



Crushing Out Tobacco in San Joaquin County

# San Joaquin County Public Health Services

## 2014 Quarter 1 STOPP Newsletter



### Coalition Partnership

The STOPP Coalition is a diverse group of community-based organizations, local educators, health partners, and others working toward making San Joaquin County a smoke- and tobacco-free community. In the last quarter, we welcomed partners from the American Cancer Society, Health Plan of San Joaquin, and HHS Office of the Assistant Secretary for Health/Office of the Regional Administrator!

If you are interested in getting involved, call (209) 468-2415

### Healthy Stores for a Healthy Community

Although great strides have been made in tobacco control over the past 50 years, the tobacco industry is in our communities and is targeting our youth. Youth are three times more likely to be influenced by a tobacco advertisement than an adult.<sup>1</sup> The *Healthy Stores for a Healthy Community* Campaign is a statewide collaboration that focuses on improving the health of Californians through changes in the retail environment. From July – October 2013, over 7,300 stores were surveyed in all 58 counties across California, including 120 in San Joaquin County. This was the first time that

alcohol, tobacco and nutrition were analyzed together, with the goal of shedding light on what healthy and unhealthy products are available and promoted in our communities. In our county, over 90% of stores surveyed sold candy, mint, and liquor flavored tobacco products and only 20% sold low- or non-fat milk. More positive results showed San Joaquin County having fewer stores that sell sugary drinks at the checkout compared to the state average and a higher percentage of stores accepting Cal Fresh or WIC (66% versus 54%). By removing unhealthy products, like tobacco, and replacing them with healthy food choices,

our local stores can lead the way to improving the health of everyone in our community. To learn more and see the full results from this survey, please visit: [www.Healthystoreshealthycommunity.com](http://www.Healthystoreshealthycommunity.com) or call (209) 468-2415.



1. Toll of Tobacco in the U.S. Campaign for Tobacco-Free Kids. Feb 2014

### Secondhand Smoke in Our Homes

STOPP staff have been conducting outreach and distributing educational materials to apartment managers on the benefits of smoke-free multiunit housing. There is no safe level of exposure to second-hand smoke (SHS), and it is associated with an estimated

500,000 premature deaths each year.<sup>2</sup> Children exposed to SHS at home have an increased risk of SIDS, ear and respiratory infections, and asthma.<sup>3</sup> A smoker's apartment costs six times more to rehabilitate compared to that of a non-smoker.<sup>2</sup> As seen by these

facts and figures, the benefits of smoke-free multiunit housing are numerous. If you would like to learn more, please contact STOPP staff at (209) 468-2415.

2. NYC Coalition for a Smoke-free City. 2013

3. American Lung Association. Key Facts About Second-hand Smoke.

## E-Cigarettes: The Vapor This Time?

Dr. Norval Hickman is a Social and Behavioral Sciences Program Officer with the Tobacco Related Disease Research Program at UC Berkeley. On March 17th he spoke at the STOPP Coalition meeting on emerging trends in electronic cigarette (e-cigarette) use.

E-cigarettes are smokeless battery-operated devices, that, when heated, allow the user to inhale a vaporized liquid nicotine solution while simulating the act of smoking. With a multitude of flavors (e.g. cotton candy, bubble gum, and cherry) and celebrity endorsements,

these products are targeting our youth. Dr. Hickman stressed that e-cigarette use doubled among high school students between 2011 and 2012, and is becoming a multibillion dollar industry.

Classified as a drug delivery device, e-cigarettes are not regulated by the FDA, but



increasing instances of nicotine poisoning and exploding devices have raised concerns over their safety. Dr. Hickman highlighted cities across the country that have moved to regulate use of e-cigarettes in public places, including Chicago, New York, and Long Beach.

Although great strides have been made in tobacco control since the release of the first Surgeon General's Report on Smoking and Health 50 years ago, these products have the potential to renormalize smoking and act as a gateway to nicotine addiction.

## We Need Your Help! Volunteer With Us!

The next phase of the *Healthy Stores for a Healthy Community* Campaign is to conduct a public intercept survey on tobacco influences and advertising in the retail environment. This information will be essential

in guiding future STOPP Coalition activities. If you are available to participate in conducting surveys or if you know any groups (adult or youth) who may be interested in assisting with this activity, please contact

STOPP staff. Training and incentives will be provided to volunteers!

**Contact:** (209) 468-2415  
Kkaur@sjcphs.org or  
kclift@sjcphs.org

## Upcoming Coalition Meetings

Monday, **May 19th** (10:30am—1:00pm)

Monday, **August 18th** (11:30am—1:00pm)

Monday, **September 15th** (11:30am—1:00pm)

**Location:** San Joaquin County Public Health Services  
Multipurpose Room (1601 E. Hazelton Ave, Stockton, CA 95201)



- ◆ **World No Tobacco Day is on May 31, 2014**
- ◆ **Every year, the WHO highlights the health risks of tobacco use and advocates for effective policies to reduce its consumption**
- ◆ **This year's theme is "Raise taxes on tobacco"**
- ◆ **Each year, 6 million people die from tobacco related illnesses**
- ◆ **\$130 billion in direct medical costs can be attributed to smoking in the U.S per year**
- ◆ **For more information visit: [www.who.int/campaigns/no-tobacco-day/2014](http://www.who.int/campaigns/no-tobacco-day/2014)**

