

2006 CTFA “Best of the West”: No Money For a Media Buy?



**Get Great Gross Rating Points
Anyway Through Earned Media**

Maricopa County Tobacco Use Prevention Program (MACTUPP)

Objectives

- Identify four strategies for implementing no-cost media campaigns that promote tobacco prevention programs and increase utilization of tobacco treatment services
- Develop creative key messages to advance programs and services through local media
- Determine which media methods are effective and which methods are not

Presentation Outline

- Create tools to help craft tobacco messages
- Cultivate key spokespersons
- Deliver messages in a way that resonates with reporters and increases the chances they will be used as intended

ews and current affairs news and current affairs

Tools to Help Craft Tobacco Messages

M e d i a W r i t e s

Tools You Will Need

- Talking Points Matrix
- Successful Client Profiles
- Question & Answer
- Media Placement Grid
- Reporter Profile
- Bio's on Spokespersons
- Monthly Activity Reports
- Planning & Preparation



Talking Points

	Tobacco Cessation	Tobacco Use Cessation continued	Tobacco Use Prevention
Lead Spokesperson	Connie	Connie	Donna
Lead message / Supporting messages	<p>Free quit tobacco classes are offered throughout the valley. Participants receive 50% off nicotine replacement therapy such as the patch or gum. Call Maricopa County Tobacco Use Prevention Program to sign up for a class. 602-372-7272</p> <p>Tips for quitting</p> <ul style="list-style-type: none"> • Call MACTUPP at 602-372-7272 to sign up for a free quit tobacco class. • Ask your doctor about prescription medication to help you quit. • Set a quit date and stick to it. • Use quitter's aids such as the nicotine patch, lozenge or gum. • Use a support network of family and friends. • Find ways to deal with the stress and cravings. • Use the four Ds. 	<p>Smoking is not cool. It can turn people off fast: It:</p> <ul style="list-style-type: none"> • Stains teeth and fingers. • Gives you smelly breath, clothes and hair. • Causes shortness of breath, making sports or exercise more difficult. • Causes early facial wrinkles. • Is expensive. <p>Myth: Smoking will relax you. Fact: Nicotine speeds up your heart rate and raises blood pressure. Myth: Just one won't hurt. Fact: Nicotine is extremely addictive. It may only take one to become addicted.</p>	<p>The prevention team works with fourth through eighth graders at nearly 250 schools to implement tobacco use prevention programs, using effective curriculum and supportive programming.</p> <p>The tobacco industry spends billions of dollars every year to persuade young people to start smoking.</p> <p>9,100 Arizona kids under age 18 will become new smokers each year.; one-third will eventually die of their addiction.</p> <p>32% of youth under the age of 18 purchased their cigarettes/tobacco from a store. CounterActs arms retailers with the knowledge and tools to prevent the sale of commercial tobacco to minors. Through CounterActs, retailers are rewarded for not selling commercial tobacco products to minors.</p>

Talking Points (cont)

	"Spit" Tobacco	Secondhand Smoke	Smoke-free Workplace
Lead Spokesperson	Connie	Debbie	Connie or Debbie
Lead message Supporting messages	<p>Smokeless or "spit" tobacco is not harmless tobacco. It is not a safe alternative to cigarettes.</p> <p>People who use spit tobacco are almost four times more likely to get oral cancer than those who don't use it. Oral cancer has one of the lowest survival rates.</p> <p>It also causes gingivitis, periodontitis, tooth decay, damage to mucous membranes in mouth, throat and nose, open sores and lesions. Open sores and lesions may develop after only a few months of use.</p> <p>Oral cancer warning signs:</p> <ul style="list-style-type: none"> • Sore that bleeds easily and doesn't heal. • Lump or thickening anywhere in the mouth or throat. • Soreness or swelling that doesn't go away. • Red, white or red and white patch that doesn't go away. • Trouble chewing, swallowing or moving the tongue or jaw. 	<p>Secondhand smoke (SHS), also known as Environmental Tobacco Smoke is a mix of more than 4,000 compounds, more than 50 of which are known to cause cancer.</p> <ul style="list-style-type: none"> • Exposure to smoking by one or both parents is a high predictor of smoking among adolescents. • 87% of adults believe they have a right to be free from breathing SHS. • It takes more than three hours to remove 95% of smoke from one cigarette from a room once the smoking has ended. • Exposure to SHS from parental smoking can cause a substantially higher risk of ear infections and lower respiratory tract infections in children. • SHS is responsible for an estimated 350,000 cases of bronchitis, 152,000 cases of pneumonia annually, and 16% of all lung infections in children under age 5. • More than 1/3 of all deaths from Sudden Infant Death Syndrome are due to maternal tobacco use. • SHS accounts for about 40,000 heart-related deaths each year. • Nearly 14,000 cancer deaths are related to SHS each year, along with 3,800 from lung cancer. 	<p>The benefits of a nonsmoking workforce include:</p> <ul style="list-style-type: none"> • Lower employer and employee health costs • Reduced absenteeism • Reduced use of pool or overtime to compensate for absent employees • Increased productivity due to fewer disruptions in the workflow • Reduced conflicts between smokers and nonsmokers regarding "smoker's breaks" • No smoker should have to choose between his health and his job. <p>What can an organization do?</p> <ul style="list-style-type: none"> • Call MACTUPP at 602-372-7272. • Encourage employees to register for free tobacco quit classes through Maricopa County. • Provide time off for employees to attend classes. • Advertise the availability of classes in employee publications, intranet, etc. • Look for incentives to encourage participation. • Create and enforce a smoke free environment.

Talking Points (cont)

	MACTUPP	MACTUPP continued	Reduced or No-Nicotine Cigarettes
Lead Spokesperson	Laurie		Connie
Lead message Supporting messages	<p>The Maricopa County Tobacco Use Prevention Program focuses on worksite wellness, smoking cessation, tobacco prevention in schools, and community health promotions.</p> <p>In 1994, Arizona voters passed Proposition 200 – the Tobacco Initiative which provided a \$.58 tax increase on tobacco products.</p> <ul style="list-style-type: none"> • The tobacco tax provides funding for low-income families, tobacco prevention programs and research for the prevention and treatment of tobacco related illness. • The proposition protects funds from the 1994 initiative for tobacco use prevention programs in Arizona. • Arizona’s tobacco tax on cigarettes is currently \$1.18. <p>Cessation offers free quit tobacco classes throughout the valley. Participants receive 50% off nicotine replacement therapy. Call Maricopa County Tobacco Use Prevention Program to sign up for a class. 602-372-7272</p>	<p>The Prevention team works with fourth through eighth graders at nearly 250 schools to implement tobacco use prevention programs, using effective curriculum and supporting programming.</p> <p>Secondhand Smoke/Arizona HealthLinks works to raise awareness of secondhand smoke and provides wellness education to worksites and employees on health -related topics and the benefits of being smoke-free.</p> <p>Community Promotions raises awareness of tobacco issues through scheduling health promotion exhibits, writing and producing promotional publications, videos and websites, and promoting and responding to media requests for greater exposure.</p>	<p>As a tobacco based cessation product it does have merit, however they are not FDA approved and claim not to be a cessation product.</p> <p>However, there is no safe cigarette. They are marketing an unsafe product.</p> <p>These cigarettes still deliver 4,000 chemicals of which 40 are known carcinogens. They still deliver the same amount of tar as a regular cigarette.</p> <p>People tend to increase the number of cigarettes smoked to return them to their current level on nicotine.</p> <p>Is this trying to fill another marketing niche? We will produce a cigarette for everyone?</p>

Cessation Clients

Name	How Long Quit	Approx. Age	Ethnicity	Comments
<p>Sandy & George Giffy 301 S. Signal Butte Apache Junction, AZ 480-986-4556 Lydia's Client</p>	<p>1 year as of March 2004</p>	<p>Smoked for 40 years</p>	<p>Caucasian</p>	<p>Five pack a day smoker. She spent \$400 a month on cigarettes. Both she and her husband quit, very enthusiastic and pleasant.</p>
<p>Ivana Keller 623-877-8359 Derrick's Client</p>	<p>11 months as of July 2006</p>	<p>30+</p>	<p>Caucasian</p>	<p>Very enthusiastic, lost 14 pounds.</p>
<p>Tanesha Cordier 480-312-5000 Roberta's Client</p>	<p>1 year as of April 2005</p>	<p>35 years old</p>	<p>Hispanic</p>	<p>City of Scottsdale Police Department, narcotics detective. Does not want face shown, happy to do print or radio.</p>
<p>Jeremia Hull 602-438-9353 Lydia's Client</p>	<p>Has been quit since 3/2003</p>	<p>50+, Smoked for 35 years</p>	<p>African American</p>	<p>Retired barber from Chicago. Willing to do newspaper and speak.</p>
<p>Kyle Hap 15285 N. 64th Ave Glendale, AZ 623-486-8023</p>	<p>Has been quit since 5/26/03</p>	<p>1/2/44</p>	<p>Caucasian</p>	<p>Chewed tobacco. Very positive. Carry grand- daughter's picture with him, motivational tool.</p>

Question & Answer



Q. What is MACTUPP?

A. The Maricopa County Tobacco Use Prevention Program or MACTUPP has three areas of concentration, Prevention, Cessation (how to stop smoking) and Secondhand Smoke. **Prevention** provides tobacco education to schools, youth and community programs. **Cessation** provides free "Quit Smoking Classes" with discounts on Nicotine Replacement Therapy, and **Secondhand Smoke** services provide education and technical assistance to business and community leaders regarding the dangers of second-hand smoke.

Q. How is tobacco education funded?

A. Arizona's tobacco tax on cigarettes is currently \$1.18 per pack. This provides healthcare for low income families, tobacco prevention programs and research for the prevention and treatment of tobacco related illness.

Q. How much money does the tobacco industry spend on advertising in Arizona each year?

A. Approximately \$154 million for advertising and promotion. Arizona spends less than 1/5 of that amount on prevention.

Q. What percentage of Arizona high school students smoke?

A. 19%

Q. How many adults will die in Arizona this year from smoking related illnesses?

A. 6,800

Q. How can people register for "Stop Smoking" classes?

A. Call **602 372-7272** and talk to one of our cessation specialists.

Q. How much do the classes cost?

A. They are free and the Nicotine Replacement Therapy is offered at 50% off.

Q. How many chemicals do cigarettes contain?

A. Over 4,000, including cyanide, formaldehyde and ammonia.

Q. How soon will a person see benefits from quitting smoking?

A. Immediately. Within 20 minutes blood pressure, pulse rate and temperature of hands and feet return to normal. Within 8 hours, oxygen levels in the blood return to normal. In 24 hours your risk of heart attack decreases.

Q. How are the tobacco use prevention programs funded?

A. Through taxes collected on the sale of tobacco products. So if you smoke, you pay for these programs. The **majority** of tax goes toward provision of health care for children and families who are uninsured – but 23 cents of every dollar collected supports the tobacco prevention program.

Q. Why are tobacco use prevention programs important?

A. Tobacco use accounts for slightly over 400,000 deaths annually or approximately the equivalent of three jumbo jets crashing to the ground ever day. Death certificates do not read, "smoking cigarettes" – they read heart attack, stroke, cancer, and emphysema. It is important that we prevent people from starting to smoke, help people to quit, and protect non-smokers from second hand smoke. The message is simple if you smoke, quit, if you don't smoke, don't start.

Q. How do your programs help people quit?

A. Our programs define smoking as a serious addiction. When people register and attend the quit program they learn techniques to use in order to quit and stay quit. They learn relaxation training, stress management, how to control weight, in a supportive environment. Also, the program offers nicotine replacement patches or gum for 50% off the retail price of the product.

Reporter Profiles



ARIZONA REPUBLIC

REPORTER:	Connie Midey, Health Editor 200 E. Van Buren Phoenix, AZ 85004 connie.midey@arizonarepublic.com 602-444-8120
PREFERRED CONTACT METHOD:	E-mail
SPOKESPEOPLE	Betty and Paulette Hodges, Becky Holton
MACTUPP CONTACT:	Erica Velasco
PAST MEETINGS:	September 21, 2004 @ 7 PM in Phoenix Meeting with three women to have feature in October.

OVERVIEW AND CONTACT BACKGROUND

The Arizona Republic has previously written about MACTUPP many times. The county reporter, Christina Leonard, has written about our program and special announcements. A large feature was written about our smoke-free website on Thursday, April 15, 2004 on the front page of the newspaper. The coverage equaled to between a quarter and half a page.

Connie Midey is interested in focusing the interview on cessation topics, particularly on the support aspect of quitting. September is the first time that MACTUPP will meet and work with Connie Midey. This first meeting will allow MACTUPP to develop a relationship with Connie for future features and news.

About Connie Midey:

Midey is new to the health beat (since July 2004), she used to cover the teen/youth beat. She has written a few features so far on various health issues. She has a column that includes small (paragraph) health news updates every Saturday called "**Valley Health Events**". She covers a wide range of topics in the public health field. She is assigned to cover certain topics throughout the year, cessation happens to be one of them.

She seems to be very nice and enthusiastic. She is good at responding to e-mail quickly.

PUBLICATION OVERVIEW

Founded in 1890, The Arizona Republic is a morning edition paper written for the general public in Arizona. Its mission is to provide local, national and international news to readers in Phoenix and the surrounding area.

Content/Tips:

High-tech coverage includes local companies and national trends and products. Reviews for consumer-related products are often conducted. Comprehensive press kits are always helpful. **Releases** should include details regarding pricing, company contacts, product availability and any connection to the Southwest. The Arizona Republic is available on the web at <http://www.arizonarepublic.com>.

Operations and Deadlines:

Avoid contacting staff late-afternoons, MST.

Embargoes:

Embargoes are generally honored.

Monthly Activity Reports



ACTIVITY REPORT FOR APRIL

Events

Suns Gorilla Mascot Assemblies at 3 Schools
Prevention site coordinators training at BOB
Diamondback suite
American Cancer Relay For Life Events
Maricopa County Parks National Trail Hike month
(200 water bottles and info brochures at trail heads)
Maricopa County Employee Picnic
Healthy Kids AZ
Asian Festival

Projects

New Website came online with Smoke-free Restaurant page
Labels for cessation poster for use in physician offices
Redesign flyer on Secondhand Smoke
Cessation flyers for vet offices
Cessation flyer targeting teachers
Table tent cards – Young Lungs at Work

Media

April Fool's Post It Note Az. Rep.

143,000 distribution \$8,000 paid ad

Cessation Ad April 2nd Az. Rep.

(added value, free to MACTUPP) \$2,500

Smoke-free Restaurant Media Coverage

AZ. Republic 4/15/04 front page
circulation 600,000 \$4,500

CBS 5 News This Morning
4/15/04 KPHO-TV 4:30-8:00 AM (3) times \$1,800

NBC 12 News Today
4/15/04 KPNX 6:00-7:00 (2) times \$1,600

ABC 15 News Daybreak
4/15/04 KNXV-TV 6:00-7:00 \$1,100

KTVK 3TV 6:00 PM
4/15/04 \$2,500

KTAR 620 AM newscasts
throughout the day 04/15/04 \$1,300

KOOL 94.5 \$800

Free exposure for March \$16,100

Free YTD Media Exposure \$93,200

Planning and Preparation

- Using local media guides
 - Finder Binder
- Getting to know producers and editors
- News shows (TV and Radio) and newspaper format



FINDER BINDER®



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	Phone	Main	602-444-6812	
	Fax	Main	602-444-6875	
	Phone	Main	602-444-6812	
	Fax	Main	602-444-6875	
	Title	Name	Email	Phone
<input type="checkbox"/>	See Arizona Republic- for Management Info			
<input type="checkbox"/>	Editor	John D'Anna	<input type="checkbox"/> john.danna@arizonarepublic.com	602-444-8715
<input type="checkbox"/>	Paradise Valley/Gardening	Diana Balazs	<input type="checkbox"/> diana.balazs@arizonarepublic.com	602-444-6877
<input type="checkbox"/>	City Hall	Lesley Wright	<input type="checkbox"/> lesley.wright@arizonarepublic.com	602-444-6883
<input type="checkbox"/>	Columnist	Laurie Roberts	<input type="checkbox"/> lauri.roberts@arizonarepublic.com	602-444-6873
<input type="checkbox"/>	Business Reporter	Peter Corbett	<input type="checkbox"/> peter.corbett@arizonarepublic.com	602-444-6862

News Format

- Watch television news shows
- Listen to radio talk format shows
- TV/VCR in your office
 - E-mail producers with ideas/pitches
 - I notice you have a new line up, new set, etc.
 - I saw a tape or guest that made me think of...



Cultivating Key Spokespersons

Cultivating the Ideal Spokesperson

- Cultivate lay spokespeople
 - Past smokers who have quit through your program, school site coordinators & worksites
 - Industry professionals/experts
- Prepare spokespersons for media interviews (mock interviews, media training)

Delivering Messages Effectively

Delivering Messages: Press Release Guidelines

- Depending on which study you look at, “55% to 97% of all news releases sent to media outlets are never used”
- Grab attention in the headline
- Sell the story in the first paragraphs
- Whet the appetite in the lead
- Support with facts, but guide with storytelling, creativity
- Follow local and national news to find news hook

The Press Release

FOR IMMEDIATE RELEASE

Contact: Laurie Thomas

Maricopa County Tobacco Use Prevention Program

Phone: 602-372-8418

February 4, 2006



VALENTINE'S DAY: GIVE THE GIFT THAT KEEPS YOU LIVING

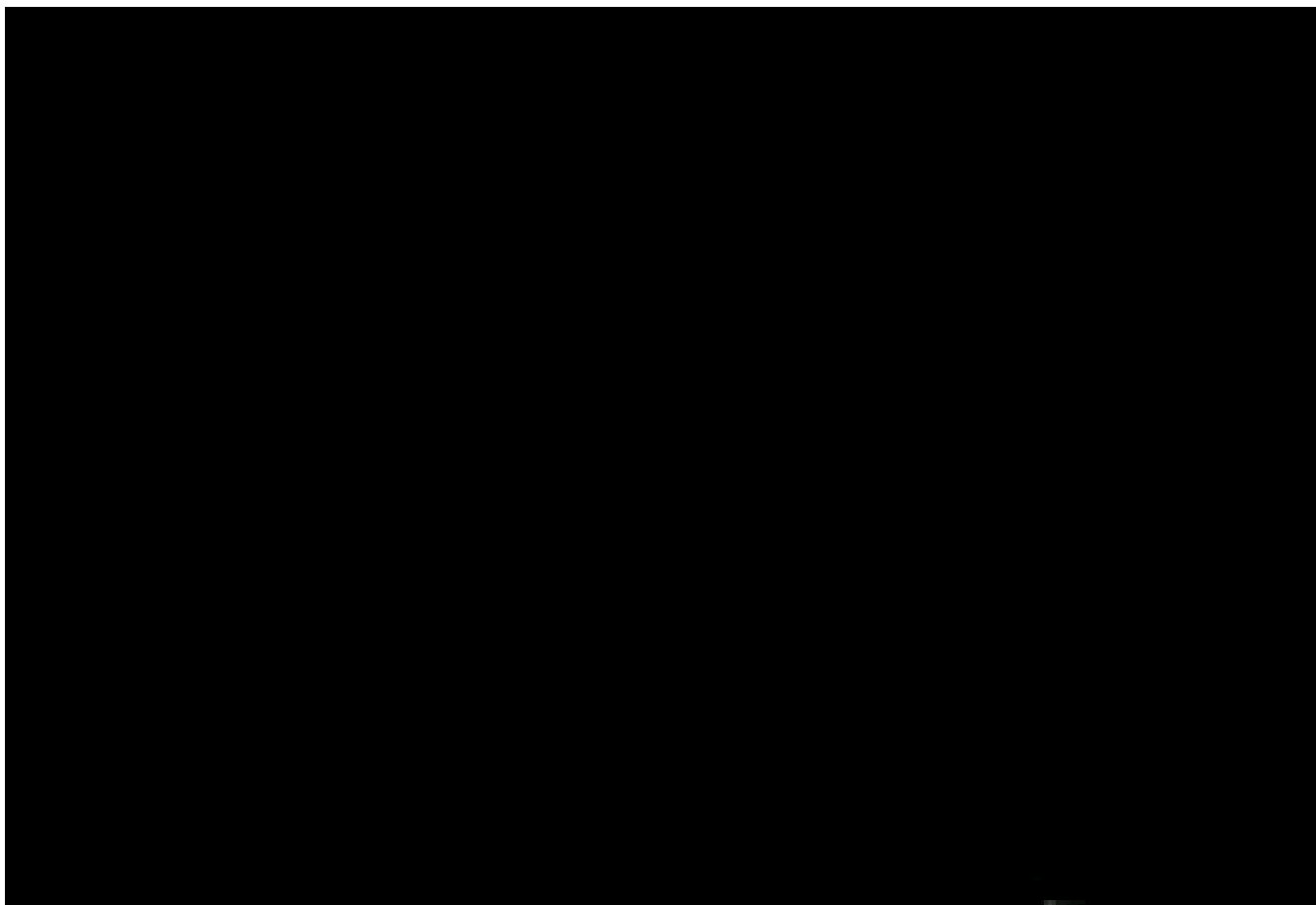
(Phoenix, AZ) Searching for the perfect Valentine's Day gift for the one you love? Candy is too boring. Jewelry is too expensive. How about life? That's right! Give the gift that keeps you living – **quit smoking**. It is the perfect way to express your love and desire to spend many more years together.

Quitting smoking can be difficult, but free help is available. Maricopa County Tobacco Use Prevention Program (MACTUPP) offers free quit tobacco classes throughout the Valley. Participants learn techniques to help them quit and gain support to be successful. Participants also receive 50% off nicotine replacement therapy, such as the patch or gum.

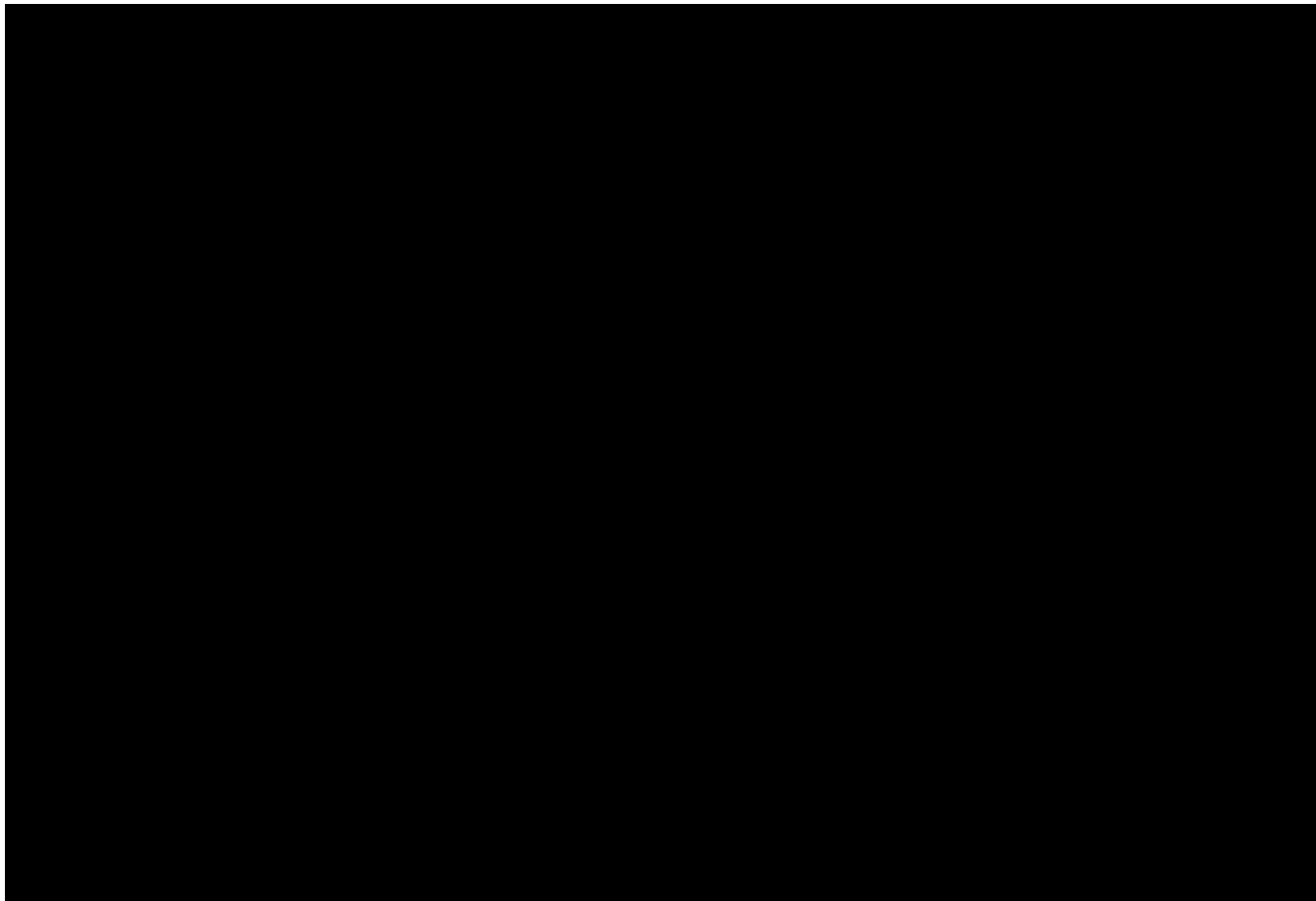
The following tips may be helpful to those trying to quit:

1. Call Maricopa County Tobacco Use Prevention Program at **602-372-7272** today to sign up for a free class.
2. Ask your doctor or pharmacist about new prescription drugs to help you quit.

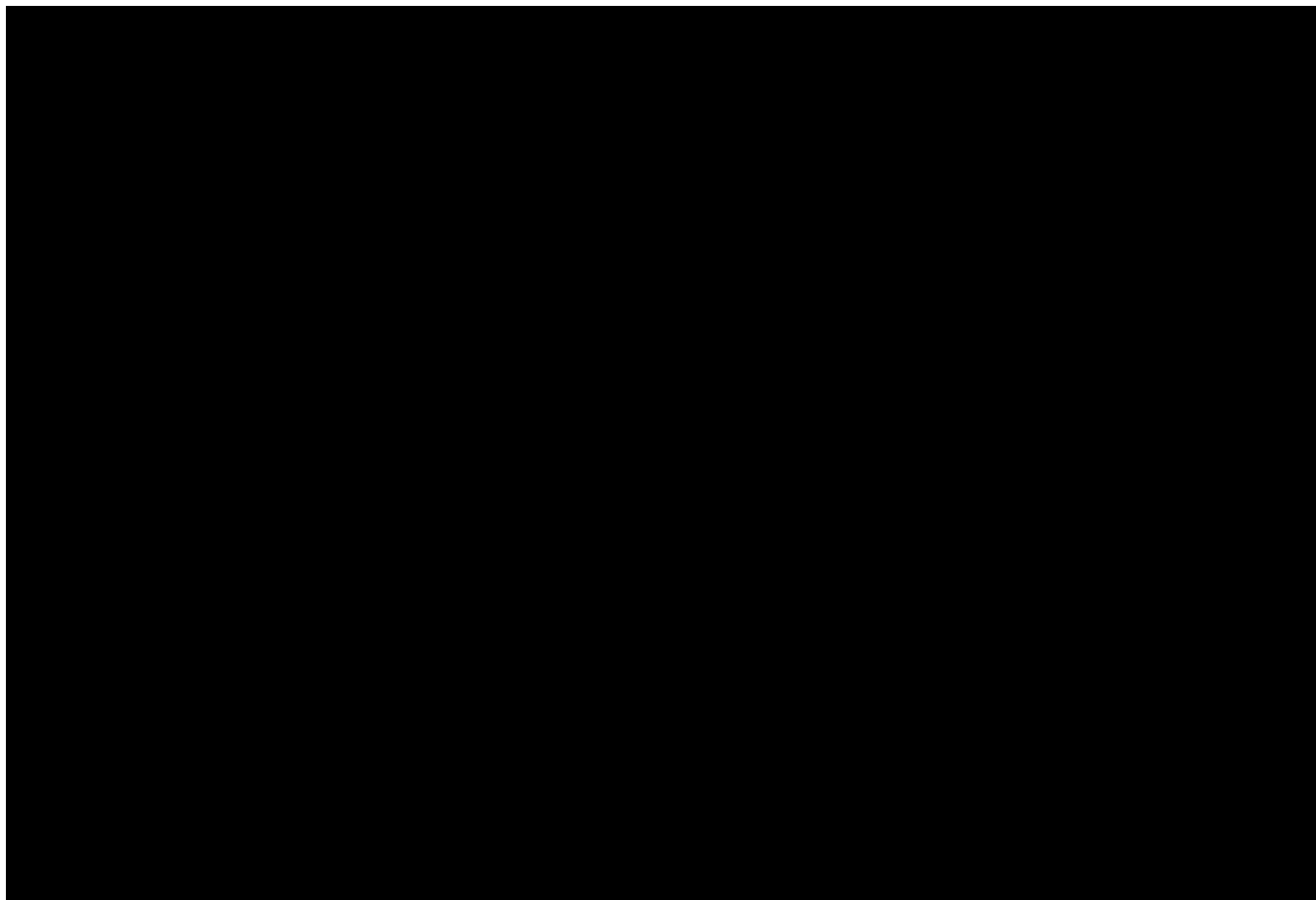
Television Coverage



Television Coverage



Television Coverage



Successful Media Coverage



Northern Arizona University
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OUR PARTNERS



East Valley Life



Ken and Linda Gifford of Mesa celebrate four months of not smoking. To help kick the habit, the couple attended a smoking cessation class offered by the Maricopa County Tobacco Use Prevention Program.

Heidi Huber Tribune

Smokers find luck kicking cigarette habit as a team

By Michael Gossie, Tribune

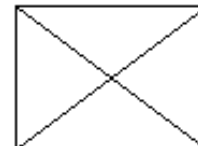
Linda Gifford tried everything to break her 40-year, five-pack-a-day smoking habit. "I tried nicotine gum and will power," the retired Mesa woman said.

"I tried the patch. It said, 'Do not smoke cigarettes while wearing this patch.' So I'd put the patch on for 20 minutes, take it off, smoke 10 cigarettes and put it back on."

But it took balancing their checkbook to give Gifford and her husband the incentive they needed to quit for good.

"I kept seeing \$27.63 every other line," she said. "That's what I paid for a carton of offbrand cigarettes. It added up to \$414 a month. I sat there looking at the numbers and thought, 'I must certainly be stuck on stupid. That's a new car payment.'"

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THE ARIZONA REPUBLIC

THURSDAY, APRIL 15, 2004

azcentral.com

50 CENTS

Is smoking off the menu?

Let county's new list be your guide

By Christina Leonard

Maricopa County just added one more dimension to its ratings of restaurants: smoke-free.

Two county employees spent a year calling thousands of restaurants and developing the first comprehensive, public list of smoke-free eating establishments in the Valley.

The results, posted online Wednesday by the county's Tobacco Use Prevention Program, show that more than 1,400 restaurants in 10 Valley cities don't allow smoking indoors.

Even in Phoenix, which does not have an anti-smoking ordinance, at least 360 restaurants voluntarily provide smoke-free environments.

"The majority of restaurants are providing smoke-free areas or are smoke-free," said Laurie Thomas, the tobacco program's spokeswoman. "They're doing it not only for customers but to lower risk for their own employees."

However, most restaurants in the Valley still don't completely ban smoking.

"It's still like finding a needle in a haystack," said Betty Campbell, president of Arizonans for Non-Smokers' Rights, speaking of restaurants that are totally smoke-free.

Daily News-Sun

Sun Citians crush habit to gain new lease on life

Peer support does it

ANNIE KARSTENS

DAILY NEWS-SUN

It took 52 years for one Sun City couple to quit smoking.

This past January, R.D. Mowry and his wife, Frances Leitch-Mowry smoked their last cigarette, but only after a lifetime of trying to kick the habit.

"It's the hardest thing to quit, Mowry said. "It was a lifestyle – it gets to the point where your life revolves around when you can smoke a cigarette." Leitch-Mowry agreed.

"When we started smoking, it was the thing to do, it was glamorous. Everybody smoked, so I did too."

The same British researchers who published the first study linking cigarette smoking to lung cancer have reported the most comprehensive results ever on the health effects of smoking. Based on a 50-year study of cigarette smoking, researchers found that a life of cigarette smoking will be, on average, 10 years shorter than a life without it.



Victoria Glod runs the stop-smoking program at Sun Health Community Health and Wellness Center in Sun City. R.D. Mowry and his wife, Frances Leitch-Mowry of Sun City successfully quit the habit.

Tobacco: The Musical

Tobacco Tally

Teen smoking down in AZ

By Diana Wenner

Independent Newspapers



Submitted photo Programs by the Maricopa County Tobacco Use Prevention Program such as "Tobacco: The Musical" are helping to reduce teen smoking in Arizona, according to the 2003 Arizona Student Health Survey.

Arizona teens are smoking less compared to three years ago, a sign that tobacco education programs are working, according to the governor's office.

However, despite the apparent effectiveness of anti-tobacco education, funding has decreased for a tobacco cessation project in Mesa Public Schools.

The 2003 Arizona Student Health Survey released Sept. 18 shows a 37 percent reduction in smoking for high school students compared to the year 2000, with a 22 percent decrease for middle school students.

"The study was done in order to track the progress the state is making on reducing use of tobacco by teens and by children and the results have been very favorable," said Kris Mayes, spokesperson for the governor's office. "The governor was very pleased to see those results and wants to make sure we stay on the effort to keep the smoking and tobacco use rates down."

Despite this good news from the state level, reduced federal funding has resulted in the discontinuation of an important tobacco cessation and education program at Mesa Public Schools, according to Steve Smith, assistant superintendent for student services.

The five-year project provided a half-time counselor at each junior high and high school who met with students for educational anti-tobacco activities, he said.

THE ARIZONA REPUBLIC

Don't fall for the hype on 'reduced exposure' cigarettes

Recently, marketing a new "reduced exposure" cigarette has begun in the Phoenix area, with ads prominently displayed in *The Arizona Republic*.

Cigarette companies have long been researching what are known as "reduced risk" or "harm reduction products." JP Morgan estimates that \$3 billion has been spent on tobacco companies on the development of reduced risk products over the past five years.

Before any further discussion, however, let me begin this "harm reduction" conversation by emphasizing three fundamental facts:

- All tobacco products are hazardous.
- There is no safe level of tobacco use.
- The only proven way to reduce the enormous burden of disease and death due to tobacco is to prevent its use and to help users quit.

We also need to be mindful of the lessons we learned from our experience with "low-tar and low-nicotine" cigarettes.

-Lawrence Sands, Phoenix

The writer is the former director of the Division of Chronic Disease and Tobacco Control in the Maricopa County Department of Public Health. He is past president of the Arizona Osteopathic Medical Association.





Tobacco message not getting through

By Laurie Thomas

What is it about the youth tobacco prevention message that is not getting through? We all know at some level that tobacco is addictive - as addictive as heroin for many people. Nicotine is the addictive agent in tobacco, and over time users need more and more to get the same feeling of relaxation or stimulation. Tobacco use changes the brain's chemistry. Then, nicotine controls the release of the body's "feel good chemicals".

Tobacco is toxic. Cigarette smoke contains 4,000 chemicals. Many are toxic, and 40 are known to cause cancer. Each time you light up, you are inhaling chemicals like: acetone (nail-polish remover), arsenic (rat poison), butane (lighter fluid), ammonia (cleaning product) and formaldehyde (embalming fluid).

Tobacco is costly. In the U.S., tobacco use is the leading cause of preventable death, killing 500,000 people each year. Tobacco use kills more people than AIDS, alcohol and drug use, murder, suicide and car

accidents combined. But death certificates never list the cause of death as tobacco use. In Arizona alone, smoking costs a total of \$1 billion a year.

Only through a combined and concerted effort with families, schools, legislators and businesses will we be able to eliminate tobacco use.

If you or someone you know is interested in Quit Classes, Maricopa County offers them at 35 Valley locations. The classes are free and the nicotine replacement vouchers are available for 50 percent off. To schedule, call (602) 372-7272. For an informative tobacco presentation for your youth group, please call the Maricopa County Tobacco Use Prevention Program (MACTUPP) at (602) 372-8418.

Laurie Thomas is the Community Health Promotions Director for the Maricopa County Tobacco Prevention Program, a program of the Maricopa County Department of Public Health.

THE ARIZONA REPUBLIC

THURSDAY, APRIL 15, 2004

azcentral.com

50 CENTS

Featured in Letter to the Editor & Acts of Kindness

Living proof of help for smokers

On March 24, 2003, my husband and I walked into a stop-smoking class, sponsored by the Maricopa County Tobacco Use Prevention Program.

It changed our lives forever.

I was a five-pack-a-day smoker for 40 years. I tried to quit, but I have all the will power of a raccoon in a garbage dump. The classes taught me how to do it.

Now we are smoke-free for almost a year. We have more than \$400 a month to spend on things we enjoy. We walk and swim and are much healthier. And we smell a lot better.

So for those people who think they are hopelessly hooked, I am living proof there is help.

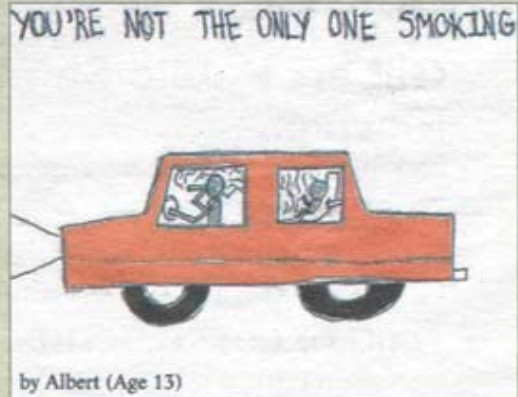
-- Lynda Gifford, Apache Junction

People and Places

Gilbert teen wins county-wide contest

Thirteen year-old Gilbert resident Albert Estergard, a seventh-grader at Mesquite Junior High School, was chosen as the winner of the first-annual "Don't Smoke in Cars with Kids" window-cling contest sponsored by the Maricopa County Tobacco Use Prevention Program (MACTUPP). Albert's first-place design depicts a smoke-filled car with the adult driver smoking with a small child in back riding in a child-safety seat. The caption of the design reads, "You're Not the Only One Smoking".

His winning design was chosen as the best among 450 entries from more than 20 schools and community organizations county-wide. For his winning efforts, Albert will receive a \$250 gift certificate to Toys R Us, plus a pizza party for his 7th grade class. Kristina Graves, Albert's teacher, will also receive a \$250 gift certificate to Target for classroom supplies.



by Albert (Age 13)

Winning design chosen among 450 entries



Albert Estergard and his teacher Kristina Graves



Albert Estergard with his winning design

Gilbert: Your Town Car Cling Contest

ARIZONA INFORMANT

98% of our news you won't find in any other news media in Arizona ■ Reaching 100,000 Weekly Readers ■ We Record Black History

 <p>YOUNG WRITER'S FIRST BOOK SET FOR RELEASE PAGE 10</p>	<p>SALUTE TO DIVERSITY SPECIAL ISSUE NEXT WEEK!</p>	 <p>WESTBROOKS HONORED FOR ANTI-TOBACCO EFFORTS PAGE 4</p>
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County's Cessation Program Helps Resident Quit Smoking

John Huff finally quit after 30 years of regular smoking. Huff began smoking during the Vietnam War as an outlet to relax, while the violence of war took the lives of his fellow soldiers. And that is how so many war veterans who never smoked before started. Cigarettes were plenty and supplied by the carton from the government in ration packs.

Smoking cigarettes was "an accepted evil," said Huff. A pack of cigarettes was only \$0.25, so it was a cheap habit to sustain. A surprising number of soldiers also chewed tobacco, according to Huff.

Originally from Chicago, Huff had never been exposed to chewing tobacco before. After the war ended, Huff was already addicted to smoking, going through a pack a day and in no rush to quit. Nobody in John's family smokes. His mother, a retired nurse, has always encouraged him to quit smoking.

When John thought he was ready to quit, he tried on three separate occasions to quit with cessation classes offered by various programs and a number of times on his own. Huff had quit for six months at one point, however these attempts were not successful and he eventually gave in to the cravings.

Huff's doctor at informed him of the dangers of smoking and encouraged him to quit. Huff went to two other cessation programs to try their methods, however he was not successful. He later realized that he wasn't quite ready to stop smoking at that time.





Alertan a no fumadores por humo de segunda mano

Librada Martinez

Amonia, veneno para ratas, monóxido de carbono, alquitran, nicotina, son algunos de los elementos químicos que el humo del cigarrillo contiene y que las personas que están alrededor de los fumadores tienen que inhalar.

El llamado humo de segunda mano es incluso más peligroso que el inhalado por el propio fumador porque es rápido sin que haya un filtro de por medio.

Según estadísticas, cuando alguien enciende un cigarrillo, el fumador solo inhala el 15 por ciento del humo, el otro 85 por ciento se convierte en humo de segunda mano, quien lo respira está expuesto a los mismos productos químicos que causan cáncer.

Todos los años, unas tres mil personas no fumadores mueren de cáncer de pulmón causado por el humo de segunda mano, además, causa 35 mil ataques al corazón en fumadores.



PUBLIC HEALTH CONNECTION

MARICOPA COUNTY DEPARTMENT OF PUBLIC HEALTH
To promote, preserve, and protect the health of people and communities in Maricopa County



Maricopa County
Tobacco Use Prevention Program

PH Racks Up NACo Awards

MACTUPP

Awards were given to two MACTUPP programs: **Smokefree in 2003** and **Comprehensive, Cost-Effective and Inspiring: MACTUPP's Prevention Program**.

Smokefree in 2003

Through a collaborative effort, MACTUPP's cessation team provided technical assistance to Scottsdale Healthcare System (SHCS) in its efforts to establish a totally tobacco free healthcare system. As a result, SHCS is now the first hospital in the Phoenix metropolitan area to become totally smokefree.

MACTUPP assisted in writing the policy and

protocols, and developing all printed materials. They also trained nursing staff on tobacco issues and nicotine replacement products for patients.

Comprehensive, Cost-Effective Inspiring: MACTUPP's Prevention Program

MACTUPP partnered with 236 county schools in the 2003-2004 school year, to prevent the serious health damage caused by tobacco use.

MACTUPP has built an effective, flexible, research-based, and cost-effective program. Approximately 10,500 students in grades four through eight benefit from the County's collaboration with schools.

THE ARIZONA REPUBLIC

Warn children early about smoking's dangers



THE ARIZONA REPUBLIC

The recent report from U.S. Surgeon General Richard Carmona came to an unsettling conclusion: There is no safe level of secondhand smoke, and even brief exposure can cause harm.

The report raises awareness that parents and schools need to teach children about the dangers of smoking so those children can make informed choices when they become adults, according to the Maricopa County Tobacco Use Prevention Program.

Although there are programs at schools and in the community, children need ongoing education about the dangers of smoking and nicotine.

"We are trying to equip kids to be well-informed citizens," said Robert Neese, prevention supervisor for the Maricopa County Tobacco Use Prevention Program.

Here are some tips from the county program to help parents teach about those dangers and keep them informed:

Tips for raising tobacco-free kids

More than 5 million children alive today will die prematurely from smoking-related illnesses, and of nearly every adult who smokes, almost 90 percent took his or her first puff at or before the age of 18. Here are some tips for parents to help children stay tobacco-free.

Tips

- **Don't smoke.** Your children are 50 percent more likely to smoke if you do. Don't allow smoking in your home.
- **Your rules about tobacco use must be clear.** Make sure they know that if they break the rules, there are consequences and they will be enforced.
- **Eat dinner together.** This way you hear about their day on the day it happened and you can answer any questions that come up.
- **Know your child's friends.**
- **Know the days they get out of school early and where they are.**
- **Role-play saying no to tobacco.**

■ **Discuss the 4,000 chemicals and 40 carcinogens in tobacco.** Relate it to household products. It is OK to be graphic. "Arsenic is what is in rat poison," "Ammonia is what we clean our toilet with," "Formaldehyde is used for embalming people after they die."

■ **With your kids visit the Web site www.tobaccofreekids.org.** You can see the latest ads from the tobacco companies. Talk about the type of appeals they're using: glamour, popularity, fun. This site also gives a tally of how much money tobacco companies have spent on advertising this calendar year.

Source: Maricopa County Tobacco Use Prevention Program

Ideas for teachers

Here are some ideas for activities teachers can do at school to help kids understand the realities of smoking. The ideas come from the Maricopa County Tobacco Use Prevention Program.

What it feels like to have emphysema

This activity will demonstrate what it feels like to have emphysema.

Hand each student one straw and ask them to run in place for approximately one minute. Turn on some upbeat music to encourage them to keep up the pace. After running in place for about one minute, ask the students to stop and breathe only through the straw for as long as they can stand. Ask a couple of volunteers to describe how it feels to breathe through the straws. How would this disease inhibit your daily activities?

Note: It is important that anyone with asthma or other difficulties breathing does not participate in this activity. You may want to delegate him/her to be the timekeeper instead.

Anti-tobacco contests

This activity uses creativity to get an anti-tobacco message across to the community. Youth can participate in or lead the contests.

Youth can participate in slogan, bumper sticker, poster or mural contests within the community. It might be helpful to create a specific theme for your contest. For example, ask for a message about secondhand smoke. The winner's work can be showcased on T-shirts, stickers, window decals, hats or bookmarks. In a mural contest, judges can choose one design as the winner and the youth advocacy group as a whole can participate in creating the winning mural.

Body maps

This activity is great for younger kids in introducing them to the parts of the body and how tobacco use effects them.

Gather kids in groups of four or five and have them sit on the floor with their group. Unroll one piece of butcher paper or newsprint paper out on the floor in front of each group. Explain that everyone will get a chance to participate and then select one student from each group to lie down on the paper. Have the kids trace around the body of the group member lying on the paper. After the outline is complete, have everyone in the group draw details to the outline highlighting parts of the body that are affected by tobacco use (lungs, teeth, heart, etc.).

You can encourage the kids to draw damaged organs for example, black lungs, yellow teeth, etc. Once everyone is finished, hang the pictures up and have each group share and discuss its drawing.

Program for schools

The news: School administrators and professionals can join the efforts in Maricopa County to educate youth about the dangers of tobacco.

The School-Based Tobacco Use Prevention Funding is available within Maricopa County for 2006-07 school year. Participating districts and charters receive \$2,000 per school toward implementing tobacco prevention and education programs on their campuses.

Who the program targets:

Schools must be located in Maricopa County to be eligible for funds. Target audience is fourth through eighth-grade students. Technical assistance and ongoing support for the program is provided free of charge.

Background: This program is funded by the Arizona Department of Health Services. The Maricopa County Tobacco Use Prevention Program provides leadership, education and support to all residents, communities and businesses to create tobacco-free environments.

Questions: To register, please contact Elaine Huck at (602) 372-8406 or Jennifer Henry at (602) 372-8427.

For more information, please call (602) 372-7272 or visit mactup.org.

Smoke-free Restaurants

— Choosing a smoke-free place to eat is the first step to a healthy and pleasurable dining experience. For patrons, unpolluted air offers greater enjoyment of the food as well as an environment conducive to good health. Select your community below for more information about smoke-free dining in your area.

- [Chandler](#)
- [Gilbert](#)
- [Glendale](#)
- [Goodyear](#)
- [Guadalupe](#) - All restaurants are smoke-free
- [Litchfield](#)
- [Mesa](#)
- [Peoria](#)
- [Phoenix](#)
- [Scottsdale](#)
- [Suprise](#) - All restaurants are smoke-free
- [Tempe](#) - All restaurants are smoke-free

Restaurants included on this list must be 100% smoke-free inside. If they allow smoking in the bar, it must be an independent, enclosed room with a separate ventilation system. Information regarding the restaurant's smoking policy was obtained from restaurant management.

This list is constantly being updated to keep it as current as possible. If you know of a smoke-free restaurant that should be added, or if you have any additional questions please call Blayne Fielder at (602) 372-8433 or email reactup@mail.maricopa.gov

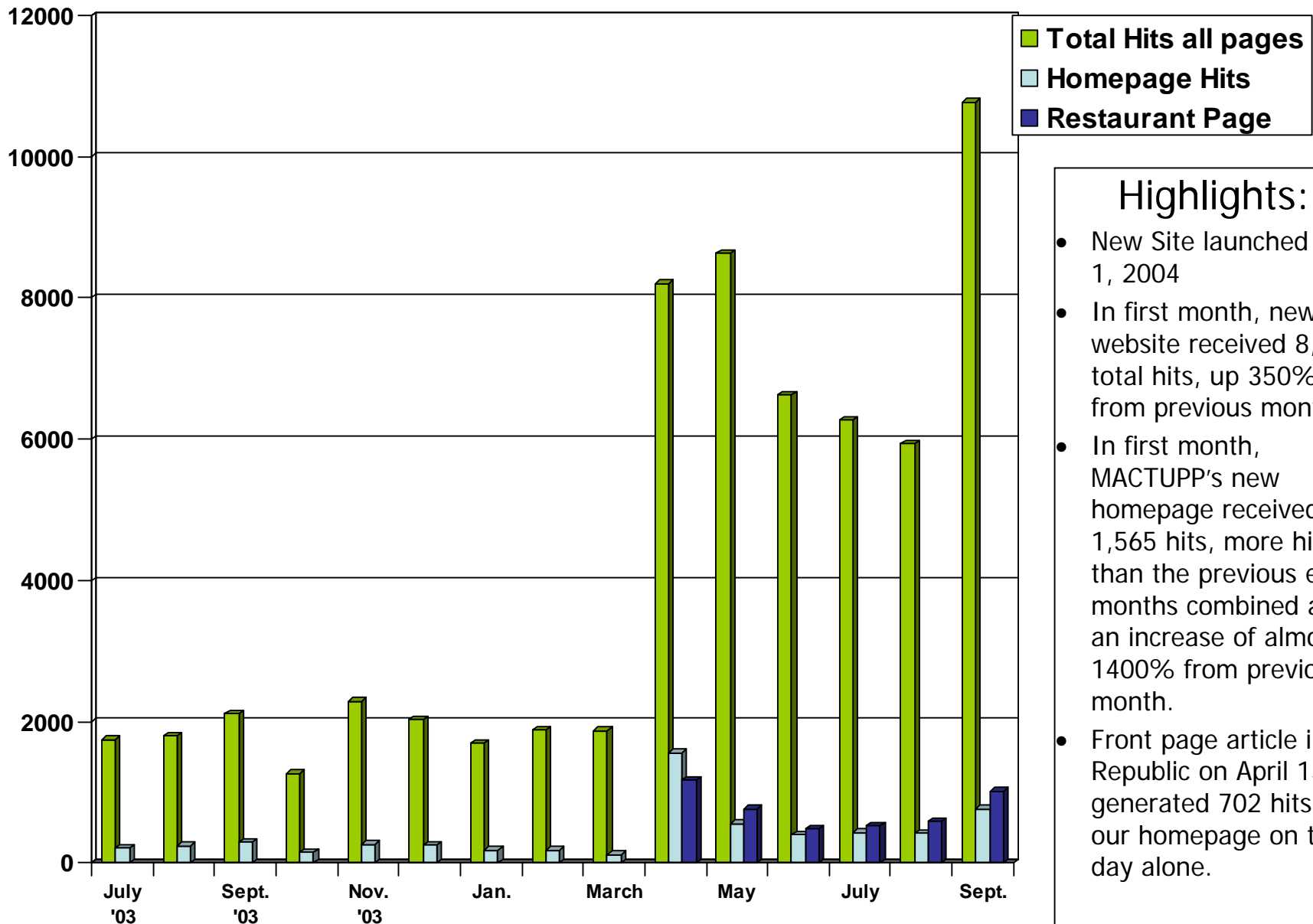
Smoke-Free Website



Flash Presentation



Media Coverage Impacts Web Site Traffic



- Highlights:**
- New Site launched April 1, 2004
 - In first month, new website received 8,604 total hits, up 350% from previous month.
 - In first month, MACTUPP's new homepage received 1,565 hits, more hits than the previous eight months combined and an increase of almost 1400% from previous month.
 - Front page article in AZ Republic on April 15th generated 702 hits to our homepage on that day alone.

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