



# South Dakota Community Tobacco Use Prevention Toolkit

Strengthen your Coalition and Increase Tobacco  
Control and Prevention

Created by the Tobacco Technical Assistance Consortium (TTAC),  
Rollins School of Public Health, Emory University for the  
South Dakota Department of Human Services  
and the South Dakota Department of Health

2009

## Introduction

Commercial tobacco use remains an important public health problem nationwide and in South Dakota. Cigarette smoking in the United States results in an estimated 443,000 premature deaths and \$193 billion in direct healthcare expenditures and productivity losses each year. The prevalence of smoking among adults in both the U.S. and in South Dakota is 19.8% ([CDC](#), 2009).

Among youth, the problem is even greater. According to the Centers for Disease Control and Prevention, among high school students nationwide, the smoking prevalence is 20.0%. In South Dakota, the smoking prevalence is 24.7% ([CDC](#), 2008).

Recent reports show that South Dakota's annual spending on smoking-related illnesses totals \$274 million and each household across the state paid \$576 in state and federal taxes just to cover smoking-caused government expenditures by programs like Medicare and Medicaid. Despite concerted efforts to counter pro-tobacco influences, the tobacco industry continues to heavily market its products with annual spending of \$13.4 billion nationwide and an estimated \$37.7 million in South Dakota ([Campaign for Tobacco-Free Kids](#), 2008).

Strategically implementing effective tobacco use prevention and control activities at the state and community levels is essential to eliminating the burden of tobacco use. According to the Centers for Disease Control and Prevention's (CDC) [Best Practices for Comprehensive Tobacco Control Programs](#) (2007), community interventions are a core component of comprehensive programs, and coalitions are an effective mechanism for making tobacco use less acceptable, less desirable, and less accessible. Decades of research have culminated in many valuable resources to guide states and communities in implementing evidence-based strategies. The South Dakota Department of Human Services contracted with the Tobacco Technical Assistance Consortium (TTAC), Rollins School of Public Health, Emory University, to translate best practices and evidence-based approaches into specific activities that can be implemented at the local level to achieve South Dakota's tobacco use prevention and control goals.

### **About the Toolkit**

The *Community Tobacco Use Prevention Toolkit* is designed to assist with planning and implementing evidence-based activities in communities. This toolkit provides a concise overview of tobacco control best practice principles, outlines South Dakota's tobacco use prevention and control goals and strategic program and policy initiatives, provides tips for maintaining an effective community coalition, outlines detailed community-level tobacco use prevention and control activities, and highlights important resources.



## **SECTION 1: OVERVIEW OF TOBACCO CONTROL BEST PRACTICES AND SOUTH DAKOTA’S STRATEGIC INITIATIVES**

This section identifies best practices in tobacco use prevention and control and evidence-based community approaches that are known to be effective in preventing initiation among youth and young adults, promoting quitting among adults and youth, eliminating secondhand smoke exposure, and identifying and eliminating tobacco-related disparities among population groups. South Dakota’s tobacco use prevention and control priorities are outlined to highlight specific program and policy initiatives already underway in the state.

## **SECTION 2: COALITION ESSENTIALS**

Coalitions are the catalysts of social norm change and are critical to establishing a tobacco-free South Dakota and nation. The toolkit describes why coalitions are effective agents of community change, defines the purpose and functions of a coalition, identifies how to maintain an effective coalition through ongoing recruitment of traditional and non-traditional partners, and identifies implementation of diverse member engagement strategies.



## **SECTION 3: COMMUNITY TOBACCO USE PREVENTION ACTIVITIES**

Coalitions are catalysts of social norm change and are critical to establishing a tobacco-free South Dakota and nation. The toolkit describes why coalitions are effective agents of community change, defines the purpose and functions of a coalition, identifies how to maintain an effective coalition through ongoing recruitment of traditional and non-traditional partners, and identifies strategies to engage diverse members.

## **SECTION 4: ESSENTIAL RESOURCES**

This section includes recommended resources that are categorized for easy reference and provides brief summaries to highlight their uses.



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## **SECTION 1: OVERVIEW OF TOBACCO CONTROL BEST PRACTICES AND SOUTH DAKOTA'S STRATEGIC INITIATIVES**

This section identifies best practices in tobacco use prevention and control and evidence-based community approaches that are known to be effective in preventing initiation among youth and young adults, promoting quitting among adults and youth, eliminating secondhand smoke exposure, and identifying and eliminating tobacco-related disparities among population groups. South Dakota's tobacco use prevention and control priorities are outlined to highlight specific program and policy initiatives already underway in the state.

## Section 1: Overview of Tobacco Control Best Practices and South Dakota's Strategic Initiatives

Tobacco use takes a tremendous toll on the people, the businesses and the health care systems of South Dakota. Many tobacco users want to quit, but can not find the help they need to free themselves from a powerful addiction. Workers are exposed to secondhand smoke in many businesses across the state. Organizations serving vulnerable communities face the dilemma of accepting tobacco industry donations to further their valuable work. Health care providers see a steady stream of patients suffering from illnesses caused by tobacco use and secondhand smoke. Businesses pay higher insurance premiums and lose thousands of hours in worker productivity. That is the bad news.

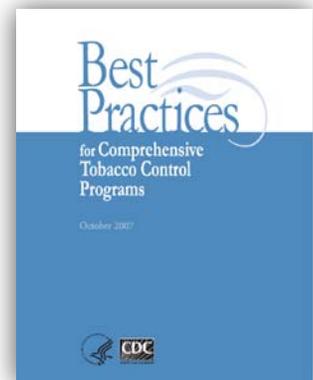
The good news: remarkable progress is being made in reducing the burden of suffering, disease, and death caused by tobacco. Throughout the United States, as well as in South Dakota, local groups and coalitions have been working diligently to loosen tobacco's grip on our communities. Some have organized to pass smoke-free ordinances protecting non-smokers from secondhand smoke. Others have worked with health care providers and employers to improve the availability of cessation services and assure tobacco-free worksite policies. They have passed zoning laws keeping discount tobacco retailers away from schools, parks, and residential neighborhoods. The power of communities working together on tobacco use prevention is the key element of their success.

Addressing tobacco problems is most successful when multiple approaches are used. This is what is often referred to as a **comprehensive tobacco control approach**. Involving employers, schools, health care providers, lawmakers, individual citizens, restaurants and bars, and the media is critical to our success. We need to look at the problem from a comprehensive viewpoint in our communities. We must use multiple strategies that integrate both policy and programmatic interventions at the state level and the local community level in order to influence social norms, systems, and networks.

### What are best practices?

The CDC's **Best Practices for Comprehensive Tobacco Control Programs** (October 2007, [CDC Best Practices](#)) are guiding principles for a comprehensive approach to tobacco control. Research shows that applying a mix of educational, clinical, regulatory, economic and social strategies creates synergy that is much more powerful than any one approach. These principles and proven strategies guide national, state and community interventions by focusing on the following four goal areas:

- Preventing initiation of tobacco use among youth and young adults.
- Promoting tobacco cessation among adults and youth.
- Eliminating exposure to secondhand smoke.
- Identifying and eliminating tobacco-related disparities among population groups.



### **Why best practices?**

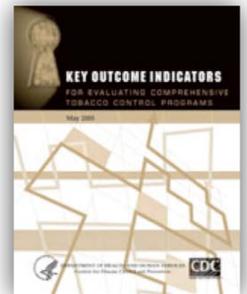
Evidence-based, statewide tobacco control programs that are comprehensive, sustained, and accountable have been shown to reduce smoking rates, tobacco-related deaths, and diseases caused by smoking.

### **How do we design interventions with best practice strategies?**

The *Guide to Community Preventive Services: Tobacco Use Prevention and Control* (also known as [The Community Guide](#)) provides a scientific and systematic review process that establishes evidence-based recommendations for interventions across the prevention spectrum. Through this process, scientists also identify interventions that proved to be ineffective in creating environmental change or those that lacked sufficient evidence to demonstrate effectiveness. The guide presents research-based recommendations that are effective, feasible, and economically efficient and shown to promote community health and prevent disease related to tobacco use and exposure.

### **How do we measure progress and success?**

The CDC's [Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs](#), presents in detail 120 key evidence-based indicators that have been scientifically linked to program outcomes. Good evaluation is critical to producing results that will lead to improved health for the community.



### **Best Practice Components**

The CDC identified five components of comprehensive tobacco control programs: 1) State and Community Interventions, 2) Health Communication Interventions, 3) Cessation Interventions, 4) Surveillance and Evaluation, and 5) Administration and Management. Table 1 (page 13) outlines the goals of a comprehensive tobacco control program and relates them to the components and how they relate to the Community Guide recommendations and the [South Dakota Strategic Plan](#).

The following section describes the best practice components as defined by CDC and provides examples of activities underway in South Dakota to implement that component.

#### **Best Practices Component 1: State and Community Interventions**

Research has demonstrated the importance of grassroots community support and involvement in implementing highly effective policy interventions. Communities are at the heart of the broader goal of educating the public about the health effects of secondhand smoke and changing attitudes toward tobacco.

Community interventions should:

- Build community coalitions that facilitate collaboration among programs in local governments, voluntary and civic organizations, and diverse community-based

organizations.

- Promote public discussion among partners, decision makers, and other stakeholders about tobacco-related health issues and pro-tobacco influences.
- Address the way tobacco is promoted, sold, and used while changing the knowledge, attitudes, and practices of tobacco users and nonusers.
- Involve and influence people in their homes, work sites, schools, places of worship, and places of entertainment, health care settings, civic organizations and other public places.
- Establish a local strategic plan of action that is consistent with the State’s strategic plan.
- Acknowledge cultural issues related to tobacco. Although many American Indian tribes consider tobacco a sacred gift and use it during religious ceremonies and as traditional medicine, the tobacco-related health problems they suffer are caused by the abuse of commercial tobacco.
- Ensure that local community programs measure and evaluate social norm changes.
- Address health disparities within community strategic plans.

Policy interventions are an important element in creating a “social and legal climate ‘in which tobacco becomes less desirable, less acceptable, and less accessible’” (CDC, 2007). [The Community Guide](#) outlines two policies as well as community strategies that will have a substantial impact on achieving each goal (see below).

<u>Recommended tobacco policies:</u>	<u>Suggested Community Mobilization:</u>
<ul style="list-style-type: none"><li>• Increasing the unit price of tobacco</li><li>• Smoking bans and restrictions</li></ul>	<ul style="list-style-type: none"><li>• Stronger <b>local</b> laws directed at retailers, active enforcement of retailer sales laws, and retailer education with reinforcement</li><li>• Policies to reduce tobacco use among workers</li></ul>

## South Dakota State and Community Interventions

Policy Initiatives	Current South Dakota Status	
Excise tax	<ul style="list-style-type: none"> <li>State Cigarette tax per pack: \$1.53</li> <li>Other Tobacco Products (Smokeless tobacco, chewing tobacco, snuff and cigars): 35% of wholesale price</li> </ul>	
Smoking bans and restrictions	<p>On March 19, 2009, Governor Rounds signed the smoke-free bill into law. The law is planned to go into effect July 1, 2009 and includes all bars, restaurants, video lottery establishments and Deadwood casinos. For details: <a href="http://www.sdtobaccofree.org/">http://www.sdtobaccofree.org/</a></p> <p>Current Law (as of 4/6/09) exempts sleeping rooms in a lodging establishment, any on-sale alcoholic beverage licensee pursuant to chapter 35-4, any video lottery licensed establishment pursuant to chapter 42-7A, any gaming licensee pursuant to chapter 42-7B, or any tobacco or packaged liquor store if the store is primarily used for the sale of tobacco or alcoholic beverages, or both, and the sale of other products is merely incidental. A violation of this section is a petty offense.</p> <p><i>Source: SL 1974, ch 243, § 2; SL 1976, ch 158, § 36-2; SL 1978, ch 163; SL 1987, ch 168; SL 1994, ch 170; SL 2002, ch 115, § 1.</i></p>	
Youth Access	Cigarette Sales: <ul style="list-style-type: none"> <li>Minimum age (18 years):</li> <li>Purchase, possession and use prohibited:</li> </ul>	Yes Yes
Advertising Legislation	Banned on state property, banned on public transportation, restrictions or banning of tobacco billboards	No
Licensure Legislation	<ul style="list-style-type: none"> <li>Over-the-counter license required (includes cigarettes and chewing tobacco)</li> <li>Vending machines license required (includes cigarettes and chewing tobacco)</li> </ul>	No No

Source: Unless otherwise noted, All legislative data are from CDC Office of Smoking and Health; Data shown reflect the status legislation effective as of the 3<sup>rd</sup> Quarter (July-Sept.) 2008; Excise taxes went into effect on or after January 1, 2007.

### South Dakota Preemption Legislation

Preemption is a legislative approach in which a higher level of government (i.e., federal or state) prohibits lower levels of government from enacting laws or regulations in a specific subject area. Simply put, preemption wipes out local control – leaving local officials powerless to enact policies to protect the health and safety of their communities.

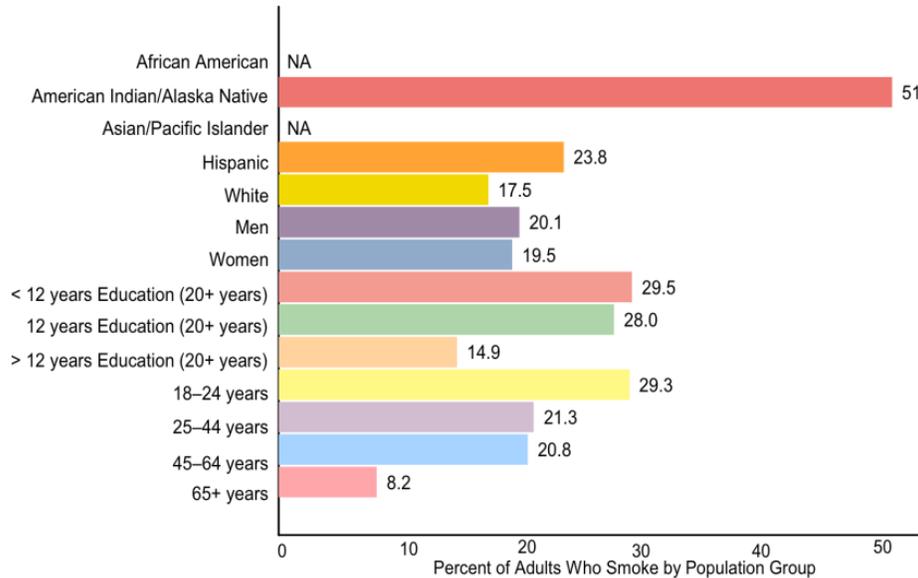
South Dakota law preempts all matters relating to the use of tobacco products, except a person or public entity may voluntarily regulate its use on their property; youth access preemption covers distribution, marketing, promotion and the sale of tobacco.

Preemptive legislation is the tobacco industry's best weapon to shut down local tobacco control ordinances. The industry knows that it is largely unable to defeat local policymaking; there are simply too many local jurisdictions to track, and local officials are less receptive to tobacco industry contributions and lobbying than their state counterparts.

## South Dakota's Strategic Target Populations

Because some populations experience a disproportionate health and economic burden from tobacco use, a focus on eliminating tobacco-related disparities is necessary. Health disparities are preventable differences in the burden of disease and result from targeted marketing by the tobacco industry. These disparities are unjust and unfair. They are directly related to the historical and current unequal distribution of social, political, economic, and environmental factors. The following chart shows tobacco-related disparities in South Dakota:

**Tobacco Related Disparities in Cigarette Use Among Adult Population Groups,**



**Note:** \*Estimates for racial/ethnic groups are based on combined 2006 and 2007 data.

**Source:** Behavioral Risk Factor Surveillance System (BRFSS)

Data from the 2008 Tobacco Control Highlights for South Dakota

Based on these disparities in cigarette use, the South Dakota Department of Health's Tobacco Control Program has identified the following populations as target groups to reduce tobacco use:

- American Indians (Non-ceremonial tobacco use)
- Young Adults (18-24)
- Medicaid Clients
- Pregnant Females
- Youth (under 18)

## Best Practices Component 2: Health Communication Interventions

Health communication interventions can be powerful tools for preventing smoking initiation, promoting and facilitating cessation, and shaping social norms (i.e., tobacco-free environments) related to tobacco use. Behavior theory, audience research, market research, and counter-marketing surveillance are



grounded in communication science and are used to develop interventions that target specific audiences, (e.g. smokers, young adults, and strategic populations) with tailored messages that can promote knowledge, attitude, and ultimately behavior changes.

Planning tools, such as the CDC’s tobacco control version of [CDCynergy](#) and [Designing and Implementing an Effective Tobacco Counter-Marketing Campaign](#), can be used to systematically plan communications within the larger context of a comprehensive tobacco control program. [Tobacco Use Media Campaigns: Lessons Learned from Youth in Nine Countries](#) provides guidance on the elements of paid media campaigns that have demonstrated effectiveness among young people.

The CDC also maintains the [Media Campaign Resource Center](#) (MCRC) which offers access to CDC-licensed advertisements developed by more than 25 state health departments, nonprofit health organizations, and federal agencies. The MCRC also offers guidance and technical assistance on how to use the materials. Planning and executing a media campaign is a complex process. The MCRC helps you to:

- Choose the best ads for your target audience and goal
- Localize and tag advertising materials
- Develop a media plan
- Negotiate with ad representatives and media outlets



In addition to state-level communications and campaigns, community-level communications can use both paid and earned media to support their efforts. Paid media such as advertisements placed on the radio or newspapers and billboards are most effective when they use messages that have been tested for their effectiveness. Often, ads designed in-house have minor impact. A better strategy for local efforts is to use earned or free media. This type of communication strategy – sometimes known as public relations – uses the media to get out the word about tobacco control efforts in your community. Media alerts and releases, letters to the editor, forums and town hall meetings, are examples of powerful public relations approaches that are usually linked to creating a public debate, coverage of newsworthy events and dissemination of information that is useful or interesting.

Recommended health communication interventions are:

- Mass media education campaigns extended for a duration of time and combined with other state and community interventions
- Campaigns that counter the promotion of tobacco and promote pro-health messages

### ***South Dakota State Health Communication Interventions***

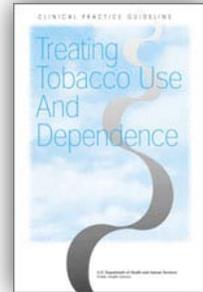


[BeFreeSD.com](#) is a continuously updated resource that South Dakota's residents and visitors can use to discover tobacco-free places to live, work, and play. For business owners, this

site shows the many benefits of a tobacco-free workplace! By registering, businesses can join the many others across the state that have already taken the latest step in providing a healthy environment for their employees.

**Best Practices Component 3: Cessation Interventions**

The U. S. Public Health Service [Treating Tobacco Use and Dependence](#) guidelines describe evidence-based systematic approaches for tobacco treatment and make a compelling case for providing coverage for tobacco-cessation treatment and assistance to several key populations including Medicare and Medicaid program clients and pregnant women.



<p><u>Recommended system policies and practices:</u></p> <ul style="list-style-type: none"> <li>• Establish and maintain provider reminder systems</li> <li>• Provider reminders with provider education</li> <li>• Reducing patient out-of-pocket costs for cessation therapy</li> </ul>	<p><u>Recommended population-based interventions:</u></p> <ul style="list-style-type: none"> <li>• Increase the unit price of tobacco products</li> <li>• Conduct mass media education campaigns combined with other community interventions</li> <li>• Provide telephone-based cessation counseling</li> <li>• Offer work-based incentives and competitions when combined with additional interventions</li> </ul>
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***South Dakota Cessation Interventions***

The South Dakota **QuitLine** provides free professional, telephone-based advice to help tobacco users quit. Callers can get:

- Free professional advice,
- Free quitting tobacco workbooks and materials,
- Free nicotine withdrawal medication, and
- Referral to local cessation services, if requested.



When tobacco users call, a "quit coach" helps them create a personal plan and schedules convenient follow-up coaching sessions. Hours of operation are Monday-Saturday, 7 am to 11 pm and Sunday, 10 am to 4 pm. South Dakotans can use this support system up to three times in their lifetime.

The QuitLine is funded in part by Initiated Measure 2 passed by voters in November 2006. This ballot measure increased the tax on tobacco products and allocated funds to the Department of Health for tobacco prevention and cessation. South Dakota also provides online support through [QuitNet](#), which provides access to great cessation resources and access to a community of people at multiple stages of quitting.

#### **Best Practices Component 4: Surveillance and Evaluation**

A comprehensive tobacco control program must have systems for surveillance and evaluation that can monitor and document short-term, intermediate, and long-term intervention outcomes in the population to inform program and policy direction, as well as to ensure accountability to those with fiscal oversight.

##### ***South Dakota Surveillance and Evaluation***

South Dakota uses a variety of tools to gather key data on tobacco use and health outcomes. Several of these tools have been developed by the CDC and are the gold standard for measuring behaviors in populations. Some of these tools include the [Behavioral Risk Factor Surveillance System](#) (BRFSS), the [Youth Risk Behavior Surveillance System](#) (YRBSS), the [National Youth Tobacco Survey](#) (NYTS) and [South Dakota vital records](#).

#### **Best Practices Component 5: Administration and Management**

Implementing effective tobacco prevention and control programs requires substantial funding, thus good fiscal management and accountability is critical. A state health department's administrative capacity is essential for program sustainability, efficacy, and efficiency. Sufficient capacity enables programs to plan their strategic efforts, provide strong leadership, and foster collaboration among the state and local tobacco control community. An adequate number of skilled staff is also necessary to provide or facilitate program oversight, technical assistance, and training.

##### ***South Dakota Administration and Management***

The [South Dakota Department of Health](#) is the lead agency for the statewide management of tobacco use prevention and cessation. The [South Dakota Tobacco Control Program](#) (TCP) has also developed an advisory committee of diverse individuals with expertise and interest in tobacco use prevention. The Advisory Committee worked with the TCP to develop a [strategic plan](#) in the spring of 2004 and they update the plan annually.

The TCP has awarded contracts to a variety of organizations to implement its strategic plan. To facilitate the community-based tobacco prevention programs, the TCP contracted with the [South Dakota Department of Human Services](#) (DHS). DHS conducted a competitive grant process to facilitate coalition awards that are based on applications received, population served, activities proposed, and available funding. In addition to the coalition grantees, DHS also provided technical assistance through the South Dakota Prevention Network and its four regional offices to assist communities develop and implement tobacco prevention and control programming. A map of the South Dakota Prevention Network can be found in Appendix C (page 102).

**Table 1: Goals for a Comprehensive Tobacco Control Program and Supporting Best Practices, Community Guide Recommendations and South Dakota Actions**

Goals 1-3: (1)Preventing initiation of tobacco use among youth and young people, (2)Eliminating exposure to secondhand smoke, (3)Promoting quitting among adults and young people.		
CDC Best Practice Components	The Community Guide Recommendations for Intervention <i>Goal Area identified as 1, 2, or 3</i>	Selected South Dakota and Community Strategic Actions <i>Goal Area identified as 1, 2, or 3; For a complete listing, please see South Dakota Strategic Plan</i>
State and Community Interventions	<ul style="list-style-type: none"> <li>Increasing the unit price of tobacco (1, 3)</li> <li>Community mobilization combined with interventions such as stronger local laws directed at retailers, active enforcement of retailer sales laws, and retailer education with reinforcement (1)</li> <li>Smoking bans and restrictions (1)</li> <li>Smoke-free policies to reduce tobacco use among workers (2)</li> </ul>	<ul style="list-style-type: none"> <li>Assist communities and schools to educate youth about the media aimed at promoting youth and teen use of tobacco (1)</li> <li>Provide materials to support implementation of tobacco-free policies (2)</li> <li>Promote tobacco-free places to live, work, and play in South Dakota (2)</li> <li>Provide information about the Public Health Service guidelines for treating tobacco use and dependence to health care providers and organizations (3)</li> </ul>
Health Communication	<ul style="list-style-type: none"> <li>Mass media education campaigns combined with other interventions (1)</li> <li>Campaigns that counter the promotion of tobacco and promote pro-health messages (1)</li> <li>Mass media campaigns combined with other interventions (3)</li> </ul>	<ul style="list-style-type: none"> <li>Conduct public education campaigns that will counter the promotion of tobacco use, and promote pro- health (tobacco-related) messages to youth and young adults (1)</li> <li>Provide public education regarding the health and economic effects of exposure to SHS to parents, business owners, policy makers, and the general public (2)</li> </ul>
Cessation Intervention	<ul style="list-style-type: none"> <li>Provider reminder systems (3)</li> <li>Provider reminders with provider education (3)</li> <li>Reducing patient out-of-pocket costs for cessation therapy (3)</li> <li>Multi-component interventions including telephone support (3)</li> <li>Work-based incentives and competitions when combined with additional interventions (3)</li> </ul>	<ul style="list-style-type: none"> <li>Encourage health care professionals to explain the health effects of SHS to all patients, with special emphasis on those populations with disparate tobacco use (2)</li> <li>Promote the statewide QuitLine by providing referral materials to local coalitions, local public health offices, private health care providers, hospitals, and health plans (3)</li> <li>Encourage health care professionals to discourage initiation of tobacco use and encourage tobacco cessation, with special emphasis on those populations with disparate tobacco use (1 and 3)</li> </ul>
Surveillance and Evaluation	<ul style="list-style-type: none"> <li>Conducting State-level surveillance activities monitoring attitudes, behaviors and outcomes</li> <li>Collecting community specific data and developing and implementing culturally appropriate interventions with appropriate multicultural involvement</li> <li>Monitoring pro-tobacco influences to facilitate public discussion/debate among decision makers, and other stakeholders at the community level</li> </ul>	
Administration and Management	<ul style="list-style-type: none"> <li>Sponsoring local, regional, and statewide training, conferences, and technical assistance on best practices for effective tobacco use prevention and cessation programs</li> </ul>	
Target Populations	Target populations should be identified through a community assessment and programs and activities appropriately identified based on the audience.	
<b>Goal 4: Identify and Reduce Disparities</b>		
Because some populations experience a disproportionate health and economic burden from tobacco use, a focus on eliminating such tobacco-related disparities is necessary when planning activities within ALL goal areas.		



## **SECTION 2: COALITION ESSENTIALS**

Coalitions are catalysts of social norm change and are critical to establishing a tobacco-free South Dakota and nation. The toolkit describes why coalitions are effective agents of community change, defines the purpose and functions of a coalition, identifies how to maintain an effective coalition through ongoing recruitment of traditional and non-traditional partners, and identifies strategies to engage diverse members.

## Section 2: Coalition Essentials

### Introduction

Coalitions are integral players in community-based work. Coalitions bring people together from diverse organizations who agree to collaborate to achieve a common goal. In tobacco control, coalitions work toward creating tobacco-free communities. Building a successful coalition takes time, energy, and dedication.

Coalitions are about building power to accomplish something that can only be done when organizations and people working together. Coalitions affect change in the local communities, states, and regions they represent. This section on coalitions covers these areas:

- Coalitions and Communities: How they work together
- Purpose of a Coalition
- Recruitment and Membership
- Evaluation

### Coalitions and Communities: How they work together

National level guidance documents like [Best Practices](#) must be translated into local community-level activities in order for the state and local levels to work together to create tobacco-free communities. While all states have achieved different degrees of success in creating tobacco-free communities, one common factor in producing successful results is the tobacco control coalition.

Communities consist of a variety of individuals and organizations including voluntary and private organizations, government agencies, small and large businesses, faith organizations, civic associations, and educational institutions. Community members represent all these parts of a community and are often involved in multiple areas. A working mother may also be a small business leader, a member of the school's Parent-Teacher Association, a volunteer at the local food bank, and a Sunday school teacher in her local church. She also represents working parents as well as her own cultural background and upbringing.

*“...Partnerships, particularly when they reach out to non-traditional partners, can be among the most effective tools for improving health in communities.”*  
-US Department of Health and Human Services, *Healthy People 2010*

In coalition work, identifying community partners is important. Those organizations and/or individuals who support tobacco control are important allies in building a tobacco-free community. A healthy coalition tries to find people who can represent all the different areas in their community. A diverse coalition finds its strength in members who:

- Broaden coalition knowledge about existing problems related to tobacco,
- Bring balance to decision making and planning,
- Reduce preconceptions about cultures and tobacco control allies,
- Increase the impact and range of coalition efforts,
- Infuse the coalition with new ideas and energy,
- Ensure the tobacco control movement is responsive to the community, and
- Support social change as a primary force in tobacco control success.

## **Purpose of a Coalition**

In tobacco control, coalitions share the vision of a tobacco-free community. While this vision may seem impossible, a coalition's duty is to work toward achieving this vision. Part of achievement is finding others who can share in this cause. For example, due to the increased risk of cancer from smoking and secondhand smoke, many coalitions have found members and partners in healthcare professionals, non-profit organizations (e.g. American Cancer Society), and people affected by tobacco smoke. These groups share a vision of a tobacco-free community. These are individuals who can carry out the mission of the coalition.

A coalition's purpose is also determined by its values. Values can include more commonly understood values such as honesty, trust, and reliability. Values for a coalition can also include ideas around membership and the work itself. For example, "Acknowledging members' involvement in the coalition" may be a value.

### *Creating a Mission*

The coalition's mission may vary depending on its members, location, and other factors. For example, a coalition's mission may be "To prevent tobacco use and secondhand smoke exposure to all county residents through the provision of education and support services to all." However, this may not be an appropriate mission for a community that is already smoke-free and has a low rate of tobacco use. The mission should respond to the community's needs and answer these questions:

- What will be accomplished?
- How will goals be accomplished?
- Who benefits from achieving these goals?

The mission statement converts the vision into more specific, action-oriented items and guides the development of clear and attainable short and long-term goals. The mission statement is also a great tool for recruiting members and supporters by clearly defining the coalition's purpose. A mission statement should be created with and adopted by coalition members.

For more information on creating a vision, identifying coalition values, and writing a mission statement, please see Appendix A (page 93).

### *Goals and Objectives*

Every coalition should identify goals and write objectives that can help accomplish those goals. Four tobacco prevention and control goal areas have been identified by the CDC, but these can further be broken down by writing specific objectives. Writing high quality objectives is important to being able to evaluate the coalition’s work. For more information about writing goals and objectives, please see Appendix A (page 93).

### **Recruitment and Membership**

Coalition members generally consist of dedicated individuals who share a common purpose. These are individuals who volunteer their time and skills in order to better their communities. The relationship between a coalition and its members should be mutually beneficial – the coalition receives support and the individual benefits from his or her work.

#### Coalition Benefits:

- Winning on tobacco issues
- Building community relationships
- Building infrastructure
- Protecting the public’s health
- Increasing knowledge about tobacco

#### Member Benefits:

- Develop and use personal skills (e.g. public speaking, leadership)
- Maintain skills during an interruption in paid employment
- Acquire new skills
- Enhance job-related skills (e.g. computer skills, evaluation)
- Expand network
- Find a new friend

Coalition members need to have opportunities that will provide benefits to them. While some will want to take an active role by being a leader or being involved in day-to-day decisions, others may want to attend public meetings or stuff envelopes. Some members may only want to write a letter to the editor in support of tobacco control issues. Regardless of the level of involvement, all members are vital to a healthy coalition.

In [\*Volunteering in America 2008\*](#), an annual report from the Corporation for National and Community Service, South Dakota ranks seventh highest in the nation with an average of 37.1% of all residents volunteering over a three year period (2005-2007). Each South Dakota resident volunteers roughly 40.7 hours each year. Even more promising, 70.3% of South Dakota volunteers continue volunteering beyond one year – the 13<sup>th</sup> highest retention rate in the nation. Volunteers in your coalition are highly likely to stay with the coalition for more than one year. Those odds can be increased by ensuring that the coalition provides appropriate outlets and learning experiences for each member.

*“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”*  
-Margaret Mead

## *Recruitment*

Recruiting members is important to building and maintaining your coalition. People become involved for many reasons including national or local news coverage, support from prominent leaders, or a personal tie to the cause. All the organizations and people of a community can be recruited to becoming involved in tobacco control. The key to keeping these people involved is that everyone shares the common vision of creating a tobacco-free community and a mutually beneficial relationship between the coalition and member is developed.

Recruitment should reach out the diverse people and organizations. There are the “usual suspects” such as the American Cancer Society and other groups that are typically recruited to tobacco control coalitions, but you should consider reaching out to other groups such as the state medical society or student nursing society and other health care providers such as dentists and prenatal educators. Not only should the coalition represent the community by including parents, businessmen, political figures, youth, adults, and others, but also the community should be represented by those who are disproportionately affected by tobacco. These groups in South Dakota are American Indians, young adults, Medicaid clients, pregnant women and youth.

Creating a new member training or orientation can be critical to making a good impression and create a welcoming environment. In addition to creating a new member training or orientation, the coalition could also assign mentors to help new members learn about the coalition and tobacco control.

One important aspect to consider when recruiting is to recruit to the coalition’s needs. During different times and projects, the coalition may have different needs. It is okay to recruit specific people to fulfill these critical steps, and these individuals may choose to continue their involvement. For example, if the coalition needs someone with evaluation experience to help conduct an evaluation on a specific project and recruits someone to fulfill that need, the evaluation recruit may find other coalition tobacco-related projects that may benefit from some evaluation expertise. A new recruit with a specific skill set was recruited which opened the doors for future opportunities for that person within the coalition.

## *Importance of Goal Four*

Throughout tobacco control coalition work, it is important to work toward achieving Goal Four: identifying and eliminating tobacco-related health disparities. Disparities work should be infused throughout programming and activities designed to accomplish the first three goals. In South Dakota, specific populations to consider include:

- American Indians
- Young Adults
- Medicaid Clients
- Pregnant Women
- Youth

By involving these populations through representation in the coalition or partnering with groups that serve these populations, coalition work and activities can be better suited and adapted to specifically target these specific populations.

### *Keeping Members*

Keeping members involved in the coalition not only requires providing opportunities within the coalition, but also requires being aware of the multiple schedules and priorities each member balances. Being aware of members' lives and needs outside the coalition can help the coalition be more flexible toward each member's involvement. Also, a member may view this flexibility as a motivating factor to remain involved. One member may have the time to be very active during the first half of the year, but may not have the time during the second half. Planning for these changes in advance can help the coalition be successful.

There are many concerns that can be taken into consideration including scheduling conflicts, transportation needs, and childcare concerns. To address these concerns, the coalition can:

- Change the meeting time and location to accommodate members
- Provide childcare for parents or guardians
- Develop opportunities for leadership and other skill development
- Rotate leadership
- Plan to follow-up with new members

While it would be great if all members wanted to maintain their involvement in the coalition, attrition is normal and should be expected. For more information about sustaining your coalition, please see Appendix A (page 93).

### **Evaluation**

It is important to regularly collect data that will allow coalition members and funders to evaluate the coalition's effectiveness. Data takes many forms and should not be limited to only surveys and interviews. Collecting the following data should also be considered:

- General coalition meeting information (date, time, location, minutes)
- Number of coalition members at events including meetings and coalition sponsored programs
- Number of people attending coalition sponsored programs and events
- Hours spent on coalition work (possibly broken down by project)
- Number of events or projects completed
- Number of policy changes achieved

In Appendix A (page 93), a coalition action planning worksheet has been provided to help your coalition plan its upcoming activities and assign responsibility to different coalition members.



### **SECTION 3: COMMUNITY TOBACCO USE PREVENTION ACTIVITIES**

This section provides examples of evidence-based activities corresponding to the state’s tobacco control goal areas. The “Activities at a Glance” summary provides a quick reference to help grantees assess their capacity to carry out the activity. Each individual activity includes a detailed description along with objective(s), target audience, resources required (cost, people power, time), instructions on how to implement the activity, and key information resources.

## Section 3: Community Tobacco Use Prevention Activities

Well thought-out and planned activities are a part of a comprehensive approach to tobacco use prevention and control. The activities described in this section offer a variety of ways to conduct effective tobacco control activities in your community. Each of these activities ties to a particular goal area for tobacco use prevention in South Dakota. These are effective activities that impact long-term tobacco control goals. When activities are implemented consistently and correctly, they help bring lasting change to your community. Know that by your work in your community, you are helping South Dakota achieve real change in its tobacco-related health outcomes.

### **Reminder regarding school-based activities:**

We encourage you to try out a new activity and to partner with new groups in your community. Remember that school-based activities are not allowed for Community Tobacco Coalition grantees but you are strongly encouraged to partner with schools for many activities – these are noted in the following descriptions. Even though school-based activities are not allowed, you are strongly encouraged to work with youth organizations such as after-school programs, Boys and Girls Clubs, Boy Scouts and Girl Scouts, 4-H Clubs, etc. Be creative and take advantage of every partnership opportunity you can find!

### **Special note for media activities:**

For media activities, we encourage you to focus on “earned media” – in other words, media that you do not have to pay for. Most of the activities listed here give you suggestions for a press release to your local radio stations, newspapers, and other ways to promote the activity. Promoting events through earned media instead of simply purchasing advertisements provides an important “3<sup>rd</sup> party endorsement.” Because the information comes from a news source, the public may consider the message more valid. If you are going to purchase ads (print or radio) or billboards, we strongly encourage you to use ads that have been developed and tested. Even though we may like an ad and think it is valuable, unless it has been tested on the target audience by professionals we may be ineffective and result in wasted money. The CDC’s [Media Campaign Resource Center](#) is a great source of paid media that is effective (see Section 1 for more information).



**Activities at a Glance: Goal 1**

<b>Goal Area</b>	<b>Activity Name</b>	<b>Resources</b>	<b>Page #</b>	
<b>Tobacco Use Prevention Activities</b> <b>Goal 1: Prevent Initiation of Tobacco Use</b>	These activities work together to create a tobacco-free environment by influencing social norms, attitudes, and behaviors. Activities, when combined with policy and other best practices, are most effective in creating increased support for tobacco free policies, increased anti-tobacco attitudes, decreased youth initiation, and decreased influence of the tobacco industry.	Brown Ribbon Remembrance and Wall of Remembrance	↑ ↑ ↑ \$\$ and up	24
		“Did You Know?”: Community Forum on Tobacco Use Among Youth	↑ ↑ ↑ ↑ \$\$\$\$	26
		Fame and Shame Awards	↑ ↑ ↑ ↑ ↑ ↑ \$\$\$\$\$\$	29
		“Got a Minute?”	↑ ↑ \$	31
		Working with Local Rodeo Clubs to “Buck Tobacco” Sponsorships	↑ ↑ \$ and up	32
		Nixing Spit Tobacco Ads/Sponsorships at County Fair or Rodeo	↑ ↑ \$ and up	34
		Smoke-free Film Fest	↑ ↑ \$\$	36
		Smoke-free Movies Theater Ad	↑ ↑ \$\$\$\$\$\$	38
		Tobacco Ad Teardown	↑ ↑ ↑ ↑ ↑ \$	39
		Tobacco-Free Pharmacies	↑ ↑ \$=0	41
		Tombstones	↑ ↑ ↑ \$\$	43

**Key:**  
 ↑ = Number of People Required  
 \$ = Cost  
*The more symbols, the more resources required.*

## **Brown Ribbon Remembrance and Wall of Remembrance**

### **Type of Activity:**

- Community Education and Organizing
- Opportunity for Earned Media

### **Description:**

The Brown Ribbon Remembrance is a powerful way to put a face on the impact that tobacco has on our communities. The event is designed to memorialize and honor those who have died or have been made ill as a result of tobacco use. Brown ribbons are the symbol of tobacco use prevention.



The event is like a memorial service. Ministers or religious leaders can offer prayers and their own stories of congregants who have died from tobacco use. Speakers can include people who have lost a loved one or someone who has suffered the effects of their own tobacco use (e.g. laryngectomy).

### **Target Population:**

- Adults
- Youth (all ages)

### **Cost:**

- \$50 and up

### **What's Needed:**

- Display Board
- Photos
- Tape or other adhesive, push pins
- Construction paper or other material for photo backing
- Fabric to cover "wall"

### **Time of Year or Linkage to Special Event:**

Event can be done any time of year. It is a good activity to tie to Kick Butts Day (March) and/or World No Tobacco Day (May 31). This is a very good event to do in conjunction with the state legislature to educate the public and policymakers on the impact of tobacco use.

### **2-3 Months before event:**

- Make presentations to groups to collect photographs and remembrances of those who have lost a loved one as a result of tobacco use. Civic, church and community groups as well as school and youth groups are great resources. Health care providers can also provide links to folks who would contribute stories or photos. Develop a flyer to publicize effort and provide contact information for people to send in photos.

## Goal 1: Prevent Initiation of Tobacco Use

### **6 weeks before event:**

- Find location for event – visible, public place is best.
- Recruit speakers – ministers and faith community leaders, health care providers, people touched by tobacco use, youth.

### **4 weeks before event:**

- Arrange for large poster boards (4' x 6') or some other large way to display photos and remembrances.
- Continue the call for photos.

### **3 weeks before event:**

- Send a community calendar item to your local radio station.
- Send a media advisory to your local newspaper (TV if you have). Let them know that this is a very visual event and would be worthy of coverage.
- Confirm speakers.

### **1 week before event:**

- Send another media advisory to newspaper and radio.
- Confirm speakers.
- Make signs and other materials necessary for the event.
- Assemble photographs – enlarge those that need to be enlarged, place individual photos on larger sheet of construction paper as a “frame.”

### **Day of the event:**

- Be at location 2-3 hours before the event is to start to set-up Wall of Remembrance. Need 3-4 people for set-up.

## **“Did You Know?": Community Forum on Tobacco Use Among Youth**

### **Type of Activity:**

- Community Education and Organizing
- Opportunity for Earned Media

### **Description:**

A community forum is a great way to draw attention to the issue of tobacco use, educate parents and policymakers on the issues, and provide an opportunity to get some media coverage. A forum is most effective when there is new information to present and/or if there is an outside speaker being brought in to speak on tobacco use. **This activity could be a collaborative program done in conjunction with your local school-based tobacco use prevention program.**



### **Target Population:**

- Adults
- Youth (teens)

### **Cost:**

- \$100 and up (depending on the speaker fees)

### **What's Needed:**

- Most Recent Data from Youth Risk Behavior Survey or Youth Tobacco Survey
- Panel of Youth
- Panel of Adults (parent, law enforcement, teacher, etc.)
- Moderator
- Guest speaker

### **Time of Year or Linkage to Special Event:**

This activity could be done at any time of the year. It could also be tied to Kick Butts Day (March).

### **6 Months before event:**

- If you are going to have an outside speaker, make arrangements now.

### **2 Months before event:**

- Locate a venue for the event. A community center, church, community college or school could provide a large space that would work. A location that has a stage would be most effective.

## Goal 1: Prevent Initiation of Tobacco Use

### **6 weeks before event:**

- Recruit panelists. Find local adults that understand tobacco use and are concerned about it. A parent of a youth smoker, a teacher or coach, youth court coordinator or local law enforcement official would be good choices – you know your community so pick people who are articulate and passionate. Two to three adult panelists would be a good number. For youth panelists, three would be an ideal number. Recruit youth that have used tobacco – both cigarettes and spit tobacco – as well as youth advocates. Make sure that the youth are willing to talk “on stage” and are not too shy. Find youth who can honestly speak about why they used tobacco and the problems that may result from that use.
- Invite someone who can briefly present on youth tobacco use data in your community (get someone who can present the information in a way that average folks can understand and is not too technical).
- Identify a moderator for the event. Get someone who can keep the event moving and who can facilitate a panel discussion. A well-regarded elected official, principal or coach could be a good choice.
- Develop an invitation (flyer) to send to parents and to post in community locations. If there is to be a guest speaker, promote this.

### **4 weeks before event:**

- Send out invitations to parents.
- Send a community calendar item to your local radio station.
- Send a media advisory to your local newspaper and/or local TV stations.
- Order materials to have on an informational table (SD DOH, Campaign for Tobacco-Free Kids, etc.)
- If you are serving refreshments at the Forum, make these arrangements.
- If you have an outside speaker, make lodging arrangements if necessary.

### **3 weeks before event:**

- Arrange to speak on local radio station during the week of the event. If you have a guest speaker, offer this person as a potential radio guest.
- Continue to talk up event in community.

### **1 week before event:**

- Continue to make announcements about the event in schools and at other organizations.
- Send a reminder invitation to parents.
- Send another media advisory to newspaper and radio.
- Confirm speakers. Meet with all panelists to review the format. Ask speakers to be at the event 30 minutes before event begins.
- Make signs and other materials necessary for the event (directional signs to auditorium, parking signs, sponsorship, name tents for panelists, etc.)
- Designate someone to be the greeter at the event and to staff the sign-in table.
- Develop sign-in sheet for attendees; get name, address, phone and email.

Goal 1: Prevent Initiation of Tobacco Use

**Day of the event:**

- Arrive at site early (2-3 hours) to make sure that everything is in place (chairs, table for panelists, microphones, information table, sign-in table, refreshments, etc.).
- Have moderator greet speakers when they arrive.

**After the event:**

- Send out thank you notes to speakers.
- Follow-up with participants using the information provided on the sign-in sheet.

## **Fame and Shame Awards**

### **Type of Activity:**

- Community Education
- Opportunity for Earned Media

### **Description:**

With limos, a red carpet, and glamorous "stars", the Fame & Shame Awards show looks like its more famous cousin in Hollywood. But these awards are designed to expose the tobacco industry's influence in Hollywood, and to point out how popular actors and movies encourage young people to start smoking. Youth presenters hand out "Shamie Awards" to actors, actresses, directors and producers who glamorize smoking in youth-rated G, PG and PG-13 movies.



### **Target Population:**

- Adults
- Youth (middle and high school)

### **Cost:**

- \$100 and up

### **What's Needed:**

- Red carpet
- A couple of fancy cars (a limo would be cool!)
- Adults to play the role of paparazzi and escorts
- "Shame" Awards (be creative)
- Video clips of nominated films

### **Time of Year or Linkage to Special Event:**

Tie the event to Kick Butts Day (March) or the Academy Awards (February).

### **2-3 Months before event:**

- Find location. A movie theatre or performing arts venue is best. A location that has a stage and projection equipment is necessary.
- Find films that are the most offensive in terms of smoking imagery. The website [SceneSmoking.org](http://SceneSmoking.org) provides ongoing reviews of films that are done by youth and young adult reviewers.

### **6 weeks before event:**

- Arrange for food at the event. Popcorn would be a great option.

## Goal 1: Prevent Initiation of Tobacco Use

### **4 weeks before event:**

- Let youth know that this is a dress up event. Contact local merchants and secondhand stores to see if they have formalwear that they could loan youth for the evening of the event. Let them know that they will get publicity for their support.
- Identify youth to present the awards and to serve as the emcee for the event.
- Recruit adults to serve as paparazzi and escorts.

### **3 weeks before event:**

- Send a media advisory to your local newspaper and radio stations (TV if you have). Let them know this event is very visually interesting.
- Send out permission slips to parents for youth participants.

### **1 week before event:**

- Send out reminder to media.

### **Day of the event:**

- Arrive 3-4 hours before event to check equipment, set up props, and roll out the red carpet.
- Have adult sponsors stationed along the red carpet to serve as paparazzi and as escorts to guide the “stars” to their seats.

### **Resources:**

- New Mexico Media Literacy Project: <http://www.fameandshame.com/about.html>
- SceneSmoking.org – Home of the Thumbs Up, Thumbs Down Project and the Hackademy Awards: <http://www.scenesmoking.org>



Source: New Mexico  
Media Literacy  
Project

## Goal 1: Prevent Initiation of Tobacco Use

### **“Got a Minute?”**

#### **Type of Activity:**

- Presentation to Parent Groups

#### **Description:**

The *Got a Minute?* campaign was designed by the Centers for Disease Control and Prevention (CDC) to help less-involved parents become more involved with their preteens. Increased involvement by parents seems to act as a protective factor against the lure of tobacco. The program also attempts to help parents support cessation attempts and understand more about youth tobacco use.



#### **Target Population:**

- Adults, in particular parents of pre-teens

#### **Cost:**

- \$0-\$50

#### **What’s Needed:**

- “Got a Minute” kit from CDC

#### **Time of Year or Linkage to Special Event:**

This event could be done at any time of year.

#### **6 weeks before event:**

- Contact parent organizations to arrange for presentation. Groups that are likely could be parenting organizations and classes such as the South Dakota Parent Information and Resource Center/Parent Resource Network and the South Dakota Parenting Resource Partners.

#### **1 week before event:**

- Confirm arrangements for session. Make sure that you have sufficient materials for distribution.
- Arrange for projector if you plan on doing a PowerPoint presentation.

#### **Day of the event:**

- Arrive at venue at least 30 minutes before the scheduled presentation to make sure that the room is set up the way you wish and that projection equipment is working properly.

#### **Resources:**

- “Got a Minute? Give It to Your Kid”  
[http://www.cdc.gov/tobacco/tobacco\\_control\\_programs/campaigns\\_events/got\\_a\\_minute/parenting.htm](http://www.cdc.gov/tobacco/tobacco_control_programs/campaigns_events/got_a_minute/parenting.htm)

## Goal 1: Prevent Initiation of Tobacco Use

### **Working with Local Rodeo Clubs to “Buck Tobacco” Sponsorships**

#### **Type of Activity:**

- Community Education and Organizing

#### **Description:**

Spit tobacco companies frequently target local rodeo clubs as a means of promoting their products. As a result spit tobacco ads are frequently found at county fairs and rodeos across the state. By associating spit tobacco with rodeo clubs and by advertising at rodeos where tough and fit athletes compete, spit tobacco companies have found a way to promote the social acceptability of their products. According to US Tobacco’s 2005 Annual Report, the company “has been implementing plans to focus on the growth of the smokeless tobacco category by building awareness and social acceptability of smokeless tobacco products among adults and by promoting the convenience of smokeless tobacco relative to cigarettes to attract new adult consumers to the category.”



#### **Target Population:**

- Adults
- Youth (teens)

#### **Cost:**

- \$0 - \$25 (possibly more if rodeo club requests sponsorship)

#### **What’s Needed:**

- 2 or 3 people willing to meet with rodeo club organizers

#### **Before the meeting:**

- Contact the organizers of your local rodeo club to set up a meeting discuss their relationship with spit tobacco sponsorship of the club.
- Review materials in the Buck Tobacco “Training Curriculum: Community Based Policy Options to Support Rodeos without Tobacco Sponsorship” (especially sections 7 and 8) and the “Long Term Strategic Plan for Rodeo Organizers: Guidelines for a Successful Rodeo Without Tobacco Sponsorship.”
- Print copies of the “Long Terms Strategic Plan for Rodeo Organizers” for the folks you will be meeting.

## Goal 1: Prevent Initiation of Tobacco Use

### **Resources:**

- Buck Tobacco Sponsorship: <http://www.bucktobacco.org/resources/index.html#act>
- Buck Tobacco “Training Curriculum: Community Based Policy Options to Support Rodeos without Tobacco Sponsorship”:  
<http://www.bucktobacco.org/resources/docs/CurriculumBW.pdf>
- Buck Tobacco’s “Tip Sheet #10: How to Develop a Policy for Your Local Rodeo”:  
[http://www.bucktobacco.org/resources/tipsheets/tips10\\_policy.pdf](http://www.bucktobacco.org/resources/tipsheets/tips10_policy.pdf)
- Buck Tobacco’s “Long Term Strategic Plan for Rodeo Organizers: Guidelines for a Successful Rodeo Without Tobacco Sponsorship”:  
<http://www.bucktobacco.org/resources/docs/LongTermStrategicPlan-bw.pdf>
- South Dakota Rodeo Association 2009 Schedule:  
<http://www.sdroudeo.com/09Schedule/schedule.htm>
- The Rodeo Toolkit contains valuable information regarding tobacco sponsorship at rodeos, including an overview of rodeo events; information on smokeless tobacco risks; sample tobacco-free policies for public events and venues; and contact information for many PRCA-approved California rodeos. It comes with the Tack and Tools booklet, a leave-behind educational piece for rodeo organizers. Copies may be obtained for \$7.50 plus shipping by contacting Tobacco Education Clearinghouse of California:  
<http://www.tobaccofreecatalog.org>
- Through With Chew: In their TWC Toolkit 2009, there are activities for summertime and other resources for minimizing spit tobacco activities:  
[http://www.throughwithchew.com/cms\\_uploaded/pdfs/TWCWToolkitWeb09.pdf](http://www.throughwithchew.com/cms_uploaded/pdfs/TWCWToolkitWeb09.pdf)

## **Nixing Spit Tobacco Ads/Sponsorships at County Fair or Rodeo**

### **Type of Activity:**

- Community Education and Organizing
- Opportunity for Earned Media

### **Description:**

Collect information about what types of sponsorships and advertising there are at your local rodeo or county fair so you will have the information necessary to meet with the organizers of the event to talk with them about eliminating spit tobacco ads and sponsorships.

### **Target Population:**

- Adults
- Youth (all ages)

### **Cost:**

- \$0 to \$500 and up (if fair or rodeo sponsorship is requested/required)

### **What's Needed:**

- 2 or 3 people willing to meet with rodeo or fair organizers to discuss eliminating spit tobacco advertisers

### **Time of Year or Linkage to Special Event:**

County fair or rodeo (usually summer/early fall)

### **6-8 months before event:**

- Contact the organizers of your county fair or rodeo to set up a meeting discuss the sponsorship of the rodeo or fair.
- Review materials in the Buck Tobacco "Training Curriculum: Community Based Policy Options to Support Rodeos without Tobacco Sponsorship" (especially sections 7 and 8) and the "Long Term Strategic Plan for Rodeo Organizers: Guidelines for a Successful Rodeo Without Tobacco Sponsorship."

### **Before the meeting:**

- Make sure you have reviewed the materials noted above and have a plan for your meeting with the rodeo or county fair organizing committee.
- Print copies of the "Long Terms Strategic Plan for Rodeo Organizers" for the folks you will be meeting.
- Prepare information based on your observations at the previous year's event to share with rodeo/fair organizers.
- Make sure you have answers to questions that the organizers might have regarding going tobacco-free (see Resources for information).



## Goal 1: Prevent Initiation of Tobacco Use

### **Resources:**

- Buck Tobacco Sponsorship: <http://www.bucktobacco.org/resources/index.html#act>
- Buck Tobacco “Training Curriculum: Community Based Policy Options to Support Rodeos without Tobacco Sponsorship”:  
<http://www.bucktobacco.org/resources/docs/CurriculumBW.pdf>
- Buck Tobacco’s “Long Term Strategic Plan for Rodeo Organizers: Guidelines for a Successful Rodeo Without Tobacco Sponsorship”:  
<http://www.bucktobacco.org/resources/docs/LongTermStrategicPlan-bw.pdf>
- Rodeo Toolkit contains valuable information regarding tobacco sponsorship at rodeos, including an overview of rodeo events; information on smokeless tobacco risks; sample tobacco-free policies for public events and venues; and contact information for many PRCA-approved California rodeos. It comes with the Tack and Tools booklet, a leave-behind educational piece for rodeo organizers. Copies may be obtained for \$7.50 plus shipping by contacting Tobacco Education Clearinghouse of California:  
<http://www.tobaccofreecatalog.org>
- Through With Chew: In their TWC Toolkit 2009, there are activities for summertime and other resources for minimizing spit tobacco activities:  
[http://www.throughwithchew.com/cms\\_uploaded/pdfs/TWCWToolkitWeb09.pdf](http://www.throughwithchew.com/cms_uploaded/pdfs/TWCWToolkitWeb09.pdf)

## Smoke-free Film Fest

### Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media

### Description:

As a counter to the hype of tobacco-filled films, host your own film fest with movies that do not have any tobacco images included. This is a great activity to do with youth organizations or a family fun night event. Gather up some of the best youth-rated G, PG and PG-13 films that do not have any tobacco imagery included and fire up the DVD player!



### Target Population:

- Adults
- Youth (all ages)

### Cost:

- \$50 and up

### What's Needed:

- Film DVDs
- Projection equipment and screen
- Refreshments

### Time of Year or Linkage to Special Event:

This could be done any time of the year but around the Academy Awards (February) could be a good time to do an event like this.

### 4 weeks before event:

- Find a location that provides comfortable seating as well as has projection equipment for showing DVDs – perhaps a community center or school has an auditorium that could be used for an evening event.
- Select the films that will be shown. The website for Smoke Free Movies ([http://www.smoke-freemovies.ucsf.edu/problem/now\\_showing.html](http://www.smoke-freemovies.ucsf.edu/problem/now_showing.html)) has a list of current films that don't have (as well as those as do have) tobacco imagery. Another list is found in DVD Danger (see resource list).
- Develop a poster to describe the event and distribute around town.
- Get the word out to youth groups in your area.
- Send a community calendar item to your local radio stations and newspaper.

### 1 week before event:

- Arrange for refreshments – popcorn, anyone?
- Send a reminder notice to local media about the event.

### Goal 1: Prevent Initiation of Tobacco Use

- Recruit a teenager to talk about the impact of smoking in movies on youth. A PowerPoint presentation can be found at Screen Out! (see resource below)

#### **Day of the event:**

- Set up the screening area

#### **Resources:**

- Smoke Free Movies:  
[http://www.smoke-freemovies.ucsf.edu/problem/now\\_showing.html](http://www.smoke-freemovies.ucsf.edu/problem/now_showing.html)
- DVD Danger Action Kit:  
<http://www.smoke-freemovies.ucsf.edu/pdf/DVDanger%20Kit111407.pdf>
- Screen Out!: <http://www.smoke-freemovies.ucsf.edu/actnow/parents.html>

## Goal 1: Prevent Initiation of Tobacco Use

### Smoke-free Movies Theater Ad

#### Type of Activity:

- Community Education and Organizing
- Paid Media

#### Description:

Movie theatre ads are a great way to counter all of the tobacco images that fill the big screen. Instead of doing an ad that simply says “Don’t Smoke, Kids!,” do something that is more impactful and really gets the message across. Let viewers know that images of smoking in films really do have a huge impact on youth.

#### Target Population:

- Adults
- Youth (all ages)

#### Cost:

- \$500 and up

#### Action Steps:

- Contact Smoke Free Movies (<http://www.smoke-freemovies.ucsf.edu/ourads/index.html>) to see their ads (such as the one above) that have run in the New York Times and other publications.
- Contact your local theater to learn about their procedures and costs for ads.

#### Resources:

- Smoke Free Movies: [http://www.smoke-freemovies.ucsf.edu/problem/now\\_showing.html](http://www.smoke-freemovies.ucsf.edu/problem/now_showing.html)
- Screen Out!: <http://www.smoke-freemovies.ucsf.edu/actnow/parents.html>

THE NATIONAL CANCER INSTITUTE CONCLUDED:

# MOVIES WITH SMOKING CAUSE KIDS TO SMOKE

**H**aving confirmed movies' causal role in recruiting a new generation of smokers, our nation can score a major victory against tobacco and protect countless lives.

Without taxpayers spending a cent, film studios and their corporate parents can *immediately* adopt these four reasonable policies, industry-wide:

- 1) Rate future tobacco imagery "R," except for depictions of tobacco's slim health consequences or portrayals of actual historical figures who smoked.
- 2) Stop displaying tobacco brands on screen.
- 3) Certify that nobody in the production and distribution chain receives anything of value from a tobacco company, its agents or fronts to include tobacco imagery in a film; and
- 4) Run proven anti-tobacco spots before *all* films with tobacco imagery, in *all* distribution channels.

A strong majority of U.S. adults (50%) already favor limiting future smoking and showing anti-tobacco spots before any film with smoking (69%). Sixty-one percent want tobacco brands off screen.<sup>1</sup>

The U.S. film and tobacco industries have a long history of commercial collaboration. The film industry must now act upon the scientific evidence showing that U.S. films with smoking are a vector for addiction, disease and death worldwide.



American Academy of Pediatrics  
AMERICAN HEART ASSOCIATION  
Legacy  
AMERICAN LUNG ASSOCIATION  
AMA  
ANR  
AMERICANS FOR NONSMOKERS' RIGHTS  
American Public Health Association  
DOH  
New York State PTA  
SMOKE FREE MOVIES

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Source: Smoke Free Movies at the University of California, San Francisco

## **Tobacco Ad Teardown**

### **Type of Activity:**

- Community Education and Organizing
- Opportunity for Earned Media

### **Description:**

A youth-based cleanup effort to help communities change the way that tobacco is promoted. Coalitions can work with local youth groups to approach convenience stores that have tobacco advertising. Youth will request that stores teardown their storefront tobacco ads, in exchange, the youth will help clean and beautify their store. In the case of stores who do not display tobacco advertising and do not promote tobacco use messages, the youth may conduct a cleanup as an offer of appreciation to them. The cleanup can include:

- Sweeping indoors/outdoors
- Mopping
- Dusting
- Landscaping (i.e. raking, weeding)
- Cleaning windows
- Cleaning coolers
- Removing window stickers, posters, banners
- Picking up trash outside

### **Target Population:**

- Retail stores
- Adults
- Youth (all ages)

### **Cost:**

- \$0 to \$25 (for certificates)
- People (4+ youth, 2 or 3 adult sponsors)

### **What's Needed:**

- Trash bags
- Cleaning supplies
- Camera
- Youth (4-5 per store)

### **Time of Year or Linkage to Special Event:**

This activity could be done at any time of the year. It could also be tied to Kick Butts Day (March), World No Tobacco Day (May 31) and/or the Great American Smokeout (3<sup>rd</sup> Thursday in November).



## Goal 1: Prevent Initiation of Tobacco Use

### **6 weeks before event:**

- Contact store owners to set up a meeting to discuss Teardown.
- Put together packet of information to give store owner on the impact of tobacco advertising on youth (see Teardown Manual on page 13).
- Meet with store owner to request Teardown.
- Schedule Teardown date. Complete Tobacco Ad Teardown Agreement (see Teardown Manual page 17).

### **3 weeks before event:**

- Send a media advisory to your local newspaper and radio stations (TV if you have). Let them know this event is very visually interesting.
- Send out permission slips to parents for youth participants.

### **1 week before event:**

- Send out reminder to media.
- Follow-up with store owner to confirm date/time and advise on potential media coverage.
- Develop certificate of appreciation for store owner (see page 18 in Teardown Manual).

### **Day of the event:**

- Arrive with the youth crew ready to take down the ads, clean the windows and perform other clean-up tasks as previously agreed.
- Have someone there to take pictures.
- Be prepared to talk to the media.

### **After the event:**

- Send out thank you note to store owner.
- De-brief with youth on the event.

### **Resources:**

- Tobacco Ad Teardown Manual:  
[http://www.throughwithchew.com/cms\\_uploaded/pdfs/Tobacco%20Ad%20Teardown%20Manual.pdf](http://www.throughwithchew.com/cms_uploaded/pdfs/Tobacco%20Ad%20Teardown%20Manual.pdf)



Source: Wyoming Through With Chew

## **Tobacco-Free Pharmacies**

### **Type of Activity:**

- Community Education and Organizing
- Opportunity for Earned Media

**Description:** Pharmacies are considered one of the most accessible health care providers in a community. Most health care providers have made their facilities tobacco-free. However, many pharmacies sell tobacco products. Shouldn't people go to their pharmacy to get what they need to be healthy, not buy a product that will make them sick? There is a growing movement across the country to require pharmacies to be tobacco-free. Most of these efforts are voluntary but San Francisco recently passed a law that bans all pharmacies from selling tobacco products – this law went into effect October 1, 2008. The Massachusetts Department of Health has developed a program with the Massachusetts Pharmacists Association to help pharmacists in their efforts to go tobacco-free. Below you will find some pointers from this program to work with your local pharmacy.



### **Target Population:**

- Business owners/pharmacists

### **Cost:**

- \$0

### **What's Needed:**

- Information
- Volunteers willing to meet with pharmacists

### **Time of Year or Linkage to Special Event:**

Any time of year but the Great American Smokeout (third Thursday in November) would be a great time for a pharmacy to announce that it is tobacco-free.

### **How to Help Your Pharmacist Go Tobacco-Free:**

The Massachusetts Tobacco-Free Pharmacy Program has developed five levels of awareness for pharmacies:

- **Level 1: Provide tobacco cessation support, counseling, information and referrals to patients.**
  - Encourage and assist patients in their effort to discontinue the use of tobacco products.
  - Provide patients with appropriate information and literature on the hazards of tobacco use and how to successfully abandon their habit.
  - Provide patients with necessary tobacco cessation counseling and referrals.
- **Level 2: Decrease the open availability of tobacco and tobacco-related products.**
  - Assure tobacco and tobacco-related products are available only by request.
  - Require proper identification from customers wishing to purchase tobacco products.
- **Level 3: Remove tobacco product advertising from the pharmacy.**
  - Remove all aspects of tobacco and tobacco-related product advertising from their pharmacy.
- **Level 4: Designate the pharmacy as a tobacco-free zone.**
  - Prohibit the use of tobacco in the pharmacy.
- **Level 5: Become a *Tobacco-Free Pharmacy*.**
  - Discontinue the sale of all tobacco and tobacco-related products.

### **Resources:**

- Massachusetts Tobacco-Free Pharmacies:  
<http://www.tobaccofreepharmacy.org/becoming.html>
- “Tobacco sales in pharmacies: time to quit”:  
[http://www.lgbtpartnership.org/files/Pharmacy\\_TOBACCO\\_SALES\\_-\\_TOBACCO\\_CONTROL\\_JAN\\_2006.pdf](http://www.lgbtpartnership.org/files/Pharmacy_TOBACCO_SALES_-_TOBACCO_CONTROL_JAN_2006.pdf)

## **Tombstones**

### **Type of Activity:**

- Community Education and Organizing
- Opportunity for Earned Media

### **Description:**

A visual and impactful representation of the people lost to tobacco use every year in South Dakota. One cross or tombstone is placed in a public setting to signify a person killed as a result of tobacco. CDC estimates that 1,068 people die each year as a result of tobacco use in South Dakota.



### **Target Population:**

- Adults
- Youth (all ages)

### **Cost:**

- \$10-\$50

### **What's Needed:**

- Cardboard
- Spray paint
- Paint/markers
- Other art supplies
- Wire hangers to attach to tombstones for placing in ground
- 4-5 youth to organize and carry out event

### **Time of Year or Linkage to Special Event:**

This activity can coincide with World No Tobacco Day (May 31) and/or Kick Butts Day (March).

#### **2 weeks before event:**

- Choose a location to place the tombstones that is high visibility or where lots of people will walk by (park, near a school, etc.). Ask for permission and get a permit if required.
- Send a media advisory to your local newspaper and radio stations (TV if you have). Let them know this event is very visually interesting.

#### **1 week before event:**

- Create tombstones from cardboard and art supplies. Put names on them to make the event more personal.
- Send media reminder.

## Goal 1: Prevent Initiation of Tobacco Use

### **Day of the event:**

- Set up tombstones in agreed upon location. Timing should be when the most people are in the area and when it would be a good time for the media (i.e. after 10 a.m. or before 3 p.m.).
- Have an information table available for people get materials on tobacco or to take action on a local policy issue.

### **Resources:**

- Kick Butts Day Activity Guide, page 38:  
[http://www.kickbuttsday.org/resources/downloads/kbd\\_guide/2009KBD\\_GuideComplete.pdf](http://www.kickbuttsday.org/resources/downloads/kbd_guide/2009KBD_GuideComplete.pdf)

### Activities at a Glance: Goal 2

Goal Area		Activity Name	Resources	Page #
<b>Tobacco Use Prevention Activities</b> <b>Goal 2: Promote Tobacco Cessation Among Adults and Youth</b>	These activities work together to create a tobacco-free environment by influencing social norms, attitudes, and behaviors. Activities, when combined with policy and other best practices, are most effective in creating increased tobacco knowledge and awareness, increased quit attempts, increased support for policies and cessation, increased use of cessation services, and decreased tobacco industry influence.	Celebrating Freedom from Addiction	† † † † \$\$\$ and up	46
		Educate insurers and employers on importance of covering cessation services	† † \$=0	48
		Great American Smokeout	† † † \$=0 and up	50
		Great American Spit Out (Through with Chew Week)	† † † \$=0 and up	52
		Kick Butts Day Battle of the Bands and Cessation Event	† † † † \$\$ and up	53
		Kick the Can	† † † \$\$ and up	55
		New Year, New You! QuitLine promotion	† † \$ and up	57
		Reminder Systems training for health care providers to ask patients about tobacco use to help people quit	† † \$=0	59
		Tobacco-Free Moms and Dads	† † \$=0	61
Support to Business Owners to Help Employees Quit	† † \$=0	63		

**Key:**  
 † = Number of People Required  
 \$ = Cost  
*The more symbols, the more resources required.*

## Celebrating Freedom from Addiction

### Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media



### Description:

Many communities have 4<sup>th</sup> of July parades and events. This is a great opportunity to celebrate those who have achieved true freedom – freedom from addiction. Celebrate your local quitters with a variety of Independence Day-themed activities including a float in the parade and media related to the success of these quitters. Quit kits, gum and information on the South Dakota QuitLine are great items to pass out during the parade.

### Target Population:

- Adults especially those who have quit using tobacco or those who want to quit
- Youth (older)

### Cost:

- \$50 and up (depending on parade entry fees, how elaborate of a float you want to build, and distribution items)

### What's Needed:

- Materials for float (trailer, lumber, crepe paper, balloons, poster board, cardboard, bunting, fabric, paint, markers, etc.)
- A vehicle to pull the float in the parade
- Adults and youth who have quit smoking to be on the float.
- T-shirts that say, "I've quit smoking. Ask me how!" or "Quit Yet?"
- Materials from the South Dakota QuitLine (<http://doh.sd.gov/catalog.aspx>, click on "Tobacco Prevention")

### Time of Year or Linkage to Special Event:

4<sup>th</sup> of July

### 2-3 Months before event:

- Contact parade organizers to get information on entering parade.
- Identify local community members (adult and youth) who have quit smoking. Contact them to see if they will participate in this event.
- Form a float-building team. Make sure you have someone that is familiar with building floats on the team. Start developing a design for your float.

## Goal 2: Promote Cessation among Adults and Youth

### **4 weeks before event:**

- Finalize the design for the float and start assembling materials. Contact local merchants to see if they would be willing to donate supplies.
- Contact your local newspaper to see if they would be willing to write a story on the successful quitters who will be part of the float. Typically local papers have lots of photos of the 4<sup>th</sup> of July parade and this would be a nice tie-in with pictures of the float.
- Order materials from the QuitLine.

### **2 weeks before event:**

- Start building the float.
- Continue to work with local media on the stories of the quitters.

### **1 week before event:**

- Confirm adult and youth successful quitters to be on the float.
- Have materials in hand.
- Make sure that your towing vehicle works with the design.

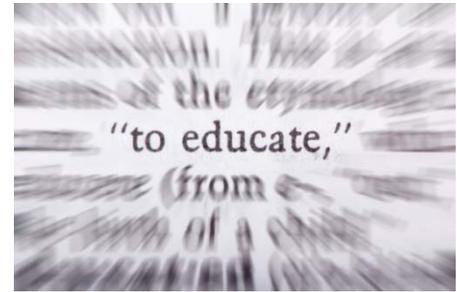
### **Day of the event:**

- Have everyone at the parade start site at least an hour before the parade begins
- Have some adults and youth to ride on the float and toss out gum; some can walk alongside the float and handout QuitLine materials.

### **Resources:**

- CDC Ideas for Independence Day:  
[http://www.cdc.gov/tobacco/media\\_communications/calendar/2009/july\\_freedomid.htm](http://www.cdc.gov/tobacco/media_communications/calendar/2009/july_freedomid.htm)

## Educate insurers and employers on importance of covering cessation services



### Type of Activity:

- Educating insurers and employers on need for smoking cessation coverage.

### Description:

Although it seems logical for employers to offer cessation coverage for their employees as well as for insurers to provide this benefit, tobacco use cessation is not always covered. Despite the research that shows that health insurance coverage of medication and counseling increases the use of effective treatments, only 24% of employers offer any coverage for tobacco-use treatment. Insurers and employers need to be informed about the cost-effectiveness of cessation and how it can save them money in the long-run.

### Target Population:

- Business owners
- Health insurance company administrators

### What's Needed:

- Information regarding the cost effectiveness of cessation services as a covered benefit

Several recent publications have discussed the importance of covering cessation services. Most notably the newly revised [Treating Tobacco Use and Dependence: 2008 Update](#) includes new, effective clinical treatments for tobacco dependence and the latest information to help people quit smoking. Part of the book outlines systems strategies that can be used to include tobacco dependence treatments (both counseling and medication) identified as effective in this Guideline as paid or covered services for all subscribers or members of health insurance packages:

Action	Strategies for implementation
Provide all insurance subscribers, including those covered by managed care organizations (MCOs), workplace health plans, Medicaid, Medicare, and other government insurance programs, with comprehensive coverage for effective tobacco dependence treatments, including medication and counseling.	<ul style="list-style-type: none"> <li>• <i>Cover</i> effective tobacco dependence treatments (counseling and medication) as part of the basic benefits package for all health insurance packages.</li> <li>• <i>Remove</i> barriers to tobacco treatment benefits (e.g., co-pays, utilization restrictions).</li> <li>• <i>Educate</i> all subscribers and clinicians about the availability of covered tobacco dependence treatments (both counseling and medication), and encourage patients to use these services.</li> </ul>

Goal 2: Promote Cessation among Adults and Youth

**Resources:**

- Centers for Disease Control and Prevention:  
[http://www.cdc.gov/tobacco/quit\\_smoking/cessation/coverage/page2.htm](http://www.cdc.gov/tobacco/quit_smoking/cessation/coverage/page2.htm)  
[http://www.cdc.gov/tobacco/quit\\_smoking/cessation/coverage/page1.htm](http://www.cdc.gov/tobacco/quit_smoking/cessation/coverage/page1.htm)
- Brochure, “Coverage for Tobacco Use Cessation Treatments: Why, What, and How”:  
[http://www.cancer.org/downloads/GAHC/HP\\_CDC\\_ReimbursementBrochureFull.pdf](http://www.cancer.org/downloads/GAHC/HP_CDC_ReimbursementBrochureFull.pdf)
- *Treating Tobacco Use and Dependence: 2008 Update*:  
<http://www.ahrq.gov/path/tobacco.htm>

## Great American Smokeout

### Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media

### Description:

For over 30 years, the Great American Smokeout (GASO) has maintained an annual tradition of encouraging people to try to stop smoking for just one day. The Great American Smokeout, and the American Cancer Society continues its legacy of providing free resources to help smokers quit. The Great American Smokeout was inaugurated in 1976 to inspire and encourage smokers to quit for one day. Now, 39.8% of the 43.4 million Americans who smoke have attempted to quit for at least one day in the past year, and the Great American Smokeout remains a great opportunity to encourage people to commit to making a long-term plan to quit for good.

### Target Population:

- Adults
- Youth (teens)

### Cost:

- \$0 and up -- depends on types of activities planned

### What's Needed:

- A large number of materials are available from the American Cancer Society ([www.cancer.org/docroot/subsite/greatamericans/Smokeout.asp](http://www.cancer.org/docroot/subsite/greatamericans/Smokeout.asp))

### Time of Year or Linkage to Special Event:

Third Thursday in November

### 2-3 Months before event:

- Contact your local/regional American Cancer Society office to get the most up-to-date information on GASO materials.
- Recruit local businesses, colleges, and other local organizations to participate in GASO.
- Contact mayor to issue proclamation for GASO (see CDC information below for sample).

### 6 weeks before event:

- Order materials
- Support participating organizations by helping them organize a planning committee. Make sure the committee is comprised of a variety of types of individuals (part-time, full-time, union, etc.).
- Organize a young adult event at a community college or some other venue to support smokers who want to quit for the day ("flush the butts" - a cigarette pack toss through a toilet seat ring, "bash the butt" cigarette piñata, etc.).

## Goal 2: Promote Cessation among Adults and Youth

### **3 weeks before event:**

- Send out blast e-mails to participating organizations. These e-mails can be forwarded to employees (see ACS information noted below).
- Send out media advisory on the GASO events happening in your community.
- Develop public service announcement to let community know about GASO.

### **1 week before event:**

- Get materials out to participating organizations.
- Finalize event preparations.

### **Resources:**

- Centers for Disease Control & Prevention:  
[http://www.cdc.gov/tobacco/media\\_communications/calendar/2009/nov\\_activities.htm#](http://www.cdc.gov/tobacco/media_communications/calendar/2009/nov_activities.htm#)
- American Cancer Society:  
[http://www.cancer.org/downloads/GAHC/GASO\\_toolkit\\_2008.pdf](http://www.cancer.org/downloads/GAHC/GASO_toolkit_2008.pdf)

## Great American Spit Out (Through with Chew Week)

### Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media

### Description:

Through With Chew Week (TWCW) and Great American Spit Out was designed to raise awareness about the negative effects of spit tobacco use. Through With Chew Week is held the third full week of February each year. The Great American Spit Out (GASpO) is held on the Thursday of Through With Chew Week. It gives spit tobacco users the inspiration to quit for a day or even longer.



### Target Population:

- Adults
- Youth (all ages)

### Cost:

- \$0 and up – depends on the types of activities planned

### What's Needed:

- The Through With Chew Week Toolkit ([http://www.throughwithchew.com/cms\\_uploaded/pdfs/TWCWToolkitWeb09.pdf](http://www.throughwithchew.com/cms_uploaded/pdfs/TWCWToolkitWeb09.pdf)) has a wealth of information regarding events that can be done in your community.

### Time of Year or Linkage to Special Event:

Through With Chew Week is held on the third full week of February each year and the Great American Spit Out is held on the Thursday of that week.

### 2-3 Months before event:

- Pull together a planning team to determine what activities you will do for TWCW. The TWCW Toolkit has a list of over 20 activities that can be done in your community with complete information for planning.

### Resources:

- Through With Chew program website: <http://www.throughwithchew.com/home.aspx>
- “How to Conduct a Through With Chew Week” brochure: [http://www.throughwithchew.com/cms\\_uploaded/pdfs/TWCWbroFINALweb.pdf](http://www.throughwithchew.com/cms_uploaded/pdfs/TWCWbroFINALweb.pdf)
- My Last Dip – an interactive website that helps young spit tobacco users quit: [www.mylastdip.com](http://www.mylastdip.com)

## **Kick Butts Day Battle of the Bands and Cessation Event**

### **Type of Activity:**

- Community Education and Organizing
- Opportunity for Earned Media

### **Description:**

Kick Butts Day is a youth-oriented day focused on helping empower youth to stand out, speak up and seize control against Big Tobacco with fun, educational activities and events. Love music? Want to organize a tobacco control activity that is fun, entertaining, involves the community, and is a little bit rock 'n roll? Then Battle of the Bands is the perfect event for you!

Keeping the cost down can be a challenge, but if you want to keep it low budget, you can get local bands involved and ask music stores to donate the equipment and prizes. Here are some suggestions to help you organize a kickin' Battle of the Bands. Make it even more impactful for young tobacco users by making it a "trade-in" event – where youth bring in packs of cigarettes or spit tobacco tins in exchange for free admission or some other cool trade-in gear.



### **Target Population:**

- Youth (high school teens and older)

### **Cost:**

- \$25 and up for basic supplies and copies, and try to get sound equipment donated

### **What's Needed:**

- At least five organizers
- Paper and copier
- Sound equipment

### **Time of Year or Linkage to Special Event:**

Kick Butts Day is held in March.

### **3 months before event:**

- Find a concert venue. Contact your school or local park where you can hold the event for free. Don't forget to find out about any permits or other registration you might need to use the venue.
- Contact a local music store to see if they will donate equipment (instruments, amps, microphones) the bands can use for a few hours. They might even donate prizes.
- Talk to some local bands that might want to perform. The more bands you have, the bigger your audience will likely be. The band members can call their friends and fans to come see them perform which can only increase the number of people who will hear your tobacco prevention message, too.

## Goal 2: Promote Cessation among Adults and Youth

### **4 weeks before event:**

- Create flyers and send them to all tobacco control advocates in your area. This is also a great time to round up some volunteers – ask them to help promote the event and help on site the day of the event.
- Develop “trade-in” portion of the event. Find really great gear to give to someone who brings in a pack or tin. Create a visually interesting place for people to toss their tobacco (hazmat bag, bonfire, toilet bowl, etc.)
- Send media advisory to local radio stations.
- Order SD QuitLine material and other cessation information geared toward young adults.

### **2 weeks before event:**

- Hand out and put up flyers in local schools and high-traffic teen areas such as malls, movie theaters, and restaurants.
- Arrange for food if it is to be provided.

### **1 week before event:**

- Confirm logistics and bands.
- Continue to get the word out about the event.

### **Day of the event:**

- Set up stage and decorate venue at least three hours in advance. Do a sound check.
- Have table at the door for tickets. Have separate area for “trade-in.”

### **Resources:**

- Kick Butts Day Guide for Battle of the Bands:  
[http://www.kickbuttsday.org/resources/downloads/kbd\\_guide/Activities/PDF%20Battle%20of%20the%20Bands.pdf](http://www.kickbuttsday.org/resources/downloads/kbd_guide/Activities/PDF%20Battle%20of%20the%20Bands.pdf)

## Goal 2: Promote Cessation among Adults and Youth

### Kick the Can

#### Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media

#### Description:

As part of Kick Butts Day, this activity can help raise awareness of the dangers of spit tobacco and will also provide information and resources for those who want to quit. The information booth will demonstrate what is in spit tobacco and will also provide information on how to quit as well as a “Quit Spit Kit.”

#### Target Population:

- Adults
- Youth (teens)

#### Cost:

- \$20-\$100 depending on what you put in the kits and how many you make

#### What’s Needed:

For the Quit Spit Kit:

- Zip-lock bags, Quit Spit Information, mirrors, toothbrushes, mints, toothpicks, sugar-free gum, dental floss...etc.

For making your own spit:

- Water, 7-Up, silver sprinkles, beef jerky, brown sugar, blender

#### Time of Year or Linkage to Special Event:

Kick Butts Day is in March; however, this event could be done during Through With Chew Week (February) or at any other time of the year (perhaps at rodeo events).

#### 4 weeks before event:

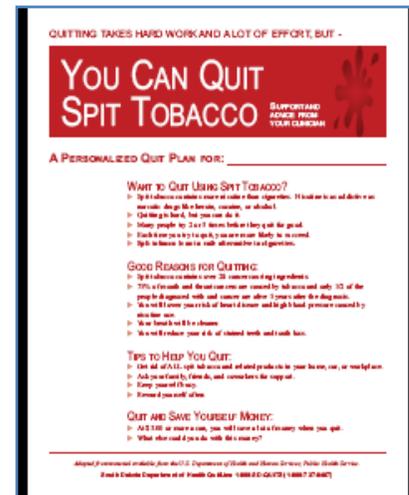
- Find location for your table. You’ll need to be near a power source.

#### 2 weeks before event:

- Assemble quit kits.
- Make poster with spit tobacco ingredients.

#### 1 week before event:

- Assemble ingredients for making your own spit. Label clear jars to put ingredients in. Locate empty spit tobacco tins.



## Goal 2: Promote Cessation among Adults and Youth

### **Day of the event:**

- Set up booth. Make sure it is staffed and that you do the “spit making” demonstration several times.

### **Resources:**

- KBD “Kick The Can” Activity Guide:  
[http://www.kickbuttsday.org/resources/downloads/kbd\\_guide/Activities/KickTheCan.pdf](http://www.kickbuttsday.org/resources/downloads/kbd_guide/Activities/KickTheCan.pdf)



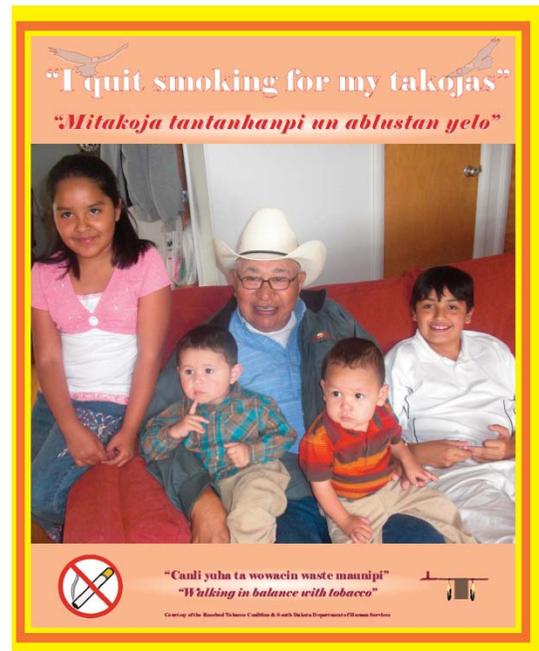
Goal 2: Promote Cessation among Adults and Youth

**1 week before event:**

- Double-check the supply of promotional materials.

**Resources:**

- South Dakota Department of Health website to order materials:  
<http://doh.sd.gov/catalog.aspx> (select the “tobacco” tab)



Source: Rosebud Tobacco Prevention Coalition

## Reminder Systems training for health care providers to ask patients about tobacco use to help people quit

### Type of Activity:

- Provider training

### Description:

The newly revised [Treating Tobacco Use and Dependence: 2008 Update](#) includes information on new and effective clinical treatments for tobacco dependence and the latest information to help people quit smoking. Part of the guide outlines systems strategies that can be used to improve the delivery of cessation services to patients. One of the most important tools is to have a well-functioning system in a clinic that ensures that every patient is asked about tobacco use.

### Target Population:

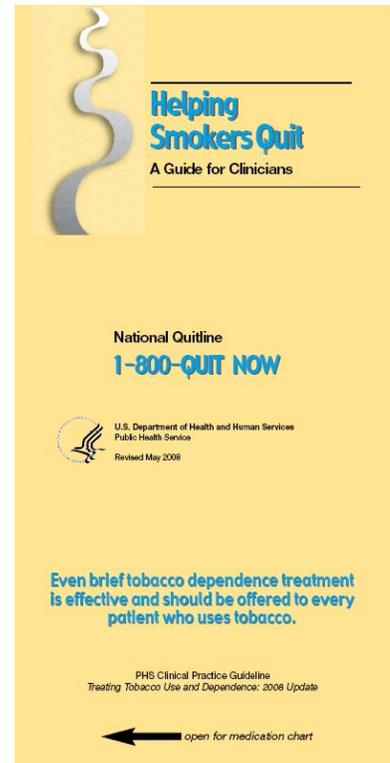
- Health care providers
- Clinic administrators

### Cost:

- \$0 if use materials provided by the South Dakota Department of Health

### What's Needed:

- Contact your local healthcare clinic to arrange to present this information regarding making tobacco a vital sign in their clinic and to provide free chart stickers (free from DOH resource list at <http://doh.sd.gov/catalog.aspx>)



*Chart Stickers available from the DOH website*

• Tobacco Use: (Check all that apply)		Date:
<input type="checkbox"/> Current	<input type="checkbox"/> Former	<input type="checkbox"/> Never
<input type="checkbox"/> Spit/Chew/Snuff	<input type="checkbox"/> Cigarette	<input type="checkbox"/> Other
• Assistance Provided:		
<input type="checkbox"/> Advised to quit		
<input type="checkbox"/> Meds Discussed		
<input type="checkbox"/> Quit Line Referral Faxed In		
<input type="checkbox"/> Other Referral Provided		
<input type="checkbox"/> Pt ready to quit		
<input type="checkbox"/> Pt not ready to quit at present		

**What's Needed (continued):**

- Implement a tobacco user identification system in every clinic:

Action	Strategies for implementation
Implement an office-wide system that ensures that for every patient at every clinic visit, tobacco use status is queried and documented.	<ul style="list-style-type: none"> <li>• Office system change: Expand the vital signs to include tobacco use, or implement an alternative universal identification system.</li> <li>• Responsible staff: Nurse, medical assistant, receptionist, or other individual already responsible for recording the vital signs. These staff must be instructed regarding the importance of this activity and serve as nonsmoking role models.</li> <li>• Frequency of utilization: Every visit for every patient, regardless of the reason for the visit.</li> <li>• System implementation steps: Routine smoker identification can be achieved by modifying electronic medical record data collection fields or progress notes in paper charts to include tobacco use status as one of the vital signs.</li> </ul> VITAL SIGNS: Blood Pressure: _____ Pulse: _____ Weight: _____ Temperature: _____ Respiratory Rate: _____ Tobacco Use (circle one): Current Former Never

**Resources:**

- *Treating Tobacco Use and Dependence: 2008 Update:*  
<http://www.ahrq.gov/path/tobacco.htm>
- American Legacy Foundation: Promoting Systems Change in Community-Driven Tobacco Control – example of Alameda County, CA:  
[http://www.americanlegacy.org/PDF/Community\\_Voices.pdf](http://www.americanlegacy.org/PDF/Community_Voices.pdf)
- *A Practical Guide to Working with Health-Care Systems on Tobacco-Use Treatment,* published by CDC in 2006:  
[http://www.cdc.gov/tobacco/quit\\_smoking/cessation/00\\_pdfs/practical\\_guide.pdf](http://www.cdc.gov/tobacco/quit_smoking/cessation/00_pdfs/practical_guide.pdf)

These double-sided cards (wallet-size) were developed by the Watertown Coalition to give to providers to distribute to patients:

**WHAT'S YOUR QUIT PLAN?**

1. YOUR QUIT DATE: \_\_\_\_\_

2. WHO CAN HELP YOU: \_\_\_\_\_

3. SKILLS AND BEHAVIORS YOU CAN USE: \_\_\_\_\_

4. YOUR MEDICATION PLAN:  
 Medications: \_\_\_\_\_  
 Instructions: \_\_\_\_\_

5. HOW WILL YOU PREPARE? \_\_\_\_\_

Call the SD Quit Line toll-free at: **1-866-SD-QUITS** (1-866-737-8487)  
 SD Department of Health

**FIVE KEYS FOR QUITTING**

1. **GET READY**  
 Set a quit date and stick to it

2. **GET SUPPORT AND ENCOURAGEMENT**  
 Tell your friends, family and coworkers you're quitting

3. **LEARN NEW SKILLS AND BEHAVIORS**  
**The 4 D's**  
 Delay (every minute you delay your cigarette the easier resisting the craving to smoke will be)  
 Do something else  
 Drink water  
 Deep breath

4. **GET MEDICATION AND USE IT CORRECTLY**  
 Talk with your health care provider about which medication will work best for you

5. **BE PREPARED FOR RELAPSE OR DIFFICULT SITUATIONS**  
 Avoid alcohol  
 Be careful around other smokers  
 Eat a healthy diet, drink lots of water and stay active



Sponsored by: Watertown Tobacco Free Coalition

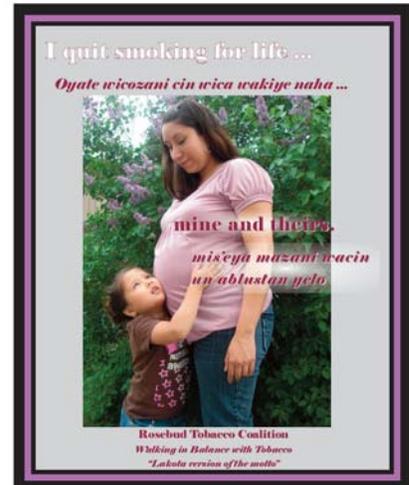
## Tobacco-Free Moms and Dads

### Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media

### Description:

Mother's Day and Father's Day offer a great opportunity to remind parents that their health has a huge influence on their children, and to remind parents that on these special days that they need to remember the important role they play in influencing their children's choices about smoking and in protecting their own health so they can be there for their children.



Source: Rosebud Tobacco Prevention Coalition

According to the Campaign for Tobacco-Free Kids, this Mother's Day 12,100 children will be without their mothers due to smoking and on Father's Day, 216,000 children in the United States will be without their dads due to smoking-caused deaths.

Tobacco use hurts families in so many ways. Children from families with smokers are twice as likely to become smokers themselves, suffer the health consequences of secondhand smoke exposure, and are at risk of losing a loved one – even your own mother or father – to smoking. All mothers and dads, smokers and non-smokers alike, can celebrate Mother's Day and Father's Day by talking to their kids about smoking and taking simple precautions to avoid exposing their children to secondhand smoke.

### Target Population:

- Parents

### Cost:

- \$0

### What's Needed:

- Using the data provided by the Campaign for Tobacco-Free Kids, develop a press release to send to local media to highlight the impact that smoking has on families.
- Develop an event to highlight tobacco-free Mother's Day or Father's Day with a local church.

### Time of Year or Linkage to Special Event:

Mother's Day (May) and Father's Day (June)

Goal 2: Promote Cessation among Adults and Youth

**Resources:**

- Celebrate a Smoke-free Mothers Day:  
<http://www.tobaccofreekids.org/research/factsheets/pdf/0258.pdf>
- Mother's Day Data on Smoking and Related Harms:  
<http://www.tobaccofreekids.org/research/factsheets/pdf/0257.pdf>
- Father's Day Data on Smoking and Related Harms:  
<http://www.tobaccofreekids.org/research/factsheets/pdf/0236.pdf>
- Celebrate a Smoke-free Father's Day:  
<http://www.tobaccofreekids.org/research/factsheets/pdf/0237.pdf>

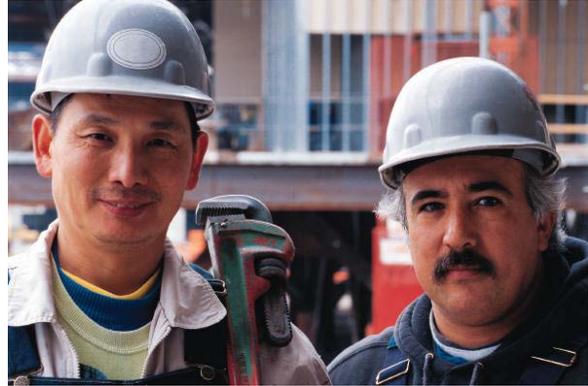
## Support to Business Owners to Help Employees Quit

### Type of Activity:

- Worksite Education

### Description:

Tobacco use is the leading preventable cause of illness and death in South Dakota. The consequences reach far beyond the individual addicted to commercial tobacco. Tobacco use has a serious impact on the health of non-tobacco users as well as a community's health care system and employers. Tobacco use impairs employee health, productivity, and an employer's ability to reduce business expenses.



Worksites can play a huge role in supporting a person's decision to stop smoking – or they can actually promote smoking. Employers have an opportunity to not only reduce their own health care and productivity costs but they can also help support positive behavior change in their employees. Employers can take two key actions to address this problem: 1) ensure that tobacco use cessation benefits or programs are covered by the company's insurance program, and 2) promote a tobacco-free worksite.

### Target Population:

- Business owners
- Adult tobacco users

### Cost:

- \$0 if using South Dakota Department of Health materials (<http://www.befreesd.com/businessbenefits.html>)

### What's Needed:

- "It's Good Clean Business: A Tool Kit for a Tobacco-Free Workplace"

### Time of Year or Linkage to Special Event:

This activity could be done at any time of year or could be tied to the Great American Smokeout (3<sup>rd</sup> Thursday in November).

### **Steps to Take to Help Your Local Employers Help Their Employees Quit**

- Conduct a survey (see Appendix B on page 99 for a sample survey) of businesses in your community to determine if they:
  - Cover smoking cessation as part of their health insurance
  - Offer a completely tobacco-free worksite
- Based on the results of the survey, contact businesses that do not provide cessation coverage and do not provide a tobacco-free worksite.
- Ask to meet with the owner or human relations director to provide information on becoming a tobacco-free workplace as well as to provide information on covering cessation services as part of their health insurance plan.
- Show the “How Much Does Smoking Cost Employers?” calculator to the business owner and let them figure out the impact that tobacco use has on their bottom line.
- Point out the key benefits of a Tobacco-Free Workplace:
  - Protect and improve employees’ health
  - Lower costs
  - Increase productivity
  - Reduce absenteeism
- If the business owner is interested in going tobacco-free, provide a copy of the Tool Kit and point out the “Implementation Checklist” section which outlines what an employer needs to do to have a successful transition to a tobacco-free environment.
- Offer to be a resource for the business owner as they transition into being tobacco-free. Provide materials that promote the SD QuitLine as well as other useful resources to help ease the transition (signs, payroll stuffers, brochures, etc.).

### **Resources:**

- South Dakota Department of Health website to order materials:  
<http://doh.sd.gov/catalog.aspx> (select the “tobacco” tab)
- Make It Your Business: Insure a Tobacco-Free Workforce (Oregon):  
[http://www.tobaccofreeoregon.org/finaltool\\_kit\\_document.pdf](http://www.tobaccofreeoregon.org/finaltool_kit_document.pdf)
- American Cancer Society Great American Smokeout Tool Kit:  
[http://www.cancer.org/downloads/GAHC/GASO\\_toolkit\\_2008.pdf](http://www.cancer.org/downloads/GAHC/GASO_toolkit_2008.pdf)

### Activities at a Glance: Goal 3

Goal Area		Activity Name	Resources	Page #
<b>Tobacco Use Prevention Activities</b> <b>Goal 3: Reduce Exposure to Secondhand Smoke</b>	These activities work together to create a tobacco-free environment by influencing social norms, attitudes, and behaviors. Activities, when combined with policy and other best practices, are most effective in creating increased knowledge, changed attitudes toward secondhand smoke exposure, and increased support for creation and implementation of tobacco-free policies.	Bag o’ Butts for Tobacco-Free Parks	↑ ↑ ↑ \$	66
		Breathe Smoke-free Rally	↑ ↑ ↑ \$ up to \$\$	68
		Earth Day: Keep It Green, Keep the Air Clean	↑ ↑ ↑ \$ up to \$\$	70
		Indoor Air Quality Monitoring	↑ ↑ ↑ ↑ \$\$\$\$ and up	72
		Tobacco-free Child Care Facility Policy	↑ ↑ \$=0	74
		Smoke-free Homes and Cars	↑ ↑ ↑ \$ up to \$\$	76
		Smoke-free Housing Support	↑ ↑ \$=0	78
		Supporting Smoke-free Hotels and Motels	↑ ↑ ↑ \$\$\$ and up	80
		Take It Outside for Fido or Fluffy!	↑ ↑ \$ and up	82

**Key:**  
 ↑ = Number of People Required  
 \$ = Cost  
*The more symbols, the more resources required.*

## Bag o' Butts for Tobacco-Free Parks

### Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media



### Description:

Parks, athletic fields and other types of outdoor recreation areas are supposed to be places where community members can go to experience a healthy environment being in the fresh air. Unfortunately many of these places can be quite unhealthy due to the large number of cigarette butts found all over the ground. This activity will showcase how many cigarette butts there are at a given facility and will help publicize the need for parks and other recreation areas to be tobacco-free.

### Target Population:

- Adults
- Youth (all ages)

### Cost:

- Less than \$20 for clear garbage bags and for refreshments for clean-up participants.

### What's Needed:

- Clear garbage bags
- 8-15 people (all ages)

### Time of Year or Linkage to Special Event:

Can be done at any time but late spring, summer or fall are best. This event is great to do in conjunction with Earth Day (April) or it can be linked to the Great American Smokeout.

### 6 weeks before event:

- Locate a park or other outdoor recreation area as your focus. Determine if you need to get any special permits to conduct a clean-up of the park.

### 3 weeks before event:

- Line up volunteers to help. Many hands make light work!

### 1 week before event:

- Confirm volunteers.

### Day of the event:

- Have some food available for volunteers.
- Pick up all trash in the park. Separate the cigarette butts into a separate clear trash bag. Dispose of other garbage but keep the bag of cigarette butts.

### Goal 3: Reduce Exposure to Secondhand Smoke

#### **After the event:**

- You should probably have a pretty large number of cigarette butts. Depending on how many cigarette butts were collected – if you would like to have more – schedule another clean-up day soon.
- After you have collected a large number of butts, schedule a time to go to your city council meeting to show the members what you have collected. Let them know over what period of time these butts were collected. Share with them the facts about the dangers of cigarette litter and the need for smoke-free outdoor recreation facilities. Some suggested talking points:
  - **Parks are established to promote healthy activities.** The purpose of park areas is to promote community wellness, and tobacco-free policies fit with this idea.
  - **Secondhand smoke harms everyone.** The [2006 Surgeon General's Report](#) concludes that secondhand smoke is a human carcinogen for which there is no safe level of exposure. Exposure to secondhand smoke has immediate health consequences on the cardiovascular and respiratory systems.
  - **Secondhand smoke is harmful in outdoor settings.** According to [Repace Associates](#), secondhand smoke levels in outdoor public places can reach levels as high as those found in indoor facilities where smoking is permitted.
  - **Cigarette litter is dangerous.** Discarded cigarettes pollute the land and water and may be ingested by toddlers, pets, birds, or fish.
  - **Tobacco-free policies help change community norms.** Tobacco-free policies establish the community norm that tobacco use is not an acceptable behavior for young people or adults within the entire community.
  - **Tobacco-free environments promote positive community role modeling** and protect the health, safety, and welfare of community members.
- Let your local newspaper and radio station know that you are going to present your findings (literally) to the city council. After the council meeting you should have a press release that outlines what you found and what action you want taken – this release can be given to the local media.

#### **Resources:**

- Tobacco-Free Youth Recreation, Association for Nonsmokers – Minnesota: Policy Rationale: <http://www.ansrmn.org/TFYR03PolicyRationale.htm>
- TFYR Policy Maker's Guide to Tobacco Free Parks, Playgrounds and Athletic Facilities: <http://www.ansrmn.org/PDF%20Files/Policy%20Maker%27s%20Guide%20to%20Tobacco-Free%20Park%20Policies2.pdf>
- Repace Associates' Factsheet: <http://www.repace.com/factsheet.html>
- Presentation on Minnesota's Tobacco-Free Parks effort: [www.ttac.org/tcn/materials/ppts/06.07.06/McFadden--TCN%20national%20conference%20call.ppt](http://www.ttac.org/tcn/materials/ppts/06.07.06/McFadden--TCN%20national%20conference%20call.ppt)
- *Americans for Non-Smokers' Rights' list of municipalities with smoke-free park laws:* <http://no-smoke.org/pdf/Smoke-freeParks.pdf>

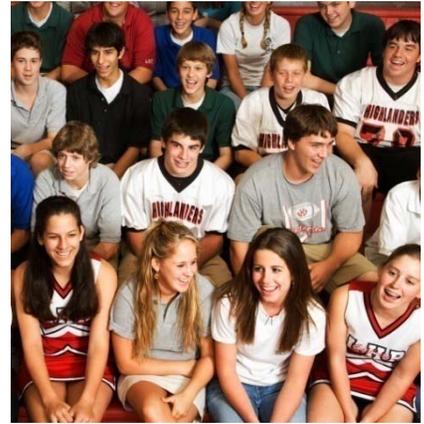
## Breathe Smoke-free Rally

### Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media

### Description:

This event is all about fun, excitement and celebration. It's good to celebrate a smoke-free victory in your community! It is a fun, pep rally-style event to energize volunteers and the community about your new smoke-free status. This is a great opportunity to partner with your local school district on an event. An evening or weekend would be an ideal time to hold this event.



### Target Population:

- Adults
- Youth (all ages)

### Cost:

- \$0 up to \$50 for decorations

### What's Needed:

- A location (indoor or outdoor) where cheerleaders and others can perform – an auditorium with a stage or a gym would be ideal
- Members of a local cheering squad
- Civic leaders
- Supporters of smoke-free places (business owners, advocates, representatives of local organizations)
- Music (live – perhaps a school band --or recorded)
- Decorations to make the place look festive

### Time of Year or Linkage to Special Event:

This event can be done anytime you have something to celebrate!

### 3 weeks before event:

- Locate a venue for the event. See requirements above.
- Talk to the cheerleading advisor at your local school. See if they would participate in this event. Ask them to make up a cheer or two that celebrate the new smoke-free status of the community.
- Contact a musical group to see if they would play – the school pep band would be great!
- Contact supportive local elected officials to ask them to talk about the change this policy brings to your community.

### Goal 3: Reduce Exposure to Secondhand Smoke

#### **2 weeks before event:**

- Send a press release to the radio station and newspaper to let them know about the event.
- Arrange for food if you will be serving refreshments.

#### **1 week before event:**

- Confirm all logistics. Make sure there is a microphone and sound system.

#### **Day of the event:**

- Get to the location at least two hours ahead to check equipment.
- Decorate the location – make it festive, fun and like a party!

## **Earth Day: Keep It Green, Keep the Air Clean**

### **Type of Activity:**

- Community Education and Organizing
- Opportunity for Earned Media

### **Description:**

Since a clean and healthy planet is the focus of Earth Day, this is a great time to focus on clearing the air of secondhand smoke.

Environmental organizations and other community groups frequently have Earth Day events and this activity can be an important part of a community event. Give Earth Day Festival participants a chance to show their creativity and paint a mural on canvas to demonstrate the impact to tobacco use, cigarette litter and secondhand smoke to the planet. This is an activity that can be done in conjunction with a school group or other youth group.



### **Target Population:**

- Adults
- Youth (all ages)

### **Cost:**

- \$0 to \$50 for art supplies

### **What's Needed:**

- A large piece of stretched canvas that can be painted on
- Art supplies (paints, brushes)
- Smoke-free home pledges
- Smoke-free car pledges
- Pledges to not litter with cigarette butts
- Information on secondhand smoke and quitting (SD QuitLine – free from the DOH resource list at <http://doh.sd.gov/catalog.aspx> - click on “Tobacco Prevention”)

### **Time of Year or Linkage to Special Event:**

Earth Day is April 22<sup>nd</sup>

### **2-3 months before event:**

- Contact local environmental organizations to see if they are planning an Earth Day Festival. Community college or college campuses frequently have such events. Register to have a table at the event.

### **3 weeks before event:**

- Confirm arrangements for table. Schedule volunteers to work the event.
- Purchase or locate art supplies and canvas. Canvas will need to be free-standing or stretched between 2 sturdy poles.
- Order materials for the event (QuitLine materials, smoke-free home and car pledges, etc.

### Goal 3: Reduce Exposure to Secondhand Smoke

#### **1 week before event:**

- Confirm volunteers.
- Check out location to make sure that the canvas will work in the location.

#### **Day of the event:**

- Arrive to set up table at least 1 hour early to secure the canvas in a sturdy location.

#### **Resources:**

- CDC Earth Day Activities:  
[http://www.cdc.gov/tobacco/media\\_communications/calendar/2009/april\\_earthday.htm](http://www.cdc.gov/tobacco/media_communications/calendar/2009/april_earthday.htm)
- Environmental Protection Agency Smoke-free Homes and Cars Program:  
<http://www.epa.gov/smoke-free/>
- Smoke-free Homes and Cars Pledge:  
[http://www.epa.gov/smoke-free/pdfs/certificate\\_en.pdf](http://www.epa.gov/smoke-free/pdfs/certificate_en.pdf)

### Goal 3: Reduce Exposure to Secondhand Smoke

## Indoor Air Quality Monitoring

### Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media

### Description:

Valid air monitoring studies have been proven to have a profound effect on educating the public and policy makers on the dangers of secondhand smoke exposure and informing the debate around smoke-free policy initiatives. By comparing the quality of the air inside a restaurant or bar before a policy takes effect as well as after a policy has been implemented, there is scientific evidence to show how the air quality improves once a smoke-free policy is in place.

These studies measure concentrations of particulate matter in the air smaller than 2.5 microns in diameter (PM<sub>2.5</sub>). These tiny particles are released in significant amounts from burning cigarettes and are easily inhaled deeply into the lungs. They may be carcinogenic (known to cause cancer) themselves or carry carcinogens on their surfaces. The Environmental Protection Agency (EPA) has established guidelines for safe levels of PM<sub>2.5</sub> microns per cubic meter. High concentrations of these pollutants are found in secondhand smoke, which causes 35,000 Americans to die from heart disease every year and has been known to cause lung cancer, heart disease, chronic lung ailments and low birth weights. Studies have shown that even 30 minutes of secondhand smoke exposure compromised the function of coronary arteries of non-smokers in a way that was indistinguishable from smokers.

### Target Population:

- Adults
- College-age young adults

### Cost:

- \$200 or more depending on rental cost of air quality monitoring equipment

### What's Needed:

- Air monitoring equipment
- Volunteers (in groups of two or more)

### Time of Year or Linkage to Special Event:

This can be done at any time of the year but should be done before a smoke-free law goes into effect as well as after the law is implemented (1-2 months). Such monitoring can also be conducted in places that are not covered by current law such as tribal casinos, hotel rooms or apartment buildings.



Source: Mark J. Travers, PhD,  
Roswell Park Cancer Institute

### Goal 3: Reduce Exposure to Secondhand Smoke

#### **4 weeks before event:**

- Contact the [Roswell Park Cancer Institute's Tobacco Free Air Project](#) to get information regarding using their equipment to conduct the air monitoring.
- Recruit at least 4 volunteers to conduct the air testing.

#### **3 weeks before event:**

- Complete the online course on how to conduct air monitoring research.
- Determine which facilities will be visited to conduct the testing.

#### **1 week before event:**

- Confirm volunteers and the schedule.

#### **Day of the event:**

- Visit facilities to conduct air quality monitoring.

#### **Following the event:**

- Submit report to Roswell Park Cancer Institute for analysis (<http://www.tobaccofreeair.org/support.php>).
- Release air quality testing results to the media (see resources below for a sample press release).

#### **Resources:**

- Roswell Cancer Institute's Tobacco Free Air Project: <http://www.tobaccofreeair.com/index.php>
- Sample full report of results (from New Mexico): [http://www.smoke-freenm.com/images/uploads/Final\\_New\\_Mexico\\_Report\\_pre-post\\_8-31-07.pdf](http://www.smoke-freenm.com/images/uploads/Final_New_Mexico_Report_pre-post_8-31-07.pdf)
- Sample news release reporting results: [http://www.smoke-freenm.com/images/uploads/GASO\\_Air\\_quality\\_rls.pdf](http://www.smoke-freenm.com/images/uploads/GASO_Air_quality_rls.pdf)

## **Tobacco-free Child Care Facility Policy**

### **Type of Activity:**

- Community Education

### **Description:**

Given the serious impact that secondhand smoke has on children and the importance of modeling tobacco-free behavior, child care facilities are critical locations for a tobacco-free policy. Child care providers play a significant role in the lives of the children in their care. An important part of that role can be protecting children from secondhand smoke and demonstrating the importance of not using tobacco products around them. Creating and encouraging a tobacco-free environment for children contributes to their safe and healthy development and overall well-being. Not only can these facilities ensure a healthy environment indoors and out while a child is in their care, they can also help educate parents to ensure that children are not exposed the secondhand smoke at home. All child care facilities in the state are required to be smoke-free; however, it is important to help these facilities become completely tobacco-free both indoors and on their grounds.



### **Target Population:**

- Child care providers
- Parents
- Children

### **Cost:**

- \$0

### **What's Needed:**

- Information on secondhand smoke and its impact on children (“The ABCs of Secondhand Smoke,” a training module for child care providers is an excellent resource).
- Model tobacco-free facility policy
- The Environmental Protection Agency’s (EPA) “Smoke-free Homes and Cars” campaign provides wonderful information targeted at parents as well as adults who care for children.

### **Time of Year or Linkage to Special Event:**

This activity could be done at any time of year.

### **Steps to Take to Help Your Local Child Care Facilities:**

- Develop a list of individuals and facilities who provide child care in your community.
- Contact provider to request a time to meet.

**Steps to Take to Help Your Local Child Care Facilities (continued):**

- Provide information for provider on secondhand smoke and the Smoke Free Homes campaign as well as information on the need for tobacco-free facilities. Use information from the “The ABCs of Secondhand Smoke” and the EPA’s “Smoke-free Homes and Cars” campaign. A downloadable presentation (*Secondhand Smoke Slide Presentation*), fact sheet and the *Smoke-free Home Pledge Brochure* are available on the EPA website.
- Provide information to provider that can be given to parents.
- Other suggestions from the Smoke-free Homes campaign include:
  - **Identify existing activities** where secondhand smoke messages and materials may be incorporated. You can customize the letters provided in this Kit to reach out to childcare facilities in your community to share the *Smoke-free Homes* message.
  - **Speak** to parents to determine their smoking behavior and to identify families that allow smoking in the home.
  - **Train family advocates** to educate parents about the benefits of keeping their homes smoke-free. Incorporating EPA’s products, such as *Help Your Child Gain Control Over Asthma*, the *Smoke-free Home Pledge Brochure*, and *Smoke-free Home Pledge Poster*, can help you educate families of children with asthma about the linkage between secondhand smoke and asthma.
  - **Train teaching staff** to incorporate secondhand smoke lessons into their curricula. *Dusty the Asthma Goldfish and His Asthma Triggers Funbook* is a learning tool that teachers can share with their students. For more examples of how other organizations have incorporated smoke-free homes messages into classroom lesson plans, refer to EPA’s *Local Programs Promoting Smoke-free Homes* series.
  - **Develop a newsletter** with *Smoke-free Homes* messages to send home to parents. Consider incorporating information from EPA’s customizable fact sheet on secondhand smoke and the *Smoke-free Home Pledge Brochure* into the newsletter.
  - **Train home visit staff** to include *Smoke-free Homes* messages in their consultations. To help educate parents about triggers (including secondhand smoke) of the child’s asthma, encourage home visit staff to use EPA’s *Clearing the Air: 10 Steps to Making Your Home Asthma Friendly*.
  - **Host a “kick-off” or “end-of-year” event** for children and families in the center or facility. Displaying EPA’s *Smoke-free Homes Display Booth* and *Smoke-free Homes Banner* will help you capture families’ attention. You can also use the *Planning Guide for Pledge Events* to collect *Smoke-free Home Pledges* from parents and provide certificates and other materials for families who take the pledge.

**Resources:**

- EPA Smoke-free Homes Community Action Kit:  
[http://www.epa.gov/smoke-free/pdfs/community\\_action\\_kit.pdf](http://www.epa.gov/smoke-free/pdfs/community_action_kit.pdf)
- The ABCs of Secondhand Smoke: A Training Module for Child Care Providers:  
<http://www.nsc.org/ehc/indoor/smokemod.html>

## Smoke-free Homes and Cars

### Type of Activity:

- Community Education and Organizing

### Description:

The home and car are the common sources of exposure to secondhand smoke for children. An estimated 20% of U.S. children 6 years of age or younger are regularly exposed to secondhand smoke in the home. Protecting children from secondhand smoke is especially important because their bodies are growing and developing. Secondhand smoke poses a serious health risk for children resulting in respiratory infections such as bronchitis and pneumonia, middle-ear infections, and more frequent and severe asthma attacks. Secondhand smoke exposure has also been linked to low birth weights and Sudden Infant Death Syndrome (SIDS). Providing parents with information on why they need to make their homes and cars smoke-free will protect children and will improve their health.



### Target Population:

- Parents
- Children

### Cost:

- \$0 to \$75 depending on materials purchased.

### What's Needed:

- The Environmental Protection Agency's (EPA) "Smoke-free Homes and Cars" campaign provides wonderful information targeted at parents as well as adults.

### Time of Year or Linkage to Special Event:

This activity could be done at any time of year. Tying an activity to Mother's Day (May), Father's Day (June), Earth Day (April 22) or the Great American Smokeout (November) would also be effective.

**Steps to Take to Help Parents Create a Smoke-free Home and Car (*ideas from the EPA's Community Action Kit*):**

- **Host a Community Baby Shower to showcase the need for smoke-free homes and cars.** These events are frequently hosted by American Lung Association chapters and other local groups and are effective in reaching out to low-income and minority pregnant women and new parents. Showers can provide information on a wide range of health topics such as secondhand smoke, child nutrition, asthma, and lead screening.
  - **Set up a display area** at the community baby shower. Consider using the *Smoke-free Homes Display Booth* and *Smoke-free Homes Banner*. You can distribute copies of the *Smoke-free Home Pledge Brochure* and *Smoke-free Home Pledge Poster* and a customized fact sheet to educate expectant parents about the dangers of secondhand smoke.
  - **Conduct a *Smoke-free Home Pledge drive*** based on EPA's *Planning Guide for Pledge Events* to collect pledges at the baby shower.
  - **Provide giveaways** promoting your smoke-free homes program. Consider including *Smoke-free Homes* magnets, coasters, window stickers, placemats, and posters.
  - **Educate baby shower participants** about the connections between secondhand smoke and asthma. *Dusty the Asthma Goldfish and His Asthma Triggers Funbook* is a fun activity for young children accompanying parents to the baby shower to learn about asthma and secondhand smoke. You can educate parents about steps they can take to reduce asthma triggers in the home by distributing *Clearing the Air: 10 Steps to Making Your Home Asthma-Friendly* and *Help Your Child Gain Control Over Asthma*.
- Create a powerful visual to use at pledge events. A doll seated in a high chair with its tray covered in cigarette butts (encased in a clear plastic resin) is a very eye-catching and thought provoking image (see photo left). The same type of visual can be created with a car seat and a baby bottle filled with cigarette butts.
- Work with parenting groups (Mothers of Preschoolers, church groups, etc.) to get out information about smoke-free homes and cars. Conduct a pledge event with them.
- Coordinate with your local Women Infants and Children (WIC) program to set up an informational booth and pledge event at a clinic.
- Talk with your local food bank, food pantry, or commodities distribution center to plan a smoke-free pledge event during a pick-up day.



**Resources:**

- EPA Smoke-Free Homes Community Action Kit: [http://www.epa.gov/smoke-free/pdfs/community\\_action\\_kit.pdf](http://www.epa.gov/smoke-free/pdfs/community_action_kit.pdf)
- Clean Air for Healthy Children, a project of the Pennsylvania Chapter of the American Academy of Pediatrics, <http://www.cleanairforhealthychildren.org/index.cfm>

## Smoke-free Housing Support

### Type of Activity:

- Community Education and Organizing

### Description:

Smoke-free apartment buildings, condominiums, and other multi-family homes are becoming the wave of the future and their numbers are increasing. As more people understand the serious health effects of secondhand smoke, secondhand smoke seeping into apartments and condominiums has emerged as a growing area of controversy for tenants and building owners alike. Many tenants find secondhand smoke which enters their residence from their neighbors to be an annoyance and a discomfort. However, for some persons it is also a cause of serious illness or can create other major health problems. For landlords or condominium associations, the issue of secondhand smoke creates difficult situations but may also create legal and liability problems. More people are starting to deal with their concerns about secondhand smoke through the legal system and there are a growing number of lawsuits filed every year.



### Target Population:

- People living in multi-family housing
- Owners and managers of these facilities
- Landlords

### Cost:

- \$0 if using South Dakota Department of Health materials; additional cost for copies of materials from other organizations.

### What's Needed:

- Information on smoke-free apartments and other multi-family housing

### Action Steps for Clearing the Air in Multi-Family Housing:

- Develop a list of multi-family housing in your community. Find out who manages these properties.
- Create a list of public housing facilities as well. Many public housing agencies are adopting policies to create smoke-free homes.
- Conduct a survey of these owners and managers to determine if they provide smoke-free housing.
- Set up meetings.

### Goal 3: Reduce Exposure to Secondhand Smoke

#### **Resources:**

- Smoke-free Environmental Law Project: <http://www.tcsg.org/sfelp/>
- MI Smoke-free Apartment, information for both landlords and tenants: <http://www.mismoke-freeapartment.org/index.html>
- Americans for Nonsmokers' Rights information on smoke-free homes, apartments and multi-family dwellings: <http://no-smoke.org/goingsmoke-free.php?id=101>
- National Multi Housing Council memorandum to members regarding smoke-free apartments: [http://www.tcsg.org/sfelp/S-F\\_NMHC.pdf](http://www.tcsg.org/sfelp/S-F_NMHC.pdf)
- Smoke-free Apartment House Registry: <http://www.smoke-freeapartments.org/>
- The Smoker Next Door: Handling Unwanted Tobacco Smoke In Apartments And Condominiums: <http://no-smoke.org/document.php?id=213>
- "A Landlord's Guide to No-Smoking Policies," Smoke-free Oregon Smoke-free Housing Project: <http://www.smoke-freehousingnw.com/>
- Smoke-free Housing Coalition of Maine: <http://www.smoke-freeforme.org/>
- "Smoke-Free Housing Toolkit for Property Managers and Owners" and Smoke-Free Housing Toolkit for Residents," Tobacco Public Policy Center at Capital University Law School: <http://www.ohiosmoke-freehousing.com/>

## Supporting Smoke-free Hotels and Motels

### Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media

### Description:

Recognizing hotels and motels that have gone smoke-free – especially those champions who have taken the step before they were required to do so through a public policy – is a great way to build support in your community. There are many ways that you can recognize these businesses but the most important thing is that the recognition be sincere and timely. Publicly acknowledging their courage and concerns for their employees’ – and customers’ – health can be an important way to express appreciation to business owners.



Getting a business owner’s story about why he or she decided to take the step to go smoke-free is also important. This information can give you a better understanding about the reasons why businesses make such choices – which can be helpful to perhaps convincing another business to do the same. Business owners are also frequently willing to share their story with other business owners and policymakers.

If a business owner has had a positive experience with a policy change, frequently he or she will consider strengthening the policy to include other parts of the business, for example making all of the property or campus smoke-free. By developing a relationship and expressing appreciation to the business owner, you might be able to help make that workplace even more healthy for its employees.

If a business owner has had a positive experience with a policy change, frequently he or she will consider strengthening the policy to include other parts of the business, for example making all of the property or campus smoke-free. By developing a relationship and expressing appreciation to the business owner, you might be able to help make that workplace even more healthy for its employees.

### Target Population:

- Hotel and Motel Owners

### Cost:

- \$100 and up depending on recognition items chosen and printing costs for a guide

### What’s Needed:

- Develop and conduct a survey to learn what hotels and motels in your community are smoke-free. Don’t forget bed and breakfasts and other types of lodging such as dude ranches and resorts. The chamber of commerce or economic development authority will have a list of most businesses in your area.
- Based on the survey results, contact businesses with smoke-free policies and arrange a meeting to talk with them about their policy. Let them know that your coalition would like to acknowledge the efforts of smoke-free businesses locally and would like to discuss an appropriate place for this recognition. If the owner would not like any public recognition, be prepared to take something to your meeting with him or her.
- Think creatively about a way to recognize the business. Standard plaques and certificates are traditional but see if your coalition can think of other ways to express

### Goal 3: Reduce Exposure to Secondhand Smoke

your thanks. Perhaps you could work with a child care facility or some other children's program to have the kids draw something that says "Thanks for being smoke-free." These drawings could then be framed and presented.

- See if you can make a presentation at a local business meeting such as a chamber of commerce luncheon. Send a press release to the newspaper listing the businesses that are being recognized.
- Develop a guide of smoke-free hotels and motels and provide it to your local chamber or tourism bureau. Send a press release to the newspaper regarding the development of the guide and arrange opportunities for these business owners to be interviewed on the radio or for a news story.

#### **Time of Year or Linkage to Special Event:**

This activity can be done at any time of year but the Great American Smokeout (November) would be a nice tie-in.

#### **Resources:**

- "It's Good Clean Business: A Tool Kit for a Tobacco-Free Workplace," South Dakota Department of Health, Tobacco Control Program:  
<http://www.befreesd.com/businessbenefits.html>
- Smoke-Free Hotels: <http://www.smoke-freehotels.com/>
- Americans for Nonsmokers' Rights information on smoke-free hotels:  
<http://no-smoke.org/learnmore.php?id=188>
  - Quotes from hotel owners, managers and employees in support of smoke-free hotels: <http://no-smoke.org/document.php?id=542>

## Take It Outside for Fido or Fluffy!

### Type of Event:

- Community Education and Organizing
- Opportunity for Earned Media

### Description:

Many people who might not be swayed by pleas to have a smoke-free home for themselves or their kids might be persuaded to do so for their pets. Pet owners have a special bond with their four-footed friends and they are frequently inclined to do things for them that they would not ordinarily do. Providing information in your community at animal-friendly events, locations and businesses (adoption events, Animal Humane Association fundraisers, dog parks, pet stores, etc.) can raise the awareness of the dangers of secondhand smoke not only for people but for their furry friends.

### Target Population:

- Adult pet owners
- Youth (all ages)

### Cost:

- \$25 and up depending on materials

### What's Needed:

- Information
- Posters and postcards



Source: Vermillion Area Tobacco Prevention Coalition

### Time of Year or Linkage to Special Event:

This activity can be done at any time of the year. There are a variety of special days, weeks and event months designated for pets such as Prevention of Animal Cruelty Month (April) and Be Kind to Animals Week (May).

### Resources:

- Fluffyquits.com Website: <http://www.fluffyquits.com/>
- Tobacco, secondhand smoke and pets: <http://www.no-smoke.org/learnmore.php?id=623>
- One-sheet on secondhand smoke and pets from the American Lung Association of New Hampshire: <http://www.breathenh.org/Document.Doc?id=29>
- Environmental Protection Agency Smoke-free Homes and Cars Program: <http://www.epa.gov/smoke-free/>
- Smoke-free Homes and Cars Pledge: [http://www.epa.gov/smoke-free/pdfs/certificate\\_en.pdf](http://www.epa.gov/smoke-free/pdfs/certificate_en.pdf)



## **SECTION 4: ESSENTIAL RESOURCES**

This section includes recommended resources that are categorized for easy reference and provides brief summaries to highlight their uses.

## Section 4: Essential Resources

The following list of resources is provided to help continue your work in tobacco control and prevention. On this list you will find general resources, coalition building resources, activity resources, evaluation resources, and South Dakota resources to enhance your coalition and programming efforts. Many resources located in the General Resources category also include information about activities that can be planned in your community.

Appendix C is provided with additional tobacco-related resource documents and contacts that may be beneficial to your work in tobacco use prevention and control.

### 1. General Resources

#### A. American Lung Association

<http://www.lungusa.org>

The American Lung Association provides many tobacco control resources and in-depth information that emphasizes the risk of smoking to health especially with regard to developing lung conditions related to smoking or secondhand smoke.

#### B. American Cancer Society

<http://www.cancer.org>

In the Prevention and Early Detection section of the American Cancer Society's website, a variety of information related to smoking and its effects is available. Information for cessation, creating smoke-free communities, and the Great American Smokeout are also provided at this site.

#### C. Americans for Nonsmokers' Rights

<http://www.no-smoke.org>

Founded in 1976, this organization works to promote the rights of nonsmokers. Smoke-free facts and information on how to be protected from secondhand smoke exposure in a variety of venues are provided on the website.

#### D. American Legacy Foundation

<http://www.americanlegacy.org>

Founded through the 1998 Tobacco Master Settlement Agreement, the American Legacy Foundation provides comprehensive information on a variety of tobacco-related topics including current sponsored campaigns, research, and news updates.

#### E. *Best Practices for Comprehensive Tobacco Control Programs, 2007 edition* – Centers for Disease Control and Prevention

[http://www.cdc.gov/tobacco/tobacco\\_control\\_programs/stateandcommunity/best\\_practices/](http://www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices/)

This evidence-based guide provides planning information to create effective tobacco control programs addressing the four goal areas. This guide is provided online in PDF version and a hard copy can be ordered for free online from the Centers for Disease Control and Prevention.

**F. Campaign for Tobacco-Free Kids**

<http://www.tobaccofreekids.org>

The Campaign for Tobacco-Free Kids provides a variety of resources that include international, national, and state level statistics and reports. The Campaign also has many special reports and other free resources available on its website.

**G. Campaign for Tobacco-Free Kids – South Dakota**

<http://tobaccofreekids.org/reports/settlements/state.php?StateID=SD>

The Campaign for Tobacco-Free Kids provides an in-depth state report that is easy to understand and read.

**H. Centers for Disease Control (CDC), Office on Smoking and Health**

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

The Office on Smoking and Health provides information on a variety of tobacco control and prevention topics including data, health effects, quit smoking information, youth prevention, program information, disparities, and media communications. Information is available both online and in print form when ordered through the website.

**I. National Networks for Tobacco Control and Prevention**

<http://www.tobaccopreventionnetworks.org>

To help states and communities fulfill Goal 4, identifying and eliminating tobacco-related disparities, the National Networks provide in-depth information and assistance when working with disparate populations. These networks are the Asian Pacific Partners for Empowerment, Advocacy, and Leadership (APPEAL), Break Free Alliance, National African American Tobacco Prevention Network (NAATPN), National Latino Council on Alcohol and Tobacco Prevention (LCAT), The National LGBT Tobacco Control Network, and the National Native Commercial Tobacco Abuse Prevention Network (NNCTAPN).

**J. Robert Wood Johnson Foundation**

<http://www.rwjf.org>

The Robert Wood Johnson Foundation has supported tobacco research and programming efforts and provides a variety of relevant reports from this research and program support.

**K. State of Tobacco Control – American Lung Association**

<http://www.stateoftobaccocontrol.org>

**L. State Tobacco Activities Tracking and Evaluation (STATE) System – CDC**

<http://apps.nccd.cdc.gov/statesystem/index.aspx>

The CDC provides up-to-date and historical state-level data on tobacco use prevention and control through this website. For more

**M. Tobacco Technical Assistance Consortium**

<http://www.ttac.org>

The Tobacco Technical Assistance Consortium (TTAC) provides training, technical assistance, and products in all areas of tobacco prevention and control. TTAC has developed products and tools that can assist in your coalition work.

## 2. Coalition Building Resources

### A. The Community Toolbox – University of Kansas

<http://ctb.ku.edu>

The Community Toolbox, provided by the University of Kansas, contains more than 7,000 pages of information to help build a healthy community. Example topic areas include developing and maintaining a coalition, creating a strategic plan, recruitment, media relations and leadership.

### B. *From the Ground Up! A Workbook on Coalition Building and Community Development, 2002 edition* – Gillian Kaye and Tom Wolff, Editors

Order online; perform a book search through an online book retailer.

This book provides information on coalition building and community development. Many worksheets and activities are provided that you can use to help build your coalition and create a healthy community.

### C. Learning Center - TTAC

<http://learningcenter.ttac.org>

The Learning Center, provided by TTAC, consists of six modules that will help build your tobacco control advocacy skills. Modules include: Build a Coalition, Policy Advocacy, Media Advocacy, Tobacco Basics, Program Planning and Evaluation, and Eliminating Disparities.

### D. *Organizing for Social Change: Midwest Academy Manual for Activists, 2001* – Kim Bobo, Jackie Kendall, and Steve Max of the Midwest Academy

Order online: [http://www.midwestacademy.com/academy\\_manual.html](http://www.midwestacademy.com/academy_manual.html)

This manual provides in-depth knowledge and how-to knowledge in order to create effective change within the community.

### E. *Reaching Higher Ground: A guide for preventing, preparing for, and transforming conflict for tobacco control coalitions* – TTAC, E. Franklin Dukes and Madeleine Solomon (editor)

[http://www.ttac.org/products/pdfs/Higher\\_Ground.pdf](http://www.ttac.org/products/pdfs/Higher_Ground.pdf)

This TTAC guide provides coalition-related information especially with regard to preparing for and dealing with conflict. Packed with information, tools, and resources, this guide is an asset to coalition work.

### F. Volunteering in America – Corporation for National and Community Service

<http://www.volunteeringinamerica.gov>

This national government website provides national, regional, and state level data and statistics about volunteerism. There also is a tools and training section that provides information on recruitment, retention, and other relevant topics when working with volunteers.

**3. Core Activity Resources (Please see Activity pages for specific resources)**

**A. A Practical Guide to Working with Health-Care Systems on Tobacco-Use Treatment, 2006 edition – CDC**

[http://www.cdc.gov/tobacco/quit\\_smoking/cessation/practical\\_guide/index.htm](http://www.cdc.gov/tobacco/quit_smoking/cessation/practical_guide/index.htm)

This guide provides key information and advice to help public health practitioners learn about and work with healthcare systems and providers in order to improve tobacco dependence treatment.

**B. Buck Tobacco Sponsorship**

<http://www.bucktobacco.org>

Buck Tobacco's goal is to break the ties between tobacco companies and rodeos because it is not appropriate for tobacco products to be advertised and distributed at family-oriented sporting events. This website has a variety of materials to help advocates break the tie between spit tobacco companies and rodeos.

**C. The Community Guide to Preventive Services – CDC**

<http://www.thecommunityguide.org/index.html>

The Community Guide is a free online resource that provides information on many programs and policies across multiple areas including tobacco.

**D. Environmental Protection Agency Smoke-free Homes and Cars Program**

<http://www.epa.gov/smoke-free/>

The Environmental Protection Agency's Smoke-free Homes and Cars Program provides a wide array of information to prevention advocates on how to develop and implement a smoke-free homes and cars campaign. Free materials are available for order as well as numerous guides available for download.

**E. The Great American Smokeout – American Cancer Society**

<http://www.cancer.org/docroot/subsite/greatamericans/Smokeout.asp>

American Cancer Society provides many resources to assist with planning this activity in your community. There are materials, press releases, and local resource guides on the website.

**F. Kick Butts Day – Campaign for Tobacco-Free Kids**

<http://www.kickbuttsday.org>

Kick Butts Day's purpose is to help empower youth to stand out, speak up, and seize control against Big Tobacco. The website is filled with activities and events that you can plan in your community.

**G. Through With Chew – Wyoming Department of Health**

<http://www.throughwithchew.com>

The Wyoming Department of Health created this website to provide information about tobacco prevention, education, activities and cessation about tobacco chew. There are activity suggestions, multicultural materials, and other information that will assist you in planning chew-related activities.

**H. Designing and Implementing an Effective Tobacco Counter-Marketing Campaign, 2003 – CDC**

[http://www.cdc.gov/tobacco/media\\_communications/countermarketing/campaign/index.htm](http://www.cdc.gov/tobacco/media_communications/countermarketing/campaign/index.htm)

This CDC book provides steps to develop and implement a tobacco counter marketing campaign. It is available for download as a PDF document or free hard copy ordering from the CDC website.

**4. Evaluation Resources**

**A. Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs, 2005 – CDC**

[http://www.cdc.gov/tobacco/tobacco\\_control\\_programs/surveillance\\_evaluation/key\\_outcome/index.htm](http://www.cdc.gov/tobacco/tobacco_control_programs/surveillance_evaluation/key_outcome/index.htm)

This evaluation guide provides information based on community indicators for tobacco prevention and control programs. Examples of data sources and measures are given as well as other pertinent information to help you conduct an evaluation.

**B. Power of Proof an Evaluation Primer – TTAC**

<http://www.ttac.org/power-of-proof/index.html>

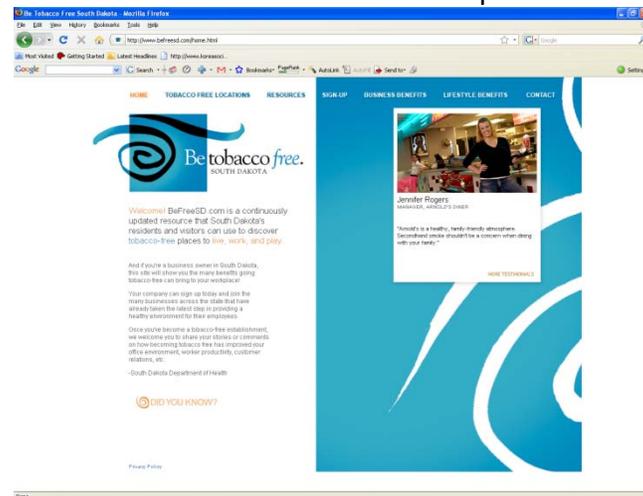
This TTAC evaluation resource provides seven online learning modules that will guide you through the evaluation process. The site also provides a comprehensive listing of other evaluation resources.

**5. South Dakota Resources**

**A. Be Free South Dakota**

<http://www.befreesd.com>

Be Free South Dakota is a continuously updated resource that state residents and visitors can use to find tobacco-free places to live, work, and play.



## B. HealthySD.gov

<http://www.healthysd.gov>

This website helps South Dakota residents become healthier and lead more active lifestyles.



## C. Prevention Resource Centers

The Prevention Resource Centers can provide resources, library materials, trainings and technical assistance on a variety of topics including tobacco.

### a. Northeastern Prevention Resource Center (NEPRC)

<http://www.humanserviceagency.org/neprc.html>

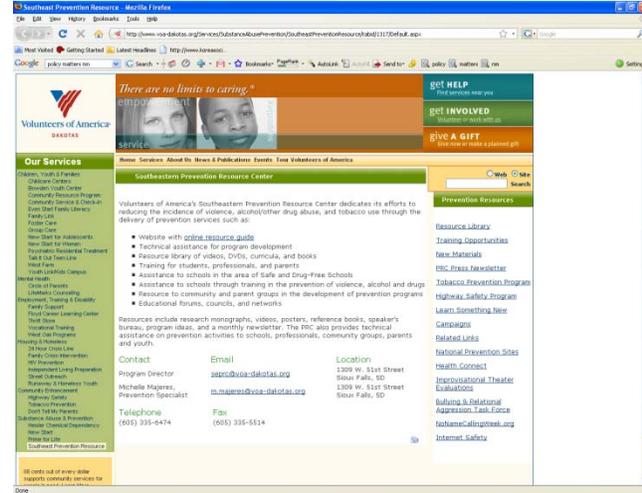


### b. Northwestern Prevention Resource Center (NWPRC)

Phone Number: 605-374-3862

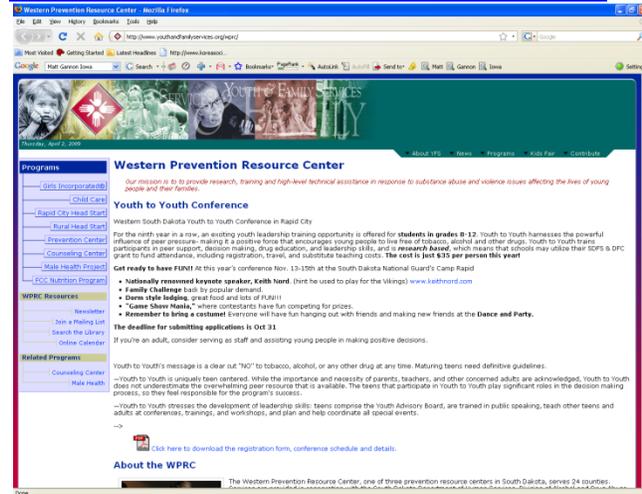
c. Southeastern Prevention Resource Center (SWPRC) – Volunteers of America – Dakotas

<http://www.voa-dakotas.org/Services/SubstanceAbusePrevention/SoutheastPreventionResource/tabid/1317/Default.aspx>



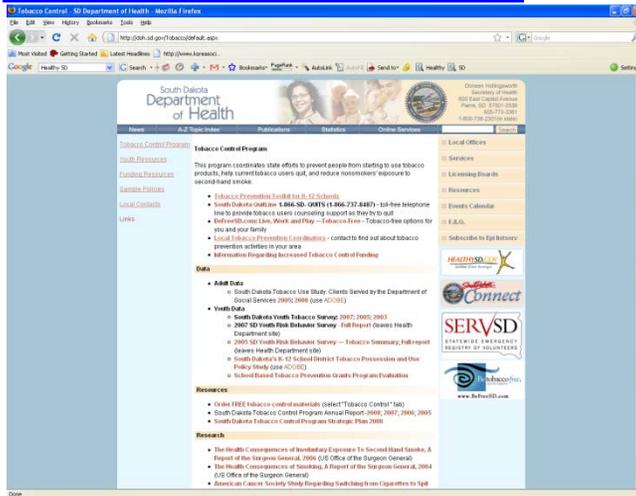
d. Western Prevention Resource Center (WPRC)

<http://www.youthandfamilyservices.org/wprc>



## D. South Dakota Tobacco Control Program

<http://doh.sd.gov/Tobacco/default.aspx>



### a. South Dakota Tobacco Control Program Strategic Plan

<http://doh.sd.gov/Tobacco/documents/StrategicPlanUpdate2008.pdf>

### b. Educational Material Catalogue

<http://doh.sd.gov/catalog.aspx>

### c. South Dakota School Tobacco Prevention Toolkit: K-12

<http://doh.sd.gov/Tobacco/TobaccoFreeSchools.aspx>

### d. South Dakota Tobacco Control Program Annual Report

<http://doh.sd.gov/Tobacco/Default.aspx>

Find up-to-date data and the status of tobacco use prevention and control in South Dakota Tobacco Control Program's Annual Reports which are located under the "Resources" section of the website.

## E. South Dakota Tobacco-Free Kids Network

<http://www.sdtobaccofree.org>

This statewide alliance of health, medical, education, parent, youth, law enforcement and other civic organizations advocating for changes that result in significant reductions in tobacco use and addiction, especially among children and high-risk groups.

## F. South Dakota QuitLine

<http://www.befreesd.com/quitline.html>

The South Dakota QuitLine helps tobacco users quit by providing free professional advice, free quitting tobacco workbooks and materials, free nicotine withdrawal medication, and referral to local cessation services (if requested).

## Acknowledgements

Thank you to all the organizations who have dedicated themselves to helping create a tobacco free state and community. Because of your work, South Dakota truly is a healthier state.

We would especially like to thank the following organizations for allowing us permission to use selected photos, images, and logos for this toolkit.

The State of South Dakota  
South Dakota Tobacco Coalitions  
Campaign for Tobacco-Free Kids  
Mark J. Travers, PhD, of Roswell Park Cancer Institute  
New Mexico Media Literacy Project  
Smoke Free Movies, University of California, San Francisco  
Wyoming Through With Chew

## APPENDIX A

### Coalition Building Worksheets

Use the included worksheets to help build your coalition.

1. Vision, Values, and Mission – TTAC  
This worksheet will help your coalition develop a vision, recognize values, and create a mission statement to guide the coalition's work.
2. SMART Objectives – TTAC  
Having SMART objectives are key to creating a successful tobacco control activities. This worksheet will guide you through the process of creating SMART objectives.
3. Sustaining Coalitions – TTAC  
Provided in this worksheet is a checklist to determine if your coalition is actively engaging in recommended sustainability actions. The checklist also serves as a starting point to include more information to members to increase membership and retention.
4. Coalition Building Action Plan – TTAC  
This action plan worksheet provides an area to write goals, activities, and actions and determine who is responsible and dates of completion.

**VISION**

The vision of tobacco prevention and control organizations generally is:

*To create a tobacco free community.*

This picture of the future is the ideal or the desired state of the organization. Your coalition can adapt a different vision, but it should be very broad and identify a future ideal.

**VALUES**

Values are the core principles in the operations of your organization and are expressed by a word or group of words. List values below that are core priorities:

*Example: Acknowledge members' involvement in coalition, keeping up with current information on tobacco control issues*

**MISSION**

A clear mission statement is vital to success. An example mission statement is:

*To build our capacity so that our coalition can work to reduce smoking exposure and increase smoking cessation in our county.*

A mission statement should answer the following questions:

- What do you hope to accomplish?
- How do you hope to accomplish your goal(s)?
- Who benefits from your accomplishments?

If the mission statement above does not accurately reflect your mission, try writing a sample mission statement below. Remember to be sure and address each question above.

Objectives for your coalition and activities should be SMART. Complete the worksheet below to develop a SMART Objective.

Write your goal below:

Fill in the table below to organize the components of a SMART objective.

Question	Answer
<b>Specific</b> <i>What exactly are we doing, who is involved and what are the benefits?</i>	
<b>Measurable</b> <i>Can we measure or quantify this?</i>	
<b>Achievable</b> <i>Do we have the ability, resources, support, and time necessary to accomplish this?</i>	
<b>Relevant</b> <i>Will this have an effect on the goal?</i>	
<b>Time-bound</b> <i>When will this be accomplished?</i>	

Now, weave together the SMART components above to develop an objective:

What do you need to maintain successful involvement in the coalition?

Place a mark next to the items that your coalition has already implemented. If you have not placed a mark next to an item, determine if this item could benefit your coalition. Work with your coalition to implement these practices to welcome new members, keep members, and understand that some members may leave.

1. Change meeting time and location to accommodate new members
2. Develop opportunities for leadership and other skill development for members
3. Rotate leadership on a regular basis
4. Shift balance of power to include all skill levels
5. Provide orientation training to include issue education for new members
6. Explain terminology, especially the acronyms and other common phrases unique to tobacco control
7. Provide mentor for new members
8. Plan to follow-up with new members
9. Conduct follow-up with new members
10. Acknowledge that some coalition members want to move on and that attrition is normal

**GOAL:**

OBJECTIVES / ACTIVITIES	MEASURE OF SUCCESS	PERSON(S) RESPONSIBLE	DUE DATE	DATE COMPLETE
Objective 1.				
Activities				
1.				
2.				
3.				
Objective 2.				
Activities				
1.				
2.				
3.				

**GOAL:**

OBJECTIVES / ACTIVITIES	MEASURE OF SUCCESS	PERSON(S) RESPONSIBLE	DUE DATE	DATE COMPLETE
Objective 1.				
Activities				
1.				
2.				
3.				
Objective 2.				
Activities				
1.				
2.				
3.				

## APPENDIX B

### Tobacco-Free Workplace Survey

Workplace Name:

Address:

Phone Number:

Fax Number:

E-Mail:

Person Interviewed:

Manager/Owner Name (If different from Interviewee):

Type of Business:

Size of Business:

1-50 employees     51-100 employees     over 100 employees

Comments:

#### **Script:**

May I speak with the manager/owner/human resources director, please? Hi, my name is \_\_\_\_\_ . I am calling from \_\_\_\_\_ and we are \_\_\_[community]\_\_\_'s tobacco use prevention coalition. I have a short survey of 10 questions that will take only a few minutes. Would you be willing to participate? May I ask them now, or would another time be more convenient? Thank you.

*(Check the appropriate answer):*

Declined to participate

#### **1. Does your workplace have a tobacco-free policy?**

Yes (if yes, go to #2)

No (if no, go to #6)

Comments:

*(If Question 1 is YES):*



(If Question 1 is NO):

6. Is your workplace interested in becoming completely tobacco-free?

Yes (If yes, go to Q7)

No (If No, go to Q8)

7. What do you need to make the transition to a tobacco-free workplace? (*Do not read responses, only check if stated*)

Need more information about the benefits of becoming a smoke free workplace.

Will only become tobacco-free if a local ordinance or state law is passed.

Other:

8. What reasons are preventing the workplace from going tobacco-free? (*Do not read responses, only check if stated*)

Majority of employees are smokers or tobacco users.

No interest or demand from employees.

Don't know.

Other:

10. Do you have any further comments to make regarding this survey?

Yes

No

a. If yes:

**End Script:** Thank you very much for taking the time to share this information with me. We appreciate your input. Have a good day!

## **APPENDIX C**

### **Additional Resources**

Please use the following resources in your tobacco use prevention and control work.

1. Important Dates with Opportunities to Support Tobacco-Related Activities
2. South Dakota Prevention Network Providers
3. 2008 South Dakota Tobacco Control Highlights from the CDC

## Important Dates with Opportunities to Support Tobacco-Related Activities

Be sure and check with sponsoring organizations, state tobacco control programs, or other tobacco programs for exact dates from year to year. Dates are listed in parentheses after the event.

### January

- New Years Day (1)

### February

- American Heart Month
- National Wear Red Day
- Through With Chew Week (3<sup>rd</sup> full week)
- Great American Spit Out (Thursday of Through With Chew Week)
- Academy Awards

### March

- Kick Butts Day

### April

- National Cancer Control Month
- World Health Day
- Earth Day (22)

### May

- Clean Air Month
- Asthma Awareness Month
- World Asthma Day (1<sup>st</sup> Tuesday)
- Mother's Day (2<sup>nd</sup> Sunday)
- World No Tobacco Day (31)

### June

- National Cancer Survivors Day
- Father's Day (3<sup>rd</sup> Sunday)

### July

- Independence Day (4)

### September

- World Heart Day

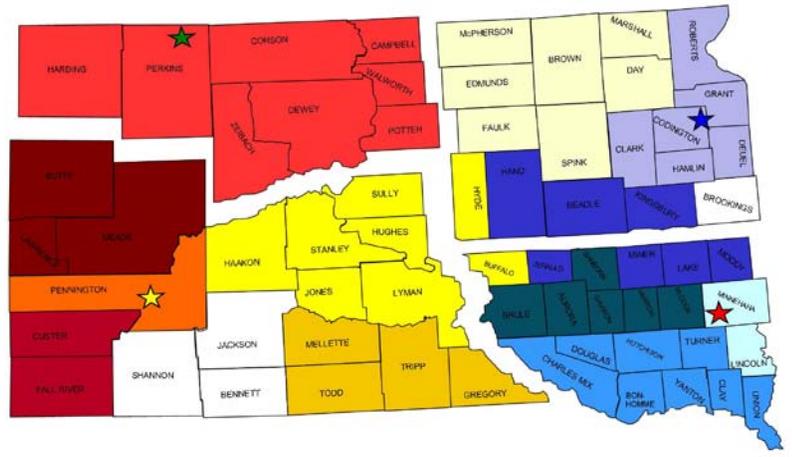
### October

- Healthy Lung Month
- Youth Against Tobacco Month
- National Red Ribbon Week
- Lung Health Day

### November

- Lung Cancer Awareness Month
- Chronic Obstructive Lung Disease (COPD) Awareness Month
- Great American Smokeout (3<sup>rd</sup> Thursday)





★	<b>Burke Eilers, CPS</b> <b>Vonnie Ackerman, CPS</b> W Prevention Resource Center at Youth & Family Services PO Box 2813, 202 E. Adams Rapid City, SD 57709 P: 342-1593 F: 342-4899 <a href="mailto:beilers@youthandfamilyservices.org">beilers@youthandfamilyservices.org</a>	<b>Counties Served:</b> Western South Dakota	★	<b>Deb Ruen</b> NW Prevention Resource Center at Three Rivers Mental Health Center PO Box 447, 11 E 4 <sup>th</sup> Street Lemmon, SD 57638 P: 374-3862 F: 374-3864 <a href="mailto:cpntrmhcdc@yahoo.com">cpntrmhcdc@yahoo.com</a>	<b>Counties Served:</b> Northwestern South Dakota
★	<b>Dodi Haug, CPS</b> <b>Shari Wirkus, MS</b> NE Prevention Resource Center at Human Service Agency PO Box 1030, 123 19 <sup>th</sup> Street NE Watertown, SD 57201 P: 886-0123 F: 884-3522 <a href="mailto:dodih@humanserviceagency.org">dodih@humanserviceagency.org</a>	<b>Counties Served:</b> Northeastern South Dakota	★	<b>Melinda Olson, CPS</b> <b>Michelle Majeres, CPS</b> SE Prevention Resource Center at Volunteers of America-Dakotas PO Box 89306, 1309 W 51st St. Sioux Falls, SD 57109-9306 P: 335-6474 F: 335-5514 <a href="mailto:m.olson@voa-dakotas.org">m.olson@voa-dakotas.org</a>	<b>Counties Served:</b> Southeastern South Dakota
■	<b>Deb Ruen</b> NW Prevention Resource Center at Three Rivers Mental Health Center PO Box 447, 11 E 4 <sup>th</sup> Street Lemmon, SD 57638 P: 374-3862 F: 374-3864 <a href="mailto:cpntrmhcdc@yahoo.com">cpntrmhcdc@yahoo.com</a>	<b>Counties Served:</b> Perkins, Harding, Campbell, Potter, Walworth, Corson, Ziebach, Dewey	■	<b>Jamie Milbrandt</b> Avera St. Lukes/ Nadric 1400 15 <sup>th</sup> Ave. NW Aberdeen, SD 57401 P: 622-2678 F: 622-5961 <a href="mailto:Jamie.Milbrandt@averastlukes.org">Jamie.Milbrandt@averastlukes.org</a>	<b>Counties Served:</b> McPherson, Brown, Marshall, Day, Spink, Edmunds, Faulk
■	<b>Kelli Rumpza, CPS</b> Human Service Agency PO Box 1030, 123 19 <sup>th</sup> St. NE Watertown, SD 57201 P: 884-3518 F: 884-3522 <a href="mailto:kellir@humanserviceagency.org">kellir@humanserviceagency.org</a>	<b>Counties Served:</b> Grant, Clark, Codington, Hamlin, Deuel	■	<b>Ruby Douglas, CPS</b> Capital Area Counseling Services PO Box 148, 115 S. Huron Pierre, SD 57501 P: 224-5811 Ext. 3014 F: 224-6921 <a href="mailto:rdouglas@cacsnet.org">rdouglas@cacsnet.org</a>	<b>Counties Served:</b> Sully, Hyde, Hughes, Lyman, Buffalo, Jones, Stanley, Haakon
■	<b>Sara McGregor</b> Human Service Agency PO Box 126 Sisseton, SD 57262 P: 698-7688 F: 698-4794 E: <a href="mailto:saram@humanserviceagency.org">saram@humanserviceagency.org</a>	<b>Counties Served:</b> Roberts	■	<b>Kristin Wheeler</b> Community Counseling Services 357 Kansas Ave SE Huron, SD 57350 P: 352-8596 Ext. 2026 F: 352-7001 <a href="mailto:krwheeler@ccs-sd.org">krwheeler@ccs-sd.org</a>	<b>Counties Served:</b> Hand, Beadle, Jerauld, Kingsbury
■	<b>Jodi Schwan</b> Community Counseling Services 914 NE Third St Madison, SD 57042 P: 256-9656 F: 256-2891 <a href="mailto:joschwan@ccs-sd.org">joschwan@ccs-sd.org</a>	<b>Counties Served:</b> Miner, Lake, and Moody	■	<b>Valerie Henry</b> Southern Hills Alcohol and Drug 1711 Minnekahta Avenue Hot Springs, SD 57747 P: 745-6300 F: 745-7471 <a href="mailto:Val@gwtc.net">Val@gwtc.net</a>	<b>Counties Served:</b> Custer, Fall River
■	<b>Kara Graveman</b> Northern Hills Alcohol and Drug Services PO Box 277, 1010 Ball Park Rd, Ste. 1 Sturgis, SD 57785 P: 347-2991 F: 347-4944 <a href="mailto:cps@rushmore.com">cps@rushmore.com</a>	<b>Counties Served:</b> Lawrence, Butte, Meade	■	<b>Linda Colhoff, CPS</b> City/County Alcohol and Drug Program 725 N. Lacrosse St. Rapid City, SD 57701 P: 394-6915 Ext. 230 F: 394-6890 <a href="mailto:lindac@co.pennington.sd.us">lindac@co.pennington.sd.us</a>	<b>Counties Served:</b> Pennington
■	<b>Jami Reed</b> City/County Alcohol and Drug Program 725 N. Lacrosse St. Rapid City, SD 57701 P: 394-6915 Ext. 231 F: 394-6890 <a href="mailto:jamir@co.pennington.sd.us">jamir@co.pennington.sd.us</a>	<b>Counties Served:</b> Outlying communities in Pennington County	■	<b>Jen Ross</b> Dakota Counseling Institute-Stepping Stones 901 Miller Ave Mitchell, SD 57301 P: 995-8180 F: 995-8183 <a href="mailto:jl.ross.sstones@midconetwork.com">jl.ross.sstones@midconetwork.com</a>	<b>Counties Served:</b> Brule, Aurora, Sanborn, Davison, McCook, Hanson
■	<b>Lisa Ryken</b> Lewis & Clark Behavioral Health Services 1028 Walnut St Yankton, SD 57078 P: 665-4606 F: 665-4673 <a href="mailto:lryken@iw.net">lryken@iw.net</a>	<b>Counties Served:</b> Charles Mix, Douglas, Union, Hutchinson, Bon Homme, Clay, Yankton, Turner	■	<b>Stacy Wiebersch</b> Prairie View Prevention Services, Inc. 822 E 41 <sup>st</sup> St, Suite 235 Sioux Falls, SD 57105 P: 331-5724 F: 331-5725 <a href="mailto:Stacy.Wiebersch@k12.sd.us">Stacy.Wiebersch@k12.sd.us</a>	<b>Counties Served:</b> Lincoln
■	<b>Darcy Jensen, CCDC III, CPS</b> Prairie View Prevention Services, Inc. 822 E 41 <sup>st</sup> St, Suite 235 Sioux Falls, SD 57105 P: 331-5724 F: 331-5725 <a href="mailto:pvps@iw.net">pvps@iw.net</a>	<b>Counties Served:</b> Minnehaha	■	<b>Marla Bull Bear &amp; Megan Garcia</b> Native American Advocacy Project 302 East 2 <sup>nd</sup> Street, P.O. Box 527 Winner, SD 57580 P: 842-3977 F: 842-3983 <a href="mailto:execdir@nativeamericanadvocacy.org">execdir@nativeamericanadvocacy.org</a> <a href="mailto:prevspec1@nativeamericanadvocacy.org">prevspec1@nativeamericanadvocacy.org</a>	<b>Counties Served:</b> Mellette, Todd, Tripp and Gregory

# Prevention Providers cont.

<b>NADRIC School Based Prevention Program</b>	<b>Salesi Mounga</b> Central High School B151 2200 S Roosevelt Aberdeen, SD 57401 P: 725-8275 F: 725-8288 E: <a href="mailto:Salesi.Mounga@k12.sd.us">Salesi.Mounga@k12.sd.us</a>
<b>Big Brothers Big Sisters of the Black Hills</b>	<b>Mary Victor</b> 425 Kansas City St. Rapid City, SD 57701 P: 343-1488 F: 343-5679 <a href="mailto:execdir@bigmentors.com">execdir@bigmentors.com</a>
<b>Carroll Institute</b>	<b>Barb Christensen, CCDC III</b> 310 S. 1 <sup>st</sup> Ave. Sioux Falls, SD 57104 P: 275-1302 F: 339-3345 <a href="mailto:bchristensen@carrollinstitute.org">bchristensen@carrollinstitute.org</a>
<b>Communication Services for the Deaf</b>	<b>Paula Souhrada</b> 3520 Gateway Lane Sioux Falls, SD 57106 P: 367-5760 F: 362-2806 <a href="mailto:PSouhrada@c-s-d.org">PSouhrada@c-s-d.org</a>
<b>East Central Mental Health/CD Center</b>	<b>Vicki Albers, BA, CCDC II</b> 211 4 <sup>th</sup> Street Brookings, SD 57006 P: 697-2850 F: 697-2874 <a href="mailto:vicki.albers@ecmhcd.org">vicki.albers@ecmhcd.org</a>
<b>Lifeways, Inc.</b>	<b>Paula Wilkinson Smith, CPS, CCDC III</b> 1010 9 <sup>th</sup> St., Ste. #2 Rapid City, SD 57701 P: 716-6555 F: 716-6557 <a href="mailto:paula.lifeways@midconetwork.com">paula.lifeways@midconetwork.com</a>
<b>Main Gate Counseling Services</b>	<b>Mike Farner</b> 202 S. Main St. Winner, SD 57580 P: 842-0312 F: 842-3523 <a href="mailto:mfarner@gwtc.net">mfarner@gwtc.net</a>
<b>Northern State University</b>	<b>Deb Thorstenson, MS, CCDC III</b> 1200 S. Jay Street Aberdeen, SD 57401 P: 626-2371 F: 626-3399 <a href="mailto:deb.thorstenson@northern.edu">deb.thorstenson@northern.edu</a>
<b>University of South Dakota Student Counseling Center</b>	<b>Tiffany Kashas</b> 414 E. Clark St., Julian 336 Vermillion, SD 57069 P: 667-5777 F: 677-6226 <a href="mailto:tiff.kashas@usd.edu">tiff.kashas@usd.edu</a>
<b>Volunteers of America – Dakotas</b>	<b>Lorna Gallanter – PRI</b> <b>Mary Tingley – PRI</b> 1309 W. 51 <sup>st</sup> St. Sioux Falls, SD 57105 P: 339-1199 F: 335-3121 <a href="mailto:l.gallanter@voa-dakotas.org">l.gallanter@voa-dakotas.org</a> <a href="mailto:m.tingley@voa-dakotas.org">m.tingley@voa-dakotas.org</a>
<b>Youth &amp; Family Services</b>	<b>Connie Olson</b> P.O. Box 2813 Rapid City, SD 57709 P: 342-4195, ext 243 F: 342-0693 <a href="mailto:colson@youthandfamilyservices.org">colson@youthandfamilyservices.org</a>
<b>YouthWise</b>	<b>Angie King</b> PO Box 433, 1725 N. Main Street Spearfish, SD 57783 P: 717-1212 F: 717-1234 <a href="mailto:aking@spearfish.k12.sd.us">aking@spearfish.k12.sd.us</a>

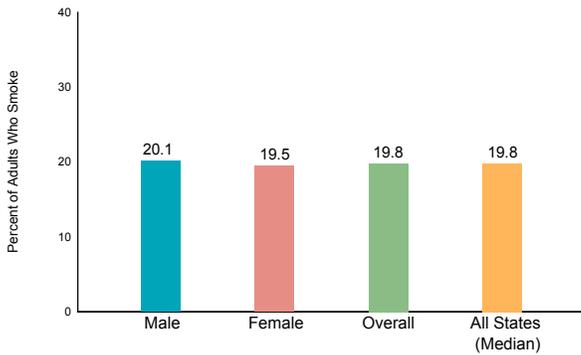


# 2008 Tobacco Control Highlights South Dakota

Average Annual Smoking-Attributable Mortality* (SAM), 2000-2004			Average Annual Smoking-Attributable Productivity Losses*, 2000-2004		Smoking-Attributable Expenditures*, 2004	
	SAM*	SAM † Rate		Productivity Losses		
Men	706	378.9	Men	\$160,364,000	Ambulatory	\$37,000,000
Women	362	138.4	Women	\$72,866,000	Hospital	\$164,000,000
<b>Total</b>	<b>1,068</b>	<b>239.2</b>	<b>Total</b>	<b>\$233,230,000</b>	Nursing Home	\$29,000,000
<b>Note:</b> *Average annual total, among adults aged 35 years and older, and does not include burn or secondhand smoke deaths. †Age-adjusted rate expressed per 100,000 population.			<b>Note:</b> *Average annual total, among adults aged 35 years and older, and do not include burn or secondhand smoke deaths.		Prescription Drugs	\$29,000,000
					Other	\$17,000,000
					<b>Total</b>	<b>\$276,000,000</b>
<b>Note:</b> *Excess personal health care expenditures attributed to diseases where cigarette smoking is primary risk factor among adults aged 18 years and older.						

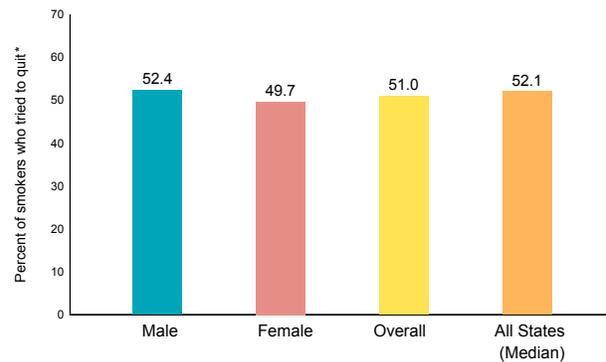
Source: Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC) program

## Adult Cigarette Use, 2007



Source: Behavioral Risk Factor Surveillance System (BRFSS)

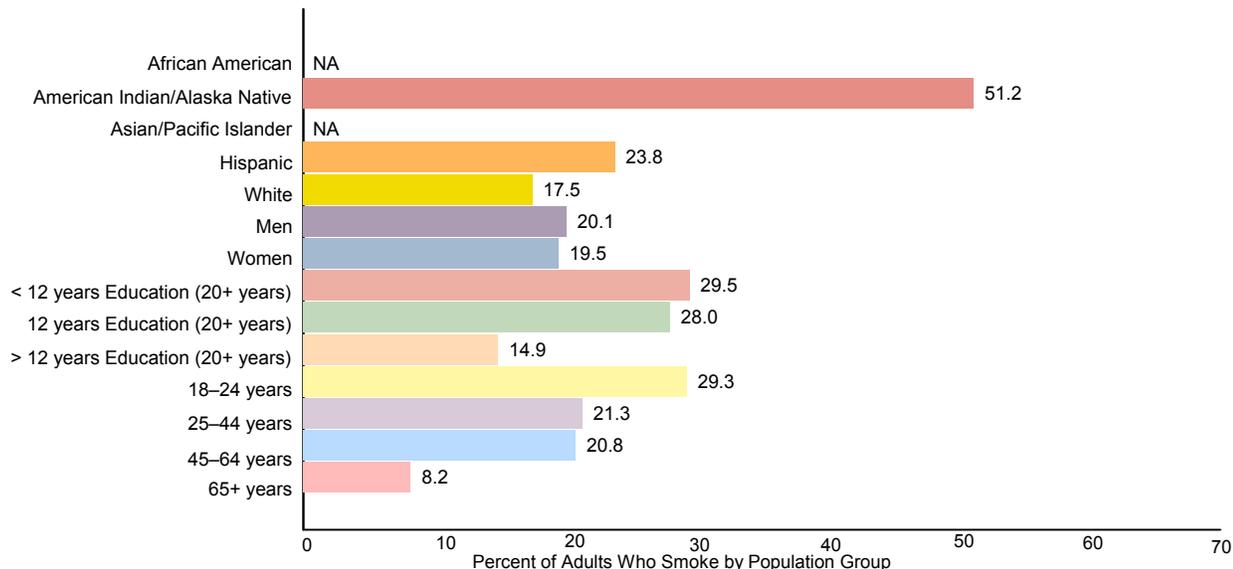
## Adults Attempts to Quit Smoking, 2007



Note: \*Every Day Smokers who quit smoking cigarettes for ≥1 day during the past year

Source: Behavioral Risk Factor Surveillance System (BRFSS)

## Tobacco Related Disparities in Cigarette Use Among Adult Population Groups, 2007\*

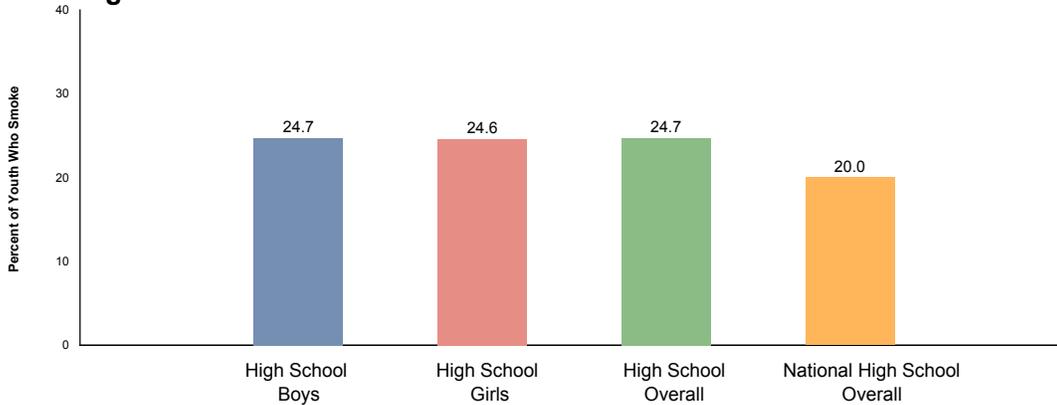


Note: \*Estimates for racial/ethnic groups are based on combined 2006 and 2007 data.

Source: Behavioral Risk Factor Surveillance System (BRFSS)

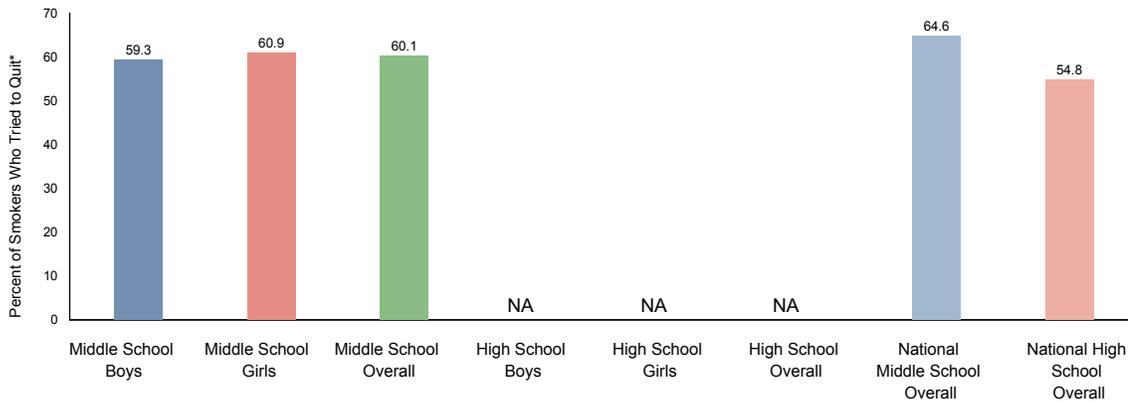


### Youth Cigarette Use



Source: State data from Youth Risk Behavior Survey (YRBS), 2007; National data from National Youth Risk Behavior Survey (NYRBS), 2007

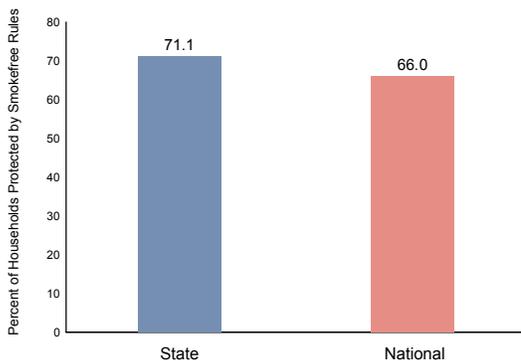
### Youth Attempts to Quit Smoking



Note: \*Percent of Smokers who quit smoking cigarettes for  $\geq 1$  day during the past year.

Source: State data from Youth Tobacco Survey (YTS), 2005; National data from National Youth Tobacco Survey (NYTS), 2006

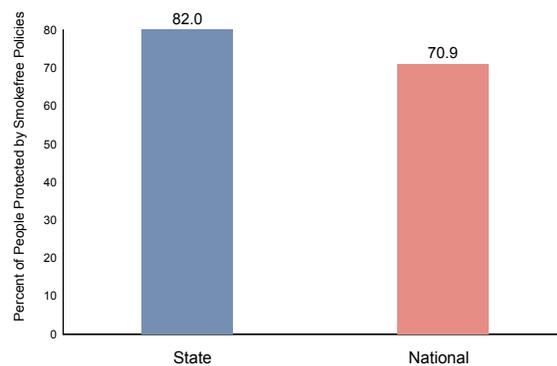
### Smokefree Rules in Homes, 2003



Note: The above estimate is a percentage of households with smokefree rules. The estimate is based on agreement of self-respondents aged 15 years and older within each household.

Source: Tobacco Use Supplement to the Current Population Survey (TUS-CPS)

### Smokefree Policies in Worksites, 2003



Note: The above estimate is a percentage of people aged 15 years and older who work in indoor worksites with smokefree policies.

Source: Tobacco Use Supplement to the Current Population Survey (TUS-CPS)



# 2008 Tobacco Control Highlights South Dakota

## Smokefree Indoor Air Legislation

	Indoor Air Restrictions on Smoking				Penalties	
	Banned (100% Smokefree)	Separated Ventilated Areas	Designated Areas	None	To Business	To Smoker
Government Worksites	X				X	X
Private Worksites	X					X
Restaurants	X					X
Commercial Day Care	X					X
Home-based Day Care	X*					X

Note: \*Restrictions in effect only when child on premises

## Excise Tax Legislation

Cigarette Tax Per Pack	\$ 1.53
Smokeless Tobacco	
Smokeless Tax	Yes
Percent Value (%)	35
Type of Tax	Wholesale purchase price
Chewing Tobacco Tax	
Snuff Tax	

## Licensure Legislation

Over-the-Counter		Vending Machines	
License Required	No	License Required	No
Includes Cigarettes	No	Includes Cigarettes	No
Includes Chewing Tobacco	No	Includes Chewing Tobacco	No

## Advertising Legislation

Any Restrictions	No
Banned on State Property	No
Banned on Public Transportation	No
Any Restrictions on Tobacco Billboards	No
Banning of Tobacco Billboards	No

## Youth Access Legislation

Cigarette Sales		Cigarette Vending Machines	
Minimum Age	Yes	Restriction on Access	Yes
Minimum Age (Years)	18	Banned from Location	Yes
Purchase Prohibited	Yes	Limited Placement	No
Possession Prohibited	Yes	Locking Device	No
Use Prohibited	Yes	Supervision	No

## Preemption Legislation

Any Preemption: Yes

Preemption on Smokefree Indoor Air		Preemption on Advertising		Preemption on Youth Access	
Government Worksites	Yes	Promotion	Yes	Sales to Youth	Yes
Private Worksites	Yes	Display	No	Distribution	Yes
		Sampling	No		
Restaurants	Yes	Other	Yes	Vending Machines	Yes

Source: All legislative data are from Office on Smoking and Health (OSH); Data shown reflect the status of legislation effective as of the 3rd quarter (July-September) of 2008.



### State Revenue from Tobacco Sales and Settlement

<b>Tobacco Settlement Revenue, 2007</b>	<b>\$21,181,575.06</b>
<b>Gross Cigarette Tax Revenue, 2007</b>	<b>\$43,184,955</b>
Cigarette Tax (per pack), 2008–3rd Quarter	\$1.53
Cigarette Consumption (packs sold per Capita), 2007	58.50

**Source:** Settlement Revenue from National Association of Attorneys General (NAAG); Cigarette Tax from Office on Smoking and Health (OSH); Others from Orzechowski and Walker (OW)

### Federal and National Investment in Tobacco Control, 2007

<b>Funding Source</b>	<b>Funding Cycle</b>	<b>Amount</b>
Federal—CDC Office on Smoking and Health	07/06–07/07	\$1,058,302
Federal—Substance Abuse and Mental Health Services Administration (SAMHSA)	NA	NA
Non-Government Source—American Legacy Foundation	NA	\$0
Non-Government Source—Robert Wood Johnson Foundation (RWJF)	NA	\$0
<b>Total</b>		<b>\$1,058,302</b>

**Source:** Office on Smoking and Health (OSH)

**Note:** Throughout this report "NA" indicates that data are not available or are not shown because sample size <50.