

The STOPP Update

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

October/November/December 2011

Local Youth Lead Campaign To Rid Kid Movies From Tobacco Influences Program Update – Tobacco in Entertainment



Volunteers from the San Joaquin County Behavioral Health Services' *Students in Prevention* Program hold a strategy meeting to campaign against Tobacco in Entertainment

This update details the STOPP partnership with San Joaquin County Behavioral Health Services' Prevention Services and its *Students in Prevention* Program for the *Tobacco in Entertainment* campaign during **Jul-Sep 2011**. Youth volunteers, SIP Coordinators and STOPP program staff:

- Attended monthly meetings and special planning meetings to develop campaign media messages.
- Collected signatures of support for tobacco-free PG movies from community members at local events.
- Reviewed 4 PG or PG-13 rated movies for tobacco content or references using rating criteria from the **Thumbs Up/Thumbs Down Tobacco-Free Movies** campaign.
- Contributed feedback towards completion of a campaign strategy (Midwest Academy Strategy Chart)

(continued in next column)

Tobacco in Entertainment Campaign (continued)

- Promoted awareness about the issue of tobacco in movies during community educational outreach/presentations.
 - Developed 3 anti-tobacco message public service announcements that will be recorded for airing on local radio station K-JOY.
 - Created 3 ad-slides to promote strong messages to the community about the benefits of not smoking. STOPP will have the ads professionally developed as promotional slides to be placed in 8 local movie theaters in Lodi, Manteca and Stockton.
- The messages will run before any PG-rated movie that contains tobacco content and will be shown at optimal times (i.e., school breaks, holidays) when audiences consist primarily of families and teens.
- Interviewed by a reporter from *The Record*, resulting in a news story published in the August 1, 2011 edition.

For previous updates on the *Tobacco in Entertainment* project and an opportunity for you to take part in future activities, see pages 10 through 16.

(Program updates continued on page 2)

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Smoking & Tobacco Outreach/Prevention Program (STOPP) Community Coalition

2011-2013 Membership Roster

Chairperson

Judy Yucht Volunteer - American Cancer Society

Membership

Sheri Coburn San Joaquin County Office of Education
 Joni Drake California Tribal TANF Partnership
 Christiane L Highfill..... San Joaquin County Behavioral Health Services/Prevention Services
 Twlia Laster Saving Our Legacy (SOL) Project – Sacramento
 Frank Lucas..... Evergreen Professional Hypnotherapy Centers
 Francisca Montes Manteca Unified School District
 Jennifer Robles..... Stockton Unified School District
 Colleen Root..... American Cancer Society
 Caroline Thibodeau Manteca Unified School District
 Daniel Torres..... PointBreak Adolescent Resources
 Lupe Vazquez..... Stockton Unified School District/Community Medical Center

STOPP Program Staff

Shené Bowie Director
 Ina L. Collins..... Program Coordinator
 Antonio Garcia..... Public Health Associate (9/2011)

Do You Smoke?
Are You Ready to QUIT?
 Help Is Just A Phone Call Away!



STOPP SMOKING HELPLINE
 Local: (209) 468-2415
Toll-free: 1-800-540-6775
 1 (800) 622-9887 – English
 1 (800) 456-6386 – Spanish
 1 (800) 778-8440 – Vietnamese
 1-800-933-4833 – Hearing Impaired

(see page 4 for more information on the **STOPP Cessation Resource List**)

Program Updates (continued from page 1)

STOPP Assesses Needs of Its Partner Agencies' Clients to Improve Tobacco Program Cultural Competency

Program Update: Cultural Competency Review



In the spring of 2011, the STOPP Coalition conducted assessments with partner organizations to review the needs of their communities as it relates to tobacco control.

The purpose of this project is to identify any gaps in service or educational resources that address tobacco use prevention and cessation (quit smoking assistance) for communities representing Priority Populations.

Updates

JULY/AUGUST/SEPTEMBER

- Coalition received materials to begin the assessment process and were asked to report challenges or barriers to the Program Coordinator for assistance
- Coalition and Program Staff used assessment skills developed from the May 2011 training to conduct assessments and follow up interviews with their respective organizational partners. This process is still in progress.
- Program staff held a series of teleconferences with trainers to give feedback on the assessment tool and process.

(Program Updates continued next page)

Program Updates (continued from page 2)

Campaign Seeks to “Take Tobacco Sales Out of Healthcare” (TTSOHC)
Program Update – Tobacco Free Healthcare



The STOPP Community Coalition’s *Tobacco-Free Healthcare* project first introduced its campaign to *Take Tobacco Sales Out of Healthcare* in 2007. The campaign runs through June 30, 2013.

The objective of this campaign is to educate residents, elected officials and pharmacists that selling tobacco in pharmacies sends a mixed message to the community.

Tobacco advocates behind the TTSOHC campaign seek a legislative policy (ordinance or other law) to ban tobacco sales in all retail outlets that promote health and employ a licensed healthcare professional.

The proposed ordinance would affect all pharmacies (chains and independently owned) and retail supermarkets with in-store pharmacies in Stockton.

If successful, the campaign could be expanded to include other cities in the County. In lieu of a policy, a resolution from elected officials would be accepted as a stepping stone to a future policy.

Updates

JULY/AUGUST/SEPTEMBER

- Coalition training (8/15/11) to prepare to meet with elected officials to promote awareness of the TTSOHC campaign
- Development of Talking Points for future meetings with SJC Board of Directors
- Distribution of the STOPP Cessation Resource List to local pharmacies

(continued in next column)



The STOPP Community Coalition meets 6 times a year. Subcommittees convene during the regular meetings.

A schedule for the FY 11-12 is provided below.

Unless otherwise noted, all meetings are held in the Board Room at **San Joaquin County Public Health Services**, 1601 E. Hazelton Ave., Stockton, CA 95205.

If you plan to attend, please email Ina Collins no later than **noon the Friday before the meeting** at icollins@sjcphs.org or call (209) 468-2411.

As this is a mid-day meeting light lunch is provided and an **RSVP is requested**.

2011 Meeting Schedule (remaining meetings)	
NOVEMBER	Monday, November 21, 2011
2012 Meeting Schedule (remaining meetings)	
JANUARY	Monday, January 23, 2012 (due to the 3 rd Monday being the Rev. M. L. King Jr. holiday observance)
MARCH	Monday, March 19, 2012
MAY	Monday, May 21, 2012
AUGUST	Monday, August 20, 2012
SEPTEMBER	Monday, September 17, 2012
NOVEMBER	Monday, November 19, 2012

Program Update – Tobacco Free Healthcare (cont.)

- Development of information packet to educate pharmacists about the campaign
- Development of Talking Points for acquainting pharmacy professionals with the campaign during educational visits



Need help to STOP smoking or chewing tobacco?

STOPP SMOKING HELPLINE

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

STOP SMOKING CLASSES

OCTOBER – DECEMBER 2011

[Updated 9/8/11]

AGENCY/LOCATION	Times	Languages	Registration	Ages	Cost
California Smokers Helpline State-funded Program 1(800) QUIT-NOW or 1(800) 784-8669	M-F 7am-9:00pm Sat 9am-1pm	English Spanish Korean Chinese Vietnamese	Free literature in the mail; Free counseling session over the phone.	Teens & Adults	No Cost
American Cancer Society Information and Guidance 1(800) 227-2345	Resources available 24 hrs a day 7days a week	English & Spanish [other languages are available through a translator service]	Resource for referrals and educational materials only.	Teens & Adults	No Cost
American Lung Association 1(800) 586-4872, press 2 for Helpline www.FreedomFromSmoking.org Local: (209) 523-1888	Helpline 7am-7pm; 24/7 Free Online Class	English Spanish	Call for referrals to other programs or for ALA training to facilitate programs	Teens & Adults	No Cost
Kaiser Permanente Health Education (209) 476-3299 1 st Floor Conference Room 7373 West Lane, Stockton	2-hour session held 2 nd Tuesday each month; 8 week program 6pm-8pm	English	Call for more information. Advanced sign-up is required.	Teens & Adults Classes open to the community.	No Cost Members and Non-Members
Kaiser Manteca Health Education (209) 824-5070 1721 Yosemite Ave., Manteca	One 2-hour session held monthly Call for time	English	Call for more information. Advanced sign-up is required.	Teens & Adults Classes open to the community.	No Cost Members and Non-Members
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.	Teen & Adults	No Cost
Sutter Tracy Community Hospital Smoking Cessation (209) 832-6009 or 832-6047 1420 N. Tracy Blvd., Tracy	Wednesdays 7pm-9pm for eight consecutive weeks	English	To sign up, Call for dates of next session.	Teens & Adults	\$20 for program
Evergreen Professional Hypnotherapy and Personal Improvement Center (209) 472-0722 6820 Pacific Ave., 2-B, Stockton NOTE: Voucher Program available for those caring for a child under the age of five. Please call 209.468.2415 for details.	Days, Evenings or Weekends	English	Call to schedule a session.	Teens & Adults No charge teens under age 18	Per person: \$180 ea/1 \$160 ea/2 \$140 ea/3 \$120 ea/4 \$100 ea/5+
Coalition United for Families (C.U.F.F.) (209) 444-5514 2044 Fair Street, Stockton	Flexible Schedule; Call	English	Call for more information.	Teens and Adults (emphasis on African-American culture)	No Cost
Stockton Unified School District Lupe Vazquez (209) 933-7130 ext 2617 Jennifer Robles (209) 933-7130 ext 2617	Flexible Schedule; Call	English	Call for more information and to schedule classes.	Students from Stockton Unified School District	No Cost
Manteca Unified School District Lynda Donelson (209) 858-0782 Francisca Contreras (209) 858-0782	Flexible Schedule; Call	English	Students should speak to their school counselor.	Students from Manteca Unified School District	No Cost

Individual Telephone Stop Smoking Counseling STATEWIDE SMOKERS HELPLINE

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



San Joaquin County Public Health Services Funded by Proposition 99

Are you community-minded? Want to make a difference in your community? Join the STOPP Community Coalition...

If you are community-minded and want to make a difference in the lives of others, join the STOPP Community Coalition.

We are looking for new members who are passionate about joining the fight in "*Crushing Out Tobacco Use in San Joaquin County.*"

Youth (ages 13 to 17 with parental consent) and adult volunteers are welcome to participate as members or contributing partners.

Members sign an agreement (membership form) and pledge to attend at least 4 of the 6 scheduled annual meetings.

They must also participate on at least one coalition subcommittee each year.

Partners are not committed to attend meetings but are encouraged to do so, as their time allows.

They are primarily called upon to contribute through their knowledge/expertise, associations or connections, and resources.

Among their responsibilities, STOPP Coalition members and partners assist with:

- Promoting awareness about the health issues related to tobacco use to community based organizations, individuals, and the community at large;
- Presenting information to elected officials about the tobacco problem in our County and propose policy-based solutions that the community supports;
- Assisting with data collection (ex: surveys) and collecting/reviewing local data for support on policies that protect the public from tobacco-related illnesses;
- Attending trainings designed to build the skills of the coalition in community organizing, strategic planning, policy advocacy, and data collection;
- Contributing to tobacco program development via participation in a structured community assessment every 3 years; and,
- Using pro-health, anti-tobacco messages to consistently recruit new members into the STOPP Coalition

For more information or to sign up, call (209) 468-2411.



San Joaquin County Public Health Services
Smoking & Tobacco Outreach/Prevention Program (STOPP)
FY 2011-2012

**RESPONSIBILITIES OF SERVING ON THE
 STOPP COALITION**

1. The Coalition meets six times each fiscal year; each member (or designee) is required to attend (at least four of) the six meetings unless he/she has an excused absence.
2. Each Coalition member is required to actively participate in coalition activities and serve as a member on at least one subcommittee per year.
3. Each member will accept the responsibility of acting as a *Buddy*, as defined in the Bylaws, to assist new member(s) they are responsible for bringing to the coalition, during the new member transition period.
4. Each member will complete a satisfaction survey within the assessment period (NLT 18 months) or upon termination or expiration of membership.
5. Each member will contribute to (ex: invite community participation, provide expertise and/or participate on panel discussions) the *Communities of Excellence in Tobacco Control* community assessment process that occurs once every 3 year contract cycle for development of the tobacco program Scope of Work.



I accept the **Coalition Member** responsibilities as stated above of serving on the STOPP Coalition.

Print Name *Agency*

Address *Phone (so we may follow up)* *Fax (optional)*

E-mail address: _____

Signature

Date



I am unable to attend meetings on a regular basis but would like to join as a **Coalition Partner** (attend meetings as able and participate on an as-needed basis):

(Please print) Name *Address* *Phone*

PLEASE RETURN THIS FORM WHEN YOU ATTEND THE NEXT MEETING OR SEND
 VIA EMAIL [BY CLICKING HERE](#)

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

Tobacco-Free Pharmacies Project
Take Tobacco Sales Out of Healthcare Campaign (TTSOHC)



BACKGROUND

The message is clear: Tobacco and pharmacies don't mix. It is a clear contradiction to sell a product as harmful to health as tobacco is in an establishment that promotes health and wellness.

To this end, the San Joaquin County Public Health Services Tobacco Control Program has partnered with its community coalition, and adult and youth volunteers to advocate for the passage of a local ordinance to ban tobacco sales in any retail establishment that promotes health and/or employs the services of a licensed healthcare professional.

PROJECT DESCRIPTION

The **Take Tobacco Sales Out of Healthcare** project is a policy advocacy/community awareness campaign designed to:

(1) promote educational awareness about the mixed messages tobacco-for-sale in pharmacies sends to the community to residents of San Joaquin County; (2) advocate to jurisdictional elected officials (Stockton City Council and SJC Board of Supervisors) to adopt a local ordinance to prohibit tobacco sales in any retail establishments that promote health or employ licensed healthcare professionals; and, (3) extend policy advocacy to elected officials at the County level (Board of Supervisors) to seek similar protections via an ordinance that covers pharmacies in unincorporated areas of San Joaquin County. This is a 3-year project (July 2010-June 2013) funded by the California Department of Public Health, Tobacco Control Program via Proposition 99 funding.

To sign up to take part in this project, call (209) 468-2411

We are looking for Student Volunteers to Help *Take Tobacco Sales Out of Healthcare*



- **Advocacy Recruitment:** Collaborate with **SJC Behavioral Health Services' Prevention Services' Students in Prevention Program (SIPP)** and local **Unified School Districts (USDs)** to recruit student volunteers.
- **Community Educational Outreach:** Conduct at least one educational visit (approximately 15 minutes) with 15-20 local pharmacists (at chain, independent and in-store pharmacies) to pharmacies in unincorporated areas of San Joaquin County to promote awareness of the *Take Tobacco Sales Out of Healthcare* campaign.
- **Celebrate National Tobacco Control Observances:** Promote educational awareness about the issue of tobacco sales in pharmacies at tobacco-related school events and during nationally observed tobacco control red-letter dates (ex: World No Tobacco Day in May; Red Ribbon Week in October and Great American Smokeout in November).
- **Signature Collection:** Collect signatures in support of an ordinance (or resolution) to prohibit tobacco sales in any retail establishment that promotes health or employs the services of a licensed healthcare professional in unincorporated areas of San Joaquin County. Signatures will be collected at a variety of venues, such as school and community events (including health fairs), individual group meetings and general outreach.

Signatures will be used to demonstrate community support for the ordinance to elected officials.

- **Present Before Elected Officials:** At volunteers' option, they may attend a meeting with elected officials where coalition members and program staff promote information as means for decision-makers to consider adopting a tobacco control policy.

Tobacco-Free Pharmacy Updates (through September 2011)

ONGOING 2011

- Distribute copies of the quarterly updates of the quit smoking/cessation resource list to individuals (by request to the Smoker's Help Line), to local pharmacists and electronically, to partner organizations.

MARCH 2011

- Sent 2nd letter (first letter sent in March 2010) to chain pharmacy CEOs and others in the chain of command at the corporate level to inform them of the Take Tobacco Sales Out of Healthcare campaign and seek support
- Put pharmacist's survey on Survey Monkey and promoted it (via Lead Pharmacist, Green Brothers Drugstore) during membership meeting of the SJ Pharmacist's Association in the spring of 2011. Of approximately 200 members, 14 surveys were completed.

APRIL 2011

- Compiled a pharmacist information packet to distribute during educational visits to local chain drugstores and supermarkets with in-house pharmacies in the fall, 2011.

AUGUST 2011

- Coalition and staff were trained by The Center for Tobacco Policy and Organizing to conduct policy information meetings with the SJC Board of Supervisors.

SEPTEMBER 2011

- STOPP Coalition meeting where the focus of discussion was the TTSOHC campaign. The coalition completed The Center's Decision Maker Matrix to include information on the Board of Supervisor members from each of the 5 districts. This information will be used to develop a meeting strategy and Talking Points for future information meetings

Tobacco In Entertainment/Smoke-Free Movies Updates (through September 2011)

San Joaquin County Youth Advocate For Smoke-Free Movies

SJC Public Health Services – Health Promotion and Chronic Disease Prevention Unit – STOPP
Quarterly Web Page Update (January to June 2011)

More than 5 years has passed since the Master Settlement Agreement (MSA) prevented the Tobacco Industry from marketing its deadly products to youth. There has always been smoking in movies, but smoking in movies that target children and adolescents is both dangerous and irresponsible.

Cigarette makers know the power of the Silver Screen and have the resources to keep their product before a captive audience. Smoking in movies is far more effective in getting new customers than any newspaper ad or a television commercial.

Tobacco use remains the number 1 preventable cause of death in the United States with 400,000 deaths each year.

Studies indicate a direct relationship between adolescent exposure to tobacco influences in movies and their early initiation to try smoking.

To this end, approximately twenty-five (25) youth from San Joaquin County area schools took part in an ongoing campaign to address onscreen tobacco use in movies that target children and adolescents.

The *Tobacco in Entertainment* project is a local-level campaign that supports a larger national Smoke-Free Movies initiative.

National studies show that kids' exposure to smoking in movies influences their early onset tobacco use. Tobacco is considered a gateway drug that can lead to using more serious substances.

"At present, the youth smoking rate for San Joaquin County is 13 percent," said Ina Collins, Coordinator of STOPP, the tobacco control program for San Joaquin County Public Health Services.

"In the 2007 San Joaquin County Behavioral Health Services' Strategic Plan for Substance Abuse Prevention, youth identified tobacco use as a concern second only to alcohol."

In the spring of 2011, local students from unified school districts throughout San Joaquin County volunteered to attend an advocacy training and to participate in the following campaign activities:

Community Education and Signature Collection: Promote awareness about the relationship between smoking in movies made for children/young people and early uptake of tobacco use; review the 4 Solutions proposed by the Smoke-Free Movies campaign and ask residents to sign in support (to urge the Motion Picture Association of America (MPAA) and movie studios to adopt and implement them).

UPDATE: The campaign goal was to collect 250 signatures of support. To date, there are 240 signatures. Community education and signature collection will continue through June 2013.

Smoke-Free Movie Reviews: Volunteers received a movie pass to attend a PG-rated movie to look for tobacco content and document their findings on a rating form adapted from the *Thumbs Up! Thumbs Down!* criteria from the California Breathe Smoke-Free Movies Campaign.

UPDATE:

A total of 10 volunteers attended and reviewed six (6) PG-rated movies for smoking scenes and other tobacco content (i.e., product brand images or any references to smoking or tobacco). Anti-tobacco messages, if applicable, were also rated.

Only 2 of the movies reviewed contained any depictions or references to tobacco. Smoke-free movies reviews will be coordinated with local Friday Night Live, Students in Prevention and other school-based substance abuse prevention programs and will continue through June 2013.

Anti-Tobacco Ad Messages: Volunteers developed strong anti-tobacco messages into PowerPoint slides that will be produced professionally into ads and displayed in movie theaters in Manteca, Stockton and Tracy before featured movies that contain tobacco content.

UPDATE: Five (5) youth participated in this project and produced three (3) ad slide concepts. These are currently under development and will appear in local theaters later this summer. The ads promote the dangers of smoking on health and cessation (quit smoking) hotline numbers.

Letter-Writing Campaign: Volunteers express their views about smoking in youth-rated movies to communicate via letter to: (a) the Director of the MPAA; (b) executives at any or all of the 6 major studios; or, (c) editor of their local newspaper. Writers are encouraged to urge the MPAA to adopt the following **4 Smoke-Free Movies Campaign Solutions:**

- (1) *Rate any new movie with tobacco content with an "R" – only 2 exceptions are (a) if tobacco use is necessary to accurately depict a character (living or dead) who actually used tobacco; and/or (b) if tobacco depiction is used to portray the negative health effects of smoking;*
- (2) *Show strong anti-tobacco messages before any feature movie that contains tobacco;*
- (3) *Certify that no one on the movie production received anything of value from tobacco companies (including free cigarettes, interest free loans, etc.) as a result of tobacco content in a movie; and,*
- (4) *Stop showing tobacco brand images*

Letter-writing is an ongoing activity through June 2013.

Gathering Organizational Letters of Support or Resolutions: Volunteers speak to leadership at community-based and/or youth-oriented agencies to promote awareness about the campaign and the 4 Smoke-Free Movies Solutions for the purpose of asking the agency to: (1) write a *Letter of Support* for the Tobacco in Entertainment Smoke-Free Movies campaign and/or (2) adopt a resolution for their organization to support the 4 Smoke-Free Movies Solutions.

UPDATE: This activity will begin in the autumn of 2011 through June 2013.

Public Service Announcements (PSAs): Youth write and record (in English and Spanish) one 15- or 30-second public service announcement to promote the Smoke-Free Movies campaign and/or any anti-tobacco/pro-cessation message. The PSA(s) will be placed with 1 to 2 local radio stations for available airtime.

UPDATE: Three (3) volunteers created one PSA radio script each and will record them in the coming weeks.

Student Volunteers Go on *The Record* to Advocate for Smoke-Free Movies

On Thursday, July 28, 2011, a core group of 7 volunteers from the SJC Behavioral Health Services' Students in Prevention Program answered questions from *The Record* in Stockton about their experiences with the Tobacco in Entertainment campaign.

Youth detailed their experiences for *The Record* about a variety of campaign advocacy activities they took part in, including reviewing PG/PG-13 rated movies for tobacco content to collecting signatures from County residents who support the 4 Solutions of the Smoke-Free Movies campaign to developing strong anti-tobacco messages for PSAs, ad-slides in movie theaters and news stories.

The Tobacco in Entertainment campaign continues through June 30, 2013 and volunteers are encouraged to join this community project. Call (209) 468-2411 for information.

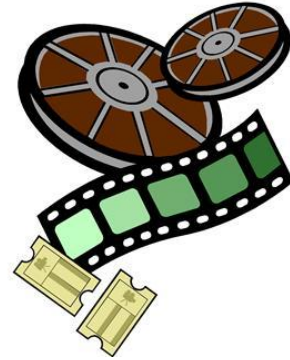
Tobacco-Free Movies Campaigns Working, CDC Says

Local and national smoke-free movies campaigns seem to be paying off. In a recent study the Centers for Disease Control (CDC) reported that incidences of smoking in movies that target younger audiences – including G, PG, and PG-13 – have decreased 72 percent in 2010 as compared to 2005 (595 incidents of onscreen tobacco use in top-grossing films rated for young audiences in 2010 and 2,093 incidents in 2005).

Three of the six movie studios that are members of the Motion Picture Association of America (MPAA), the organization that rates films, have implemented policies to reduce smoking in their movies: Walt Disney Studios, Warner Brothers Entertainment and Universal City Studios. To participate in the Tobacco in Entertainment/Smoke-Free Movies campaign, Ina Collins (209-468-2411).

Update: September 2011

Countering Pro-Tobacco Influences in Entertainment (Movies) Project



Community Problem: The depiction of tobacco product brands and the glamorization of tobacco use by actors in entertainment (movies and music videos, etc.) is a growing problem. Studies confirm that youth are more likely to start smoking when exposed to smoking behaviors.

Tobacco use is particularly a problem in movies that target children and young adults (PG-13); a trend that promotes the tobacco industry's pro-tobacco influence to future smokers.

Solution: The Motion Picture Association of America (MPAA) has an existing policy that is not being enforced. The MPAA policy is the result of local grassroots efforts to keep tobacco out of entertainment. The solution to the problem of youth exposure to tobacco use and brands in entertainment is to enforce anti-tobacco education as a preventative measure and to hold the MPAA liable for enforcing its policy. This can be done, at the local level, through community advocacy.

Volunteer Opportunity: The San Joaquin County Public Health Services Tobacco Control Program seeks to partner with local community youth to conduct an advocacy campaign throughout San Joaquin County. The Tobacco-Free Movies campaign seeks to:

- Collaborate with the California Youth Advocacy Network (CYAN), local Unified School Districts and other partners to provide a 60- to 120-minute smoke-free movies training session for 30 to 40 youth, adult coalition members and community partners. The training will cover the issue of smoking in the movies, a process for reviewing movies based on tobacco/smoking content, and the impact of smoking in the movies on youth smoking prevalence and solution options.

Information from the training will be used to promote community educational awareness about the issue of tobacco use in movies and recruit for participation in

campaign activities.

- Conduct 1 to 2 trainings (approximately 1 hour) for 6 to 10 youth volunteers to assess the movies that will be reviewed as part of the campaign.

Volunteer Requirements: We are looking for youth to volunteer to do community advocacy activities that include:

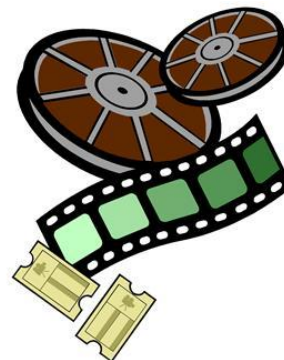
- Attend bimonthly or quarterly after-school meetings
- Create a youth coalition and report activities to the adult tobacco coalition
- Develop and place one 15-30 seconds public service announcement (PSA) each of 3 years to be run by two local radio stations (in English and Spanish) within Stockton
- Collect 200 to 250 signatures from SJC residents (at community events) to show support in recommending that (1) the MPAA amend and enforce its existing rating system to require any film that shows tobacco use with an “R” rating and (2) studios and theatres require strong anti-tobacco ads to be run before any film with tobacco present
- Conduct 2 to 3 letter writing campaigns for youth volunteers using support from community as documentation
- Create and place 3 to 6 theater ad slides to run for 30-60 seconds prior to movie showings in 6 San Joaquin County movie theatres for a minimum of 10 days per year in the last 2 years of the project.

Call to Action: If you are a youth resident of San Joaquin County, age 13 to 17 and would like to contribute to this meaningful work, we need volunteers.

A volunteer sign-up form will be left with your Coordinator. If you have questions that this handout did not answer or need additional information before signing up, call Ina Collins at (209) 468-2411.

The Tobacco-Free Movies project is a 3-year commitment of a few fun hours of activity each month. Community advocacy can be a selling point on your résumé for future employment or admission to an educational institution. If you decide to sign up, we look forward to having you take part in this campaign.

Countering Pro-Tobacco Influences in Entertainment (Movies) Project



Campaign Updates

(June 30, 2011)

Between January and June 2011, approximately 30 students from schools countywide representing San Joaquin County Behavioral Health Services, Prevention Services' *Friday Night Live* and *Students in Prevention* (SIP) Programs and *Venture Academy Charter School* in Stockton volunteered to complete the following campaign activities:

Signatures Collected – A total of two-hundred forty (240) signatures have been collected (since fall 2010) towards a program goal of 250 signatures in support of the 4 Smoke-Free Movies Solutions. There was no signature collection activity in January-June of 2011.

Movies Reviewed – A total of seven (7) movies were reviewed between March and May 2011:

- Arthur
- Battle: Los Angeles
- Hanna
- Kung Fu Panda 2
- MegaMind
- Sucker Punch
- Thor!

Reviewers Feedback: None of these PG-rated movies contained tobacco; Arthur, however, did contain scenes that promote promiscuity and the use of other substances.

Movie Ad Slides Created – A total of three (3) anti-tobacco messages were developed into ad-slides that will be professionally produced in August and placed in movie theaters in Manteca, Stockton and Tracy in late summer/early fall 2011. The ads are:

- In the Blink of an Eye
- Smoking? Not Cool: Tobacco Use in Movies (tentative title)
- What's Really in a Cigarette?

Letter-Writing

Letters were written by seventeen (17) students from Venture Academy Charter School in Stockton to express their individual level of concern about smoking in movies.

Public Service Announcements (PSA)

Two (2) youth developed a PSA script to promote cessation in June 2011. One of the two (2) :30 second spots will be recorded at 1-2 local radio stations and aired between July and December 2011.

Media/Press Conferences

Scheduled for July 2011 – to be reported on in the next campaign update!

It's not too late for you to sign up...get involved. Send the message to Hollywood...

When It Comes To Youth-Rated Movies ... Keep PG Smoke-Free!