

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

~~~~~

I recently brought my car in for an oil change. With his head buried under the hood, the mechanic asked, "Has your car been running rough?"

"No, why do you ask?"

Out he comes with his hands cupped full of dog food. "Because I just found this in your air filter. And this," he says dangling a very dead mouse by the tail.

My "poor little mouse" reaction quickly changed to "shock and awe" when I realized that the little brown mouse carried dog food, piece-by-piece, from the kitchen, through an unknown passageway, out to the garage, under my car, up through a jam-packed Honda engine, and into the air filter. Now that's tenacity and determination.

The lesson? I don't believe I'll go there. I only hope that the grass and tulips and daffodils have the same tenacity and determination to push their way out of the frozen earth -- soon! Happy Spring!

~~~~~

In This Issue...

~~~~~

- \* Tobacco Trivia: Did you know?
- \* Fair Enough!
- \* Congratulations on Positive Press!
- \* March Question(s) of the Month
- \* TAP and TEG Training Dates and Locations

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

~~~~~

Secondhand Smoke and Breast Cancer. Secondhand smoke raises the risk of getting breast cancer by up to 90%. (International Journal of Cancer, March 2005)

Smoking and Shoulder Injury. Cigarette smokers are more likely to experience rotator cuff tears in their shoulders than non-smokers. (72nd Annual Meeting of the American Academy of Orthopedic Surgeons, March 2005)

Smoky Cities. The March 2005 issue of Men's Health magazine ranked the following cities as the most smoke-free in the nation (in order): Salt Lake City, UT; Long Beach, CA; San Diego, CA, and Honolulu, HI (tie); and San Jose, CA. The smokiest? Louisville, KY; Lexington, KY; St. Louis, MO; Shreveport, LA; and Nashville, TN.

Quitting Smoking. After quitting smoking for just two weeks, the risk of forming blood clots becomes significantly less likely, reducing heart attack or stroke. (Journal of the American College of Cardiology, February 15, 2005)

Fair Enough!

~~~~~

Do you remember the "truth" advertising campaign between 2000 and 2002? RTI Public Health Economics and Policy Research studied the ad campaign and reported in *The American Journal of Public Health* (March 2005) that the "truth" campaign significantly contributed to the 22% decline in teen smoking. Conversely, the Phillip Morris campaign, "Think, Don't Smoke," bombed.

In an effort to make a similar impact today, The American Legacy Foundation has launched edgy, 30-second spots that appear to be a sitcom called "Fair Enough." Click below and add this site to your "Favorites" list.

Click here to watch "Fair Enough" >> <http://www.fairenough.com/>

**Congratulations on Positive Press!**

~~~~~

The Herald Bulletin in Anderson, IN, published a terrific article describing how youth caught smoking in nearby Pendelton face a ticket, court date, and eight hours of TEG. Kudos to Wendy Cook, **TEG** Facilitator, and Karesa Knight, Community Director of the Madison County Tobacco Prevention/Cessation Coalition. To read the article and accompanying commentary, click on the link below.

News 11 in Toledo, OH, interviewed one of our heroes, Debbie Matthews, a **TAP** and **TEG** Facilitator at St. Luke's Hospital in nearby Maumee, OH. A statewide survey found an "astonishing" drop in the number of smokers in Ohio over the past year. Debbie discussed how attitudes about smoking have changed as a result of increased taxes, smoke-free ordinances, and the collective efforts of tobacco prevention and cessation advocates.

Click here to read **The Herald Bulletin** article >>
<http://www.theheraldbulletin.com/story.asp?id=10915>

March Question(s) of the Month

~~~~~

**How do you handle TAP group sessions that are less than 45 minutes in length? What are your "must do" exercises? Do you do more than 8 sessions?**

Remember: Your contributions mean a great deal to your fellow **TAP** and **TEG** facilitators. As our thanks, the first ten people to reply get 10 *FREE TAP* or **TEG** student workbooks!

In February, we asked, "What do you love about being a **TAP** or **TEG** facilitator? What rewards do you get?"

Pam Franklin, from the Gallia-Meigs Community Action Agency in Middleport, OH wrote, "When I walk down the hall and a student runs up and hugs me and says, 'I'm still not smoking!,' it makes me want to jump and cry for joy at the same time. This means so much because I have loved ones that are so addicted they will not even let me talk about it with them. My passion is to reach the ones I can and pray for the ones I can't."

Cheri Horne from Toledo Hospital in Toledo, OH, wrote, "What do I love? I love the moment that my students say, 'That's it. I am quitting.' They suddenly realize that they really do want to take action to become tobacco-free. It's like a moment of truth that suddenly hits them. Last week it happened to a group of **TEG** students as we looked at the swine lungs and I described the terrible suffering that my COPD patients go through. Today, it was with a group of **TAP** students as they listened to the Laryngectomy Club members explain that this can happen to THEM. And it was a student who took her contract, wrote down today as her quit date, and asked me to be her witness. This is the best job in the world."

**TAP and TEG Training Dates and Locations**

~~~~~

- March 21-22 Indianapolis, IN
- April 25-26 Columbus, OH
- May 5-6 Casper, WY
- October 27-28 Minneapolis, MN
- November 17-18 Riverside, CA

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