

Tobacco Talk

Medi-Cal Incentives to Quit Smoking (MIQS) Project

Incentives Will End by July 31st.

As a result of the success of the MIQS project and the consequential large volume of calls to the Helpline, MIQS Project incentives are expected to end by July 31, 2015. After that date, Medi-Cal members can continue to call the Helpline at **1-800-NO-BUTTS** for free telephone tobacco cessation counseling services.

There are seven FDA-approved tobacco cessation medications covered by Medi-Cal Managed Care and Fee for Service plans. Tobacco users with Medi-Cal can obtain any of these medications through their local pharmacy. Also, some may qualify for free nicotine patches accessible through special projects like First Five and the Asian Smokers' Quitline.

According to California Smoker's Helpline reports, in 2014, **84 Glenn County residents called the Helpline** and completed at least an intake. Of these 84 local residents: 48% (40) were between the ages of 45 and 64 years old, 71% (60) were females, and 14% (12) have children 0 to 5 years old in their household.

Want extra support when quitting? Check out some free services at **www.nobutts.org**, like Text Messaging. With this service, you can receive texts each day during the first important weeks of quitting. You can also text questions and a counselor will respond. The California Smoker's Helpline has helped many, thus improving health and reducing chronic disease rates.

Reference: California Smoker's Helpline. (2015). Medi-Cal Incentives to Quit Smoking (MIQS) Project. Retrieved June 22, 2015 from <http://www.nobutts.org/miqs>

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FNL's Summer Movies in Park



Our friends and coalition members at Glenn County Friday Night Live (FNL) Partnership will host it's second annual **"Summer Movies in the Park" in Vinsonhaler (Orland) and Central (Willows) parks**. These events are co-sponsored with the Glenn County Office of Education, and the Willows Recreation Department in coordination with the City of Orland Recreation Department.

On June 20th, they kicked off the day with a fundraiser 'Hot Dog' lunch. That evening, they had their first movie showing in Orland, where they played the movie, *McFarland USA*. It was a successful turnout; many attended with their blankets and chairs for comfort. There was popcorn, drinks, and best of all, **they got to enjoy this event at a smoke-free park**. As of 2012, parks in the City of Orland became smoke-free with designated areas for smoking; this also includes electronic nicotine delivery devices, like e-cigarettes.

Summer Movies in the Parks is a free event; the movies begin at dusk (around 8:30PM to 10:30PM). The next Summer Movies in the Park events are:

- ◆ **July 11th at Central Park in Willows** playing *Home*, a Pixar animation movie.
- ◆ **July 25th at Vinsonhaler Park in Orland** playing *Big Hero 6*, a Disney animation movie.
- ◆ **August 8th at Central Park in Willows** playing *Night at the Museum 3*, a Twentieth Century Fox Film.

Popcorn and drinks sold will help fund FNL youth conferences in the fall. There will also be some "hot dog lunch" fundraising events at Sav-More and Sani-Food markets to support future Summer Movies in the Park events. Come, enjoy, and support.

For more information you may contact April Hine at 934-6575 x3175.





Spotlight on Youth: SWAT 2014-2015

Recruitments: Below: Angel Yang, SWAT president at Willows High, doing one of her SWAT recruitment presentations in freshman health classes at the beginning of the school year.



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Great American Smokeout (GAS) Presentations:

SWAT members from Hamilton, Orland, and Willows High conducted GAS presentations to their local elementary schools in the month of November. GAS presentations are divided into different parts so that multiple youth coalition members can participate; presentation parts include public speaking and demonstrating tobacco tools. Below: Erika Pineda and Mayra Nava presenting at Hamilton Elementary.



Fundraising:

Hamilton City SWAT president, Liliana Hernandez, organized successful fundraisers for purchasing SWAT sweatshirts. To the left: Ana Maria Ramirez and Denise Ayala wearing their new SWAT sweatshirts around town .



Store Compliance Checks:

SWAT members from Hamilton, Orland, and Willows High visited local tobacco retailers. The youth gave a brief educational presentation reminding retailers about tobacco laws and the importance of not selling to minors; then they conducted their observations. If the retailer was in compliance they gave a certificate of appreciation. Below (from the left): Abbie McIntyre, Kylee Rosasco, Britnie Martinez, and Carrie Rivington giving an "A+" certificate to a retail clerk in Orland.



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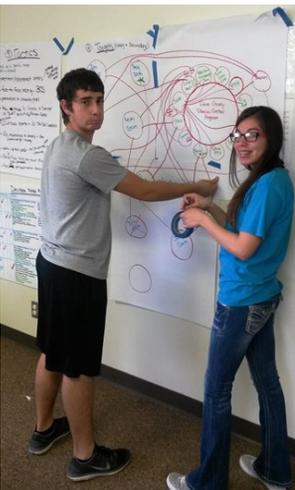
Youth Advocacy Day (Youth Quest):

Youth Quest is a statewide advocacy event sponsored by California Youth Advocacy Network (CYAN) in which youth coalitions across the state working on tobacco education and prevention, like SWAT, do advocacy work on the same day around a theme that CYAN creates each year for Youth Quest. In the past, Youth Quest was held in Sacramento; however, this year's theme was "Keeping it Local" so our youth coalition members all met in Willows and had a staff member from CYAN come and conduct a training on tobacco advocacy. Below: SWAT members from Orland, Hamilton City, and Willows; three Tobacco Free Glenn County coalition members, and CYAN presenter.



Strategy Planning:

Hamilton SWAT members participate in the Midwest Academy Strategic Planning meeting along with adult coalition members to help plan activities in Hamilton City. Below: Alexis Chavez and Liliana Hernandez helping keep notes up on the wall.



Tobacco Litter Cleanup Events:



SWAT and Tobacco Free Glenn County coalition members had two successful tobacco litter cleanup events at three parks in Willows. Left: Katy Xiong, Savannah Cha, and Panra Lor putting away cigarette butts collected at Jensen Park.

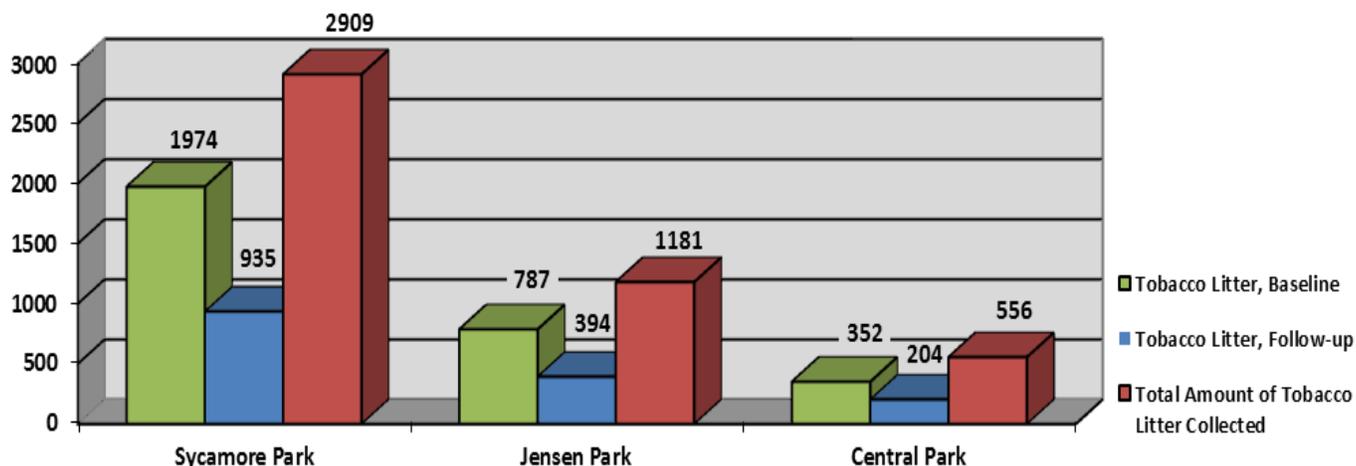
Smoke-free Parks Presentations:

Willows SWAT members gave four great presentations on the topic of the benefits of smoke-free parks to community agencies and advocated for smoke-free parks in Willows. Right: Tina Lor and Panra Lor showing a chart created by the Willows SWAT members showing the results of their first tobacco litter cleanup event at Jensen, Sycamore, and Central parks in Willows.



Data: Tobacco Litter in Willows' Parks

SWAT and Tobacco Free Glenn County coalition members collected 2,909 pieces of tobacco-related litter at Sycamore Park; 1,181 pieces at Jensen Park; and 556 pieces at Central Park. Combined, **4,646 pieces of tobacco litter were collected at the three parks.** At the four children's playground areas (Jensen Park has 2 playgrounds), they collected 515 pieces of tobacco litter. Seven people were observed smoking and 10 children were located within 20 feet of the smokers. It is clear from the amount of tobacco litter collected that tobacco products are being used around children at all three parks. Currently, there are no ashtrays or urns at any of the parks and only two of the four children's playground areas have "Smoke-free Playground" signs posted. The table below is a comparison of the amount of tobacco litter collected from each park in September 2014 (baseline), in March 2015 (follow-up), and total collected.



Reference: Center for Evaluation and Research, LLC. (2015). Glenn County Tobacco Program Parks Observation Summary Report.

Tobacco Free Glenn County Coalition Newsletter

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Tobacco Talk, Summer 2015



The next quarterly Tobacco Free Glenn County Coalition meeting is set for:

Thursday, August 27, 1:30- 3:00

in the Willows Public Health Conference Room
(240 N. Villa Ave, Willows)

If you want to help reduce tobacco use and exposure to secondhand smoke in Glenn County, please join us!

For questions, please contact Laura Medina, 934-6588 or at lauramedina@glenncountyhealth.net

SWAT

Watch for meeting announcements coming soon for the new school year!