

Section 8: Resources

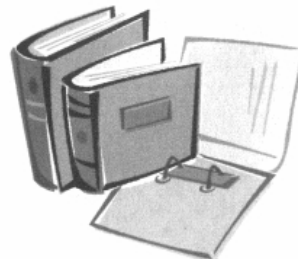
This section provides information about available resources through your local health department (including a pair of pig lungs) and links to online tobacco websites. There is also a listing of downloadable fact sheets from the Campaign for Tobacco Free Kids website.

Appendix A: Local Health Department Resources

Appendix B: Overview of State Tobacco Education Programs

Appendix C: Online Tobacco Resources

Appendix D: Tobacco Free Kids' Factsheets



Health Department Resources

The Tri-County Health Department and the Jefferson County Department of Health and Environment are available to promote tobacco awareness through booth displays. These displays include posters, handouts, a pig lung demonstration, as well as carbon monoxide testers. The booths are a perfect addition to all school activities promoting tobacco education and cessation.



The photo above shows the pig lung display which is available through your health department.



A variety of posters and brochures are available to you from your local health department. These are just a few examples.



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On Line Tobacco Resources

•www.cancer.org

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem through research, education, advocacy, and service.

•www.cdc.gov/tobacco

The Centers for Disease Control and Prevention hosts the Tobacco Information and Prevention Source (TIPS) on its site. TIPS includes numerous factsheets, the Tobacco Control Program Guidelines and Data (best practices and data highlights) as well as the Tobacco Free Sports Initiative.

•www.champss.net

Children Helping and Motivating Parents to Stop Smoking (CHAMPSS) is run by The Campaign for Tobacco Free Kids and strives to provide youth with tools to help their parents quit using tobacco. Resources include, motivating facts, how to handle a relapse, and how to support a parent through a quit attempt.

•www.co.quitnet.com

The Colorado Quitnet is a free website for people are trying to quit online.

•www.ctepa.org

The Colorado Tobacco Education and Prevention Alliance (CTEPA) serves as a resource on tobacco prevention and works on state and local issues across Colorado.

•www.fightwithfact.com

Fight with Fact (which stands for Fighting Against Corporate Tobacco) is Wisconsin's youth advocacy campaign. There are excellent advocacy activities on this site.

•www.gaspforair.org

GASP of Colorado works to eliminate secondhand tobacco smoke from the air through education and by promoting smoke-free policies.

•www.getrealcolorado.com

Unlike cigarette ads, you can look at our name and tell what we're about: Get R!EAL means Resist! Expose Advertising Lies. Smell big tobacco: smell the zillions of dollars they've spent trying to trick you into getting really, really addicted. It's just not cool. It's why you need to get up and get involved in Get R!EAL.

•www.gottaquit.com

A site dedicate to youth cessation. There are ex-smoker "quit coaches" available to chat online with teens trying to quit.

•www.kickbuttsday.org

Start planning for your next Kick Butts Day. Celebrate the 11th annual KBD on Wednesday, April 5, 2006.

•www.lungusa.org

The mission of the American Lung Association (ALA) is to prevent lung disease and promote lung health. Throughout the state, the ALA of Colorado offers N-O-T (Not On Tobacco), a teen smoking cessation program for high school students. For more information visit: www.notcolorado.org

•www.njrebel.com

Rebel is a group of New Jersey teens dedicated to educating youth, and other members of the community about the dangers of tobacco use. This site provides excellent fact sheets, especially about smoking in the movies and the tobacco industry targeting youth.

•www.quitsmokeless.org

Quit Smokeless is an online resource to show the smokeless tobacco user that with a little help from your fellow quitters, life without the tin or pouch is very possible.

*www.smokefreemovies.ucsf.edu

Smoke Free Movies aims to reduce the U.S. film industry's usefulness to Big Tobacco's domestic and global marketing, a leading cause of disability and premature death.

Also visit www.scenesmoking.org for more information about smoking and movies.

•www.wntd.org

Observed annually on May 31, World No Tobacco Day (WNTD) is the only global event aimed to raise awareness of the international impact of tobacco use.

•www.throughwithchew.com

The Through with Chew website offers background information about spit tobacco.

•www.unfilteredtv.com

This site, run by the Washington State Health Department, has a great variety of adolescent-friendly resources. There are excellent quit tips as well as one of the best tobacco-related search engines available.

•www.ovx.org

This site is based out of Vermont and is funded by the American Legacy Foundation. OVX stands for Our Voices Exposed. This site focuses on tobacco in the movies and encourages youth to engage in advocacy activities.

*www.tchd.org

This is the Tri-County Health Department website with links to various health topics including the latest public health outbreaks.

*www.co.jefferson.co.us/ext/dpt/health/

This is the Jefferson County Department of Health and Environment website.

The following smoke-free websites include information on secondhand smoke education for the public and workers and information about each city that has an active smoke-free coalition.

*www.smokefreeaurora.com – Smoke-Free Aurora

*www.smokefreecastlerock.com – Smoke-Free Castle Rock

*www.smokefreedenver.net – Smoke-Free Denver

*www.smokefreegreenwoodvillage.com – Smoke-Free Greenwood Village

*www.smokefreewestminster.com – Smoke-Free Westminster

ON-LINE TOBACCO GAMES

*www.onkickingnicotine.com – Password “KickNic”

*www.pbskids.org/itsmylife/games/index.html

*www.marylandtrash.com/pages/actnow/contestwinners.php – You can listen to radio ads by students

*www.8outof10.com/home.htm – This is a website designed by students.

*www.tobaccocontrolpartners.org/learning/comp04/04C_SMoo1.asp – Connects you to an interactive human body showing the effects of smoking on the body.

Fact Sheets



You need to know the truth. The Campaign for Tobacco-Free Kids' research department has developed a series of factsheets on a range of tobacco issues. Learn more about Big Tobacco's war on America's kids below. (All factsheets are provided in Adobe Acrobat .pdf format.)

From <http://www.tobaccofreekids.org/research/factsheets/>

Research Center

Factsheets

Tobacco's Toll - USA

Tobacco's Toll - State Specific

Tobacco and Kids

Tobacco Company Marketing to Kids

Internet Sales of Tobacco Products

Other Tobacco Company Bad Acts and Information

Health Harms From Tobacco Use

Secondhand Smoke

Women, Girls & Tobacco Use

Other Specific Populations

"Safer" Cigarettes and Tobacco Products

Tobacco Prevention Programs Work

Cessation: Helping Smokers and Other Tobacco Users Quit

State Tobacco Prevention Efforts

Understanding the State Tobacco Settlements

Tobacco Settlement Payments to the States

State Securitization of Tobacco Settlement Funds

Tobacco Taxes - State

Tobacco Taxes - Federal

FDA & Tobacco: Food & Drug Administration Authority Over Tobacco

FDA & Tobacco: 1996 FDA Rule & 2000 Supreme Court Decision

Global Tobacco Control Factsheets

Factsheets En Espanol

Campaign Background Fact Sheets

STEPP

STATE TOBACCO EDUCATION & PREVENTION PARTNERSHIP

STEPP leads the fight against tobacco-caused death, disease, and economic burden in Colorado by mobilizing agencies, organizations and individuals to work together to support tobacco-free lifestyles and environments. STEPP and its partners provide programs and policies that are comprehensive, evidence-based, culturally appropriate, and cost effective in achieving its goals.

STEPP's goals are to:

- Prevent youth from starting to use tobacco;
- Help people who use tobacco to quit;
- Assist in the reduction of and protection from secondhand smoke; and
- Reduce tobacco use among groups that are disproportionately affected and/or at high risk.

STEPP's Youth and Young Adult Program funds the following initiatives:



**K-12 Tobacco
Prevention Initiative**
www.rmc.org

The Rocky Mountain Center for Health Promotion and Education works with schools (elementary, middle and senior) and districts across the state to infuse tobacco prevention into the classroom, develop long-range tobacco prevention plans, and support STEPP anti-tobacco media campaigns.



**Youth Smoking
Cessation Initiative**
www.notcolorado.org

The American Lung Association of Colorado works with high schools and community-based organizations to implement N-O-T (Not on Tobacco), a teen tobacco cessation program.



**School Employee
Wellness Initiative**
www.cdphe.state.co.us/pp/copan

The Colorado Physical Activity and Nutrition Program encourages faculty and staff at schools around the state to focus on three lifestyle issues (physical activity, nutrition and tobacco use) and to be positive role models for students.



**Youth Empowerment
Initiative**
www.getrealcolorado.com

Get R!EAL (Resist! Expose Advertising Lies) trains and empowers youth in schools and community-based organizations to lead Colorado's youth-led anti-tobacco movement.



**Tony Grampsas
Tobacco Initiative**
www.cdphe.state.co.us/ps/tgys/tti

Tony Grampsas Youth Services Tobacco Initiative grantees infuse tobacco prevention, cessation and secondhand smoke reduction into their existing community-based early childhood/parenting, youth violence prevention, or mentor program.



**Collegiate Tobacco
Prevention Initiative**
www.tobaccofreeu.org

The BACCHUS Network works with Colorado colleges and universities to implement comprehensive tobacco control programs focused on prevention, cessation and secondhand smoke, with particular attention to policy development.



**Youth Access/Merchant
Compliance Initiative**
www.revenue.state.co.us

The Colorado Department of Revenue's Tobacco Enforcement Unit conducts merchant compliance checks (stings) throughout the state to ensure the non-sale of tobacco to minors.

Your CD Rom & DVDs



*Please contact your local health department to receive a copy of the CD Rom and DVD.

The CD Rom contains:

- 37 posters
- 3 bookmarks
- 4 PowerPoint presentations
- 7 Sample PSAs
- A “Gross Images” File

A copy of the posters is attached. All of these posters and bookmarks are free, and can be downloaded and printed at your school. A description of the PowerPoint presentations can be found in Section 1, Activity 1.17. There are sample Public Service Announcements (PSAs) to accompany Section 7, Activity 7.4. Finally, the “Gross Images” file is a collection of images of the health effects of tobacco use and has been provided should you wish to really gross-out your students.

The DVDs contain:

120,000 Lives: This 10 minute movie documents the film industry’s influence on teenage smoking initiation. Use with worksheets in the Section 5, Activity 5.8

Lung Cancer Through The Eyes Of My Children: This is a documentary of a Colorado woman suffering from lung cancer as seen through the eyes of her children. More information about the film is found on the website for The Susan L DeWitt Foundation for Extended Breath.

U.S. WOMEN RULE WITH FIRE NOT SMOKE.

SMOKE DEFENSES NOT CIGARETTES

Smoking. Who needs it! www.smokefree.gov

"My biggest fear in life is not reaching my full potential..."
Muffy Davis

Be Tobacco Free

SALT LAKE 2002

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

TOBACCO FREE

SPORTS

Learn how to play with fire in your heart, not smoke in your lungs.

Eddie Pope

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

www.gettymages.com

He Smokes Opponents, Not Cigarettes.

Learn More >>

2002 FIFA World Cup

Jeff Agoos

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

www.gettymages.com

Their **Only** ADDICTION is **THE GAME**

Tobacco Free Soccer

Legacy
Coal of Friends
WASA
CDC

SMOKE-FREE

IT'S THE NEW EVOLUTION

Roger Miller

YOU CAN'T WIN IF YOU CAN'T

CATCH YOUR BREATH™

...BE TOBACCO FREE

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

You can't win if you can't Catch Your Breath....

BE TOBACCO FREE

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

SALT LAKE 2002

Rosely Fletcher

Tobacco Free Sports...


Where the competition is a breath of fresh air.

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

SALT LAKE 2002

Picabo Street

If you think dip is harmless,
YOU DON'T KNOW SPIT.
 Spit tobacco has more than twice the nicotine of cigarettes,
 making it very addictive and hard to quit.



We know it's hard, but you can quit. We can help.
CALL 1-800-639-QUIT

The Colorado Quitline is a free service of the Colorado Department of Public Health and Environment.

**Blew away
 50,000 lives
 last year.**

Secondhand smoke affects everyone in its path — smokers and non-smokers. Children exposed to secondhand smoke are especially vulnerable. Secondhand smoke is also strongly linked to Sudden Infant Death Syndrome (SIDS).

Secondhand smoke is a first-rate killer.



**Causes
 Chronic
 Coffin.**

Secondhand smoke contains 4,000 chemicals. These poisons cause allergies, bronchial infections, asthma, lung cancer, chronic coughing, and death.

Secondhand smoke is a first-rate killer.



I know

Yo sé

Stay out

Tell Big Tobacco

NOT FOR SALE

REAL www.getrealcolorado.com



THE HALF INDIAN WHOSE TEAM THE OTHER IS A STATE INDIAN

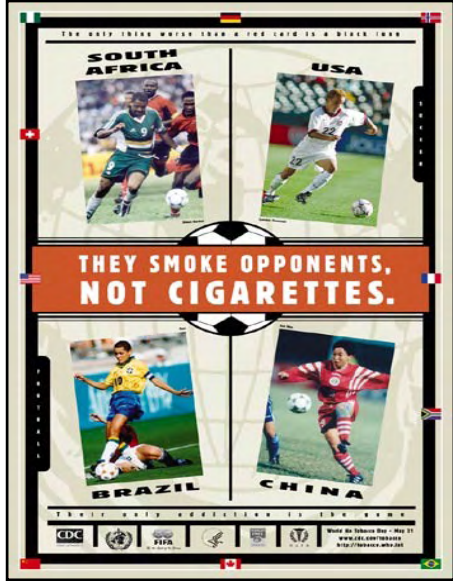
SOUTH AFRICA **USA**

**THEY SMOKE OPPONENTS,
 NOT CIGARETTES.**

BRAZIL **CHINA**

THE HALF CHINESE WHOSE TEAM THE OTHER IS A STATE INDIAN

CDC, FIFA, and other logos.



He has his daddy's eyes
 and his
 momma's lungs.

Secondhand Smoke Kills.



tobacco free sports
 play it clean

World No Tobacco Day • May 31

<http://tobaccofree.org>
www.cdc.gov/tobacco

CDC, FIFA, and other logos.



IT'S THE TRUTH

Every year, thousands of people find an easy way to quit smoking.

They die.

IT'S AN OUTRAGE

WASHINGTON STATE
 Job # WSOC016 FRONT Ver. A
 4/2C Postcards
 Trim: 5" x 4-1/4"
 Bleed: 6-1/4" x 4-1/2"
 AD: Armand Kerechuk & Van Urffelen
 CW: Jaime Reedy & Paddy Taber
 Prepared by AshonGal & Postbro



We're BROKE, We SMELL,
 We're OVER IT!

We're GONNA QUIT SMOKING!

Call The Colorado Quilline
1-800-639-QUIT

YOU'VE GOT YOUR REASONS. WE'VE GOT YOUR BACK. Get a **FREE Quit Kit**


IT'S THE TRUTH

Want a real buzz?
 Lick the toilet.
 It's been cleaned with the same ammonia used in your cigarettes.

IT'S AN OUTRAGE

To quit call toll free **1-877-270-STOP**
Pub. by the Washington State Department of Health

YOUR MONEY OR YOUR LIFE.



[CIGARETTES TAKE BOTH.]




If you knew, you wouldn't smoke around me.
 Would you?

I love you. And, I know that you love me. But some things you do, I don't understand. Like, when you smoke. With me right there. It scares me. 'Cause I have to breathe your smoke, too. And it makes me sick. It makes me stink. And I know, if you knew how it makes me feel, if you really knew, you wouldn't do it...not around me. Would you? I love you.

Children who breathe secondhand smoke suffer significantly higher rates of asthma and bronchitis than children who breathe smoke free. Learn more. Call 1-888-8733-OUT.

KANSAS HEALTH FOUNDATION  **Let's take it outside.**



**Is Nicotine addictive?
 Just ask Debi.**

**IT'S THE TRUTH
 IT'S AN OUTRAGE**

To quit smoking call toll free **1-877-270-STOP**
Pub. by the Washington State Department of Health

PEOPLE EXPOSED TO SECONDHAND SMOKE AT WORK ARE 34% MORE LIKELY TO GET LUNG CANCER.



AND YOU THOUGHT THE LONG HOURS WERE KILLING YOU.
 LET YOUR BOSS KNOW YOU WANT TO WORK IN A SMOKE-FREE ENVIRONMENT. CALL 1-800-CDC-1311 FOR A GUIDE THAT TELLS YOU WHAT ELSE YOU CAN DO ABOUT SECONDHAND SMOKE.



EXPONERSE AL HUMO DE SEGUNDA MANO DURANTE LAS HORAS DE TRABAJO AUMENTA EN UN 34% EL RIESGO DE CONTRAER CANCER DEL PULMON.



Y USTED PENSABA QUE SU LARGO HORARIO ERA LO QUE LO ESTABA MATANDO.
 DÍGALE A SU JEFE QUE QUIERE TRABAJAR EN UN AMBIENTE SIN HUMO. LLÁME AL 1-800-CDC-1311 PARA PEDIR INFORMACIÓN SOBRE LO QUE USTED PUEDE HACER PARA PROTEGERSE DEL HUMO DE SEGUNDA MANO.



LAST YEAR 3,000 PEOPLE DIED OF LUNG CANCER DUE TO SECONDHAND SMOKE.



WANT TO TALK ABOUT SMOKER'S RIGHTS?
 TALK TO YOUR UNION REPRESENTATIVE. THE RIGHT TO BREATHE IS MORE IMPORTANT THAN THE RIGHT TO SMOKE. CALL 1-800-CDC-1311 FOR A GUIDE THAT TELLS YOU WHAT ELSE YOU CAN DO ABOUT SECONDHAND TOBACCO SMOKE.



3,000 kids start smoking every day.

It's time we made smoking history.

Photo: Eyeopeners. Scene in this photo is black, for better or for ill. Backlighting used for color.

430,000 people die a year from smoking.

It's time we made smoking history.

Photo: Eyeopeners. Scene in this photo is black, for better or for ill. Backlighting used for color.

MORE WOMEN DIED OF LUNG CANCER IN THE LAST YEAR THAN IN THE LAST YEAR OF THE LAST YEAR.

SMOKING IS UGLY.

FOR MORE INFORMATION VISIT WWW.EARLYONSETLUNGGLY.COM

DESIGNED BY GARY FALMOUTH
 FOR THE U.S. DEPT. OF HEALTH AND HUMAN SERVICES
 THE DEPARTMENT OF HEALTH AND HUMAN SERVICES

"In 14 years of modeling, this is my favorite shot of myself."

Christy Turlington considers quitting smoking her biggest success. One of her biggest regrets is that she ever started.

CDC
 CENTERS FOR DISEASE CONTROL AND PREVENTION

DEAR BIG TOBACCO:

WE KNOW WHAT MARLBORO COUNTRY REALLY LOOKS LIKE.