

Winter 2011

Tobacco Prevention Coalition Training

Wednesday, January 26, 2010 from 1:30 – 4 p.m.

Pittsburg Preschool and Community Council, Inc., 1760 Chester Dr., Pittsburg

Strengthening Advocacy Skills to Reduce Sales of Tobacco to Minors

with the Center for Tobacco Policy and Organizing

Participants will learn:

- The benefits of Tobacco Retailer Licensing in reducing tobacco sales to minors
- How to frame the issue
- How to address counter-arguments
- How to communicate effectively with policy makers

To RSVP, call (925) 313-6214 or email cctobaccopreventioncoalition@gmail.com

Effective January 1, 2011 **secondhand smoke protections in multi-unit housing** (buildings with 4 or more units) **in unincorporated Contra Costa County were strengthened to include:** no smoking in 100% of all new multi-unit housing units; no smoking on balconies, patios, decks and carports of all existing and new units; and a requirement that landlords include lease terms that make smoking in non-smoking areas a violation of the lease. The County Board of Supervisors adopted these protections in light of evidence that tobacco smoke drifts throughout multi-unit housing and that children, people of low income and people of color disproportionately live in multi-unit housing. Supervisor Federal Glover said, in support of stronger protections in multi-unit housing, that the Board needs to, “make sure that when we talk about health disparities ...we make sure that there isn’t a disparity for those people who cannot choose where they live”.

The **Contra Costa Board of Supervisors** became the **first jurisdiction in the United States to sign a resolution of support for Food and Drug Administration banning of menthol flavoring in tobacco products.** Mentholated cigarettes are disproportionately used by children, young adults, and people of color, due in large part to targeted advertising. The resolution urges the FDA to use its regulatory power to ban menthol to protect vulnerable populations from these products. In discussing the resolution, Supervisor John Gioia stated “the tobacco industry is finding ways to improve its marketing among various populations. It’s important that public agencies speak out on this issue”.

The **Tobacco Prevention Coalition continues to work on a Secondhand Smoke Protections policy campaign in Walnut Creek.** The Coalition prioritized Walnut Creek in large part due to the high number of drifting smoke complaints the Tobacco Prevention Project has received from Walnut Creek residents and visitors. People interested in secondhand smoke protections in Walnut Creek may call (925) 313-6214 or email cctobaccopreventioncoalition@gmail.com.

The **American Lung Association** recently released their “**2010 State of Tobacco Control Report Card**”. The report card grades how well cities and counties are protecting residents from the deadly toll of tobacco through adoption of local ordinances for smoke-free outdoor air, smoke-free housing and reducing sales of tobacco products. In the past year, **unincorporated Contra Costa raised their grade from a “B” to an “A” and Pinole and Pleasant Hill raised their grades from “D”s to “C”s.** For more detailed information, email Jaime.jenett@hsd.cccounty.us or call (925) 313-6216.

The 30th U.S. Surgeon General report, “*How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease*”, was released in December 2010. The Surgeon General reported that any exposure to tobacco smoke – even an occasional cigarette or exposure to secondhand smoke – is harmful and that damage from tobacco smoke is immediate. The Surgeon General also reported that tobacco prevention policies, such as prohibiting smoking in public places, are effective in reducing the negative impact of tobacco on communities. For a full copy of the report, go to: <http://www.surgeongeneral.gov/library/tobaccosmoke/index.html>.

The **California Tobacco Control Program is hosting a series of regional educational forums** to teach advocates 1) solutions to protect local workers from secondhand smoke; 2) proven strategies to counteract price manipulation by the tobacco industry; and 3) how to communicate the real costs of tobacco and build support for meaningful solutions through media and community organizations. The training will take place in San Jose on Wednesday, February 23rd. For more information, contact Jaime Jenett at jaime.jenett@hds.cccounty.us or call (925) 313-6216.

Santa Clara recently adopted three tobacco control ordinances making it the Bay Area county with the strongest anti-tobacco laws. The first ordinance prohibits tobacco use within 30 feet of outdoor service areas (ATM ticket lines, etc.) and outdoor dining, in county parks, in hotels and motels, outdoor shopping malls and in retail stores that exclusively sell tobacco and paraphernalia. The second ordinance prohibits smoking inside multi-unit housing units as well as in common indoor and outdoor areas. The third ordinance requires tobacco retailers in unincorporated areas to have a license from the County to sell tobacco, prohibits employees under age 18 to sell tobacco, restricts allowable signage to no more than 15% of window areas of stores, prohibits the sale of tobacco in new pharmacies and prohibits new tobacco retailers located 1,000 feet from a school or 500 feet from another tobacco retailer.

The Food and Drug Administration recently proposed new warnings for cigarette packages and advertisements that would require them to contain color graphic images depicting the negative health consequences of smoking and cover the top 50 percent of the front and back of cigarette packs and 20 percent of cigarette advertisements. The FDA will issue final regulations on the color graphics by June 22, 2011. Visit www.fda.gov/TobaccoProducts/Labeling/CigaretteProductWarningLabels to view the proposed warnings.

A new study published in the January 2011 issue of *Pediatrics* showed that, “children who live in homes in which *no one smokes inside* have a 140% increase in Cotinine [a marker for cigarette smoke exposure] levels if they live in apartments compared with detached homes. **Multiunit housing may be a significant source of secondhand smoke exposure for children, at levels associated with morbidity.**”

There are now at least 225 **housing authorities in the U.S. with smoke-free policies.** You can access the list at <http://www.tcsg.org/sfelp/SFHousingAuthorities.pdf>.

A jury in Massachusetts has ruled the Lorillard Tobacco Co. tried to entice black children to become smokers by handing out free cigarettes and has **awarded \$71 million in compensatory damages** to the estate and son of a woman who died of lung cancer. The lawsuit was believed to be the first in the country to **accuse a cigarette-maker of targeting black children** by giving away cigarettes in urban neighborhoods.

A study by the city of Berkeley released recently found that about **51.3 percent of the top-played songs on local radio stations popular amongst 12- to 24-year-olds featured smoking imagery in their videos.** Berkeley Health Officer Janet Berreman said "We know that kids spend a lot of time listening to their music and watching videos. The more glamorized images of tobacco use that teenagers see, the more they are going to smoke. These (issues) are real and very much present in our local community for our youth." For more information, go to: http://www.dailycal.org/article/110343/study_pop_culture_references_may

Apple voided their warranty and refused to provide repair service on Macs exposed to cigarette smoke in at least two reported instances. According to Apple, smoke residue inside a computer presents a health risk and a “biohazard,” and in both reported cases customers were denied service, despite having a valid warranty. Apple says that repair centers have the authority to decide whether to service computers used in environments where cigarette smoke is present, citing OSHA (Occupational Safety and Health Administration) rules that include nicotine in a list of hazardous substances that could damage the health of someone exposed to them.

Friend the Tobacco Prevention Coalition on Facebook: “**[Tobacco Prevention Coalition of Contra Costa](http://www.tobacco-prevention-coalition.org)**”
Visit us online at: <http://www.cchealth.org/topics/tobacco/>