

# Tobacco Talk

## Incentives offered to help Californians quit smoking



Money in the form of gift cards and free nicotine replacement products are two incentives offered to callers of the California Smokers' Helpline to help them quit smoking.

A \$20-dollar gift card is offered to Medi-Cal members who call the Helpline, talk to a counselor about creating a quit plan and ask for the card. This incentive is made possible by a grant from the Centers for Medicare and Medicaid Services under the Medicaid Incentives for Prevention of Chronic Diseases program.

Free nicotine patches were offered to residents in several California

counties for a few months last year and will be offered again to all Californians beginning August 1, 2012 through July 2013. Other than being a smoker, this incentive does not have any requirements for callers and is made possible by a grant from the Centers for Disease Control.

The cost of the gift cards and replacement therapy is slight compared to the costs associated with treating tobacco-related diseases, the loss of productivity and premature death.

For more information about the incentive programs, call the California Smokers' Helpline at 1-800-NO BUTTS.

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## First 5 donates signs for playgrounds



At Lollipop Land in Orland with the new sign (front row, left to right): Patricia Loera, Executive Director, First 5; Solena Lo, Claudia Chavira, AmeriCorps/Family Advocates; and Kelsey Adkins of First 5. Back row, left to right: Nancy Orozco, Lorenzo Contreras and Gabriel Loera, AmeriCorps/Family Advocates and Rosa Esparza, First 5 Family Support Advocate.

Thanks to First 5 Glenn County, newly installed signs in Orland, Willows and Hamilton City inform the public that there is no smoking around the playgrounds at city and county parks. First 5, in collaboration with the Public Health Tobacco Education Program and the Tobacco Free Glenn County Coalition purchased and donated signs to the cities of Willows, Orland and Hamilton City for their park playgrounds.

The signs support the state law prohibiting smoking within 25 feet of all tot lots/playgrounds. First 5 and Glenn County Public Health coordinated with Orland, Willows and Glenn County Departments of Public Works to install the signs at Vinsonhaler, Lollipop Land and Lely Aquatic Parks in Orland; Sycamore, Jensen, and Central Parks in Willows; and Hamilton City Park.

AmeriCorps volunteers working with First 5 Glenn County noticed the need for compliance to the law when they encountered smokers at the playgrounds where they conducted small children play groups throughout the county last year. Rosa Esparza, First 5 Family Support Specialist, reported they had to move some of their groups of children to avoid adult smokers. The AmeriCorps workers also picked up cigarette litter in Sycamore Park in Willows and Lollipop Land in Orland. The six volunteers spent an hour at each park and gathered enough butt litter to pack a gallon plastic bag.

Smokers near playgrounds expose children See Signs, page 4



# Spotlight on Youth

## Graduating Orland High School SWAT members receive awards at Senior Awards Assembly



Nine graduating Orland High SWAT members received special trophy awards from the Tobacco Education Program at the Orland High School Senior Awards Assembly May 29. All nine students joined SWAT as new freshmen. They all received numerous other awards and scholarships at the assembly. From left: Ana Hernandez, Dinesh Khalasi, Cristina Calva, Eddie Ordaz, Berenice Medina, Jesenia Contreras, and Roopinder Virk. Not pictured are Jabel Rodriguez and Aurelia Pompa. They will take away many good memories of SWAT from the last four years! We will miss them!



Upper left: Hamilton High SWAT members Betty Mojica, Primavera Leyva and Sandra Agripino show a poster they made at Youth Quest on March 26, before marching to the capitol building for a press conference about tobacco and the environment. Upper right: Roopinder Virk listens to Orland Major Wade Elliott give a short acceptance speech after the SWAT youth presented the Orland Council with a plaque of appreciation for passing the comprehensive smoke-free outdoors ordinance on February 6. Right: Ten Orland High SWAT members hold up bags of cigarette butts they picked up at the Glenn County Fairgrounds following the 2012 Fair. Most butts were found in the main carnival area.



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# I Quit! No longer “tobacco’s slave”!

Who would have known that four days after quitting smoking on April 1, 2011, Patti Crowell would be in the hospital fighting for her life during emergency surgery for a ruptured and gangrenous appendix? Looking back on her near death experience, Patti said that quitting smoking was a blessing in disguise because smokers have more unfavorable prognoses and more difficult post-surgery recoveries. Quitting, even for those four days, was a positive factor in her survival and recovery.

Patti smoked from age 17-22 as a purely social activity. For the next ten years she was a non-smoker, during which time she had her first three children. But stressful life circumstances pulled Patti into smoking again. Although she quit two times for the pregnancies of her last two children, she was dismayed to realize she was addicted to tobacco. Years rolled by.

There was nothing she liked about

smoking, and a lot she disliked. She disliked the smell on her clothes and hair. “I want to smell like my fabric softener, not tobacco smoke.” She disliked how people looked while smoking. A turning point came when she saw herself! She remembers seeing a commercial on TV that showed someone “withered” and thought, “Is this who you want to be?” It was like getting hit by a bus – she didn’t want to look that way or portray that message of smoking. Also, her children returned the gift of being nurtured in a toxic-free womb by giving her repeated anti-smoking messages.

It was harder for Patti to quit because her spouse and friends smoked. But she made the decision to quit for her own wellness, regardless of her spouse and friends. At first, it was all about psychologically getting through the first few days. Then she had to deal with her mind.



*Patti Crowell, Case Manager with Glenn County Mental Health.*

Things like depression, anxiety and frustration pushed her towards smoking. It took at least a week for her to re-direct her thoughts and patterns of thinking. As days went on, it got easier and tobacco became a part of her past. See Patti, page 4

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## US Surgeon General and 38 Attorneys General call for R-rating, immediate action to halt “a colossal preventable tragedy”

On March 8, 2012, the Surgeon General's report concluded that movies with smoking cause teens to start smoking and that the R-rating for tobacco will save lives. On May 8, 2012, 38 state and territorial Attorneys General wrote letters to major film studios outlining four steps that studios “can and should immediately adopt” to end “a colossal preventable tragedy.” The steps are similar to ones that groups across California and the nation have been recommending for many years. First, give films with tobacco use an R-rating, except for films that portray either a historical figure who smoked or the negative effects of tobacco use.

Second, show effective anti-tobacco ads on all future DVDs and Blu-ray videos that depict smoking, regardless of the MPAA rating and also before broadcast, cable and satellite showings, on-demand viewings and internet streams and downloads. Also to commit to encourage theatre outlets to run effective ads before all feature films with smoking.

The third step is to certify in the closing credits of all

future releases that “no person or entity associated with this film received payment or anything of value, or entered into any agreement, in connection with the depiction of tobacco products.”

The fourth step is to keep all future movies free of any kind of tobacco brand display, including “packaging and promotional collateral.”

The Attorneys General cited scientific evidence that movies with smoking account for a million current US smokers aged 12-17 of whom 300,000 will die prematurely from tobacco-induced diseases.

Hollywood has the information and the recommended action plan to remedy the tragedy. They know how to protect young audiences. Their delay magnifies the words of the Attorneys General, “Each time the [film] industry releases another movie that depicts smoking, it does so with the full knowledge of the harm it will bring to children who watch it.”

Content from Ad #87, May 30, 2012, SmokeFreeMovies.ucsf.edu

Signs, from page 1

to secondhand smoke and leave cigarette debris on the ground.

Tobacco Free Glenn County Coalition members from the American Lung Association reported there were no signs at the playgrounds in Orland. Further investigation revealed there were no signs in Willows or Hamilton parks. Without signage, park goers are not aware of the law restricting smoking within 25 feet of the playgrounds.

“This has been a wonderful project and a rewarding collaboration to provide these signs to help protect young children from second-hand smoke and tobacco litter,” said Patricia Loera, Executive Director of First 5 Glenn County.

“We hope that adult smokers will see the signs and stop smoking around the playgrounds, giving our families a healthier place to play,” commented April Hine, chair of the Tobacco Free Glenn County Coalition.



Right: At Vinsonhaler playground south of the Orland pool, Patricia Loera, First 5 Executive Director shakes hands with Forrest Marston, foreman of Orland Public Works while worker Arnie Romero looks on. Arnie installed the signs at the playgrounds at Vinsonhaler, Lollipop Land and Lely Aquatic Park in early June.

Patti, from page 3

Now, she has no desire to have a cigarette. But she says you always have to be mindful – there are people who may try to trip you up so you have to stick to your guns.

Patti’s life has improved tremendously since quitting. The most positive outcome was the gift she gave herself of re-gaining control over her life. “Tobacco controls people. I was tobacco’s slave and quitting gave me freedom. I am no longer controlled by cigarettes. I choose not to be a part of their world anymore.”

As a singer, she noticed her voice getting lower – and she found it more difficult to reach the higher notes. Since quitting, her voice has improved and she no longer suffers from chronic bronchitis. As a bonus, she no longer hears the voices of her kids – the “tobacco police” – telling her she smells like smoke. They now enjoy the scent of her fabric softener!

Patti says it’s important to take care of yourself. “When you make the decision to quit, understand that you may have to make the decision more than one time. But with each decision (to continue quitting) you will be closer to freedom from tobacco.”

### Tobacco Free Glenn County Coalition Newsletter

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Tobacco Talk, Summer 2012



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

**Thursday, September 6, 1:30– 3:00**

**Orland Public Health Office, Parkside Building,  
1005 Railroad (Corner of Yolo and Railroad)**

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

**For questions, please contact Sharon Lazorko, 865-6735  
or [slazorko@glenncountyhealth.net](mailto:slazorko@glenncountyhealth.net)**



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