



The **STOPP** Update

Quarterly Update of the Smoking & Tobacco Outreach/Prevention Program and the STOPP Community Coalition

DOUBLE UPDATE – July through December 2012

Alcohol, Tobacco and Other Drug Programs Unite to Kick-Off National **Red Ribbon Week** 2012



Argel Lustina (right) of SJC Prevention Services (Supervisor, Friday Night Live Partnership) and friend Leslie Andaya, view the STOPP sponsored tobacco information display.



E. Carol Almanza, Health Promotion Consultant with Anthem/Blue Cross, and Gloria Melendez, smile for the camera at the *Celebrate Life Meth-Free* information display.

(Stockton, CA --- October 20, 2012) Alcohol, tobacco, and other drug prevention programs in Stockton joined forces to promote a healthy, drug-free lifestyle to San Joaquin County residents on Saturday, October 20, 2012 during the Kick-Off to **National Red Ribbon Week** at Sherwood Mall. Red Ribbon Week is the oldest and largest national anti-drug campaign in the United States. It honors the memory of former U.S. Drug Enforcement Administration Special Agent Enrique Camarena, whose valiant efforts to expose a Mexican drug cartel resulted in his kidnap and eventual death. San Joaquin County Prevention Services organized the event and the Tobacco Control Program was one of many community supporters providing education and public awareness.

STOPP Community Coalition Update

STOPP Coalition to Diversify Collaborative Partnerships



The STOPP Community Coalition will be working on a new recruitment campaign to look for committed community partners who are interested in supporting local tobacco control program efforts.

From July 2013 through June 2014, the STOPP Coalition will conduct recruitment activities to expand participation from non-traditional partners (i.e., education, social, environmental, business, political, and other organizations and agencies) to address tobacco control and social determinants of health.

Partner agencies will be asked to provide their community's perspective on tobacco-related priorities, attend meetings when possible, and contribute to the 2013 *Communities of Excellence in Tobacco Control (CX)* community needs assessment process.

By participating on the STOPP Coalition, community partners will have an opportunity to engage in meaningful, strategic tobacco control program initiatives that will make a difference in their communities.

In an effort to advance the awareness of living a smoke-free lifestyle, the STOPP Coalition will provide opportunities to involve its partners in the **Healthy Retail Environment Campaign**.

The **Healthy Retail Environment Campaign** is a statewide data collection campaign that focuses on gathering information on tobacco, alcohol, and nutrition in the retail environment. The purpose of the retail campaign is to improve the health of Californians via changes within the retail environment. The data that is collected will be used to develop a coordinated approach to encourage health in the local retail environment.

The STOPP Coalition will be recruiting volunteers to be trained and participate in data collection activities between July and September 2013.

For more information on ways to get involved with the Retail Environment Campaign, please see promotional flier on page 8.

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Smoking & Tobacco Outreach/Prevention Community Coalition 2013 Meeting Schedule



Get Involved and Make a Difference. Join the STOPP Community Coalition!

Are you interested in improving the health of local community residents? Would you like to protect your family and community from breathing cigarette smoke in local parks, schools, restaurants, workplaces and other public areas?

The STOPP Coalition invites you to attend an upcoming meeting to learn more about local tobacco control efforts. Come as a visitor or join as a Coalition Member.

Coalition Members are committed to attend the 6 regularly scheduled meetings during each fiscal year and participate in program and community activities.

The STOPP Coalition meets at San Joaquin County Public Health Services at 1601 E Hazelton Avenue, Stockton CA (in the Board Room) from 11:30 a.m. to 1:00 p.m. on the following Mondays listed below:

2013 Coalition Meeting Dates	
January 28*	March 18
May 20	August 19
September 16	November 18
2014 Coalition Meeting Dates	
January 27*	March 17
May 19	August 18
September 15	November 17

*Due to the Martin Luther King Jr. holiday on the 3rd Monday in January

Unless otherwise indicated, meetings are open to the public. A light meal is provided and RSVP is requested.

STOPP Coalition Mission Statement: To achieving a tobacco-free community by partnering with the diverse populations in San Joaquin County.

STOPP Coalition Vision Statement: Our vision of a Healthy San Joaquin County is a community where all residents, are protected against exposure to secondhand smoke (SHS) and live in a tobacco-free environment.

For more information or to join the STOPP Coalition, complete the membership form on the next page.



San Joaquin County Public Health Services
Smoking & Tobacco
Outreach/Prevention Program (STOPP)
FY 2013-2014

STOPP COALITION
MEMBERSHIP AGREEMENT FORM

1. The Coalition meets six times a year. Each member (or their designee) is required to attend at least four of the six meetings, unless excused.
2. Each Coalition member is encouraged to participate in coalition activities and serve as a member on at least one subcommittee each year.
3. Each member will Buddy (or familiarize) anyone they bring into the coalition), as defined in the Bylaws, to transition new members or partners.
4. Each member will complete a satisfaction survey within the assessment period (12-18 months) or upon leaving the coalition.
5. Each member will contribute insight or expertise during the *Communities of Excellence in Tobacco Control* community assessment to help develop future program interventions.

Meeting Schedule for FY2013-14:
August 19, 2013; September 16, 2013; November 18, 2013;
January 20, 2014; March 17, 2014; and May 19, 2014

CHECK THE BOX, complete, and return form via email (icollins@sjcphs.org) or at next coalition meeting

COALITION MEMBER: I **accept** the member responsibilities as stated above and will newly join (or renew my pledge to) the STOPP Community Coalition as a **Coalition Member**.

Name (please print)

Agency Address (if applies)

Valid email address

Area Code and Phone Number

Signature

Date

STOPP Coalition Member Satisfaction Survey Findings

Quantitative Data Summary:

Thirteen STOPP Coalition members were invited to complete the 2012 STOPP Coalition Satisfaction Survey online. Of those, ten (10) completed the anonymous survey. The results show that 70% of the Coalition members are very satisfied with the overall functioning of the Coalition. Respondents were most satisfied (90%) **with the role of the STOPP staff in planning and implementing Coalition activities over the last 18 months.**

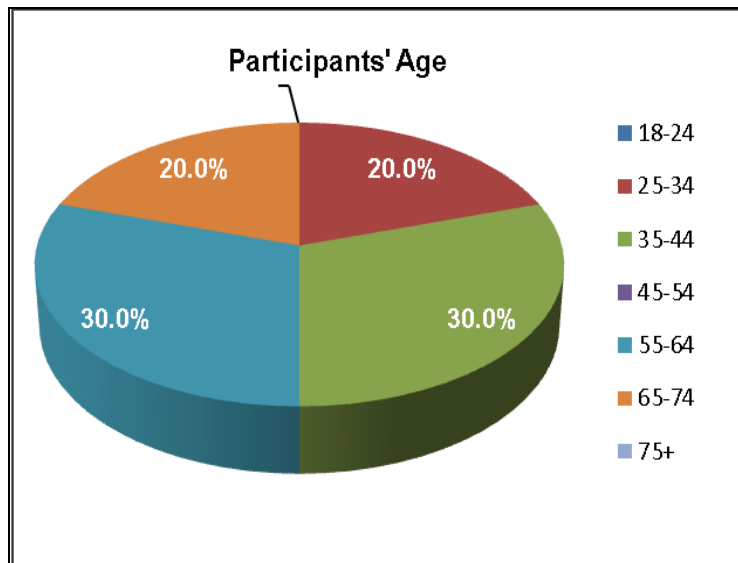
Other key areas of member satisfaction included:

- 80% were Very Satisfied that STOPP staff has worked to build and support leadership capacity and advocacy opportunities within the Coalition membership
- 77.8% were Very Satisfied with STOPP staff's communication on tobacco-control issues
- 70% were Very Satisfied and the Coalitions' overall development over the last 18 months

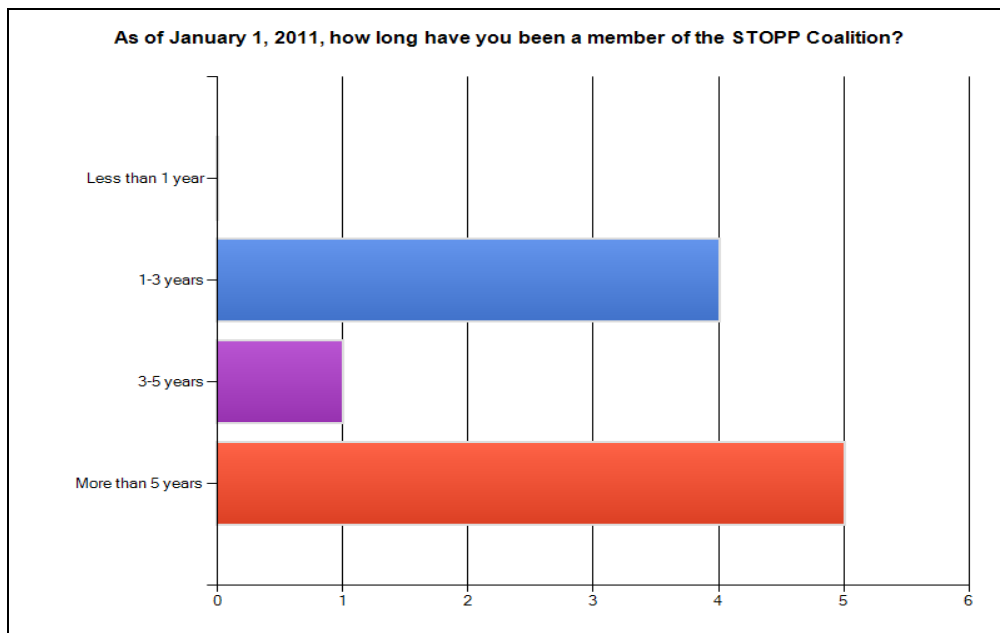
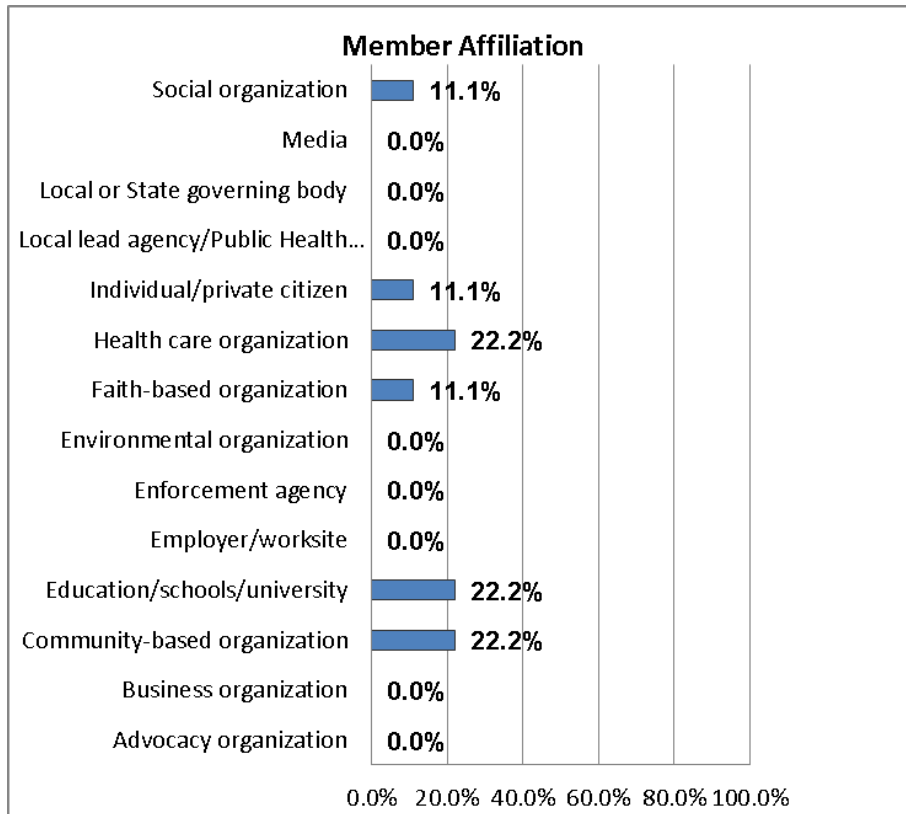
Respondents were least satisfied (30%) with the leadership role of the State Tobacco Control Section in providing training to Coalition members to accomplish STOPP's goals and objectives.

Demographic Results

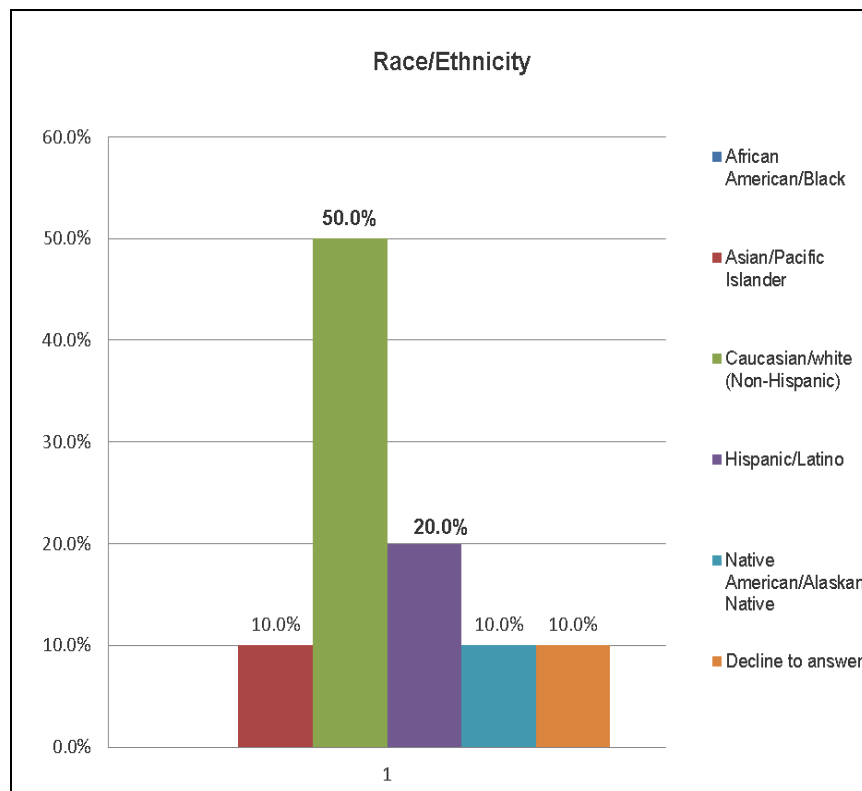
Female participants comprised 80% of the respondents. As noted in the graph below, respondents represented a cross-section of ages with 30% each between the age of 35-44 and 55-64.



Two-thirds (66.6%) of the participants represented community-based organizations, health care, and educational institutions (chart immediately below). Fifty percent of respondents were Coalition members for more than five years (second chart below).



The following chart features the racial/ethnic breakdown of the Coalition respondents and shows that 50% of the respondents self-identified as Caucasian/white (non-Hispanic). It is interesting to note that when satisfaction survey participants were asked “How satisfied are you that the Coalition membership represents the cultural diversity reflected in the demographic composition of San Joaquin County?”, only 20% of the participants said they were Very Satisfied that the membership represents the County’s cultural diversity. Indeed, the results indicate the Coalition has more work to do to recruit a membership that reflects the composition of the community at large.



Qualitative Data Summary

Several themes were highlighted in the participants’ survey comments:

1. Respondents are very satisfied with the role of the Public Health staff person, Ina Collins. She is “very professional, organized, a joy to work with” and she is “doing a great job”.
2. Coalition members are quite satisfied with the Coalition’s progress and think communication is a factor. Others think the Coalition “is a great group that has found success in the campaigns they promote”.
3. Coalition member diversity has improved; however, the Coalition needs more community involvement.
4. Some members were dissatisfied with their lack of participation in the Community Partners Assessment process and think additional support was needed to assist members with staying on task.

ATTENTION ... All San Joaquin County Residents!!

**STOPP is Looking for Youth and Adult Volunteers
to Complete Short Surveys at Neighborhood Retail Stores
for a statewide**

Healthy Retail Environment Campaign

**...Complete the Training and Survey requirements
and Earn a Gift Card!**

Survey Teams will:

- Attend a hands-on training on retail data collection
- Work in small groups to visit 10-15 store sites
- Complete observational surveys on tobacco, nutrition, and alcohol products
- Survey customers to get individual feedback

Get Involved and Help Make a Difference.

Sign up now for the training!

For more information call:

Ina Collins, MPH – Program Coordinator

(209) 468-2411



**Youth (ages 14 to 17) are welcome to
participate with parental consent
(Request form)**



ATTENTION ... All San Joaquin County Residents!!

**STOPP is Looking for Youth and Adult Volunteers
to Share Community Perspectives using Photos
To Capture the Local Impact of Tobacco Retail Environments
through a**

Photo-Voice Project

...Training and Materials provided!



Photo-voice is a method where photography is combined with grass-roots social action. It gives a community's own perspective on its circumstances (instead of an outsiders' view) and can aid decision-makers' response to addressing community needs

Photo-Voice Volunteers will:

- Attend a fun photo-voice training
- Work in small groups to do research in your chosen community
- Interview community residents to get their unique point of view
- Present findings to policy-makers and grass-roots organizations
- All materials and supplies provided

For more information or to sign up contact:

Ina Collins, MPH – Program Coordinator

(209) 468-2411

Tobacco in Entertainment Update



The STOPP Coalition partnered with San Joaquin County Behavioral Health Services' (BHS) Prevention Services program to engage youth volunteers in the following **Tobacco in Entertainment** (*Smoke-Free Movies*) advocacy activities from July through December 2012.

Community Education Campaign

The Students in Prevention Program volunteers distributed updated Cessation Resource Lists (Jul-Sep and Oct-Dec 2012) at various community and school events.

Letter Writing Campaign

STOPP staff conducted the Tobacco-Free Movies letter-writing campaign with student volunteers from the BHS Prevention Services Students in Prevention Program and Friday Night Live Chapters at Bear Creek, Weston Ranch, McNair and Chavez high schools. The campaign was linked to two tobacco control national observances: Red Ribbon Week (choosing a drug-free lifestyle) and Great American Smoke-Out (promoting tobacco use cessation).

The purpose of the campaign was to increase public awareness about tobacco use in movies rated for families and young children. The Motion Picture Association of American (MPAA) is the ratings agency for movies. Its role includes providing information about the content of movies to help consumers (including parents) decide the movies they (and their children) will see.

The Issue

Since the 1998 the Master Settlement Agreement established limitations on tobacco advertising targeting children, there has been an alarming increase in the amount of smoking in G-Rated, PG-Rated, and PG13-Rated films. Between 1999 and 2008, tobacco was used in over 60 percent of youth-rated movies (G, PG, and PG-13).

In an effort to join with Tobacco-Free/Smoke-Free Movies projects nationwide, 39 students from Students in Prevention Program took part in a letter writing campaign on October 13, 2012.

Ten (10) letters were selected and submitted on November 5, 2012 as follows:

The Record (Stockton)	2 letters
The Manteca Bulletin	1 letter
CEO Disney Films	1 letter
CEO, Viacom Studio	1 letter
President, MPAA	5 letters

The following letter was published by the Manteca Bulletin:



Movies need to stop promotion of smoking in children's movies

December 4, 2012 6:41 p.m.

Editor, Manteca Bulletin,

My name is Johnny Quesada and I am 21 years old. Like most people I am a giant movie fan. I go see movies all the time with friends and family. Lately I've noticed how much tobacco use has been used in movies, more importantly, children's movies. I understand in advertising that the best audience is a young, impressionable audience that can potentially be a loyal, life-long customer of a product.

But I also understand that when the product is tobacco, a harmful, addictive and disgusting product, it's wrong.

I've lost my grandfather to cancer because he was a life-long smoker. I see those closest to me smoke on a regular basis, the same people I enjoy going to the movies with, and when they see young, attractive people smoking, it's just more justification and reinforcement for their lethal habit.

Half of new young smokers in the U.S. are recruited by their exposure to smoking in movies. These 390,000 kids are nearly enough to replace every adult killed by tobacco each year and the worth of \$4.1 billion in life time tobacco sales revenue and \$893 million in profit (net presale value) to the major tobacco companies. We need to urge movie studios to keep kid-rated films tobacco free, so we can keep our kids tobacco free.

Johnny Quesada

Manteca

Nov. 25, 2012

Movie Reviews

Volunteers for the Tobacco in Entertainment Movie Reviews campaign also participated in a 60-minute training that used the Tobacco-Free Movies *Thumbs Up! Thumbs Down!* to assess PG-rated movies for tobacco content. The more tobacco promotion/use in the movie, the higher the total score it receives and the darker the lung.

Total Score: 0	Total Score: 1-3	Total Score: 4-6	Total Score: 7-9	Total Score:>9
Light Pink Lung	Dark Pink Lung	Light Gray Lung	Dark Gray Lung	Black Lung
Smoke-Free	Smoking shows tobacco use consequences	Very few smoking characters; does not glorify tobacco use	Minor characters smoke or smoking glamorized	Lots of instances of tobacco use; smoking glamorized

Adults and youth volunteers attended or rented PG-rated movies and assessed them for tobacco content as follows:

- Moonrise Kingdom (July 6, 2012) – **Black Lung** for heavy tobacco use by some characters
- Last Ounce of Courage (September 13, 2012) – **Light Gray Lung** for some tobacco use by characters
- Paranorman (September 14, 2012) – **Pink Lung** for Smoke-Free Movie
- The Words (September 14, 2012) – **Black Lung** for heavy tobacco use/promotion in movie
- Taken 2 – (October 27, 2012) **Dark Gray Lung** for some tobacco use by some characters
- Hotel Transylvania (November 5, 2012) **Pink lung** for Smoke-Free Movie

The Smoke-Free Movies “4 Solutions”

1. **Rate new smoking movies with an “R”** (only exception include movies that portray an historical figure who actually smoked or movies portraying the negative health effects of tobacco use)
2. **Certify no pay-offs** (i.e., requiring movies to be certified free of tobacco industry influence)
3. **Require strong anti-tobacco messages/ads be shown before movies with smoking**
4. **Stop identifying tobacco brands in movies**






For More Information on Tobacco-Free (Smoke-Free) Movies Visit:

- University of California at San Francisco Smoke-Free Movies campaign website
www.smokefreemovies.ucsf.edu/
- California Youth Advocacy Network Tobacco and Hollywood campaign website
<http://cyanonline.org/youth/Hollywood>
- Smoke-Screeners.org
<http://smokescreeners.org/>

Emerging Tobacco Products

The Tobacco Industry has responded to the decline in tobacco use, thanks to the efforts of tobacco use prevention education programs. Big Tobacco is moving fast to replace traditional cigarettes with new, emerging products that are attractive to younger populations. But the Industry’s marketing tactics to normalize tobacco and attract new customers who – because they are so young, will be long-time customers - is not just reprehensible; its irresponsible.

The chart below shows the new products on the market that are gaining popularity and will eventually replace traditional cigarette smoking. The products look different but the dangers are still the same.

Emerging Tobacco Products	
<p>Cigarette: A thin cylinder of finely cut tobacco rolled in paper for smoking.</p> <p>DANGERS: Cigarette use affects all organs of the human body and contributes to chronic illness and death. Smoke from the tip of a lit cigarette mixed with smoke exhaled from the smoker exposes people nearby to toxic secondhand smoke, which is extremely dangerous.</p>	<p>Traditional Cigarette (Filtered)</p> 
<p>Cigar: A cylinder of tobacco rolled in a leaf for smoking. Large cigars can weigh as much as three pounds.</p>	<p>Cigar</p> 
<p>Cigarillo or “Little Cigar”: The little cigar</p>	<p>Cigarillo or Little Cigar (Filtered)</p>  <p>Cigarillo or Little Cigar (Untipped)</p>  <p>Cigarillo or Little Cigar (Tipped)</p> 

continued...

Emerging Tobacco Products *(continued)*

Dissolvable Tobacco: These products are made of finely crushed tobacco and dissolve in the user's mouth without the need for spitting it out.



Hookah: Water pipe smoking originated in the Middle East. Hookah use appeals to younger customers. A Mayo Clinic website article reports Hookah smoking is "no less dangerous" than cigarette use.
<http://www.mayoclinic.com/health/hookah/AN01265>



Electronic Cigarettes: Electronic cigarettes (or "e-cigarettes") are ceramic parts consisting of a battery; atomizer and cartridge that assemble to look and function like a traditional cigarette. The battery activates the atomizer.
In an article in the American Journal of Public Health, 70% of Americans believe the electronic cigarette is safe.



Am J Public Health. 2012 Sep; 102(9):1758-66.

continued...

Emerging Tobacco Products (continued)

Flavored Cigarettes –

Cigarettes flavored with everything from clove to fruity tastes are designed to attract younger customers. Some sources (see link to WebMD article) report that cigarettes flavored with anything other than menthol are banned in the United States.

<http://www.webmd.com/smoking-cessation/news/20090922/fda-bans-flavored-cigarettes>



New Cigarettes - These cigarettes are not really “new” – they’re packaged and marketed differently. Virginia Slims *Superslims* for example are sleek and come in slender, sparkling colored boxes to appeal to girls and women. The Camel Crush’s filter contains a capsule that, when squeezed, releases menthol flavor.



Snus and Snuff: **Snus** is a spit-less tobacco product packaged in small pouches that look like tea bags. **Snuff** is a moist, finely ground tobacco packaged in tins or cans. It is placed between the lower lip or cheek and gum. Cigarette smoking continues to decline in the United States, moist has gained in popularity.



For more information on newly emerging tobacco products, visit these links:

- <http://www.cdc.org>
- http://smokingcessationleadership.ucsf.edu/webinar_28_nov_8_2012.pdf
- http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/hookahs/

Tobacco-Free Healthcare Update

The **Take Tobacco Sales Out of Healthcare** sub-committee of the STOPP Coalition met with members of the San Joaquin County Board of Supervisors during spring 2012.



These informational meetings were held to promote awareness about the “Take Tobacco Sales Out of Healthcare” campaign. This campaign is a local STOPP Coalition effort to partner with elected officials to ban tobacco sales in all retail establishments that promote health or hire the services of a licensed healthcare professional.

During the meetings, information packets were shared with county decision makers. Packets contained county prevalence data, information on chronic diseases associated with prolonged tobacco use, and the positive impacts of a “Tobacco Free Healthcare” policy (i.e., decreasing access to tobacco in stores, promoting community wellness, etc.).

Participating board members expressed interest in tobacco as a public health concern, supported cessation efforts, and discussed potential challenges to such a policy. It was recommended to seek additional research regarding policy enforcement.

STOPP Coalition sub-committee members sought assistance from program staff to gather information regarding enforcement entities. This information was shared with board members and, based on feedback, a resolution has been drafted and submitted for approval. Additional details will be provided in the next **STOPP Update**.

For more information on the Tobacco-Free Healthcare campaign, contact Ina Collins at (209) 468-2411 or email icollins@sjcphs.org.



Need help to STOP smoking or chewing tobacco?

STOPP SMOKING HELPLINE

1-800-540-6775 or (209) 468-2415

STOP SMOKING CLASSES

JANUARY - MARCH 2013

[Updated 12/19/12]

AGENCY/LOCATION	Times	Languages	Registration	Ages	Cost
California Smokers Helpline State-funded Program 1 (800) NO-BUTTS OR 1 (800) 562-8887	M-F 7 am – 9 pm Sat 9 am – 1 pm	English Spanish Korean Chinese Vietnamese	Free literature by mail; Free counseling session by phone	Teens and Adults	No Cost
American Cancer Society Information and Guidance 1 (800) 227-2345	24 hours a day/7 days a week	English and Spanish	Resource for referrals and educational materials only	Teens and Adults	No Cost
American Lung Association 1 (800) 548-8252 www.FreedomFromSmoking.org	Helpline 7 am – 7 pm 24/7 Free class online	English and Spanish	Call for referrals to other programs or for ALA training to facilitate programs	Teens and Adults	No Cost
Evergreen Professional Hypnotherapy and Personal Improvement Center (209) 472-0722 6820 Pacific Avenue, 2-B, Stockton NOTE: Voucher program available for persons providing care of a child under the age of 5. Please call for details.	Days, evenings or weekends	English	Call to schedule a session	Teens and Adults	Per person: \$180 ea/1 \$160 ea/2 \$140 ea/3 \$120 ea/4 \$100 ea/5+
Kaiser Permanente Health Education (209) 476-3299 7373 West Lane, Stockton (1 st Floor Conf. Rm.)	2-hr session held 2 nd Tues. ea. Month; 8 wk. program 6 pm – 8 pm	English	Call for more information Advanced sign-up is required	Teens and Adults Classes open to community	No cost (Members and Non- Members alike)
Kaiser Manteca Health Education (209) 824-5051 1721 Yosemite Ave., Manteca 95337	One 2-hr session held monthly; call for time	English	Call for more information Advanced sign-up is required	Teens and Adults Classes open to community	No cost (Members and Non- Members alike)
Manteca Unified School District Lynda Donelson (209) 858-0782 Francisca Montes (209) 858-0782	Flexible schedule; call for more information				

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Need help to STOP smoking or chewing tobacco?
STOPP SMOKING HELPLINE
1-800-540-6775 or (209) 468-2415

STOP SMOKING CLASSES

JANUARY - MARCH 2013
 [Updated 12/19/12]

(continued from previous page)

AGENCY/LOCATION	Times	Languages	Registration	Ages	Cost
Sutter Gould Health Education (209) 548-7873 2505 W. Hammer Lane, Stockton	Call for information on class times	English	To sign up, call for dates of next session	Teens and Adults	No Cost
Sutter Tracy Community Hospital Smoking Cessation (209) 832-6047 1420 N. Tracy Blvd., Tracy Call for next scheduled session	Wednesdays 7 pm – 9 pm for 8 consecutive weeks	English	To sign up, call for dates of next session	Teens and Adults	\$20 for program
Stockton Unified School District Lupe Vazquez (209) 933-7130, ext. 2617 Jennifer Robles (209) 933-7130, ex. 2617					

Individual Telephone Numbers Stop Smoking Counseling STATEWIDE SMOKERS' HELP LINE

1-800-NO-BUTTS (1-800-662-8887) – English
1-800-45-NO-FUME (1-800-456-6386) – Spanish
1-800-838-8917 – Chinese
1-800-778-8440 – Vietnamese
1-800-556-5564 – Korean
1-800-933-4833 – Hearing Impaired
1-800-844-CHEW (1-800-844-2439) – Chew Tobacco Help Line

**San Joaquin County Public Health Services
 Funded by Proposition 99**

