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## College-Aged Youth Mean Big Business for the Industry

As young adults begin heading off to college or into the workforce, big tobacco is gearing up their marketing for replacement smokers. An executive at R. J. Reynolds said, "Younger adult smokers are the only source of replacement smokers... if younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle."

Coincidentally, the smoking rate in the 18-24 year old age group is increasing while rates for other age groups are decreasing. In Connecticut, college-aged youth (18-24) have a smoking rate of 19.4%.

During the vulnerable time between ages 18 and 19 when youth are transitioning from high school and moving away from their parents to go to college, the military or out on their own, they are more open to experimenting with tobacco. The tobacco companies know that the 18-24 year olds are the perfect audience for tobacco marketing. They are old enough to legally buy the products but young enough to still be highly influenced by advertisements that promote a modern and fun lifestyle.

Tobacco companies target this population where they live and play. Bar promotions are a large part of their marketing strategies. Bar

owners receive thousands of dollars from tobacco companies to hold promotions in their establishments. Promotional items and free samples of tobacco products are given away at these events. Tobacco companies spend \$30 million a year on bar promotions.

Through these types of promotions the tobacco companies collect contact information from the attendees and build a database to follow up with direct marketing activities such as mailings and e-mails.

Companies also market tobacco products through musical and other event sponsorships and advertising in "alternative" papers aimed at 18-24 year olds.

With the passage of the Family Smoking Prevention and Tobacco Control Act in 2009, tobacco companies are no longer allowed to sponsor events using a brand name, and free samples of tobacco and brand name non-tobacco promotional items can not be given away. Although this law helps to combat tobacco use, tobacco companies still target college-aged youth.

Tobacco free policies along with prevention and cessation programs should continue to be part of the college and young adult experience. For more information and help with policies, go to [www.Tobaccofreeu.org](http://www.Tobaccofreeu.org).

### Did You Know....

that the concentration of secondhand smoke in vehicles is greater than in any other environment (including a smoker's home and smoke-filled bars) even when the vehicle's windows are open and the fan is set on high...

#### Concentrations of secondhand smoke in a closed car:

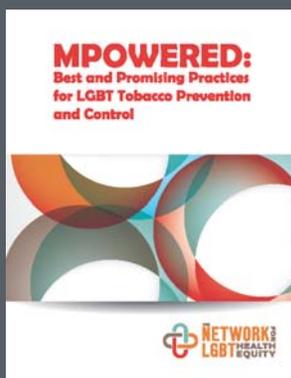
- Were 60 times greater than in a smoke-free home, and
- 27 times greater than in a smoker's home

([http://www.arb.ca.gov/toxics/ets/documents/ets\\_cars.pdf](http://www.arb.ca.gov/toxics/ets/documents/ets_cars.pdf))

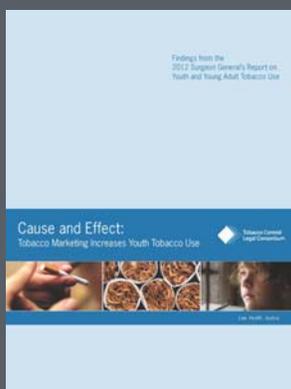
**One smoker emits 50 times more fine particulate matter into a car smoking just one cigarette than those emitted per-mile by a car's tailpipe.**



A new resource for fighting commercial tobacco use in schools and communities



A new resource for working with the LGBT population



A new publication discussing the link between tobacco marketing and youth tobacco use



## Connecticut Middle and High School Students' Tobacco Use Is Declining

According to the Youth Tobacco Component (YTC) of the 2011 Connecticut School Health Survey administered to middle and high school students in Connecticut, over the last ten years tobacco use rates have decreased significantly. In 2000, 13.1% of middle school and 32.4% of high school students reported using tobacco within the month before the survey. In 2011, 4.6% of middle school and 19.9% of high school students used some form of tobacco during the past 30 days.

Although the trend is encouraging, there is still much work to be done in youth tobacco use prevention and control. The YTC reports that more than 18% of middle school

and 23% of high school students who have never smoked are susceptible to starting cigarette smoking. High school students are still using tobacco at a higher rate than adults in Connecticut (adult rate 17.1%). Ninety percent of current adult smokers began smoking before age 18. Research shows that if youth and young adults do not begin smoking before the age of 21 than they most likely never will. Students that are currently smoking are interested in quitting with 36.8% of middle school and 48.5% of high school youth attempting to quit during the 12 months prior to the survey.

Thirty percent of Connecticut middle and high school students report regular exposure to

secondhand smoke in their home, cars and/or public places, including school. 19.1% of high school students and 17.5% of middle school students report that they live in a home where smoking is allowed at least some of the time. Students report that they are more likely to be exposed to secondhand smoke while riding in a vehicle where smoking is allowed. (21.5% of middle school and 28.2% of high school students)

### How to Continue the Decline

- Support tobacco free lifestyles as the norm.
- Limit tobacco marketing and youth exposure to tobacco in the media.
- Make products less affordable and available.
- Include youth in developing and organizing prevention and control programming and activities.

For more information about Connecticut youth tobacco use, see the [Youth Tobacco Component of the 2011 Connecticut School Health Survey](#)



Get Ready for the Great American Smokeout 2012

The American Cancer Society's Great American Smokeout (GASO) is November 15, 2012. Encourage tobacco users to use the date to make a plan to quit, or to plan in advance and quit tobacco that day. GASO Information, desktop tools and materials can be found at [www.cancer.org/Healthy/StayAwayfromTobacco/GreatAmericanSmokeout/index](http://www.cancer.org/Healthy/StayAwayfromTobacco/GreatAmericanSmokeout/index)



Help create a world with less cancer and more birthdays.

# Spotlight on....

## KidsCAN Program



Education Connection's **Kid-SCAN** Avoid Tobacco program is a novel and engaging approach to tobacco use prevention in youth ages 5-14. The program extends beyond traditional prevention programming to adopt creative, high reward strategies to effectively involve youth and their families in fun and interactive tobacco use prevention activities in both school and community settings.

Since the program's inception in early 2011, KidsCAN has reached thousands of K-8 students throughout Danbury and New Britain, two high needs public school districts and the communities they serve.

KidsCAN sponsored the *Quassy Tobacco-Free Family Fun Day*: a day where students, their families and guests enjoyed the park along with tobacco education

activities. Students and staff convinced Quassy Amusement Park to become tobacco-free. The amusement park now has large tobacco-free signage at their main entrance, combined with regular friendly public announcement reminders that the park is now tobacco-free.

KidsCAN also sponsored the Tobacco-Free Baseball Game Night at Rock Cats Stadium where 6,700 fans visited the interactive tobacco education center, placed at the stadium entrance. Fans were greeted by stadium employees wearing colorful project buttons, heard friendly announcements every seven minutes reminding them to stay healthy and tobacco-free, and watched stadium-sized positive tobacco-avoidance messages throughout the evening.

Students participating in the project's Student Action Clubs learned about tobacco use and spread the message to their peers and others in the communities. The Danbury club worked closely with a neighborhood Friendly's restaurant to use the bi-lingual Smoke-Free Home and Car Pledge as placements at their tables. Thanks to their enthusiastic effort, hundreds of Friendly's youth patrons colored their Smoke-Free home and car placemats while waiting for their kids' meals!

KidsCAN project staff was successful at creating a film documentary challenge (tobacco education) for this year's Connecticut Student Film Festival. New Britain Student Action Club won first place in the statewide competition. [\(Continued on page 6\)](#)

## Around the World



**Ohio**– banned all tobacco products on two and four year public college and university campuses. [Full article](#)

**Illinois**– passed a law banning the sale of cigarette papers, blunt wraps, and cigar wraps that contain flavors other than menthol. [full article](#)

**Arizona**– passed a law prohibiting the sale of most tobacco products over the Internet, and requires a face-to-face interaction between tobacco retailers and consumers. [full article](#)

**United States**– an U.S. District Judge ruled against the federal requirement of stronger graphic warning labels on cigarette packaging in the U.S. [Full article](#)

**Canada**– launched a new website and tool kit to help pregnant women stop smoking, called **PREGNETS**. [Full article](#)

**Lebanon**– a smoking ban has gone into effect for all enclosed public spaces to include restaurants and bars. [Full article](#)

## Quick Facts & Stats

### Youth and Tobacco Use in Connecticut

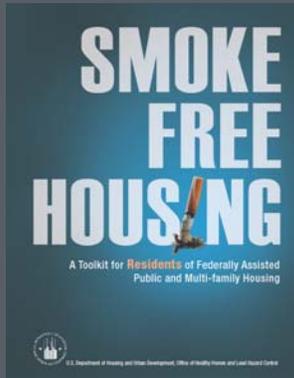
- High school males currently use some form of tobacco at a rate of 25.8% and high school females use at a rate of 13.8%.
- The prevalence of current tobacco use for high school students by race/ethnicity is 22.6% for white/non Hispanic, 11.3% for Hispanic, and 17.5% for black/non Hispanic.
- In high school, 83.5% of current cigarette smokers compared to 34.4% of nonsmokers



had at least one drink of alcohol on 1 or more of the 30 days preceding the survey.

- Among high school students, 38.9% of current cigarette smokers compared to 21.7% of nonsmokers felt so sad or hopeless almost every day for two or more weeks in a row that they stopped doing some usual activities.

(2011 CT School Health Survey)



A new resource for residents living in Multi-Unit Housing

### Why Are Tobacco-Free Outdoor Areas Important?



The NY Tobacco-Free Outdoor Areas Toolkit



Advertisement in Chile



## Smoke-free Entryways Protect Public Health

around the entryways, windows and vents of a building often drifts into the building or is pulled in by ventilation systems.

Smoking outside was once thought to be safe. Although the smoke dissipates more quickly outdoors, researchers have proven that the toxins stay in the air long enough to be breathed into the lungs creating an unsafe environment.

These researchers have agreed that banning smoking from doorways, windows and vents is adequate protection from the hazardous particles in SHS. The recommended distance is 20 to 50 feet away from any opening to a building.

Any building owner may adopt a smoke free policy. Signage should be posted alerting the

public to the policy.

Most people do not smoke and want to live in a smoke free environment. Smoke free entries are good for business. By establishing smoke free entryways, people will no longer loiter in front of the door and customers and employees can be greeted in a professional, inviting and healthy manner upon entering the business. The ban is usually self-enforcing.

Other benefits to smoke free entryways is that it encourages smokers to quit and makes it easier for those trying to quit to be successful.

For more information on smoke free entryways go to [www.center4tobaccopolicy.org](http://www.center4tobaccopolicy.org)

It has been 10 years since the Environmental Protection Agency classified secondhand smoke (SHS) as a Class A carcinogen, the same class as asbestos and radon. In Connecticut, SHS is responsible for 400 deaths a year.

With Connecticut's clean indoor air laws protecting employees and the public in many workplaces, smokers now congregate outside the doorways and windows of buildings. This creates unhealthy smoke-filled areas that everyone coming and going must pass through.

People inside the building are also at risk of exposure. Smoke

## Childcare Settings and Tobacco Smoke

Exposure to secondhand and thirdhand smoke is especially dangerous to children because their bodies are still developing.

Tobacco smoke lingers in the air hours after cigarettes have been extinguished and ventilation systems do not work to eliminate the harmful effects. Therefore, smoking only when children are not present or using designated smoking areas or

separately ventilated smoking rooms cannot protect children from exposure to secondhand or thirdhand smoke.

Additionally, studies have shown that months after a cigarette was smoked, thirdhand smoke particles remain on countertops, floors, upholstery, carpets, clothing and other surfaces and fabrics.



Thirdhand smoke is particularly dangerous to infants and children because they crawl, play on, breathe near, touch, and mouth contaminated surfaces, such as floors and fabrics.

[\(continued on page 5\)](#)

## New Services at Connecticut Quitline

With new funding from the Federal Affordable Care Act, the Department is expanding services at the Connecticut Quitline. These services include:

**Text2Quit** – Quitline participants can opt to receive text messages to their mobile phones. The messages are designed to motivate during the quitting process, remind the participant about counseling calls, and instruct them on how to use nicotine replacement therapy.

**Web-only Quit Coach** – quit on their own using the web only program in English or Spanish. This self directed online cessation program, available in English and Spanish will assist in creating

individualized quit plans, worksheets, information and games. Telephone counseling is not part of this program

**Spanish Web Coach** - this is the counterpart to the English web coach. The web coach assists participants in the telephone counseling program with worksheets, games and helpful hints through a designated website. This service compliments the telephone counseling program and is now available in Spanish.

For more information about the services at the CT Quitline click [here](#). To download the fax referral form click [here](#).



**CONNECTICUT  
QUITLINE**  
I-800-QUIT-NOW

## Childcare Settings and Tobacco Smoke continued...

Childcare providers who go outside to smoke may return with thirdhand smoke on their clothing, exposing infants and children who come into contact with them.

When choosing a childcare provider:

- Ask about the childcare provider's tobacco use policy.
- If smoking is allowed, ask what precautions are taken to keep the children safe.

## Tobacco Free College Campus

Almost 17% of the college and university campuses in the United States are tobacco free. The new **Tobacco Free College Campus Initiative** was announced in September 2012 on the University of Michigan's Campus. The University of Michigan has taken the leadership role in this new initiative to promote the health and well-being of their entire campus community as well as others across the Nation. Join the movement! For more information and resources to make your campus tobacco free go to [Tobacco Free College Campus Initiative](http://sph.umich.edu/tfcc/index.html). (<http://sph.umich.edu/tfcc/index.html>)



www.guardian.co.uk

**New Cigarette Packaging in effect in Australia**



**Unique ashtrays outside a store in Australia**

The only sure way to protect your child from the effects of tobacco smoke in a childcare setting is to choose a childcare center or provider that is tobacco free inside and outside the facility. [For more](#)



**Happy Fall from the DPH Tobacco Team!**



## Tobacco Timeline Quiz

- Which town in Connecticut was the first to grow and harvest tobacco?
  - Enfield
  - Windsor
  - Suffield
  - South Windsor
- What year was the first public smoking ban enacted in Connecticut?
  - 1647
  - 1914
  - 1940
  - 2001
- What year did the Attorney Generals and the Tobacco Companies come to the landmark "Master Settlement Agreement"?
  - 1996
  - 1997
  - 1998
  - 1999

Answers: 1.b, 2.a, 3.b



**Tobacco Times** is a publication of the Connecticut Department of Public Health

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## What's Popular with Today's Kids in the U.S.

**LITTLE CIGARS**, cigarillos and blunts. These tobacco products are often similar to cigarettes in shape and size but are not regulated by the FDA at this time because they are marketed as cigars.

They are sold in smaller units and can often be purchased singularly at a price of under \$1 in colorful and alluring packaging. They are manufactured in sweet flavors such as chocolate, mocha, mango, and strawberry.

Between 2009 to 2011 cigar smoking by African American teens increased from 7.1% to 11.7%. Among all high school boys, the percent is 15.7 which has not changed in recent

years. (NYTS 2011)



17 year olds. [For more](#)

**HOOKAH** or water pipe has become popular in the last few years in the U.S. especially with college aged young adults. Hookah bars often are found near college campuses.

Hookah smokers often believe that it is safe or safer than other tobacco products because the toxins are filtered by the water. This is untrue. The toxins are not filtered and

“Black and Mild” by Philip Morris is the most popular among 12–

hookah smoking has the same hazards as any other tobacco product.

During a typical 1-hour-long hookah smoking session the user inhales 100–200 times the amount of smoke inhaled from a single cigarette. The charcoal used to heat the tobacco in the hookah increases the health risks by producing high levels of carbon monoxide, metals, and cancer-causing chemicals. (CDC)



hookahculture.com

Studies show that use is most popular among first-year college students and males. [For more information](#)

### Spotlight on Education Connection continued...

This fall is the project's billboard competition. Students have been challenged with designing a tobacco-prevention message. The winning entry will be prominently displayed on highway billboards in November, in support of the Great American SmokeOut.

Whether it is creative tobac-

co education theatrical plays, innovative art classes at the New Britain Museum of American Art, simulated smokers lungs at city libraries or parent engagement workshops, KidsCAN continues to benefit its more than 39,000 students, parents, teachers and communities. At an estimated cost of \$8.27 worth of education per student, KidsCAN costs less than a pack of cigarettes!



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