

## DIXIE COUNTY TOBACCO PREVENTION NEWSLETTER

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### Recent Survey Reveals That Local Business Prefer Expansion of Smoking Restrictions

Over the last six months, The *Quit Doc Research and Education Foundation* conducted a survey of Dixie County businesses regarding the current Florida Clean Indoor Air Act (FCIAA), and attitudes toward smoking on business properties.

The survey, which was distributed to 68 members of the Dixie County Chamber of Commerce, was designed to explore both the understanding and compliance of the FCIAA, as well as the willingness of local business owners to expand smoke-free policies and provide information on the dangers of secondhand smoke.

100% of business owners that completed the survey considered secondhand smoke to be harmful and reported that they followed the rules as currently outlined by the Florida Clean Indoor Air Act.

“For the most part, it seems that current law has had a positive effect,” reports Dr. Barry Hummel, co-founder of the *Quit Doc Research and Education Foundation*. “Studies have

shown that such restrictions, especially in restaurants, have caused a decrease in the number of teenagers who become regular tobacco users,” added Dr. Hummel. “However, there seems to be one undesirable side effect. Pushing smokers outside of businesses and into business entryways seems have increased the perception among teenagers that most adults smoke.”

To combat this perception, Dixie County business were asked about their willingness to move smokers away from their doorways, and to educate their patrons by displaying materials on the dangers of smoking around children. Two-thirds of business owners said that they would consider expanding smoking restrictions on their property to include areas within 100 feet of their business entrances; half of those businesses also expressed an interest in making their parking lots completely tobacco free. In addition, every business owner responding in Dixie County was also willing to display posters and other educational

materials on the dangers of secondhand smoke.

“The Tobacco-Free Partnership of Dixie County is exploring ways to help these businesses expand voluntary smoking restrictions,” said Dr. Hummel. “With such overwhelming support, however, it may make more sense to pass a local ordinance. This would allow law enforcement to back up business owners as they try to limit smoking on their commercial properties.”

For more information on the survey results, or the Tobacco-Free Partnership of Dixie County, please contact Dr. Barry Hummel at 866-355-7848.



*Tobacco Free Florida is developing materials to help business promote tobacco-free policies.*

# Bell Middle and High Schools Win First Annual Local SmokeScreeners Contest

There's no business like show business, but kids at Bell Middle High School won't tolerate any funny business when it comes to glorifying tobacco use in movies. Hollywood has glamorized smoking for decades and students at Bell exposed this form of tobacco marketing by reviewing movies for tobacco content. The goal of the program is to gather information about tobacco content in movies as well as helping students take a more critical look at tobacco use on television and in movies.

The movie review con-

test, sponsored by Quit Doc Research and Education Foundation, began as a Kick Butts Day project for Students Working Against Tobacco (SWAT) clubs at Bell Middle High School, Trenton Middle High School, Ruth Rains Middle School and Dixie High School. SWAT members learned how to review movies using a score sheet to track the number of times actors used tobacco, where people were smoking, the way tobacco use was perceived by the viewer, and any special circumstances involving tobacco use in the movie. SWAT members encouraged their friends and classmates to participate in the competition, and as a result, students completed hundreds of movie reviews.

Trenton Middle High School held a special teacher training to implement SmokeScreeners school-wide. "It was exciting to present the SmokeScreeners program to the faculty at Trenton Middle High School," reported Tracy DeCubellis of Quit Doc. "Many of the teachers were surprised to learn that movies are used as a marketing tool for tobacco companies, and that 52% of teens who smoke reported that movie smoking contributed to their decision to



Bell High School SWAT Officers Samantha Dennis, Kailyn Waldron, and Terra Cannon, accept the SmokeScreeners Trophy on behalf of the school.



smoke."

Special programs were held in Dixie County to train students and teachers to use the SmokeScreeners review system. Tracy DeCubellis attended the Dixie County Chamber of Commerce to explain the program and enlist the support of local business owners to cheer on students in the community with the goal to bring home the trophy and bragging rights for each winning school.

Although many faculty, staff, and students endeavored to complete the most unique movie reviews, in the end Bell Middle High School edged out the competition.

Hard work and dedi-

cated SWAT leadership paid off for the Bell Middle and High School SWAT clubs as each club won trophies for the school. "I never expected to win, but I'm so proud of our students," said Middle School SWAT leader Linda Lyles. High School club leader, Ray Stoel, had similar sentiments. "This is a great group of students who have big plans for next school year. This contest has motivated them to think of projects they can do with the elementary school next year as well."

To learn more about the SmokeScreeners program or to submit a movie review online, visit our website at [www.smokescreeners.org](http://www.smokescreeners.org)

# Third-Hand Smoke: Another Reason to Quit Smoking

By Barry Hummel, Jr., MD

Many smokers are aware of the risks of smoking around other people, especially children. Information on the health consequences of *second-hand smoke*, the smoke emitted from burning tobacco products combined with the exhaled smoke of tobacco users, has been available for over twenty years.

As a result, many parents have chosen to smoke outside of their homes, or to smoke in their homes when children are not around.

Recently, however, researchers from Mass-General Hospital became curious about the odors that remain in homes and on clothing well after a smoker has finished smoking. It turns out that some contamination caused by tobacco smoke lingers for an extended period of time. The researchers coined the term *third-hand smoke* to describe these particulate chemicals.

"*Third-hand smoke* is what one smells when a smoker gets in an elevator after going outside for a cigarette, or in a hotel room where people were smoking," said Dr. Jonathan P. Winickoff, the lead author of the study and an assistant professor of pediatrics at Harvard Medical School. "Your nose isn't lying," he

said. "The stuff is so toxic that your brain is telling you: 'Get away.' Everyone knows that second-hand smoke is bad, but they don't know about this."

The study, published in the medical journal *Pediatrics* in January, 2009, is the first to examine adult attitudes about the health risks to children of third-hand smoke and how those beliefs may relate to rules about smoking in their homes.

"We needed a term to describe these tobacco toxins that aren't visible," Dr. Winickoff continued. "When you smoke - anyplace - toxic particulate matter from tobacco smoke gets into your hair and clothing. When their kids are out of the house, they might smoke. Or they smoke in the car. Or they strap the kid in the car seat in the back and crack the window and smoke, and they think it's okay because the second-hand smoke isn't getting to their kids."

Particulate matter from tobacco smoke has been proven toxic. According to the National Toxicology Program, tobacco smoke contains 250 poisonous gases, chemicals, and metals. Eleven of the compounds are classified as Group 1 carcinogens, the most dangerous. The chemicals that make up third-hand smoke are es-

pecially dangerous because they remain indoors on contaminated surfaces long after the smoking has stopped.

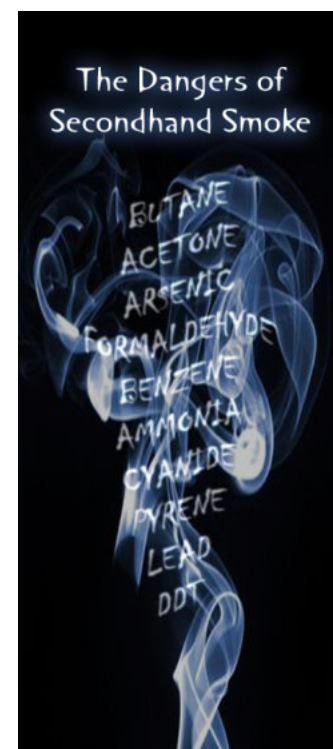
Small children are especially susceptible to third-hand smoke exposure. Young children are more likely to crawl or play on contaminated carpets, or to touch or mouth contaminated furniture, toys, or curtains. Similar to low-level lead exposure, low levels of tobacco particulates have been associated with developmental problems among children. For example, the higher the exposure level among children, the lower the reading scores. These findings underscore the possibility that even extremely low levels of these compounds can affect brain development in children.

Dr. Winickoff also pointed out that mothers of newborns who smoke pose a particular problem, since these toxins can cling to skin and clothing. "When you come into contact with your baby, even if you're not smoking at the time, (the baby) comes in contact with those toxins. And if you breastfeed, the toxins will transfer to your baby in your breast milk." Dr. Winickoff did add that nursing a baby, even if you are a smoker, is still preferable to bottle-

feeding.

Dr. Philip Landrigan, a pediatrician who heads the Children's Environmental Health Center at Mount Sinai School of Medicine in New York, said the phrase third-hand smoke is a brand-new term that has implications for behavior.

"The central message here is that simply closing the kitchen door to take a smoke is not protecting the kids from the effects of that smoke," he said. "There are carcinogens in this third-hand smoke, and they are a cancer risk for anybody of any age who comes into contact with them."



# Tobacco Foes Say New Products a Lure For Minors

By Barry Hummel, Jr., MD

Just as Florida is dealing with the recent introduction of Camel Snus, R.J. Reynolds' new eye-catching entry into the smokeless tobacco market, comes word from Ohio that the next generation of smokeless products is already in the pipeline: Camel Dissolvables. These new products are made from finely milled tobacco and held together with food grade binders, which makes them edible.

The first of the new dissolvable products, Camel Orbs, is currently being test-marketed in Columbus, Ohio, Indianapolis, Indiana, and Portland, Oregon. The Tic-Tac-sized tablets are designed to dissolve in your mouth over 15 minutes.

Following on the heels of Camel Orbs will be Camel Sticks (toothpick-shaped tobacco sticks that dissolve over 10 minutes) and Camel Strips (breath-strip sized products that dissolve over 3 minutes).

In addition to being edible, Camel Dissolvables feature another key difference: each piece can deliver 3 times the dose of nicotine found in a single cigarette.

Despite packaging that blurs the lines between tobacco and candy, representatives from R.J. Reynolds deny that the new products target children. David Howard, a spokesman for R.J. Reynolds, said the new products, like all tobacco products, are legal



Camel Orbs are the size and shape of Tic-Tacs. Even the leaf-shaped logo on the two packages are similar. Is this just a coincidence? Or, is R.J. Reynolds trying to blur the lines between candy and tobacco?



R.J. Reynolds claims that the packages for its new edible products are designed for adults, and are "clearly marketed as tobacco products and they carry the same warnings as tobacco products." Do you agree?

only for adults over the age of 18, further adding that the new products "meet the societal expectation of no second-hand smoke, no spitting, and in the case of dissolvables, no litter. The bottom line is these are tobacco products. They are clearly marketed as tobacco products, they are marketed as tobacco products and they carry the same warnings as tobacco products."

Fortunately, the test-marketing of Camel Orbs in Columbus caught the attention of Democratic Ohio Senator Sherrod Brown. "There is no doubt that these products are aimed squarely at kids," wrote the Senator. "Camel Orbs look like Pez candies - complete with a little camel on each pellet. The introduction of these dissolvable tobacco products...allow children

to consume tobacco in settings where they are unable to smoke, like classrooms or movie theaters. In Columbus, school custodians have already reported finding Orb packages in trash cans."

The packaging of Camel Orbs also caught the attention of Shelly Kiser of the American



Next up? Camel Strips! Why use Listerine when you can use nicotine!

# Tobacco Foes Say New Products a Lure For Minors

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Lung Association of Ohio. Kiser believes the new products and their deceptive packaging are dangerous because they can be consumed in front of parents and teachers without the adults knowing what's going on. "Unless a parent knows the exact shape of it, they wouldn't suspect anything," Kiser said.

In response to the sale of these new products in his home state of Ohio, Senator Brown successfully added a measure calling for a quick Food and Drug Administration study of Orbs and other dissolvable tobacco products to a larger bill that would grant the FDA the authority to regulate all tobacco products. The bill, with the amendment, passed the committee last May, and now awaits full U.S. Senate approval. A similar bill has already passed the House in April.

"Most children are not aware of the serious health consequences when they try their first cigarette or their first dissolvable tobacco product - but we are," added Senator Brown. "Congress has a responsibility to ensure that children are not the victims of suggestive - let's call it 'addictive' - marketing by tobacco companies. It has an equal responsibility to ensure that citizens

**Camel Dissolvable Tobacco**  
is made of finely milled tobacco. It dissolves in your mouth. Therefore, no spitting is required.

Orbs will last 15-20 minutes.\*

Shake to Load ORB

1

2

3

**How to Open Orbs' Child-Resistant Packaging**

Press and Hold Button on Back

Slide Open While Holding Button

ORB Dispenses Here

Close and Shake to Reload

**How to Use:** Place one in your mouth. Don't chew or swallow. Move it around if you want. Let it fully dissolve in your mouth. Enjoy Anywhere. Anytime. Anyplace.

Sticks will last 20-30 minutes.\*

Slide Open While Holding Button

Close and Shake to Reload

3

**How to Open Sticks' Child-Resistant Packaging**

STICK Dispenses Here

Press and Hold Button on Back

1

2

3

Shake to Load STICK

Press Here

\*Individual results may vary.

You have to admire R.J. Reynolds for creating "Child-Resistant Packaging".  
 You also have to admire the audacity of providing product information that uses pictures to show you *exactly how to open the package!*  
 Thank you for protecting our children, R.J. Reynolds!

are protected from dangerous chemicals and are aware of all the risks associated with smoking. For these reasons, it is imperative that we provide the Food and Drug Administration (or FDA) with the authority to regulate tobacco products - both to protect our children and to advance the health and well-being of our nation."

Greg Connolly, a professor of the practice of public health at Harvard University, could not agree more. He went so far as to call Camel Orbs

"nicotine on training wheels." R.J. Reynolds, Mr. Connolly said, "is just trying to expand the options for nicotine delivery products for the American public."

Smoking a cigarette for the first time can be a deeply uncomfortable experience for a teenager, Mr. Connolly said. There's the smoke, for one thing, as well as the coughing and the taste. By turning it into a mint-like product - in mint and cinnamon flavors - they've made nicotine addiction a more pleasurable experi-

ence, he said.

Mr. Connolly said Mr. Brown's amendment would allow the FDA to begin the studies necessary to take Camel Orbs off the market. Unless the FDA starts regulating tobacco, he warned, the tobacco industry will continue to get more sophisticated in how it delivers nicotine. If the FDA isn't granted the authority to regulate tobacco, Mr. Connolly suggested that "the tobacco companies own the future."

# Florida Tobacco News:

## Governor Crist Signs Cigarette Tax Increase

By Barry Hummel, Jr., MD

On May 27, 2009, Florida Governor Charlie Crist signed into law a \$1-per-pack cigarette tax hike. This is the largest cigarette tax increase in Florida history -- saying he hopes to kill the habit that results in thousands of deaths every year.

Governor Crist, who broke with his career-long opposition to tax increases, defended his decision as way to protect the health of Floridians. "I view it more as a health issue than a tax issue," said Crist. "Ronald Reagan used to say if you want to kill something, tax it. It wouldn't be bad if we killed smoking. It would save a lot of lives."

As of July 1, Florida's new cigarette tax will be \$1.34 per pack. An equivalent increase ap-

plies to smokeless and pipe tobacco, but not cigars. The tax increase is expected to generate nearly one billion dollars in revenue annually, money that will be used to offset Medicaid costs and fund cancer research.

Higher cigarette taxes mean teenagers will never pick up the habit, and addicted adults might quit, said Brenda Olsen, Chief Operating Officer for the American Lung Association in Florida. "The rate of smoking goes down as the cost of smoking goes up," Olsen said.

Statistics show that there is a 3-5% drop in smoking rates for every 10% increase in the cost of smoking. Among youth the effect is more dramatic, with a 7% decline in smoking rates for each 10% increase in the cost of tobacco products.

Though Florida's tax has remained flat for two decades, smoking rates have steadily declined. Currently, about 19% of adults, or less than 2 million Floridians over 18 years of age, smoke. However, smoking is still linked to 28,600 deaths a year in Florida and the cost to treat tobacco-related illnesses is esti-

mated to be \$6 billion annually.

Florida's cigarette tax increase moves the state from sixth-lowest cigarette tax to slightly above the national average of \$1.23 a pack. The move is even more dramatic when compared to neighboring southern states, which have some of the lowest tobacco taxes in the nation. In fact, Georgia (\$0.37) and Alabama (\$0.42) are still in the bottom six states, and South Carolina (\$0.07) has the lowest tax in the country.

Rhode Island has the highest cigarette tax in the United States, recently increasing the tax to \$3.46 on a single pack of cigarettes; other northeastern states have similar taxes, such as New York (\$2.75), and New Jersey (\$2.58).

Florida's tax hike also follows on the heels of a federal cigarette tax increase, which went up \$0.62 in April, from \$0.39 to \$1.01 per pack.

David Sutton, a spokesman for the parent company of Philip Morris, said Florida's tax hike would prompt many consumers to seek tax-free ways to

buy their smokes, whether on an Indian reservation or the Internet.

"Obviously, it's a big hit to our consumers and to retailers as well," he said. "You've got a very difficult economy out there."

The decision to raise cigarette taxes also has political dimensions for Florida's Republican leaders. Crist, who is running for U.S. Senate, had never supported a tax increase in his political career dating back to his time in the state Senate in the 1990s. At a news conference, the governor said the budget doesn't include any "broad-based tax increases," noting most Floridians don't smoke.

Legislative Republicans, who have resisted higher taxes since coming to power in 1996, also embraced the tax amid a \$6 billion budget deficit. In fact, the Florida State Senate passed their version of the tax increase by 39-0 vote, despite intense lobbying from Big Tobacco, a stinging letter of disapproval from Republican anti-tax crusader Grover Norquist, and obvious opposition from House Republicans.



Sen. Victor Crist (left), R-Tampa, and Sen. Arthenia Joyner (right), D-Tampa, bear home-district cigars as they debate the tobacco tax in the Florida Senate. Certain Cigars are exempt from the increases tobacco tax.

# FDA Looks at Banning E-Cigarettes

By Barry Hummel, Jr., MD

Since last summer, Smoking Everywhere, a company based in Sunrise, Florida, has been aggressively marketing e-cigarettes – which emit a nicotine vapor with the help of a computer chip.

Invented in China, the e-cigarette is a thin, stainless steel tube that looks, feels...and even glows... like a cigarette as it delivers doses of nicotine. When someone puffs on an e-cigarette, a computer-aided sensor activates a heating element that vaporizes a solution containing nicotine in the mouthpiece. The resulting mist is then inhaled into the lungs, where the nicotine is absorbed. An LED on the tip simulates the glow of smoldering tobacco. The device contains a lithium battery, which makes it rechargeable and portable.

Supporters say it's the perfect way to quit smoking. The device delivers

nicotine that does not contain tar or other cancer causing chemicals. Because it has the look and feel of a real cigarette, supporters believe that the e-cigarette is superior to other nicotine-delivery systems such as patches, chewing gum, aerosol sprays and inhalers.

Because the product does not release tobacco smoke, supporters also claim it can be used in bars, nightclubs, restaurants and other public places where states and localities have banned tobacco use.

Anti-smoking groups, however, say that's exactly the problem. They fear that it will reintroduce a "smoking culture" into places where people no longer are used to seeing wisps of smoke and cigarettes hanging from people's mouths. This has an especially big impact on youth. In recent years, smoking restrictions in



Teresa Nesmith, 54, of Palo Alto, CA, tries the electronic cigarette at the Quit Smoking Now kioskstore in Westfield Valley Fair Shopping Center in San Jose, CA. (Jim Gensheimer/Mercury News)

businesses, particularly restaurants, have reduced the number of teenagers who become regular tobacco users.

The U.S. Food and Drug Administration is also deciding whether or not to pull e-cigs from the market because the agency considers them "new drugs." That means they need approval from the FDA, which requires companies to back up their claims with scientific data. Other forms of nicotine replacement therapy used to help patients quit smoking have been subjected to rigorous scientific testing to determine their effectiveness. E-cigarettes have not undergone such testing.

"It is illegal to sell or market them, and the FDA is looking into this," said Rita Chappelle, an agency spokeswoman. Asked if that meant the FDA would crack down on the dozens of mall kiosks nationwide

where the product is being sold like cell phone covers, Chappelle said: "This is an open case. Beyond that I cannot comment."

Executives at Smoking Everywhere say criticism of the e-cigarette is irrational. "The mist is mostly water. It has to be better for you than smoking," said Eitan Peer, vice president of the company.



Salesman Nati Ariali blows smoke from an electronic cigarette to lure customers to the Quit Smoking Now kioskstore in Westfield Valley Fair Shopping Center in San Jose, CA. (Jim Gensheimer/Mercury News)



The electronic cigarette is a device that combines a computer chip, a rechargeable battery and an atomizer that emits a nicotine mist.

(Jim Gensheimer/Mercury News)

## Opinion: Cigarette Tax Increase is a Win-Win-Win For Florida

*Matthew L. Myers, President, Campaign for Tobacco-Free Kids*

The Florida Legislature has taken an important step to protect the state's kids and taxpayers from the devastating toll of tobacco use by increasing the state cigarette tax for the first time since 1990. The \$1 cigarette tax increase, to \$1.34 per pack, is a win-win-win solution for Florida -- a health win that will reduce tobacco use and save lives, a financial win that will raise critical new revenue for health improvements, and a political win that polls show is popular with the voters. The Legislature also voted to increase the tax on most other tobacco products. We applaud the Legislature, especially the senators who initially proposed it, for supporting this life-saving proposal, and we urge Governor Charlie Crist to sign it into law.

The evidence is clear that increasing the cigarette tax is one of the most effective ways to reduce smoking, espe-

cially among kids. Studies show that every 10 percent increase in the price of cigarettes reduces youth smoking by 7 percent and overall cigarette consumption by about 4 percent. Florida can expect the \$1 cigarette tax increase to prevent some 165,800 kids alive today from smoking; spur 100,500 smokers to quit for good; save nearly 79,600 residents from smoking-caused deaths; produce \$3.8 billion in long-term health care savings; and raise about \$631 million a year in new state revenue.

Counting Florida's increase and recently approved increases in Hawaii and Mississippi, the average state cigarette tax would be \$1.27 per pack. Rhode Island has the highest state cigarette tax at \$3.46 per pack. Twelve states and the District of Columbia have cigarette tax rates of at least \$2 per pack. If the Florida legislation becomes law,

27 states and D.C. would have cigarette tax rates of at least \$1 per pack.

Tobacco use is the leading preventable cause of death and disease in Florida, claiming 28,600 lives each year and costing the state \$6.3 billion annually in health care bills, including \$1.2 billion in Medicaid payments alone. Government expenditures related to tobacco amount to a hidden tax of \$585 each year on every Florida household. While Florida has made progress in reducing youth smoking, 14.5 percent of Florida high school students still smoke and 22,700 more kids become regular smokers every year.

We call on states across the nation to follow Florida's lead and significantly increase their own state cigarette taxes to keep more kids from smoking and help current smokers quit.



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with your comments and suggestions, or to volunteer for one of our many projects.

