

# Tobacco Talk

## Change is coming

The Family Smoking Prevention and Tobacco Control Act that President Obama recently signed into law will authorize the Food and Drug Administration (FDA) to regulate the manufacturing, marketing and sale of tobacco products. Similar legislation has been introduced in Congress over the past decade but the bills had never reached the President's desk.

The bill includes provisions to:

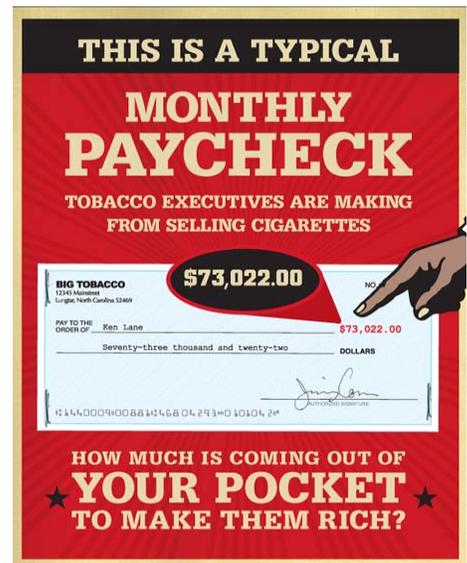
- ◆ Restrict tobacco advertising and promotions, especially to children. This includes banning advertising near schools and playgrounds, limiting outdoor and point of sale advertising to black and white text only and banning tobacco-brand sponsorship of sporting and entertainment events.
- ◆ Require large, graphic health warnings that cover the top half of the front and back of cigarette

packs.

- ◆ Ban misleading health claims such as "light" and "low-tar".
- ◆ Prohibit cigarettes from containing any artificial or natural flavor, other than tobacco or menthol.
- ◆ Require tobacco companies to disclose the contents of tobacco products, as well as changes in products and research about their health effects.
- ◆ Empower the FDA to require changes in tobacco products, such as the removal or reduction of harmful ingredients or the reduction of nicotine levels.

This new Act is great news for health advocates. The provisions in the bill will be implemented over the next several months to two years.

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## Glenn County groups support smoke-free movies

Youth, parents, and community members in Glenn County are asking Hollywood to remove tobacco from youth-rated movies. Fourteen groups that signed a resolution in support of Smoke Free Movies are: Glenn County Mental Health, Alcohol & Drug Commission, Willows Lion's Club, Willows Chamber of Commerce, First 5 Commission, Orland SWAT, Hamilton SWAT, Willows SWAT, Tobacco Free Glenn County Coalition, Friday Night Live, two Orland High School Senior English classes, two Orland High School World History classes and the Providence Christian High School Senior Government Class. At the recent Glenn County Fair, attendees signed 113 postcards in support of Smoke Free Movies.

The resolutions and postcards were sent to six Hollywood studio CEOs and the president of the Motion Picture Association of America.



Movies powerfully influence society's norms, values and culture. During the last eight years, 75% of PG-13 and 36% of G & PG films showed smoking. Youth are particularly susceptible to advertising, especially

when it comes stealthily in the form of entertainment. Numerous studies have concluded that seeing smoking in movies causes youth to start smoking. It is estimated that films with tobacco use influence half of all new teen smokers to start – that's 390,000 new teen smokers every year!

In California alone, 7 state-wide, 7 local government, and over 51 community groups have endorsed the Smoke Free Movies Campaign. If your group or organization would like to help influence Hollywood to voluntarily remove tobacco from youth-rated movies, please call the Tobacco Education program at 865-6735 for resources or to arrange for a short presentation.



# Spotlight on Youth



**Left:** Katrina Leonard holds up a giant letter addressed to a movie studio CEO, signed by hundreds of youth in support of Smoke-Free Movies.

**Below:** Janice Thor, Roopinder Virk, Jesenia Contreras and Thongsouk Thakhamphou advocate for smoke free fairs at the 2009 Glenn County Fair.



**Above:** A group of 19 SWAT members from Hamilton, Orland and Willows pose with their handmade signs on the steps of the Capitol in Sacramento.



**Above:** Jessica Adhin, Jack Millen, Carla Vasquez, Patty Rodriguez and Richard Jaeger lead the march to the Capitol, chanting, " We are young and we are strong, we've been targets far too long!!!

## SWAT has productive year and ends with a splash

All three high school SWAT clubs had a great year. The SWAT students were terrific workers and enthusiastic advocates for smoke free lifestyles. During the school year members conducted "Fair for All" surveys; educated younger students at Hamilton Elementary, Fairview School, CK Price and Willows Intermediate School; and gave Smoke Free Movies Presentations to the Mental Health, Alcohol & Drug Commission, the Lions Club, First Five Commission and the Glenn County Board of Supervisors. They conducted careful and thorough store checks in Hamilton, Orland and Willows. Youth Quest 2009 was a blast—the students had fun marching to the Capitol, participating in the press conference and meeting with staff from Assembly Member Jim Nielsen's office. In May, many of the members worked at the Glenn County Fair for the California Health Collaborative's *Fair for All* Campaign and when the fair ended they helped pick up cigarette butts from the fair grounds.

The year ended with a splash when top SWAT members were rewarded with a trip to Sun Splash water park in Roseville. Everyone who went had a great time! Other top members were rewarded with movie theatre gift cards. We will miss all the graduating seniors and thank them for all their years of involvement. We are looking forward to seeing returning members and having another great year with SWAT in the Fall.

# I Quit! A tale of three smokers

By Sharon Lazorko



Rosanne Buckley (left), Elaine Marshall and Grant Parkison of Glenn County Health Services' Community Recovery Center share a common thread in their stories of tobacco use. They all took their first puffs to be popular, cool and fit in with the in-crowd. At twelve, Rosanne was recruited into smoking by her two sisters so she wouldn't rat them out. She really didn't like to smoke, but for popularity sake always carried a pack of cigarettes to supply her friends. All of Elaine's friends smoked; at seventeen she forced herself to push past the initial distaste and choking to fit in with them. At thirteen, Grant also smoked to fit

in with his peers, the "people that smoked in the school bathroom".

Rosanne describes herself as a "casual" smoker – smoking first for three years as a young teen and later for six years in her twenties when smoking was a big part of her social life. Elaine, who smoked for 29 years, quit for five & a half and smoked again for eight more years, really enjoyed smoking. It relaxed her and helped her through stressful times at work and in life. Grant's smoking habit blended well with his former drug and alcohol lifestyle. It also had a desensitizing effect, helping him "not to feel things so strongly". He explained that smoking gives smokers energy because nicotine increases the heart rate. Smoking a cigarette also gives a sense of calm because it satisfies the nicotine craving.

As far as negative aspects of smoking, Elaine disliked the smell on her fingers and the wafts of tobacco odor she inflicted on others. Grant mentioned the filthiness of tar and how it coated his car windshield.

Rosanne quit the first time because her boyfriend (later husband) said kissing her was like kissing an ashtray. She quit the second time to be a good role model for her kids, so they wouldn't start smoking. A doctor's warning caused Elaine to quit

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## What's a renter to do when suffering from drifting tobacco smoke?

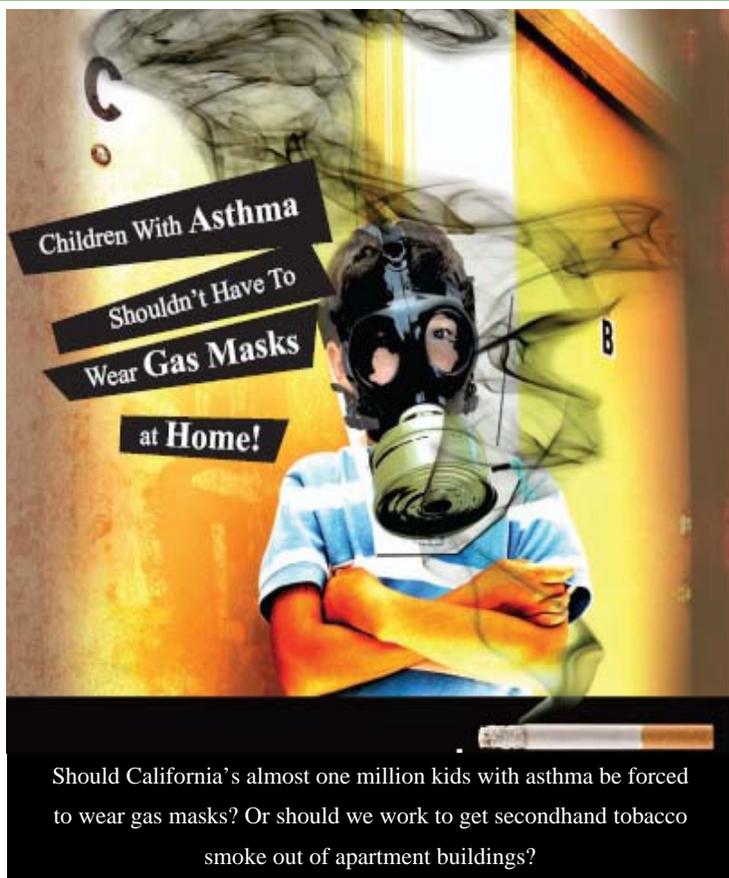
Are you bothered by tobacco smoke drifting into your apartment, keeping you from "quiet enjoyment" of your home or worse, making you or your children sick? Here are some suggestions to help remedy the situation.

Identify the source of the smoke. Send a polite letter (use a certified letter, return receipt requested) to your manager. See if other tenants are bothered and encourage them to send letters. More complaints, especially from long term tenants, may prompt management to take quick action. Keep a record of times when the smoke is most annoying as well as your communication with management, other people and agencies about the problem.

Be careful if you decide to speak politely to the offending neighbor. They may be considerate or they may get offended and angry and respond by smoking more or harassing you.

Inform your management of their right to

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## Tobacco Free Glenn County Coalition

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make a building totally smoke free. Ask to be moved into a building with the fewest smokers under the condition that the building will become totally smoke free as current smokers move out.

If you or your children have a chronic illness like asthma, heart disease, respiratory problems, or any illness aggravated by secondhand smoke you may be eligible for protection under the Federal Housing Law of 1998. In California you can file a complaint with the California Fair Employment & Housing Commission, 322 W. 1st Street, Room 2126, Los Angeles, CA 90012, 213-897-2840 or 1-800-884-1684 (Oakland).

For a persistent problem, there are legal options such as suing your

landlord or neighbor, but it can be costly and time consuming. If the smoke is making you or a member of your family ill, the best thing may be to move as quickly as possible. Try to find a complex that has a smoke free building or educate and negotiate with a prospective new landlord about the problem of drifting secondhand smoke and the legality of having a smoke free building. If you have a lease at your current residence, bring a note from your doctor which states that you cannot be exposed to secondhand smoke. Ask to be released from the lease. Keep a record of your moving costs as you may be able to recover the costs in a Small Claims Court. For more information and resources call Public Health's Tobacco Education Program at 865-6735.



Cigarettes no longer a cheap date? Little irritations bugging you? Worried about making that long term commitment? For free and sensitive assistance in breaking up, call the California Smokers' Helpline at 1-800-NO BUTTS.

Tale, from p.3

"cold turkey" the first time. The second time she sought her doctor's help when quitting proved more difficult. Grant, a smoker for 37 years, quit eight years ago for health reasons and a better quality of life. He didn't want "parts cut off" his body; however, four years after quitting he had a portion of his esophagus removed because of cancer.

Elaine has been tobacco free for two years now, and despite a small weight gain, knows quitting is better for her health. Rosanne appreciates the money she saved, stating she couldn't afford to smoke when raising her children. She is also glad she quit soon enough to avoid the health problems her smoking twin sister is suffering. All three quitters have lost immediate family members to smoking related diseases such as throat cancer, Chronic Obstructive Pulmonary Disease, lung

cancer and emphysema.

Grant knew he could quit since he had quit many times before. But the last time, "I put everything into it, everything I could muster up." He used positive reinforcement and affirmation to re-program his mind. He chewed Nicorette gum for a year and a half, slowly weaning himself off when he was secure in his quitting. Grant also avoided associating with smokers for several years. Rosanne and Elaine recommend that people trying to quit find something to do with their hands, like eating sugarless suckers or hard candies.

Rosanne encourages people to "make the choice and stick with it." "Quitting is hard but it's worth it," says Elaine, "I lost my best friend. I miss him - but not enough to start again." Grant's bottom line: "You will have a better lifestyle if you quit."

## Coalition Meetings and Events:

# SWAT

Have a great summer!!!

**Congratulations, Seniors! We will miss you.  
We hope to see everyone else in August!**



**Next quarterly meeting:**

**Friday, September 25,  
10:30-12:00**

**Public Health Parkside Bld.  
1001 Railroad Ave, Orland**