ordaz (right) smiles after taking a turn at being Dandy. Victor Martinez (not pictured) also made an appearance as Dandy. SWAT students (not pictured) Jabel Rodriguez, Ana Hernandez, Michelle Inzunza, Marissa LaBlue, Miguel Flores, Frank Martinez, and Marina Yermine helped dress and guide Dandy and gave out stickers to fair goers.



# Orland Sav-Mor Foods recognized for smoke-free property policy

Student members Dinesh Khalasi, Jesenia Contreras and Roopinder Virk from the Orland High School “Students Working Against Tobacco” (SWAT) club, presented a certificate of appreciation to



manager Gary Reese (2<sup>nd</sup> from left) and clerk Steven Westover (far left) of Orland Sav-Mor Foods, Friday, October 22, on behalf of SWAT, California Health Collaborative of Chico and Glenn County Public Health.

North State Grocery, Inc. (Sav-Mor Foods and Holiday Quality Markets) initiated a smoke-free property policy for all of its 19 stores January 2008. Focus group members representing both customers and employees recommended the policy to the corporation management.

Human Resources Director Brad Askeland says, “The response from the public and employees has been very good. We believe that having smoke-free properties is a trend for more and more businesses.”

DeAnne Blankenship and Dolores Vasquez with California Health Collaborative will be working with Glenn County businesses to encourage similar policies to protect both employees and customers.

# I Quit! A New Year’s promise kept...

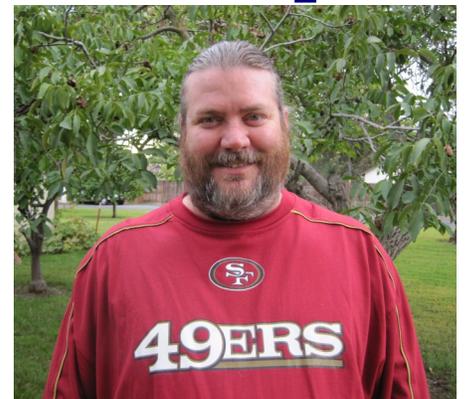
By Sharon Lazorko

New Year’s 2010, T.J. Allen promised his wife he would quit smoking “for their family”. They had a newborn son and his wife was concerned about the smell and exposing their son to toxic second hand smoke. He was also concerned for himself. Five different health professionals had advised him to quit for significant health reasons. And he was just plain tired of smoking. He had smoked 1½ pack a day for 33 years, beginning on his 12th birthday when his mom gave him his first cigarette. “My mom was my main influence to smoke and then my friends kept it going.”

The one thing T.J. liked about smoking was the “taste”. What he didn’t like was the habit, the addiction that forced him to keep smoking. When he didn’t smoke, he felt “shaky”, had stomach cramps and remembers the pressure in his head that made him crave another cigarette.

T.J. said emphatically that quitting was “extremely hard”. “I wanted to quit, but my habit said no.” But January 2010, T.J. initiated a plan that kept unfolding as he went forward. That first week in January, he decided to allow himself only one pack a day. The next week he cut it in half and smoked only a half pack (10 cigarettes) each day. The third week, he allotted himself 5 cigarettes a day. Each week he continued to reduce his allotment until the last two weeks when he smoked ½ cigarette a day. Following that final week, on March 6, he threw the remainder of his last pack (2 cigarettes) away.

For the first month, T.J. “hacked and spit up brown and yellow crud” and the next two months he suffered a gut-wrenching, rib-wracking cough. After that, he began to feel better. His senses of smell and taste returned. But his breathing has just barely begun to improve. Comparison between a breathing test taken in February and one taken in October showed not much change. His physician says it



may take 15-20 years for him to regain full lung capacity.

These days are good, playing with his son tobacco-free and pursuing his hobby of fishing. In fact, T.J. much prefers “spending money on fishing rather than smokes”.

This “promise-keeper’s” advice to smokers who want to quit: “Try to quit slowly like I did – because it works and when it comes to throwing your cigarettes away – just do it!”

# Tobacco News Briefs



- ◆ **End drug marketing to Teens!** The American Academy of Pediatrics has called for an end to all tobacco ads, limits on alcohol and prescription drug ads, and for the entertainment industry to stop glamorizing smoking and drinking. Their statement cited 51 research studies showing teens exposed to tobacco marketing are more than twice as likely to smoke. Their research also showed that advertising is responsible for up to 30 percent of alcohol and drug use by teens. (Pediatrics, October 2010)
- ◆ **Smoking doubles dementia risk in late life.** "Our study suggests that heavy smoking in middle age increases the risk of both Alzheimer's disease and vascular dementia for men and women across different race groups," Rachel Whitmer, a research scientist with Kaiser Permanente in Oakland, CA and colleagues wrote in the Archives of Internal Medicine. (from a Reuters article by Julie Steenhuysen, Monday, October 25, 2010.)
- ◆ **Expanded Medicare and Medicaid coverage for tobacco cessation counseling.** Beginning January 2011, the Centers for Medicare and Medicaid (CMS) will be expanding the circumstances under which it covers tobacco cessation counseling. In addition, CMS will now cover 2 individual cessation counseling attempts per year. Each attempt may include a maximum of 4 sessions, for a total annual benefit of 8 sessions per year.
- ◆ **"Become an Ex"** on-line quit resource <http://www.becomeanex.org/> A new way to think about quitting. The free EX site focuses on "re-learning life without cigarettes". EX's approach is based on personal experiences from ex-smokers, as well as the latest scientific research from the experts at Mayo Clinic.



**Lost that loving feeling? Staying together out of habit?  
For free and sensitive assistance in calling it quits,  
call the California Smokers' Helpline at 1-800-NO BUTTS.**



## Tobacco Free Glenn County Coalition

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Mark your calendars!

**Please join us for a special "working" quarterly coalition meeting:**

**Friday, December 3, 9:00 a.m.- 3:00 p.m.**

**Orland HRA Building, 604 Walker Street, Suite A  
(North Entrance, Room 200, upstairs)**

**If you want to help reduce secondhand smoke in our communities,  
your input and advice is needed and appreciated.**

**Please RSVP to Sharon Lazorko, 865-6735 or  
[slazorko@glenncountyhealth.net](mailto:slazorko@glenncountyhealth.net)**

# SWAT

**November & December Meetings:**

**Willows: November 8 & December 6**

**Hamilton: November 10 & December 8**

**Orland: November 12 & December 10**