



# A Breath of Fresh Air

Volume 3, Issue 2

December 2004

## Students Design Tobacco Prevention Christmas Ads

Lake County Health Department  
Tobacco Prevention Program

### Tobacco Industry Influence:

According to Tobacco Technical Assistance Consortium information, the global tobacco industry protects its handsome profits by following a set of "D" commandments:

- \* Deny the health consequences of smoking.
- \* Deceive consumers about the true nature of cigarettes through marketing and public relations.
- \* Defeat attempts to regulate the industry or control smoking.
- \* Delay legislation if it can't be defeated.
- \* Destroy legislation once it passes, either by trying to overturn it in court, or by exploiting loopholes.
- \* Develop new markets around the world.

Lake County Health Department Tobacco Prevention Program joined with the Flat-head Publishing Group and other Lake County businesses in providing a format for Lake County youth, grades 1-8, to create Christmas Ads. The Lake County Leader Christmas Greetings Design an Ad 2004 will award prizes to the overall 1st, 2nd,

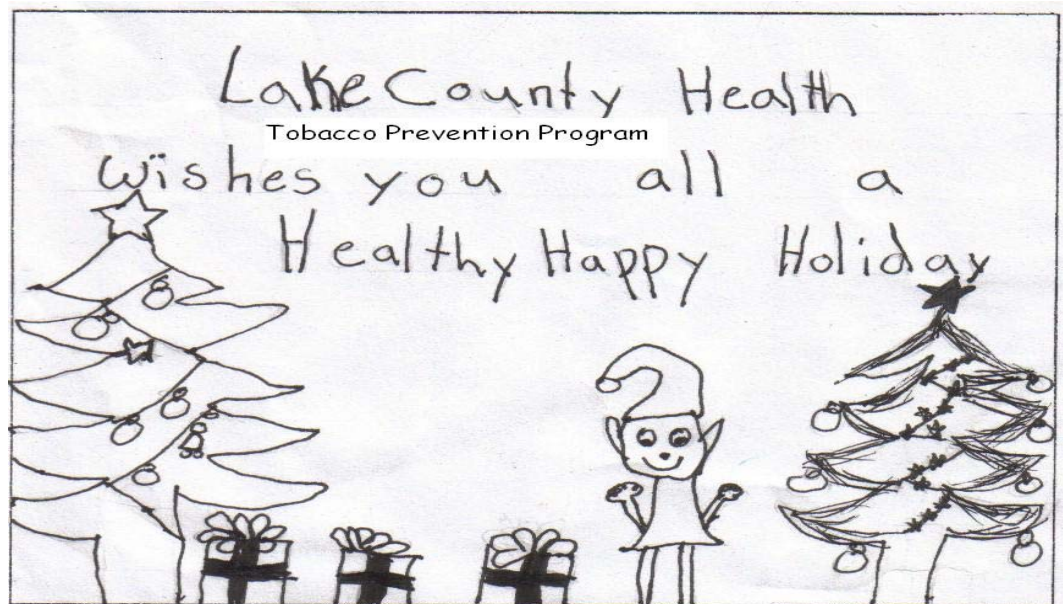
and 3rd place winners and one winning ad from each participating business will have their ad published in the December 23rd issue of the Lake County Leader, West Shore News, Bigfork Eagle, Whitefish Pilot and Hungry Horse News.

All of the student created ads highlighting the Tobacco Prevention message will have their



ads displayed in various locations around Lake County.

Several of the ads have been used in this issue of *A Breath of Fresh Air* newsletter.



Christmas Ad Designed by Ashleigh, 4th grader, K. William Harvey Elementary

## Lake County & The Great American Smokeout

Lake County students from Ronan High School, Senior Project class; Polson High School Student Council; and students from the Tobacco Education Group class recorded announcements that were aired on KERR and KQRK radio November 16th—November 18th.



**Ronan High School Students Recording Radio Announcements!**

The announcements were to encourage smokers (and chewers) to quit tobacco for a day.

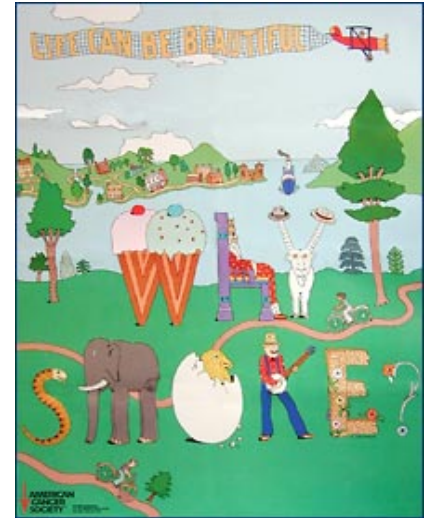
In addition, Pablo Elementary fourth graders and the Ronan After-School Students colored “Life is Beautiful: Why Smoke?” posters which were displayed at

the Pablo Family Foods and Ronan Harvest Foods.

The Great American SmokeOut happens each year. The goal is to spotlight the harm caused by tobacco use and encourage people to quit cigarettes and other tobacco products.

Four Montanans die each day from tobacco related illness—that’s 1200 each year. Montanans spend on average \$212 million dollars each year from tobacco illness related healthcare costs.

Our youth are a vital part in creating awareness about the harm-



ful affects of tobacco and encouraging their friends and peers to say no to tobacco. They can also have a positive affect on their parents, relatives and adult friends by asking them to quit for themselves as well as those that care about them.

**In 2002 65% of Montanas voted to have 32% of the Master Tobacco Settlement Funds go to the State Tobacco Use Prevention Program whose purpose is to fund community-based programs to address the tobacco related illness public health crisis.**

**THE LEGISLATURE APPROPRIATED LESS THAN HALF THAT AMOUNT**

## Who Cares About the Youth Programs in Lake County?

Lake County Health Department hosted a Community Breakfast Forum December 3 at the New Moon Café. The meeting was an opportunity to consider, discuss and be updated on upcoming children’s legislative issues which will be part of the 2005 Montana Legislature.

Representatives from Lake County involved in youth pro-

grams and issues attended the meeting sponsored by the Montana Council for Maternal and Child Health. Primary Issues were:

- Improving Children’s Access to Quality Health Care
- Highway Injury and Death Prevention
- Tobacco Use Prevention

The legislature’s first day of the Session will be January 3, 2005



**Steve Yeakel, MT Coalition for Maternal & Child Health and Lisa Kobel, Lake County Health Department**

## How Funding Affects Lake County

Community-based programs are the heart of tobacco prevention in Montana. Montana Tobacco Use Prevention Program channels funding to 29 counties, 8 tribes, and 5 urban Indian centers. Lake County is one of those 29 counties.

The Lake County Tobacco Prevention Program is part of Lake County Health Department and its focus and activities are centered around four goals:

1. To prevent the initiation of tobacco use among young people:
  - *Educating and assisting businesses to develop and implement tobacco free policies*
  - *Working with local youth coalitions to change tobacco use policies in schools and communities*
  - *Providing support to school districts to enforce tobacco free school policies*
  - *Training school professionals to provide classroom instruction on media literacy, media advocacy and other tobacco use issues*

- *Working to eliminate tobacco industry sponsorship of fairs, rodeos and other events*
  - *Educating community members on the positive effects of increased tobacco excise taxes on youth tobacco use*
2. To promote quitting among young people and adults
    - *Supporting the Montana Tobacco Quit Line*
    - *Promoting annual events such as the Great American Smoke Out to encourage tobacco users to quit*
    - *Reaching out to healthcare providers to help them integrate tobacco cessation into their systems of care*
    - *Working to change community norms around smoking in public places*
  3. To eliminate exposure to second hand smoke:
    - *Working with local businesses to create voluntary smoke/tobacco free policies*
    - *Celebrating the successes of their communities by participating in the annual Celebrate*

*Montana! Smoke Free Communities Day*

- *Providing education and information on the health consequences of secondhand smoke*
4. To eliminate disparities related to tobacco use and its effects:
    - *Partnering with Native American Community Based Programs to provide culturally relevant programs to their communities*
    - *Working with healthcare providers to reach women of child-bearing age to educate them on the consequences of tobacco use during pregnancy and the consequences of secondhand smoke exposure*
    - *Providing information to healthcare providers and other professionals about the smokeless tobacco issue and the high rate of tobacco use during pregnancy in Montana*

By continuing to work together our community can make Lake County a healthier place to live.

*Happy Holidays!*

Please, keep your family and yourself SAFE by not smoking on the holidays. Thank You!



Tobacco Free Lake County  
Lake County Health Department  
406-883-7341

**Christmas Ad Entries  
Designed by Polson Middle  
School Students.  
Melissa Cisneros  
And  
Mary Wiedrich**

**Have a Happy Smoke Free  
Holiday**

Did you know... Smoking puts tar in your lungs? It can lead to lung cancer, heart diseases, and other awful things that will brake your families heart. So give your family the gift of a life time...  
Quit Smoking TODAY!



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## Tobacco Free Lake County

Lake County Health Department  
Tobacco Education Program  
802 Main Street, Suite A  
Polson, MT 59860

406-883-7341



Presorted Std.  
U.S. Postage  
Paid  
Permit No. 56  
Polson, MT

The best gift of all is a smoke free  
Holiday



This message brought to you by  
Lake County Health

Christmas Ad Entry Designed by  
John Bishop, Polson Middle School

# TO:

## DID YOU KNOW? The Benefits of Quitting:

*Two thirds of Montana smokers say they want to quit.*

- 24 hours after quitting: ✓ Chance of a heart attack decreases.
- 48 hours after quitting: ✓ Ability to smell and taste improves.
- 2-3 weeks after quitting: ✓ Circulation improves
  - ✓ Walking becomes easier.
  - ✓ Lung function improves.
- 1 month after quitting: ✓ Coughing, sinus congestion, fatigue and shortness of breath decrease.
- 1 year after quitting: ✓ The chance of having a heart attack is cut in half.
- 5 years after quitting: ✓ Risk of cancer of the lungs, mouth, throat, and esophagus decreases by about half.
  - ✓ Stroke risk is reduced to that of a nonsmoker's (5-15 years).

10 years after quitting: ✓ Lung cancer death rate is similar to that of a nonsmoker's.

15 years after quitting: ✓ Coronary heart disease risk is that of a nonsmoker's.

