



Tobacco-Free Times

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Stetson's SGA Tied Vote on Tobacco Free Campus: A Defeat or Small Victory?

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During March of this year, a "Tobacco Free Campus" proposal went in front of the Stetson University Student Government Association. After much debate, the final vote ended in a tie, and the policy went down to a narrow defeat. Still, supporters take pride, knowing that this was the closest vote toward a stricter policy since 2005.

According to its current Tobacco Use policy, no one at Stetson University can use tobacco products within 50 feet (25 feet until 2005) of building entrances or air vents. This policy has proved difficult to enforce, partly because 50 feet is hard to estimate and also because of resource limitations. Some members of the campus constituency love this policy and others hate it. Most fall somewhere in between. In a 2010 campus-wide CORE--alcohol & other drug survey-- 69 percent of Stetson students reported that going to a Tobacco Free Campus would be an "OK" or "BETTER" idea for Stetson.

Since 2005, Student Government at Stetson has tried to change the Tobacco Use policy numerous times, sometimes into a more strict policy and sometimes into a less strict policy. All attempts to change the policy have failed.

Those of us on the Tobacco Free Task Force and Wellness Values Council at Stetson see the vote in March as a win. The conversation that was sparked by the vote revealed to us problems with the SGA bill itself, rather than problems with the potential policy. The group feels that with both student and staff continued hard work, we can put forward a bill next Fall that we are 100% behind. Such a bill will include information about why, how and when Stetson's campus will be Tobacco Free.

Meanwhile, the Tobacco Task Force has continued to move forward, bringing a "Tobacco Free Stetson Proposal" in front of various staff and faculty constituencies. Currently, there are 204 community members on our "Clean Air" Facebook group, which is designed to be a discussion forum and resource for people on Stetson's campus who are interested in strengthening the University's current tobacco policy.

So join us on Facebook and follow our forward momentum toward a Tobacco Free Stetson Campus. Tobacco Free is coming to a campus near you this Fall!

SWAT Helps Strike Out Tobacco

On Saturday evening May 28th, Students Working Against Tobacco from Volusia and Flagler, greeted Cubs baseball fans at Jackie Robinson Ballpark in Daytona Beach with their message “STRIKE OUT TOBACCO”. This is the fourth consecutive Strike Out Tobacco Night at the baseball park.

SWAT students gave Cubs fans towels, wristbands and information about tobacco prevention and cessation. They used their SWAT “Crime Scene Kit” to draw attention to their table and to educate the public about the deadly effects of

tobacco use. The crime scene kit including caution tape and an outline of a dead body on a black sheet, proved an effective way to get attention prior to SWAT presentations. SWAT also set up a mock cemetery with poster headstones that read, “Ima Goner who died of lung cancer” and “Spittin Phlegm who died of emphysema”.

SWAT Facilitators Valencia Robinson and Cheryl Perry, Tobacco Prevention Manager Rakinya Hinson, TFP Community Liaisons Tim O’Hearn and Sharon Luebbers were also in attendance.



STRIKE OUT TOBACCO NIGHT—Crime Scene Kit & “Cemetery” at Jackie Robinson Field, Daytona on May 28th

SWAT Regional Leadership Conference

“Advocacy” was the theme of the Region 2 SWAT Leadership Meeting held on Saturday May 21st in Gainesville. Four area SWAT members attended the conference: Devon Robinson and Reanna Riley from Volusia County and Sakiya Hinson and Lindsay Brendel from Flagler County. Rakinya Hinson, Tobacco Prevention Manager, was also in attendance.

La Tanisha Wright, a former tobacco insider, now anti-tobacco activist with the National African American Tobacco Prevention Network, gave the keynote address: “Follow the Signs: Big Tobacco’s Retail Contracts”. Ms. Wright described in detail the sales tactics of the Big three tobacco companies

using product, presence, promotion and price to disproportionately target minorities and low SES communities with buy one and get one free switch selling programs that retailers must comply with or risk losing their contract and discounts on products. She reports that tobacco companies are spending four times as much money marketing to Focus (low socio-economic) communities.

There are more tobacco signs in Focus community stores inside and out low down for children to see and at the curb, counter and ceiling. She gave a few examples of the continued deception and blatant attempts at getting around laws on the part of tobacco companies including: increasing the nicotine content of

menthol cigarettes, Phillip Morris’s purchase of NRT companies and use of “mock” cigarette boxes in the top of banned self service cigarette machines. She said they continue to target to under 30’s and recommends fighting the tobacco companies at the point of sale. “Be out there at retail,” said Ms. Wright.

The afternoon continued with a session on how to engage youth advocates led by Volunteer USA. The SWAT Youth Advocacy Board facilitated the Advocacy Workshop called the “Story of Self”. SWAT members were encouraged to develop their own stories about what motivates them to be involved in SWAT and what might also inspire others to similar action.

What SWAT Means to Me

“SWAT means the world to me! Since this program is directed towards youth such as me, we have had many interactive activities that help strengthen our minds about the fight that the tobacco companies have put up and how we can prevent it. Now, because of SWAT, I have

learned more about the dangers of tobacco and how the companies can entice young people to try their products. SWAT has taught me that even though it may be difficult, you should speak out about what you feel is right. This organization is destined for

greatness and I believe that because of SWAT, ‘BIG’ tobacco will finally slow down and come to a standstill.”

—Devon Robinson
New Smyrna Beach
Middle School, 7th grade



“This constructed photo illustration was extremely accurate because tobacco companies are advertising flavored tobacco products like they are as harmless as lollipops, disregarding the dangerous lifetime addiction and severe health risks that come with tobacco use.”

Killer Candy Photo Contest Finalists

BCU Student Sounds Off on Candy Flavored Tobacco

In my opinion, tobacco companies have reached a new low. I was disgusted to learn that they are now attempting to lure children into an early nicotine addiction by manufacturing candy flavored tobacco. Developing an addiction to nicotine during childhood pretty much guarantees addiction throughout their adult life. If it is illegal for a child to purchase nicotine/tobacco products, then coaxing them to do it should be illegal as well.

The Family Smoking Prevention and Tobacco Control Act prohibits the sale of cigarettes containing any flavor other than menthol. However, flavored cigarettes are the only tobacco products that must adhere to this law. The products that are not restricted include smokeless tobacco, snus, and cigars. This loophole in the law provides tobacco companies with the ability to manufacture other flavored tobacco products. The youth, in turn, choose these flavored products over cigarettes because they “taste better” and are perceived to be “safer”. However, this description could not be more incorrect. Flavored tobacco

products are equally addictive and deadly!

I think the Killer Candy Photo Contest sponsored this spring by Tobacco Free Florida, really illustrates just how low the tobacco companies will go to find their way around the law. Jon L. one of six contest finalists in the Killer Candy Photo Contest, submitted a photograph of a glass candy bowl filled with lollipops and candy flavored tobacco products in their bright colored wrappers. This constructed photo illustration was extremely accurate because tobacco companies are advertising flavored tobacco products like they are as harmless as lollipops, disregarding the dangerous lifetime addiction and severe health risks that come with tobacco use.

The six finalist photos and winner of the Killer Candy Photo Contest was posted May 31st, World No Tobacco Day, on the TFF facebook site at www.facebook.com/tobaccofreeflorida.

*By Mariel Hicks
Student, Bethune-Cookman University*

Mariel is a junior at BCU and a mass communications major with a focus in public relations. Her goal is to work in the public relations department of a children’s hospital. Mariel wants to inform and educate parents about the health risks so that she can have a hand in saving lives.

WELCOME to The Tobacco Free Partnership, Mariel!



What's all the Hoopla About Hookah?

By Sharon Luebbers, Partnership Community Liaison

Just what is the appeal of hookah's growing popularity around the country and right here in Volusia? In a typical hookah or shisha bar or den, patrons share "shisha" (flavored tobacco) from a communal hookah or narghile that is placed on each table. The hookah itself is a single or multi-stemmed, most often glass, water pipe used for smoking in which the smoke is cooled by the water.

Some hookah establishments are entirely devoted to hookah from the start, while others are first cafes or other businesses which later add hookah smoking to their offerings. In Volusia there are a handful of the former type of hookah bars, and many more establishments have added elements of hookah to their existing businesses. Over the past decade, hookah lounges of all kinds have sprung up in Europe and North America and are especially popular in college towns and urban areas. Last year, the Centers for Disease Control and Prevention specifically mandated part of its nation-wide tobacco prevention grants be used to combat hookah and its growing popularity especially among college aged individuals.

Some hookah users naively believe that because the tobacco or other herbal mixes are heated, and then cooled by the water pipe, it is somehow magically purified and made "safer" for smokers. Hookahs typically use tobacco

which contains nicotine which is highly addictive in any form (even heated instead of burned and then water cooled.) Hookah smoke also has toxins some of which are more potent than that found in cigarette smoke. A hookah smoker inhales 8 times more carbon monoxide and 36 times more tar in a typical session than someone who smokes one cigarette. Studies show that a person inhales about 10 times more smoke from a puff on a hookah pipe than from a puff on a cigarette. Even with disposable mouthpieces, sharing a hookah can pass infections including colds, flu and even herpes.

And then there are the sweet smelling aromas of the flavored tobacco used in hookahs—making it smell sweet doesn't make it safe! So next time the long tentacles of a hookah reach out to pull you or your friend in, think twice and don't believe the hokum of hookah pushers!



Facts About Hookah

- The **charcoal** used to heat tobacco in the hookah **increases the health risks** by producing high levels of carbon monoxide, metals, and cancer-causing chemicals.
- Hookah tobacco and smoke contain numerous **toxic substances known to cause lung, bladder, and oral cancers.**
- A typical 1-hour-long hookah smoking session involves inhaling **100–200 times the volume of smoke** inhaled from a single cigarette.

KUDOS to Partnership Champions and Advisors Jo Lynn Deal and Geri Westfall



Kudos go out to longtime TF Partner, Jo Lynn Deal of the Community Partnership for Children, for championing our Multi-Unit Housing objective and putting us in touch with Geri Westfall, owner of RENT ME HOMES in Ormond Beach. Not only does RENT ME HOMES have a smoke-free policy for all its leased properties, Geri also advised the

Partnership on how to approach multi-unit property managers and owners about going Tobacco-Free. “In our industry, Smoke Free is a no brainer,” Geri said. “You’ve got to appeal to them (managers/corporations) on the economic rather than the health issues. Bottom line, it costs less to operate smoke-free properties. There is less

need to replace carpet and repaint.” Geri also suggested local multi-unit property owners to approach to go Tobacco Free. Do you or someone you love live in a condominium or apartment complex that could benefit from going Tobacco-Free?

Upcoming Meetings/Events

- **Tobacco-Free Partnership of Volusia County Bi-Monthly Meeting**
Monday, June 13th, 10 a.m. - 11:30 a.m.
VCHD Holsonback Dr., Daytona Main Conference Rm 516B
- **Student Tobacco Reform Initiative: Knowledge for Eternity (STRIKE) Intercollegiate Task Force Meeting** TBA
- **FREE Tobacco Cessation Program** REGISTER NOW! 1-877-Quit-It-Now
Daytona State College, Daytona Campus
Bldg. 130 (Lenholt Student Center), Room 154
6 weekly sessions starting June 7th, 2011 Noon-1:00 p.m. (Tuesdays)

Tobacco Free Partnership of Volusia County

The mission of the Volusia County Tobacco-Free Partnership is to develop and implement innovative prevention and education activities that empower Volusia County residents to promote healthy lifestyles through:

- Creating positive attitudes toward tobacco-free lives
- Reducing the initiation of tobacco use
- Promoting and supporting smoke free communities
- Assisting tobacco users in quitting

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Executive Committee:

Gina Manning, Chairperson
Celene Cone, Vice Chairperson
Joyce Case, Secretary

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