

Tobacco-Free Times

The Voice of the
Tobacco-Free
Partnership of
Volusia County

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Cigarette ruling appealed by Obama administration

A recent decision to block a federal rule requiring tobacco companies to display graphic images on cigarette cartons proved to be a major setback for the Food and Drug Administration (FDA).

The recent battle between the FDA and tobacco companies began Nov. 7 when U.S. District Judge Richard Leon, unlike previous judges, ruled in favor of the corporate giants. Consequently, the FDA was confronted with the new challenge of lifting the temporary injunction to prevent a delay of its September 2012 launch of new warnings on cigarette cartons.

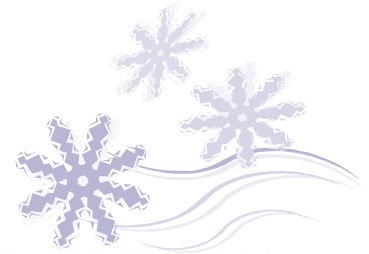
Last November, the FDA announced its intentions to raise the stakes on package labeling for cigarettes. FDA officials developed nine warnings and graphic images depicting the dangers of smoking.

Although the dangers of cigarette smoking are universally known, the traditional text warnings are said to be ineffective in this era; therefore, the FDA's revisions are needed.

The tobacco companies are not taking it quietly. They have cried foul, suggesting that the latest effort is over-reaching. They have accused the FDA of "engaging in anti-smoking advocacy" on behalf of the government. Their main argument is that the new graphic warnings are unconstitutional and violate the First Amendment.

The Obama administration appealed the judge's ruling and injunction Nov. 29.

Tobacco is the leading cause of preventable death in the United States, accounting for one of five deaths every year, according to the Centers for Disease Control and Prevention. About 21 percent of American adults smoke cigarettes, a number little changed since 2004. The new warnings may decrease the numbers and, more importantly, save lives.





New team members of the Tobacco Prevention Program



Ethan Johnson (Community Liaison) – Ethan has been with our team since October, dividing his duties between the PACE EH project in Environmental Health and Tobacco Control. He earned his baccalaureate in health services administration from the University of Central Florida and inspires to further his education in the field of public health. When he is not in the office working diligently on meeting policy and program goals, he is out in the community building partnerships with businesses, churches, schools (K-12, colleges and universities) and other organizations. He has been a valuable asset to our team.

Trebor Negrón (Health Educator) – Trebor joins our team after working as a university faculty member teaching courses in public administration, health services administration and sociology. He is responsible for education and prevention activities, facilitating the youth citation class and assisting with specific policy areas of the Tobacco Free Partnership. He envisions using his unique combination of education, skills and experience to implement effective strategies for our policy initiatives. His goal is to reduce the number of new smokers in Florida by targeting youth to reduce health risks among adults and save lives.



WELCOME to the Tobacco Free Partnership!



Florida ranks 13th in protecting kids from tobacco

A recent study revealed states' rankings as they apply to tobacco prevention and cessation funding. The annual report, titled "A Broken Promise to Our Children: The 1998 State Tobacco Settlement 13 Years Later," was issued by the Campaign for Tobacco-Free Kids, American Heart Association, American Cancer Society Cancer Action Network, American Lung Association, the Robert Wood Johnson Foundation and Americans for Nonsmokers' Rights. Their determination was based on four factors: 1) annual tobacco settlement revenue, 2) amount of funds dedicated to tobacco prevention, 3) adult and youth smoking rates, and 4) level of commitment to tobacco prevention programs.

The U.S. Centers for Disease Control and Prevention (CDC) recommends that an annual investment be made toward tobacco prevention each fiscal year. Only two states - Alaska and North Dakota have met or exceeded the CDC recommendation. Delaware, Hawaii, Maine and Wyoming are spending 50 percent or more of the CDC recommendation on tobacco prevention programs. Florida falls in the next category of states, which spend 25 to 49 percent of CDC recommendation on tobacco prevention programs.

According to the report, states have slashed funding for programs to reduce tobacco use by 12 percent in the past year and by 36 percent over the past four years, threatening the nation's progress against

tobacco. Florida is no exception. For example, the CDC recommends a spending amount of \$210.9 million for Florida. The State of Florida will spend \$62.3 million next year, which is 29.5 percent of the CDC recommendation. Despite the odds, however, Florida decreased smoking among adults by 21 percent between 2005 and 2010. Florida also reduced the rate of smoking among high school students by 24 percent between 2005 and 2011. Currently, Florida adult smoking rates are at 17.1 percent and high school rates are at 11.9 percent (both below the national average - 19.3 percent for adults and 19.5 percent for high school students).

Though there is obvious progress in the state, 21,300 Florida kids still become regular smokers each year. Tobacco annually claims almost 30,000 lives and costs the state more than \$6 billion in health care bills. The report warns that the nation's progress in reducing smoking is at risk unless states increase funding for programs to prevent kids from smoking and help smokers quit.

The findings were released Nov. 30. To see a full report and state-specific information, please visit [Campaign for Tobacco-Free Kids](#).

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State prisons ban smoking

On Oct. 1, state prisons became tobacco free! According to the Florida Department of Corrections, the ban is being implemented for two reasons: 1) the amount of money the state spends on hospital bills for inmates for tobacco-related illnesses (\$9 million), and 2) cigarette lighters can be used as weapons.

Prisoners were given plenty of advance notice of this new regulation. As far back as March, state prisons informed inmates that smoking would be banned in six months. Inmates had the options of ordering nicotine patches and/or attending cessation classes.

Furthermore, prisons began decreasing the amount of cigarettes they sell and continued to do so until the beginning of September. As of Sept. 30, cigarettes and lighters were considered to be contraband. Since then, prison staff has been closely monitoring the behavior of inmates to ensure that none of them become unruly. TP State Department of Corrections spokeswoman Gretl Plessinger says: "So far things are operating as they always have. The decision to ban smoking in prisons has made the environment healthier for both the prisoners and the employees."



Local program updates

Faith-based tobacco initiative

The Department of Health recently initiated a faith-based tobacco cessation program. The purpose of this initiative is to work with local faith-based organizations to eliminate the exposure of second-hand smoke by providing education and access to cessation services to low-income and underserved populations in

Volusia County. This strategy targets populations underserved by tobacco control programs and cessation campaigns. In addition, the strategy incorporates an education modality and the development of a health ministry for program sustainability purposes.

Tobacco retailer survey

Throughout October we surveyed 15 tobacco retailers in close proximity to Volusia County middle schools. Because 26 percent of Volusia County students use tobacco products, we felt it necessary to target these stores. The survey centered on tobacco retailers' understanding of current FDA regulations. It asked questions such as, "Did you know that smokeless tobacco products and ads are required to contain larger warnings covering one-third of the package as of June 2012?" and "Did you know the sale and advertising of Light, mild, and low-tar cigarettes

were banned as of June 2010?". The survey concluded by asking the retailers whether or not they would be willing to display some form of Florida Quitline material. Eight of 15 retailers surveyed indicated they would like to display the Florida Quitline in the form of a change mat or window signage. Over the next month we plan to survey 15 more tobacco retailers located near high schools in the county.

Stetson University update

On Dec.7, the Student Government Association at Stetson University voted for the second time on a tobacco-free campus bill brought under the leadership of student Senator John Kahle. Despite much effort from our group, this amended version did not pass. The interns voted against this amended bill and against moving to Tobacco Zones. The original Tobacco-free bill was never voted on.

We send our special thanks to Rachel Snider, Amanda Fishman and Melissa Doreus, all wellness interns who spoke up clearly and with educated facts in Senate - as well as to many student senators who did the same. Thanks also to Morgan Resnick, Anna Canlon and Dr.

Michele Skelton for being at Senate for a long time and supporting the effort. Thanks to student Senator Adam Rawji for voting as the wellness intern group requested. Also, we send our praises to tobacco peer educators Rachel, Melissa, Morgan and Paul Gregory, who with the help of their graduate assistant, Marissa Gore, put hours of preparation into this effort to support Kahle.

Please keep fighting the good fight for Stetson's health and wellness.



Local program updates

Daytona Cubs - Jackie Robinson Ballpark

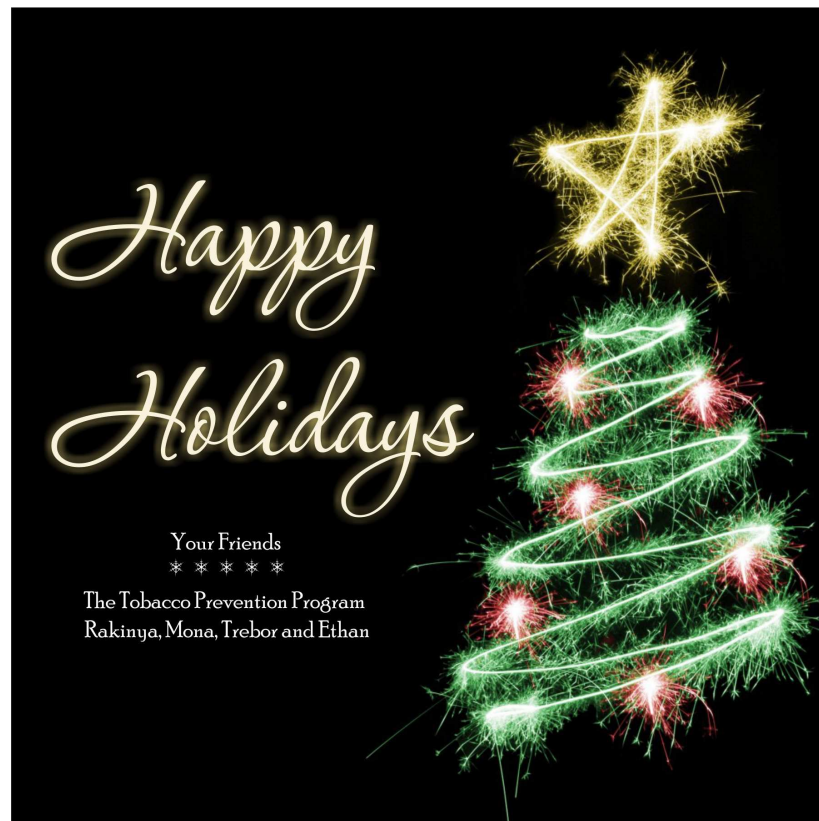
The Daytona Cubs will extend their No-smoking zones to include their kids' play areas! Our thanks to the management staff at Jackie Robinson Ballpark for their decision. The ballpark's Kid Zone will officially go tobacco-free

in April during the launch of the Daytona Cubs' 2012 baseball season.

Breathe-easy zones - Volusia County Health Department

The Volusia County Health Department (Holsonback and New Smyrna Beach) announces the implementation of breathe-easy zones! Thanks to Dr. Bonita Sorenson, director of the VCHD, for her determination and dedication to establish a tobacco-free environment at the health department. This is a

major stepping stone for our future hopes of having a tobacco-free health department. Starting Jan. 1, smoking will not be permitted within 25 feet of the main entrances.



Quitline Posters Available!!

Our local program office has Quitline posters available for your business to display for clients, employees, family and friends. These posters are an ideal way to spread the message of the Florida QuitLine and the efforts of Tobacco Free Florida (TFF). TFF is a statewide cessation and prevention campaign funded by Florida's tobacco settlement fund. The program is managed by the Florida Department of Health, specifically the Bureau of Tobacco Prevention Program. TFF's mission is to combat the pervasive problem of

tobacco use in the sunshine state, where each year, more than 28,000 Floridians die from smoking. Tobacco-related diseases cost the state an estimated \$19.6 billion in health care costs and lost productivity.

If you are interested in receiving posters please contact our office at 386-274-0603. We will be glad to ship to your location.



Upcoming Meetings/Events

- **FREE Tobacco Cessation Program** provided by Northeast Florida AHEC, REGISTER NOW! 1-877-Quit-It-Now
<http://www.northfloridaahec.org/QSNCalendar.html>



January/February 2012

Bert Fish Medical Center (board room)	1/03/12 - 2/07/12	5:30 – 7 p.m.
Florida Hospital Oceanside	1/10/12 - 2/14/12	2 – 3 p.m.
Daytona State College (Building #310, Rm. 104)	1/12/12 - 2/16/12	6 – 7 p.m.

Tobacco-Free Partnership of Volusia County- Join Us, Won't You?



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**

For more information contact:
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386-274-0601



Executive Committee:

Gina Manning, Chairperson
Austin Shaw, Vice Chairperson
Joyce Case, Secretary

[Click here to view our website](#)