

January TAP and TEG Enews From Community Intervention (January 2005)

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The refrain, "Baby, it's cold outside..." keeps running through my head. Actually, today's temperature of 22 degrees feels rather balmy. A few days ago, towns in our fair state reported 54 degrees - *below* zero, that is. But as we like to say in Minnesota, "I can't complain." Ya, sure, you bet'cha!

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### **Tobacco Trivia: Did you know?** ~~~~~

Children and adolescents exposed to secondhand smoke have lower standardized test scores in reading, math, and problem solving. (January 2005, Environmental Health Perspectives)

Smoking marijuana increase the risk for chronic bronchitis, coughing, phlegm production, shortness of breath, wheezing, and respiratory infection. (January 2005, Journal of General Internal Medicine)

Tobacco smoke triggers the production of cellular protein linked to the development and progression of cancer - COX-2. (January 15, 2005, Cancer Research journal)

### **Toot Your Horn** ~~~~~

Every day, I receive tobacco-related news from [www.tobacco.org](http://www.tobacco.org). Once in a blue moon, an article on TAP or TEG appears. Last December, I was thrilled to come across a long article from *The Corydon Democrat* in Indiana that featured **TEG**. Jennifer Riley, Coordinator of the Harrison County Tobacco Prevention and Cessation Program, was a terrific spokesperson. To read the article, click on the link below.

I encourage more of you to "toot your horn!" The work you do is important and newsworthy. A well-written newspaper article, television spot, or radio interview with you and your tobacco-using teens can result in increased referrals to TAP or TEG, financial support, and a much-deserved pat on the back. By sharing information on your program, you have the chance to raise awareness of the issue and bring more people to support your cause. Positive press is a win-win for everyone involved.

Pick up the phone and call a reporter you trust and respect. Submit a press release for publication. Invite a student from your school newspaper to interview you or someone you know who has been negatively impacted by tobacco use. And remember to send us a copy!

Click here to read *The Corydon Democrat* article on **TEG**:  
<http://www.corydondemocrat.com/leditorialbody.lasso?-token.folder=2004-12-14&-token.story=108951.112112&-nothing>

### **New Information and Resources**

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The Campaign for Tobacco-Free Kids introduced a bright red rubber wristband imprinted with the number "1200," which signifies the number of Americans who die from tobacco-related deaths each day. Sold in packs of 10 for \$10.00, the wristbands can be purchased online at www.tobaccofreekids.org/wristband.

Now in its 30th year, "Monitoring the Future" is one of the most reliable sources of statistics on the rate of teenage tobacco use. For up-to-date information on teenage tobacco and other drug use, go to www.monitoringthefuture.org.

The Centers for Disease Control website now has a Cessation Resource Center where you may find helpful information and resources. Go to www.cdc.gov/tobacco/CRC.htm.

To find out how your state uses its tobacco settlement funds, go to www.tobaccofreekids.org/reports/settlements.

January 2005 Question of the Month

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**What experiences have you had with the newspaper, radio or television to promote TAP and TEG?**

Remember: The first ten people to reply get 10 *FREE TAP* or **TEG** student workbooks!

In November, we asked, "What successes can you share from the Great American Smokeout in November?" Marilyn Schreiner from Columbia Medical Center in Astoria, OR, wrote: "Unable to do anything specifically for teens for the Smokeout, we had a drop-in center for any smoker who wanted support for the day or information about quitting in the future. We had 26 people drop in for healthy snacks, free comfort kits, consultation, etc. As I walk around town, I run into people who've quit smoking who brag to me! It's great."

Carol Allen from Amarillo, TX, said, "I worked a booth at a local supermarket. We offered "free patches for packs." One young man was on his way from Alabama to Los Angeles. His car broke down in Amarillo, of all places. He stopped at the supermarket to wire his mom for money. After talking to him about quitting on the Great American Smokeout, he said that the purpose for his car breaking down in Amarillo might just have been for him to get our information because he'd been thinking about quitting. Our prayers are that he was able to do so! "

Bobbie Olson from the Southwestern District Health Unit in Dickinson, ND, shared stories about a two-pack-a-day smoker with emphysema who quit and a cafe in nearby Fairfield, ND, population of less than 100 that went smoke-free for the day. *The Dickinson Press* ran a full-page article about quitting smoking and their program. Note that the newspaper approached them, not the other way around!

**TAP and TEG Training Dates and Locations**

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January 27-28	Montclair, NJ
Jan 31-Feb 1	Ventura, CA
February 17-18	Los Angeles, CA
March 14-15	Westminster, MD
March 21-22	Indianapolis, IN
April 25-26	Columbus, OH
May 5-6	Casper, WY

Check the website frequently for the latest dates and locations. Or call Mary Beth at 800-328-0417.