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Welcome to Tobacco Times, a new publication of the Connecticut Department of Public Health!

We hope to produce this newsletter on a seasonal basis and hope that you find it useful.

Tobacco Times will be sent to our tobacco control partners, contractors, and friends.

Please let us know if you have ideas for additional material or if you would like to be added to our listserv.

Our contact information appears on the last page of this issue.

## Why Tobacco Free Parks and Outdoor Spaces?

Reports by the U.S. Surgeon General have confirmed there is no safe level of exposure to tobacco smoke: any exposure can cause illness or disease.

Studies have shown that smoking outdoors still produces exposure. If you are within a few feet of a person smoking outdoors, you are exposed to air pollution significantly higher than normal background pollution.

When smoking and other tobacco use is allowed in places frequented by children or in family-friendly spaces, children see tobacco use as normal and acceptable behavior, and are more likely to try tobacco.

There are over 176,000,000 pounds of cigarette butts discarded in the U.S. each year. Cigarettes account for 40% of all litter, and Connecticut sells over 2.5 billion each year. Cigarettes are poisonous when eaten by children and animals, leading to injury and death. Cleanup of tobacco litter from sidewalks, streets and recreational areas is costly to taxpayers. Adding more trash cans to city and state parks attracts wildlife and requires more

maintenance.

### GOING TOBACCO FREE

Owners of any space, including municipalities, can legally make their property tobacco free inside and outside. Tobacco free policies do not require someone to quit, only that they cannot smoke or use tobacco in the tobacco free areas. Surveys show most people want to live and play in a tobacco free environment.

Make the policy known to all visitors by posting signs stating the area is tobacco free. Signage also empowers people to ask someone who is smoking to put it out.

Examples of areas that can be tobacco free are recreational areas (playgrounds, beaches, parks, pools, sports fields), public events (fairs, parades, concerts), service areas (bus stops, train platforms, ATM and ticket lines), entryways, and outdoor dining areas.

For more information, see [Tobacco Free Outdoors](http://www.ct.gov/tobacco/outdoors) ([www.ct.gov/tobacco/outdoors](http://www.ct.gov/tobacco/outdoors)) and [Creating Healthy Communities](#).

## Secondhand Smoke and the Neighbors

Tobacco smoke coming into a home from another person's unit is a very common complaint in multi-unit housing. Although smoke free policies are quickly becoming the standard for multi-unit housing, not all landlords believe they are legal.

Smoke free policies in multi-unit housing are legal in Connecticut. Smoke free policies do not ban a smoker from renting or make the smoker quit; they only state that the smoker cannot smoke while on the property or that they can smoke only in designated areas.

There is no known ventilation or air cleaning system that can eliminate all of the toxins from smoke. Smoke-free policies are the only solution to the problem of secondhand smoke.

Tenants have rights protecting them from secondhand smoke, and landlords should take actions to prevent smoke from causing harm to tenants and affecting their enjoyment of the property. Landlords that do not take action may be liable to legal action.

Parents are urged to be advocates for their children in regard to secondhand smoke exposure in their homes, and inquire about the smoking policies of any building they are considering living in. [For tool kits and information on smoke free housing](#)



## Connecticut's Media and Social Marketing Campaigns

Have you seen us on TV, radio, billboards, Facebook or Twitter?

Over the last two years the DPH Tobacco Program has been creating, purchasing and airing ads countering the effects of tobacco industry marketing and informing residents about the hazards of tobacco use and tobacco smoke. These projects were made possible with funding from the Centers for Disease Control and Prevention and the Connecticut Tobacco and Health Trust Fund.



Our youth prevention

campaign, "Tobacco, It's a Waste" is in its second year. During the first year, a youth website and Facebook page were created, with games, blogs, and information. An ad

contest was held asking Connecticut youth and young adults 13-24 years old to create a TV ad that let their peers know why tobacco is a waste. Ads were submitted through YouTube and uploaded to the campaign website. A public vote was held and four ads won, three in English and one in Spanish. The winning ads aired on TV over the last year. You can still view these ads on the campaign website, [itsawaste.org](#). In addition, the program just ended the 2012 contest submission period and the new ads are also on the site.

The program's cessation media campaign, CTQuits, began in January 2012. In addition to TV and radio ads and

digital billboards along I-91, an innova-



tive component is the Connecticut 'Biggest Quitter' Challenge. Four TV stations engaged and asked for their employees or audience members who use tobacco to tell their stories to the public. Volunteers were paired with a tobacco cessation specialist provided by DPH and interviewed by the stations. The quitters were followed both on TV and through their stations' blog as well as on the CTQuits Facebook page.

Check out the page at [www.facebook/ctquits](#) and read about our quitters and their triumphs and challenges. Most volunteers have quit or have drastically reduced their smoking.



In 2011, the program began a secondhand smoke campaign that included radio, TV, billboard and bus shelter ads in both (continued on pg. 4)

## 2012 Historic Baseball Season

In an effort to improve their health and be more positive role models for their fans, new regulations ban Major League Baseball players, managers and coaches from carrying a tobacco tin or package in their uniforms or on their bodies at games, or any time that fans are in the ballpark. They will be prohibited from using smokeless tobacco during televised interviews, at autograph signings and other events where they meet fans, or at team-sponsored appearances.





# Spotlight on...CommuniCare

Since October 2009, CommuniCare, Inc. (CCI) has been implementing tobacco use cessation services in several behavioral health settings in Connecticut with funding from DPH. CCI contracted with nine health agencies to integrate tobacco cessation as a core component of their behavioral health services. The goal of the program is to provide tobacco treatment services to a population that has historically been underserved.

The program's philosophy is based on research showing that rates of tobacco use among those with mental illness and addiction are far greater than the general population's. This increased rate of tobacco use relates to a shorter life expectancy among people with mental

illness and addiction. Providing tobacco cessation services catered to their needs will work to improve their health and wellness.

CCI partnered with Dr. Douglas Ziedonis of the University of Massachusetts, an expert in the field who has developed a model proven effective to address tobacco use in mental health organizations. This model, Addressing Tobacco Through Organizational Change (ATTOC), pushes for agencies to not only provide intensive tobacco treatment services, but also to explore their agency/community culture on tobacco use and establish and work toward goals to overcome barriers. The result is to have the agency move to a culture that better supports an end to tobacco use.



Organizational change is needed due to barriers in mental health agencies related to the past culture where it has always been considered "normal" to smoke. Training alone is not enough to get cessation embedded into treatment. CCI is helping all involved agencies with organizational policies, chart review, strategic planning, and other steps necessary to implement change.

Participants have access to two levels of tobacco cessation curriculum: Those ready and motivated to quit are provided with the necessary tools to quit smoking, and those not yet ready to quit follow a curriculum that focuses on the (continued on pg. 4)

**Rhode Island-** A new bill approved by the Senate allows police to issue a warning to drivers caught smoking in their cars with children young enough to be required by law to ride in car seats. [Full article](#)

**New York-** State Park officials declare areas in outdoor parks and historic sites where people congregate to be smoke-free zones. The smoke-free zones will include recreational areas such as beaches and picnic shelters. [Full article](#)

**U.S. Air Force -** policies have now designated hospitals and clinics as tobacco-free environments. Use of all forms of tobacco has been restricted to designated areas which must be at least 50 feet from building entrances and exits, sidewalks, and parking lots. [Full article](#)

**Ireland-** Irish Health Minister James Riley announced his plan to ban outdoor smoking in parks and beaches, and in cars with children present. [Full article](#)

**Spain-** Since Spain's January 2011 implementation of smoke-free indoor public spaces, 600,000 people have quit smoking, and hospital admissions for heart attacks and asthma attacks in children have dropped. [Full article](#)

## Quick Facts & Stats

### Smoking and Pregnancy in Connecticut

- \* During 2005-2009, a decrease from 6.2% to 5% occurred in the percentage of women who reported smoking during pregnancy
- \* During 2005-2009, a decrease occurred in the percentage of white (from 6.8% to 5.8%), black (from 6.6% to 5.4%), and Hispanic (from 5.7% to 4%) women who reported smoking during pregnancy
- \* In 2010-14.6% of women of childbearing age (18-44 years) smoked cigarettes

- \* Neonatal expenditures that were attributed to smoking exceed \$3 million each year
- \* During 2009, 13.7% of babies born to mothers who smoke were low birth weight compared to 7.7% of babies born to nonsmokers



\* Babies born to mothers with HUSKY Program coverage who smoked were more likely to be born preterm or low birth weight than babies born to nonsmokers

(Data from CT DPH Pregnancy and Smoking Fact Sheet available at [ct.gov/dph/tobacco](http://ct.gov/dph/tobacco): Reports and Data)

## Tips From Former Smokers

A new national media campaign from CDC called "Tips From Former Smokers" features real people talking about the significant health effects they have suffered from smoking.

Studies indicate the most effective cessation advertisements are hard-hitting, graphic, emotionally impactful. They depict the health risks and emotional impact of long-term tobacco use, encourage smokers to quit, and provide information on how to quit.

The people featured in the ads discuss how their lives have been significantly impacted by smoking related illness such as cancer, heart attack, stroke, asthma and Buerger's disease. Each ad also contains an encouraging message to smokers that they can quit and that free resources are available by calling 1-800-QUIT-NOW or accessing [www.smokefree.gov](http://www.smokefree.gov)

The campaign includes television, radio, billboard, magazine, newspaper, theater, and online placements such as Facebook, Twitter, and YouTube.

For more information about the campaign, including profiles of the former smokers, other campaign resources, and links to the ads, visit [www.cdc.gov/quitting/tips](http://www.cdc.gov/quitting/tips).



Scientific studies have revealed that the current warnings on tobacco products are ineffective in alerting consumers to the health effects of tobacco use. A 2007 Institute of Medicine report concluded that "the available scientific evidence indicates that larger graphic health warnings would promote greater public knowledge of the health risks of using tobacco and would help reduce consumption."

Studies in countries where graphic health warnings are used on tobacco products show their positive impact on effectively conveying the

### Connecticut's Media and Social Marketing Campaigns continued...

English and Spanish. The campaign discussed the hazards of secondhand smoke in multi-unit housing including the health dangers, especially to children.

Although the TV and radio ads are no longer airing, billboards and bus shelters are still seen throughout the state.

These campaigns include grassroots events and activities. Check out the websites

## FDA's New Graphic Warnings

health risks of smoking, and on increased cessation and decreased initiation.

As a result and as part of the Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act) passed in 2009, tobacco manufacturers must add color graphics, depicting the negative health consequences of smoking along with nine textual warnings on all cigarette and smokeless tobacco packages sold in the United States. The graphic and warning must cover the top 50 percent of both the front and back of the package. The graphic and warning must cover the top 20 percent of all tobacco advertisements as well.

FDA estimates that this new

regulation will reduce the number of smokers by 213,000 in 2013.

Implementation of the new warning labels is scheduled for September 2012. However, current litigation with tobacco manufactures regarding the new regulation is ongoing and the implementation date is now uncertain.

For more information and updates go to <http://www.fda.gov/TobaccoProducts/>

### Sound Bite

"One in two smokers will be killed by smoking"  
-World Health Organization

or the back of this newsletter to see upcoming events and come out and join us!

### Spotlight on CommuniCare continued...

effects of tobacco use, hoping to create the needed motivation to quit. These curricula are provided in both group and individual formats, and participants are offered access to tobacco treatment medications and nicotine replacement therapies (NRTs) at no cost to the participant as medically appropriate. In addition, through the

CCI initiative, five local mental health authorities (LMHAs) have developed tobacco-free policies for their clinical and administrative campuses. Two more agencies plan to do the same within the next six months.

Through this program, 1,300 adults living with mental illness have already received tobacco use cessation services and nonprofit LMHAs in the state have changed their culture to better support their clients and address tobacco use.



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

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## Tobacco Use in Media

Today's youth and young adults use all forms of media to communicate and gather information. The Tobacco Industry recognizes this trend and uses it to their advantage.

Although the 1998 Master Settlement Agreement (MSA) bans tobacco advertising on television and billboards, smoking and other tobacco use is still prevalent in movies and TV shows. In addition, tobacco companies use magazines, the Internet, direct mail and digital media to market their products.

In 2010 nearly a third of the top-rated youth movies (G, PG or PG-13) portrayed tobacco use. When an actor lights

up, it gives the message that smoking is both okay and desirable.

Tobacco company websites promote their products by using features such as videos, music downloads, games, coupons and contests that are appealing to youth. In addition, young people use social networking channels including Facebook, Twitter, and YouTube to discuss these enticing websites with their peers.

Tobacco advertising is also in many popular magazines targeted to adults but read by a large number of young people. These ads usually glamorize tobacco use.

Studies reveal even brief exposure to tobacco advertising influences teen attitudes and perceptions about



Picture from filmjunk.com



smoking as well as their intentions to smoke. The most heavily marketed cigarette brands are those most used by youth.

### WHAT CAN WE DO?

To reduce youth exposure in movies, tobacco control advocates have been applying pressure to expand the 'R' rating to include movies with tobacco use.

Anti-tobacco mass media campaigns that include use of social media have proven very effective. Studies show that youth respond best to ads that invoke a strong negative feeling about the harms to health and the industries marketing strategies to target them. Even ads designed for adults help reduce youth use. [For more information](#)

## 2012 U.S. Surgeon General's Report

A new report from the U.S. Surgeon General "Preventing Tobacco Use Among Youth and Young Adults" highlights the epidemic of

tobacco use among people 12 through 25 years old.

Every day, more than 1,200 Americans die from smoking. Each of these people are replaced by two new smokers under the age of 26.

Advertising and promotional activities by tobacco companies targeted to the 12-25 age group has been shown to cause the onset and continuation of smoking. One out of four U.S. high school seniors and one out of three young adults are smokers.

### WHAT WE CAN DO

- Create policies to support tobacco free lifestyles as the norm.
- Limit tobacco marketing and youth exposure to tobacco in the media.
- Make products less affordable and available.

To submit articles, announcements and events contact

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