

GILCHRIST COUNTY TOBACCO PREVENTION NEWSLETTER

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Rick Bender Visits Gilchrist County to Celebrate the Great American Smoke Out

By Chandler Ash, Gilchrist County 4-H SWAT

This year, Gilchrist County Students Working Against Tobacco (SWAT) wanted to celebrate the Great American Smoke Out (GASO) in a big way. SWAT decided to have a festival with food, games, music, and guest speaker Rick Bender, who shared his story.

Rick Bender's story attracted many people to come and listen. He spoke about how he

became addicted to tobacco. When he was just 12 years old, he stole a can of dip from his dad. After that, he became addicted to tobacco and continued using it.

At the young age of just 26, Rick Bender was diagnosed with cancer due to his tobacco use. After the first of his four surgeries, he lost one third of his tongue, one half of his jaw, and 25% use of his

right arm. To this day, he is still fighting the affects of his tobacco use.

The talk attracted a lot of attention at the event. Even some members of the Gilchrist County Commission were in attendance. Earlier that day, Rick Bender also spoke to students at Bell Middle School and Trenton Middle School.

It's easy to tell how serious he is about the subject, and wants to keep people from experiencing what he did. Rick Bender's story truly was inspiring, and influencing.

In addition to Rick Bender, there were other forms of entertainment at the event. Local musicians came to sing and play guitar during the night, including two SWAT youth. There were also several carnival games that were being run by SWAT youth and TFP members. Volunteers from 4-H clubs, the Gilchrist 4-H County Council, and



Anti-Tobacco Activist and Cancer Survivor Rick Bender Celebrated the Great American Smoke Out in Trenton and Bell.

Bender, continued

4-H leaders also came to help with the games.

The GASO was a good success for both SWAT and the Gilchrist TFP. Many people in the county were reached and influenced by Rick Bender's story. The SWAT youth were especially happy with the event. They worked on planning the event since the summer, and helped make it happen by working at the festival.

The GASO was a great event this year, and hopefully it will lead to greater things for Gilchrist County SWAT.

Smoking is Not Worth the Cost One May Pay

Written by Hanna Hanchey
ing for five years.

Hanna Hanchey is a twenty-four year old college student who lives in Dixie County and commutes to Santa Fe College for her studies. She never thought that picking up a cigarette at nineteen would soon cost her in health and almost take her life.

Smoking was a way for Hanna to calm down in stressful situations and was something to do to pass the time. On February 16, 2011 however she learned that the things mentioned about smoking can happen to anyone, unfortunately even someone as young as Hanna who had only been smok-

Hanna could not breathe one day and could hardly move as her sister rushed her to the hospital. She was immediately placed in the MICU and was hooked up to more machines than a young person could imagine.

Her right lung had been severely scarred from becoming sick so much from her smoking.

"I also went from simple bronchitis to every type of pneumonia that science has discovered" Hanna recalls.

In the end, Hanna nearly lost her life, the ordeal putting her and her family through a living nightmare.

Hanna lost some of her lung and when reflecting on the inevitable question of why this happened to her, she told herself, "for what, to look stupid and smoke?"

Her concern is with youth, as a vast majority of new smokers are young people. Hanna's advice for young people: "Young people today think that smoking makes them look cool when in reality smoking just stinks and they end up throwing money down the drain."

To those who think that it can't and won't happen to you, that is exactly what Hanna thought, yet now, through her own personal health trial, she has seen that it can happen to anyone.

"Cigarettes do not care how old you are or what your plans are", Hanna says as it can cause whatever damage it pleases and one can be left with significant consequences that are not worth the risk.

Hanna's testimony is that she has been smoke-free for eleven months now and can breathe better than she has in years. She also reports that the money saved has been in her words, "Amazing"!

Prevention is important in encouraging young people not to even start the habit of picking up a cigarette. Given all the health consequences and in Hanna's case, the possibility of near death and losing half of her lung, it makes no sense for a young person to even take the risk.

If you are a parent or a teenager take this story to heart as cigarette use is no respecter of age. The average starting age of a tobacco user is 14 years old! Clearly tobacco companies target young people who are in the age range that Hannah started as a teen. It's important to supply youth with proper education and awareness because the harm of tobacco use may not be down a distant road but can rear its ugly head in any young person's life.

(Edited by Thomas J. Harrington, Quit Doc Research and Education Foundation Policy Manager)



Hanna Hanchey, Smoke-Free Youth Advocate

Quit Doc Research and Education Foundation Co-Founder Participates in Televised Forum on Youth Tobacco Issues

PALM BEACH COUNTY, FLORIDA—On October 14, 2011, Quit Doc's Dr. Barry Hummel joined other local Tobacco Control Advocates for *Let's Talk About Tobacco*, a panel discussion on a wide range of youth tobacco issues. The project has been airing on local cable channels and PBS affiliates in the Treasure Coast.

Janiece Davis, the Tobacco Prevention Specialist in Palm Beach County, and Dr. Michael Feinstein, Program Director for the American Lung Association, joined Dr. Hummel for the round table discussion.

The show was hosted by Lee Keller, Educational Technology Specialist of the Palm Beach County School District.

The show started with a discussion of secondhand smoke and the health consequences.

Dr. Hummel made the point that secondhand smoke contains 4,000–7,000 chemicals, 60 of which are known or are suspected of causing cancer.

Dr. Feinstein pointed out that the danger of those chemicals is increased in small, confined environments such as cars.

Ms. Davis added that local communities are working hard on policies to try and reduce the impact of secondhand smoke, highlighting a recent comprehensive tobacco-free policy passed by the Palm Beach County School District.

Dr. Hummel addressed the issue of preemption in the current Florida Clean Indoor Air Act, which limits the ability of local communities to pursue stronger restrictions on outdoor smoking in parks and beaches.

Dr. Feinstein addressed the issue of youth perception of tobacco use. Overwhelmingly, middle and high school students overestimate the amount of tobacco use among their peers and adults in the community.

"Many of (the students) think they are out of the mainstream... that they're geeks or dorks because everybody else



is smoking and I choose not to," said Dr. Feinstein, "and the fact is 95% of middle school students are not actively smoking in Florida, and 87% of high school students are not actively smoking in Florida."

Dr. Hummel made the point that the Florida Clean Indoor Air Act may indirectly be contributing to that perception. As a result of the Clean Indoor Air Act, more adults smoke outside in doorways, increasing the chances of youth seeing an adult smoker.

"It's incredibly critical that we break up that notion that you stand right by the door, or you stand in a cluster, added Dr. Hummel. "That may be another policy we need to look at to change this perception problem."

Ms. Davis made the point that the early use of tobacco also contributes to the strength of the addiction. "When you start at eleven, think about the damage that you're doing to your (developing) brain versus somebody who starts in college. That shapes how your brain becomes addicted."

Dr. Hummel discussed the social implications of smoking,

especially among youth.

"(As a smoker) you're limiting yourself in the dating pool. 17% of adults smoke... and most non-smokers aren't going to date a smoker, so your choices are limited. You're condemned to that 17% of the population," added Dr. Hummel. "That's who you get to choose from."

The discussion then turned to smoking on television and in the movies. Dr. Feinstein discussed the role of period pieces, such as *Mad Men*, which go out of their way to glorify tobacco use.

Dr. Hummel pointed out that not all artists play by those rules. "You have to applaud a filmmaker who does a period piece, and decides to abandon (the smoking). *Captain America* took place during World War II. You know what we did in the United States during World War II? We gave cigarettes to G.I.'s... gave them by the cartons. We addicted a whole generation through this process."

"So here's a movie that takes place in World War II... it's all about the American military... not a single cigarette

appears in the movie. And you know what? I didn't miss it!"

Dr. Feinstein also took the opportunity to discuss the issue of spit tobacco, highlighting the risks caused by those products, including information on oral cancer and throat cancer.

"The effect of oral cancer, possibly because of the anatomy and the way its used, it seems to occur in younger ages than the effects of smoking tobacco," said Dr. Feinstein.

The discussion concluded with an extensive discussion of flavored tobacco products designed to attract youth and land in the hands of underage minors.

The group shared several examples of products sold in kid-friendly packages to imply that the products are safer than regular tobacco products.

The group also revealed several tricks used by tobacco manufacturers to exploit loopholes in the current laws that continue to allow these products to land in the hands of underage children.

This show was part of a series of projects to supplement the Florida Statewide Tobacco Prevention Course for School Teachers and Guidance Counselors. The course is free to all Florida Teachers. Information on the course is available at:

www.tobaccopreventiontraining.org

You can watch clips from the *Let's Talk About Tobacco* by visiting Quit Doc's YouTube Channel at www.youtube.com/user/QuitDocFoundation, or by using your smartphone's QR reader here:



Tampa's Cigar Makers Try to Fend Off Federal Regulation of Tobacco Products

October 17, 2011

TAMPA, FLORIDA - Cigarettes have come under heavy taxation and regulation in recent years, but people in Tampa's homegrown cigar industry worry they will be regulated out of existence.

From the beginning, Tampa has been known as Cigar City. Most of the factories are gone, but J.C. Newman Cigar Company in Ybor City is still rolling up to 55,000 sticks a day.

"In addition to being a Tampa industry, it's really a Florida home industry," says J.C. Newman President Eric Newman.

Like all cigar makers and sellers, Newman is still reeling from recent tax increases up to 700% on tobacco products. Now he worries the Family Smoking Prevention and Tobacco Control Act of 2009 will add another layer of regulation and expense to his industry.

"It could ban mail order. It could even ban self-service display of cigars," said Newman.

Actually, the Food and Drug Administration has not yet decided how or even if they will regulate cigars under the law. But already, Congresswoman Kathy Castor and Senator Bill Nelson have sponsored bills that would exempt cigars from

FDA oversight.

Some groups including the American Cancer Society and the American Medical Association are in turn pressuring the cigar industry to back off.

"What we don't want is every special interest going to congress and making the political case of why they should be exempt from health and safety rules," argues Matt Myer, President of the Campaign for Tobacco Free Kids.

"We don't make exceptions for certain foods or certain drugs when it comes to public health and safety," said Myers from his office in Washington D.C.

Newman claims that cigars do not carry the same health risk as cigarettes and are not appealing to teenagers but his strongest argument in this economy may be jobs. His factory in Ybor City employs 125 workers.

"We have people working for us for 30 or 40 years. If this bill goes through, it could put their jobs in jeopardy," said Newman.

The proposed law in support of the cigar industry is called the Traditional Cigar Manufacturing and Small Business Jobs Preservation Act of 2011.



Senator Bill Nelson and Congresswoman Kathy Castor have introduced bills to exempt cigars from the current FDA regulation. This means flavored cigars that target youth, such as those above, would no longer be regulated.

Tobacco Companies Knew of Radiation in Cigarettes and Covered It Up

By Carrie Gann, ABC News Medical Unit / September 29, 2011

Tobacco companies knew that cigarettes contained a radioactive substance called Polonium-210, but hid that knowledge from the public for over four decades, a new study of historical documents revealed.

Scientists from the University of California, Los Angeles, reviewed 27 previously unanalyzed documents and found that tobacco companies knew about the radioactive content of cigarettes as ear-

ly as 1959. The companies studied the polonium throughout the 1960s, knew that it caused "cancerous growths" in the lungs of smokers, and even calculated how much radiation a regular smoker would ingest over 20 years. Then, they kept that data secret.

Hrayr Karagueuzian, the study's lead author, said the companies' level of deception surprised him.

"They not only knew of the presence of polonium,

but also of its potential to cause cancer," he said.

Karagueuzian and his team replicated the calculations that tobacco company scientists described in these documents and found that the levels of radiation in cigarettes would account for up to 138 deaths for every 1,000 smokers over a period of 25 years.

The study published online in the journal *Nicotine and Tobacco Research*.

Cheryl Heaton, is the CEO of the American Legacy Foundation, the organization created from the 1998 legal settlement against tobacco companies. She said the knowledge that cigarettes contain radiation is disturbing today, but would have been even more unsettling to Americans in the midst of the Cold War mindset of the 1950s and 1960s.

"This was when we were crawling under our desks during school radiation drills and thinking about building bomb shelters in our backyards," Heaton said. "You probably could not imagine a more ideal time where you would have maximized the impact of that information. Unquestionably, this fact would have reduced smoking if it had been publicized."

She added that most Americans are probably still unaware that cigarettes contain radiation.

Polonium-210 is a radioactive material that emits hazardous particles called alpha particles. There are low levels of it in the soil

and the atmosphere, but the fertilizer used to grow tobacco plants contributes to the levels of polonium found in cigarettes.

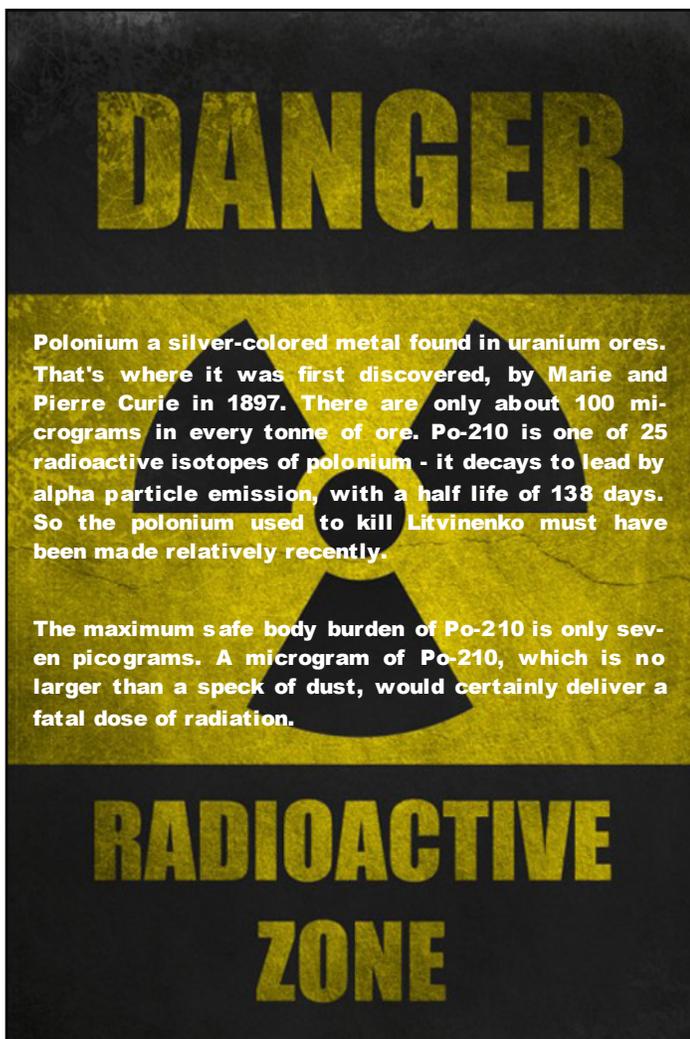
Dr. John Spangler, a professor of family medicine at the Wake Forest Baptist Medical Center in North Carolina, said when smokers inhale, the radioactive particles damage the tissue on the surface of the lungs, creating "hot spots" of damage. When combined with other cancer-causing chemicals in tobacco, Spangler said the damage from radiation is potent.

"The two together greatly increase your risk of lung cancer," Spangler said. "So tobacco smoke is even more dangerous than you thought before."

David Sutton, a spokesman for Philip Morris USA, the largest U.S. tobacco manufacturer, said the public health community has known about polonium in tobacco for decades.

"Polonium 210 is a naturally occurring element found in the air, soil, and water and therefore can be found in plants, including tobacco," Sutton said.

All tobacco products on the market today still contain the polonium. In 1980, scientists discovered that a process called "acid washing" removes up to 99 percent of polonium-210 from tobacco. The documents reviewed by UCLA scientists reveal that tobacco companies knew of this technique, but declined to use it to remove the radioactive material from their products.



Judge Blocks Graphic Images on Cigarette Packages

By Nedra Pickler, Associated Press / November 7, 2011

WASHINGTON, DC - On November 7, 2011, a judge blocked a federal requirement that would have begun forcing tobacco companies next year to put graphic images including dead and diseased smokers on their cigarette packages.

U.S. District Judge Richard Leon ruled that it's likely the cigarette makers will succeed in a lawsuit to block the new standard. He stopped the requirement until after the lawsuit is resolved, which could take years.

A similar case brought by the tobacco companies against the labels is pending before the U.S. 6th Circuit Court of Appeals in Cincinnati. U.S. District Judge Joseph McKinley upheld most of the marketing restrictions in the law in January 2010. The appeals court heard arguments in the case in July but is not expected to rule for several months.

Leon found the nine graphic images approved by the Food and Drug Administration in June go beyond conveying the facts about the health risks of smoking or go beyond that into advocacy - a critical distinction in a case over free speech.

The packaging would have included color images of a man exhaling cigarette smoke through a tracheotomy hole in his throat; a plume of cigarette smoke enveloping an infant receiving a mother's kiss; a pair of diseased lungs next to a pair of healthy lungs; a diseased mouth afflicted with what appears to be cancerous lesions; a man breathing into an oxygen mask; a cadaver on a table with post-autopsy chest staples; a woman weeping; a premature baby in an incubator; and a man wearing a T-shirt that features a "No Smoking" symbol and the words "I Quit"

"It is abundantly clear from viewing these images that the emotional response they were crafted to induce is calculated to provoke the viewer to quit, or never to start smoking - an ob-

jective wholly apart from disseminating purely factual and uncontroversial information," Leon wrote in his 29-page opinion. He pointed out that at least some were altered photographs to evoke emotion.

The judge also pointed out the size of the labels suggests they are unconstitutional - the FDA requirement said the labels were to cover the entire top half of cigarette packs, front and back and include a number for a stop-smoking hotline. The labels were to constitute 20 percent of cigarette advertising, and marketers were to rotate use of the images. Leon said the labels would amount to a "mini-billboard" for the agency's "obvious anti-smoking agenda."

The Justice Department argued that the images, coupled with written warnings, were designed to communicate the dangers to youngsters and adults. The FDA declined to comment on the judge's ruling, and a spokesman for the Justice Department would not say whether it plans to appeal, only that it is reviewing the ruling.

Matthew Myers, president of the Campaign for Tobacco-Free Kids, urged the Obama administration to appeal the ruling that he said "is wrong on the science and wrong on the law." He said a delay would only serve the financial interests of tobacco companies that spend billions to downplay the health risks of smoking and glamorize tobacco use.

"Studies around the world and evidence presented to the FDA have repeatedly shown that large, graphic warnings, like those adopted by the FDA, are most effective at informing consumers about the health risks of smoking, discouraging children and other nonsmokers from starting to smoke, and motivating smokers to quit," Myers said in a statement. "Because of that evidence, at least 43 other countries now require large, graphic cigarette warnings."



Congress instructed the FDA to require the labels, following the lead of the Canadian regulations that require similarly graphic images on cigarette packs. Lawmakers approved the measure with wide bipartisan majorities, and supporter Sen. Frank Lautenberg, D-N.J., also urged appeal. "Big Tobacco will stop at nothing to keep the cold, hard facts off their cigarette packages," he said in a statement.

The cigarette makers say their products have had Surgeon General warnings for more than 45 years, but that they never filed a legal challenge against them until these images were approved.

Tobacco companies are increasingly relying on their packaging to build brand loyalty and grab consumers. It's one of few advertising levers left to them

after the government curbed their presence in magazines, billboards and TV, and the graphic labels could cost them millions in lost sales and increased packaging costs.

The cigarette makers that sued the FDA are R.J. Reynolds Tobacco Co. of Winston-Salem, N.C., Lorillard Tobacco Co. of Greensboro, N.C., Commonwealth Brands Inc. of Bowling Green, Ky., Liggett Group of Mebane, N.C., and Santa Fe Natural Tobacco Co. of Santa Fe, N.M.

"Today's ruling reaffirms fundamental First Amendment principles by rejecting the notion that the government may require those who sell lawful products to adults to urge current and prospective purchasers not to purchase those products," Lorillard attorney Floyd Abrams said in a statement.

Tobacco Free Florida Program Clears The Air

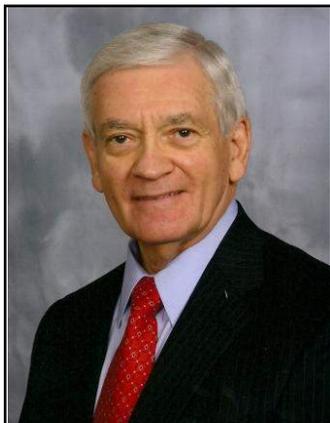
By Frank Farmer MD, Florida Surgeon General

This month marks five years since Florida voters approved a state constitutional amendment calling for reinstating a tobacco education and use prevention program. Today, that program, Tobacco Free Florida, is saving lives and saving taxpayers millions of dollars.

Florida is one of the nation's leaders in tobacco control. Comprehensive tobacco-control programs like Tobacco Free Florida work. From 2007 to 2010, the smoking rate for adults in the state decreased significantly to below the national average, resulting in almost half a million fewer adult smokers in Florida. This decrease saved the state about \$4.2 billion in personal healthcare expenditures. Florida is also one of only six states where lung cancer incidence among both men and women decreased from 1999 to 2008.

Fewer smokers is not only good for our collective health, but our wallets as well.

At a time when Florida businesses have been hit hard by the economic downturn, lower healthcare costs mean more funds available for



Dr. Frank Farmer, the former president of the Florida Medical Association, was appointed as the Surgeon General of Florida in March, 2011. In this role, Farmer serves as the state's chief medical officer as well as the secretary for the Health Department.

important business investments. A healthier workforce means more productivity because of fewer sick days, faster recovery time and fewer illnesses due to tobacco-related disease.

In addition, former smokers are no longer spending money on tobacco products, allowing that money to be spent in other ways for their families.

Despite the progress we've made, there is still work to be done. Each year, almost 30,000 Flo-

ridians die from smoking and tobacco-related diseases, costing the state millions of dollars in healthcare costs and lost productivity. Thousands of kids in Florida become cigarette smokers each year, creating a new generation of nicotine addicts and a new generation of life-threatening diseases. If this continues, hundreds of thousands of these kids will die prematurely from their own smoking or secondhand smoke.

Five years ago, voters demanded Tobacco Free Florida. Today, they can continue to lend their support by encouraging tobacco users in their lives to take advantage of the free resources funded by this program and to quit tobacco for their health and for their families.

Thanks to the amendment, which guarantees funding a comprehensive program, we are able to offer proven, effective resources to help tobacco users in the state quit. Floridians can conveniently access these services for free: Call 1-877-U-CAN-NOW; enroll in Web Coach at: www.quitnow.net/florida; or visit one of the state's Area Health Education Centers (AHEC).



Research and Education Foundation
 219 N. Main Street., PO Box 75
 Trenton, FL 32693
 Phone: (352) 463-7006
 Fax: (877) 803-2694
manderson@quitdoc.com



Health Access and Tobacco
 4052 Bald Cypress Way, Bin C#23
 Tallahassee, FL 32399-1744
 Phone: 850-245-4144
 Fax: 850-414-6470

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