



ALAMEDA COUNTY TOBACCO CONTROL COALITION

A project of
AMERICAN LUNG ASSOCIATION®
of the East Bay

COALITION REVIEW



Board of Sups Says Thumbs Up to Tobacco Prevention *Approves \$1 million Annual Allocation*

Oakland – Despite the on-going budget crisis, the Alameda County Board of Supervisors renewed their commitment to allocate a portion of their tobacco master settlement funds back into tobacco prevention and cessation in May.

The money will be used to continue and expand tobacco education, prevention and cessation, support advocacy and policy as well as to enforce existing tobacco control ordinances. The Board's ruling reflects their recognition of the harmful effects of tobacco use among Alameda County residents, especially high-risk populations including lower-income communities, the homeless, and youth - all of whom deserve and need access to tobacco education and community cessation programs.

Smoking Rates Down

A little over 13 percent of Alameda County residents are smokers, down from close to 19 percent in 1996. Smoking among youth has dropped from 11.7 percent in 1996 to 8 percent. In 2003, California's adult smoking prevalence was at an all time low of 16.2 percent, second in the nation only to Utah.

Despite these successes, advocates and the Board realize that only continued funding of programs will guarantee that young people will not take up tobacco use and that immigrants and other impacted

groups will have the support and resources that they need to quit.

New Competitive Bidding Process Initiated

As part of an overall effort to allow community organizations to bid for the main body of the tobacco control program of work, the Alameda County Health Care Services Agency, Public Health Department has decided to initiate a competitive Request for Proposals (RFP) process.

This process will allow community organizations an opportunity to conduct or provide tobacco education prevention services to the County's high-risk population groups. It is expected that contracts will begin in January 2005.

Vendors who meet the Qualification Criteria and are interested in receiving an RFP, should it be issued, must complete a Vendor Application and return it **preferably via e-mail to purchbid@acgov.org by 2:00 p.m. on, October 11, 2004.** Note that if issuance of the RFP is delayed, the County will accept responses to the RFI until the RFP is issued or cancelled.

In order to receive an RFP, interested parties must complete a Vendor Application (enclosed in this newsletter). To view the complete information, visit the Alameda county website at: www.acgov.org, under

Current Contracting Opportunities for the latest developments, updates, and addendums for this contracting opportunity.

COUNTY CONTACT

Questions regarding this RFI must be submitted in writing to:

Alameda County, GSA-Purchasing
1401 Lakeside Drive, Suite 907
Oakland, CA 94612
FAX: 510-208-9626

Community Grants Process Still the Same

The process to compete for the smaller community grants which range from \$1,000 to \$10,000 will remain the same as in the past. Organizations and individuals interested in these grants will not be required to undergo the process outlined above.



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CONGRATULATIONS!

The Alameda County Tobacco Control Coalition would like to congratulate the following for their outstanding work in tobacco control.

Over 70 tobacco control coalition members cheered and celebrated the achievements of their fellow advocates at the June 16, 2004 annual recognition reception held at Washington Inn in Oakland.

The recipients were:



Bruce Fiedler, administrator of Pleasanton Gardens, a 47 unit senior apartment complex, won the citizen advocate award named for Dwight Pollock, the longtime coalition member who dedicated his life to teaching youth the truth about tobacco use. Fiedler was recognized for building a consensus among tenants to make all the living units 100% smoke-free.



Sang Trieu was given the Philip MacDonald Award for outstanding excellence by a paid tobacco control staff member. Through her organizing and coordinating efforts, both Ohlone and Las Positas Community colleges have made significant progress in becoming smokefree campuses and have student clinics actively identifying students who smoke and offering quit assistance and counseling.



The Honorable Gus Morrison, Mayor of the City of Fremont, was recognized by the Government Award for his enthusiastic support of Ohlone Community College students in their successful campaign to make the entire campus smoke-free.



The Behavioral Health Award was given to **Janet Kirk**, executive director of Project Pride, for successfully making her program the first adult residential drug treatment program in Alameda County to become a tobacco-free facility for clients who are incarcerated and community women and their children in Oakland.



Livermore Police Officer Keith McKelvey received the Law Enforcement Award for being the first and only officer to coordinate smokeless tobacco buy stings in Alameda County.



Triumph Ministries under the able leadership of Pastor Will Yancy took away the Community Based Organization award for his outstanding work in Project Youth-to-Youth which brought together a talented group of young performing artists to bring their anti-tobacco, anti-drug message to schools all over the County.



Carol Brookman, owner of the historic Heinhold's First and Last Chance Saloon in Jack London Square, was given the outstanding business award for her steadfast commitment to keeping tobacco products out of her bar by refusing lucrative offers to sell tobacco and hold tobacco Bar Nights on her premises.



The outstanding achievement in Primary Care went to the **Native American Health Center** for successfully integrating tobacco-use interventions into all levels of patient care. They have served as a leader and role model for the other clinics in their commitment to helping all their patients reduce smoking and secondhand smoke exposure.



Cuc Vo, Oakland High School 12th grader, was given the Youth Leadership award in recognition of his over 600 volunteer hours on tobacco control projects by encouraging merchants not to post tobacco ads, doing undercover buy stings and presenting tobacco education to other teens.

For information on any of the Awardees, please contact Susan Miranda (510) 893-5474 ext 314 or smiranda@alaebay.org

National and State Tobacco Control Update: September 2004

How Should Tobacco Be Regulated?

Are weak FDA regulations better than none?

The US Congress is currently debating whether or not to give the Food and Drug Administration (FDA) the authority to regulate the marketing, sale and use of tobacco products. The Senate passed S2461 (DeWine-Kennedy) that gives the FDA authority over tobacco. In addition, the bill had provisions for a tobacco industry-paid buyout for tobacco farmers. Earlier this year, the House passed a \$12 billion buyout of tobacco farm quotas designed to help tobacco farmers get out of the "business" but with taxpayers footing the bill. The House did not pass any FDA regulation.

Formal negotiations to merge the two bills started on Wednesday, Sept. 29. The House majority leader has stated that he is "totally opposed to FDA regulation." The negotiating team is aiming to have a proposal by Oct. 7 for both houses to debate.

Currently, tobacco is the only consumer product sold in the United States which is not regulated by any federal authority.

In 1996, under the leadership of FDA chairman David Kessler, MD, the agency proposed far reaching regulations that would have likely eventually led to the reduction and/or elimination of nicotine content and severe restrictions on the sale of tobacco. The public health and tobacco control communities were in full support of Dr. Kessler's proposals.

Tobacco Control Advocates Split Over Regulations

However, the tobacco control community is now split over whether or not to support S2461, which does not give the FDA authority to regulate the nicotine content or phase in a prescription-only access system.

Supporters, who include the Campaign for Tobacco Free Kids, the national offices of the American Cancer Society, American Heart Association and American Lung Association, say the proposed regulations will stop youth marketing, sales to minors, stop misleading health claims and require meaningful warning labels and disclosure

of ingredients and smoke contents. Tobacco giant Philip Morris/Altria is also a big supporter, saying that FDA regulations will allow them to continue to sell their product to adults. In contrast, all of the other tobacco companies and some smokeless tobacco companies are unilateral in their opposition to this FDA legislation.

Public health advocates who oppose the proposed legislation say that it is too weak, that it will solidify Philip Morris's market dominance, allow Philip Morris to portray itself as a good corporate citizen and proudly claim that their products are "FDA-approved." Moreover, they claim that banning outdoor tobacco advertising within 1000 feet of schools and requiring that in store advertising be black and white text only have not been shown to be effective in reducing youth smoking or even youth exposure to tobacco advertising.

Opponents include longtime anti-tobacco advocates such as Stanton Glantz, UCSF professor; James Repace, MSc and biophysicist, a former indoor air quality expert for the EPA; Boston University professor Michael Siegel, MD, MPH and formerly of the CDC Office of Smoking and Health; and the Rosswell Park Cancer Institute in New York. They question whether the legislation will actually reduce tobacco use by adults and youth and raise the possibility that it may actually harm the tobacco control movement by giving the perception that cigarettes would now be safer.

For more information about this issue, go to: www.tobaccofreekids.org, www.lungusa.org, and www.nobailout.org



Will Tobacco Be Sued Out of Existence?

Concurrently with the multi-sided FDA debate, the US Department of Justice's (DOJ) \$280 billion lawsuit against the tobacco companies began on Sept. 21. The case, being held in US District Court, charges the tobacco companies with a 50-year conspiracy to mislead the American public about the hazards of tobacco use resulting in "extraordinary profits for them and devastating

consequences for the public's health." The DOJ is saying that the companies violated the federal Racketeer Influenced and Corrupt Organization Act (RICO) which was originally created in 1970 to fight organized crime with a provision that allows the government to recover ill-gotten profits. In this case, the government is basing the \$280 billion lawsuit amount on profits from sales to smokers under the age of 21 between 1971 and 2000, plus interest.

The trial is expected to last 6 months. The industry claims that it has corrected its ways since the case was first filed in 1999 and there is no longer any wrongdoing on their part.

For more information about this case go to: www.tobaccofreekids.org



New Statewide Tobacco-Related Legislation Signed by Governor

Just days before the end of the legislative session, Governor Arnold Schwarzenegger signed bills that would ban tobacco sales and possession in California State prisons, ban self-service displays of tobacco-related products, and strengthen the STAKE Act fines and enforcement.



RJ Reynolds Loses Attempt to Stifle the State's Anti-Tobacco Media Campaign

On September 28, the 9th Circuit Court of Appeals upheld the California State Health Department's right to run anti-tobacco ads. Tobacco companies RJ Reynolds and Lorillard claimed that some of the ads defamed tobacco companies and sought to prove that their constitutional rights to free speech had been violated.

In 2003, the US District Court had ruled in favor of the ad campaign and this week's ruling upheld their findings.

For more information about state and local tobacco control policy issues, please contact Serena Chen, American Lung Association of the East Bay policy director at schen@alaebay.org

Community Grantees

With funds from the Tobacco Master Settlement, the Alameda County Tobacco Control Coalition's Community Grants Program awarded a total of \$65,000 to 16 groups providing short innovative tobacco control activities in Alameda County. The projects began in September 2004 and will end December 2004. Please come see the poster boards highlighting the successes of each project at the December Coalition Meeting!

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| North America Martial Arts Academy Wushu Tobacco Warriors | Wushu Tobacco Warriors is a project that will develop curriculum in English and Chinese to prevent tobacco use and reduce secondhand smoke exposure through a series of interactive classes incorporated in martial arts for both students and their parents. Curriculum will be provided to 10-15 other martial arts schools in the Bay Area and 3-5 performances will also be provided at Asian American community events. |
| Alameda County Medical Center ME TEACH (Multi-Ethnic Tobacco Educators for Alameda County Health) | ME TEACH (Multi-Ethnic Tobacco Educators for Alameda County Health) will provide education and support for smokers with asthma/Chronic Obtrusive Pulmonary Disease, HIV, mental health issues, our geriatric population, adult education center attendees, youth, and deaf community. |
| Centro Legal da la Raza Day Laborer Tobacco Control Project | The goal of Day Laborer Tobacco Control Project is to reduce tobacco use among day laborers, increase their access to cessation classes, increase their access to educational materials, and mobilize their community to de-normalize tobacco use among this high-risk population. |
| Triumph Ministries Triumph Education Center | The purpose of Triumph Education Center project is to allow inner city youth to develop a series of anti-tobacco and drug messages through rap, song, and spoken word and share these creative messages in their communities. |
| Community Health Education Institute Secondhand Smoke: Posting of Doorway signs in Oakland | The goal of the Secondhand Smoke: Posting of Doorway signs in Oakland is to get as many signs posted to create awareness of the Oakland law banning smoking near doorways and windows and make it as common as No Smoking indoors in public places. |
| Horizon Services, Inc. Tobacco Prevention for Youth | Tobacco Prevention for Youth project will provide education, prevention, and information regarding the short and the long-term effects of tobacco use to middle and high schools in Hayward, San Lorenzo Unified School Districts and the center's Lesbian, Gay, Bi-Sexual, Transgender, and Questioning (LGBTQ) use support group. |
| Ohlone College Student Health Center STARSS Link Project | The goal of STARSS Link Project will be to educate and increase awareness of the new smoke-free campus policy as well as provide tobacco health education to the Ohlone Community by coordinating efforts with Inter Club Council (ICC). |
| Ariel Outreach Mission Stop The Smoke - No More Butts | Stop The Smoke - No More Butts project will increase awareness on the health effects of tobacco and secondhand smoke, and counter the tobacco industry's ways of targeting African American communities through advertising, products, and philanthropy. |
| Footprint of Many Exhale to Excel | Exhale to Excel project will provide information and activities promoting positive decision-making and discourage tobacco use through a series of workshops focusing on tobacco awareness and arts (fine and visual) for 100 students. This will allow the youth the opportunity to gain and display their leadership and creativity skills at Footprint of Many's Family Health Fair. |
| Villa Fairmont The Fresh Air Project | The Fresh Air Project will challenge the culturally accepted notion that smoking is an unfortunate and acceptable 'side effect' of being severely mentally ill by providing culturally sensitive materials and by integrating tobacco prevention and cessation into the center's overall program. |

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| <p>Options Recovery Services Tobacco Education and Cessation Program</p> | <p>Options Recovery Services Tobacco Education and Cessation Program will educate approximately 150 identified smokers already committed to treatment at Options - either voluntarily or by court order and help them to quit smoking, thus domestically improving their health, the health of their families and their chances to recover from alcohol and drug addiction.</p> |
| <p>Mark Jackson Smoke OUT! Tobacco Free Basketball Tournament</p> | <p>Smoke OUT! Tobacco Free Basketball Tournament project goal is to rid sports of tobacco, by encouraging athletes to reclaim their health through a series of smoke-free events for racial and ethnic minority groups ages 18-55 in Alameda County.</p> |
| <p>Tri-City Homeless Coalition Expansion of Tobacco Education and Dispensing of Patches</p> | <p>The program will assist 75 homeless people to quit smoking by educating them on health effects and financial costs of tobacco use through a series of workshops cessation classes cessation aids and counseling.</p> |
| <p>Integrated Counseling & Consulting Services After School Art Program</p> | <p>After School Art Program will reach Hispanic/ Latino Youth 12-18 years old in the South Alameda County and provide activities and education to discourage tobacco use through a series of arts and crafts workshops for 100 teenagers who work with ICCS culminating in anti-tobacco slogans/posters distributed throughout the community.</p> |
| <p>Asians For Job Opportunities in the Bay Area, Inc. Tobacco Use Prevention Through Use of Peer Teachers Program</p> | <p>Tobacco Use Prevention Through Use of Peer Teachers Program will educate 40-50 adult limited-English speaking students in their native language about the effects of tobacco use through the "peer tobacco education teachers".</p> |
| <p>American Indian Child Resource Center Traditional Tobacco Awareness Project</p> | <p>The goal of the Traditional Tobacco Awareness Project is to create awareness of the risk and health consequences of commercial tobacco use, while teaching respect for Traditional Tobacco use by Native Americans to Native American youth ages 14-18, through tobacco prevention education incorporating the development of a lasting outdoor community mural entitled "Creating a Smokeless Community."</p> |

The Alameda County Tobacco Control Coalition (ACTCC)
Community Grants Program
is pleased to announce

COMMUNITY SPONSORSHIP PROJECT

The ACTCC will make available a total of \$19,000 for sponsorship through December 31, 2004

Awarding sponsorships of up to \$1,000 for activities and events occurring during the time period of 9/01/04 to 12/31/04

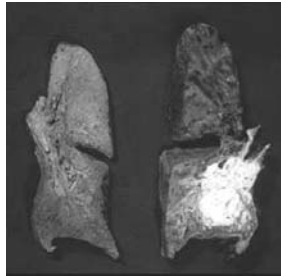
Sponsorship letter of requests will be accepted from
September 1, 2004 through November 19, 2004 as funds are available

For questions regarding Community Grantee Program,
please contact Margaret T. Tobias at (510) 893-5474 ext 311 or mtobias@alaebay.org

How much do YOU know about TOBACCO?

1. NAME THE STATE AND THE ATTORNEY GENERAL THAT FORCED THE TOBACCO INDUSTRY TO RELEASE THEIR SECRET DOCUMENTS?

2. Smoking is the primary cause of _____ CANCER



3. IN WHAT YEAR DID TOBACCO COMPANIES SETTLE WITH ATTORNEYS GENERAL OF 46 STATES?

4. HOW MANY CHEMICALS ARE IN CIGARETTES?

5. WORLD NO TOBACCO DAY HAPPENS EVERY YEAR ON THIS DAY?

6. TRUE or FALSE PETS ARE NOT AFFECTED BY SECONDHAND SMOKE.

7. SMOKING IN ANOTHER ROOM IN THE HOUSE WILL PROTECT OTHERS FROM SECONDHAND SMOKE.

8. TRUE or FALSE THESE DISEASES CAN BE CAUSED BY SMOKING

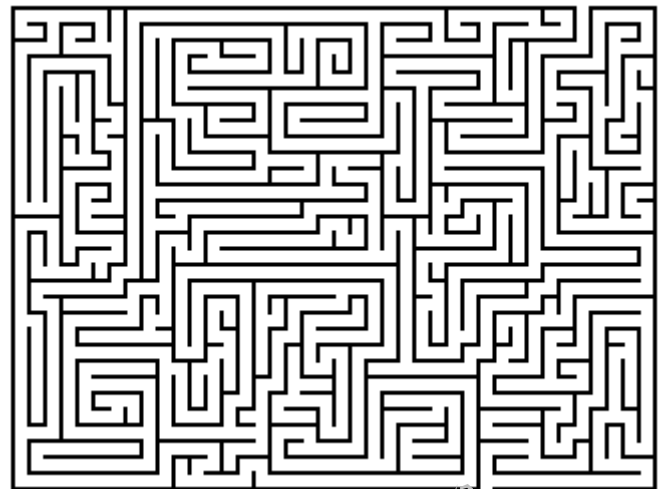
9. TRUE or FALSE CIGARETTES CONTAIN CARCINOGENS



WORD SCRAM- BLE

ENOITCNI
 NDCESDHANO KSEMO
 GUHNIOCG
 GLUSN
 SINOTCSEA
 TIPECMNEO
 EHDTA
 NOLUTLOPI

BEGIN



END

ANSWERS

1. MINNESOTA AND HUBERT HUMPHREY III 2. Lung 3. 1998 4. Over 4,000 5. May 31
 6. F 7. F 8. T 9. T

WORD SCRAMBLE : nicotine, secondhand smoke, coughing, lungs, cessation, impotence, death, pollution, drugs, tar



FREEDOM FROM SMOKING[®]
Two-Day Cessation Facilitator Training
Facilitated by Barbara Apman - Certified FFS Trainer

When: Thursday & Friday, October 28 & 29
 8:30am - 4:30pm each day

Where: American Lung Association of the East Bay
 1900 Powell Street, Suite 800
 Emeryville, CA 94608
 (510) 893-5474

Registration Fee:
\$95 per person (ordinarily \$300)
 Fees include Trainer expenses, materials, continental breakfast and lunch for both days, as well as parking.



- ★ Participants will learn how to lead smoking cessation groups using the American Lung Association programs and materials.
- ★ **This is NOT a smoking cessation class for current smokers.** It is a two-day class to learn to become a Smoking Cessation Facilitator. ***You must be a non-smoker for a minimum of two years.***

Participants should have the following:
 Experience conducting or leading groups
 Knowledge of tobacco prevention education &/or treatment
 Capability to commit to hold at least one (1) cessation group within three (3) months of training

- ★ **Please send registration form and fee (\$95 per person) payable to: American Lung Association of the East Bay**
Send to: American Lung Association of the East Bay
ATTN: Susan Miranda
1900 Powell Street, Suite 800
Emeryville, CA 94608

REGISTRATION DEADLINE: October 19, 2004
Space limited to first 24 registrants
Non-refundable payment must be received by 10/19/04 to guarantee your registration
 Limited to Alameda County providers.
 Non-County providers' names will be added to a waiting list and if space permits, you will be notified.
 Registration is limited to no more than 3 representatives per agency

For questions, please contact Susan Miranda (510) 893-5474 ext 314 or smiranda@alabay.org
 Upon receipt, a confirmation of receipt and status will be sent via phone, email or fax.

NAME _____ EMAIL _____

AGENCY/ORGANIZATION _____

ADDRESS _____ CITY/STATE/ZIP _____

TELEPHONE # _____ FAX # _____



Partially sponsored by: Alameda County Tobacco Control Coalition's Goal 1 - Cessation Committee. Made possible by funds from the Alameda County Health Care Service Agency, Public Health Department, Master Settlement Funds.

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The Alameda County Tobacco Control Coalition advocates for the prevention, reduction and control of tobacco use.

This newsletter was produced by the American Lung Association of the East Bay with funds received from Alameda County Health Care Services Agency, Public Health Department Tobacco Master Settlement Funds.



BRIEF TOBACCO CESSATION INTERVENTION TRAINING

Wednesday, October 13, 2004

9:00am - 1:00pm

Lunch will be provided

Every Child Counts, First 5 Alameda County
Conference Center, Room A
1100 San Leandro Blvd, San Leandro 94577

Facilitators from:

* Alameda County Medical Center* Thunder Road *

AT THE END OF THE TRAINING, PARTICIPANTS WILL BE ABLE TO:

- Understand the health risks associated with tobacco use
- Feel comfortable discussing tobacco cessation with clients and community
- Help clients develop a quit plan over the course of a 15-20 minute one-on-one counseling session

WHO SHOULD ATTEND?

Health Educators, Community Outreach Workers, Medical Assistants, ATOD/Mental Health Clinical Staff and Professionals

= RSVP is REQUIRED =

See form below

Space limited to first 55 registrants

Limited to Alameda County providers.

Non-County providers' names will be added to a waiting list and if space permits, you will be notified.
Registration is limited to only 3 representatives per agency

Upon receipt, a confirmation of receipt and status will be sent via phone, email or fax.

For more information, please contact: Susan Miranda (510) 893-5474 ext 314 or smiranda@alaebay.org

**Go Ahead,
Push Our
Buttons.**



California Smokers' Helpline

Free call. Free service. Freedom from cigarettes.

1-800-NO-BUTTS

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