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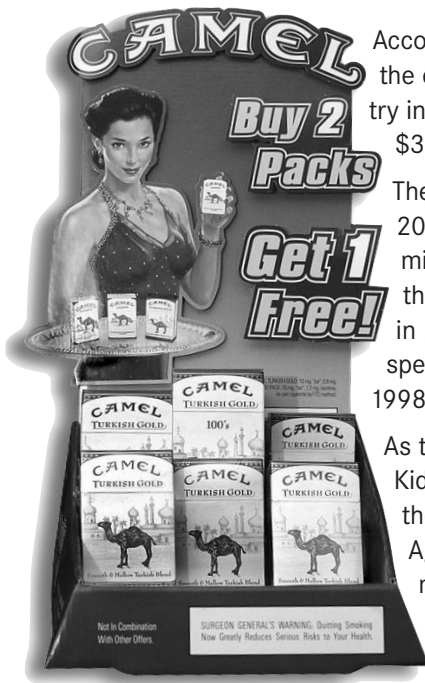
Connecting facts and ideas
for those working to create
an environment in Maine that
supports tobacco-free living.

 **Healthy Maine Partnerships**
Partnership For A Tobacco-Free Maine
Maine Department of Health and Human Services
Maine Center for Disease Control and Prevention

FALL ISSUE 2007

Tobacco companies still spending millions to hook Mainers

While Joe Camel is no longer a familiar marketing image, the tobacco industry continues to spend billions on its advertising and promotional activities.



According to the Campaign for Tobacco-Free Kids, the estimated amount spent nationally by the industry in 2005 was at least \$13.36 billion—more than \$36.6 million per day.

The estimated amount spent on marketing in 2005 in Maine by the tobacco industry was \$66.8 million. This represents a slight decrease from the estimated amounts in 2004 (\$70 million) and in 2003 (\$73.9 million), but overall growth in spending in Maine rose by about 88% between 1998 and 2005.

As the analysis by the Campaign for Tobacco-Free Kids notes, states are being massively outspent by the tobacco industry. The Master Settlement Agreement (MSA) put restrictions on tobacco marketing in late 1998. Despite this, the tobacco industry continues to spend lavishly on efforts to encourage the public to buy its product

Continued on Page 2

Changes announced in school tobacco law

In the recent legislative session, the 123rd Maine State Legislature passed a bill that strengthens the law to provide tobacco-free environments on all public school grounds throughout Maine. Since 1987, Maine law has prohibited tobacco use by students and school employees in buildings or on grounds of elementary and secondary schools in session. The public place law covered tobacco use within public buildings, by other members of the public.

Exceptions to the law were that tobacco could be used in a class lesson, with prior notice being given to the school's administrator, and that a local school board or school employees could establish, through collective bargaining, a designated smoking area or areas.

In this new legislation, the section referring to tobacco use in a classroom as part of a bona fide demonstration during a lesson remains an exception. The exception to the law regarding collective bargaining for a designated smoking area by school employees is repealed. However, when school employees have established a designated smoking area through collective bargaining in accordance with Maine Revised Statutes, use of tobacco may continue in that designated area until

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through price discounts, sales-related promotional allowances, coupons, bonus items and more.

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Of special concern are the promotions in local convenience stores, gas stations and other locations frequented by teens and young adults. The posters, pack designs and promotional collateral materials used to promote new products are designed for multiple locations. Advertising in high-end, high-circulation magazines popular with young adults is timed to appear as products arrive in local stores. In addition, tobacco use continues to be a part of youth-oriented movies and videos. All these marketing efforts are well designed, field-tested and, most important, effective. The high quality of the artwork and materials reflect the fact that the industry will spend any amount to capture new consumers and remain profitable.

Carefully noting tobacco industry marketing tactics can help us assess the threat. With tobacco-related health

costs in the U.S. totaling \$96.7 billion each year—and a whopping \$602 million per year in Maine—it's imperative that we work together to prevent our young people from using any tobacco products and to help current users quit.

Maine does an exemplary job in tobacco prevention with a strategic, comprehensive approach. This includes offering tobacco dependence treatment through the Maine Tobacco HelpLine (1-800-207-1230), a free service available to anyone in Maine. But it's important to remember, despite our well-researched efforts, the tobacco industry is outspending us by more than four to one.



SOURCES:

Campaign for Tobacco-Free Kids

- www.tobaccofreekids.org
- www.tobaccofreekids.org/Script/DisplayPressRelease.php3?Display=987
- www.tobaccofreekids.org/research/factsheets
- www.tobaccofreekids.org/reports/settlements

CDC

- www.cdc.gov/tobacco/bestprac.htm

Countering Big Tobacco

Things to be aware of

How do we counter such slick and pervasive advertising? A good start is looking at the local stores and chain outlets that we frequent daily.

- What do the displays look like?
- Where are the displays and are there new products?
- Is there more snuff?
- Are there ads over the cash register that promote smokeless tobacco?
- Are there brands of cigarettes we haven't seen before?
- Do the packs of cigarettes look different?
- What is the cost per pack?
- What about roll-your-own tobacco?
- And what about rolling papers?

Next, look at the magazines we read.

- Do we see the ultra-expensive tobacco ads in the centerfold of *Time*, *Vanity Fair* and *Playboy*?

Finally, check out our local theater.

- Do we notice the tobacco use in the movie?
- Is it an essential part of the film?

Changes announced in school tobacco law *Continued from Page 1*

the effective date of the next contract negotiated after the effective date of the Act. This transition will eliminate the exception at the end of the established contracts.

While many school systems have established tobacco use policies stricter than state law, policies varied among school systems. The message to the public regarding tobacco use became unclear. The Partnership For A Tobacco-Free Maine has promoted tobacco-free school environments since it was established in 1997. The PTM Tobacco-Free Policy Initiative continues to promote the Centers for Disease Control and Prevention (CDC) policy recommendations in the Guidelines for School Health Programs to Prevent Tobacco Use and Addiction. PTM has always supported no tobacco use on school grounds at any time by any person. Creating tobacco-free environments in places where children and youth spend their time is a basic practice for tobacco use prevention. Establishing this norm is one of the major methods of promoting tobacco-free living and preventing children from using tobacco.

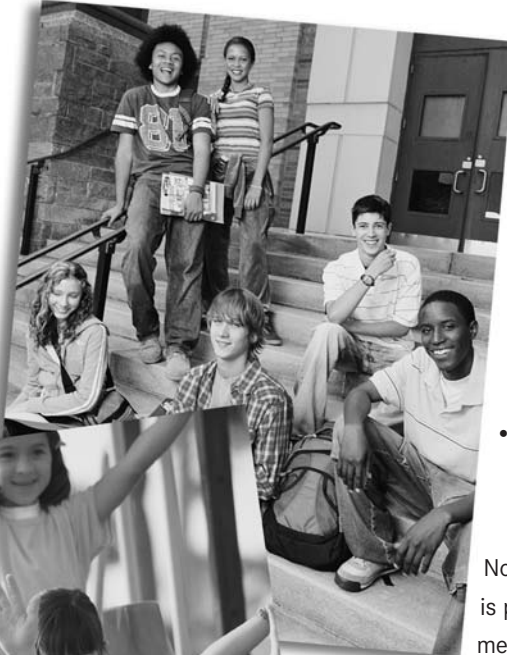
Taking into account components of policy not addressed by state law and procedures that focus on positive enforcement and communication to promote adherence to the policy, PTM developed the four following comprehensive criteria for the

entire school environment based on CDC Guidelines:

- No tobacco use on school grounds, in school vehicles and at school-sponsored functions on or away from school property
- No tobacco advertising in school publications or on clothing worn to school
- Written procedures for violations by students, staff and visitors
- Written procedures for communicating the tobacco-free policy to students, staff and visitors

No-cost signage for all school property is provided to school systems that meet these criteria. All the Healthy Maine Partnership school systems, as well as several other SAUs, have passed policies to comply.

PTM will communicate these changes in Maine law to school systems statewide in the coming months, as well as revise the tobacco-free school manual. New signage will also be developed. The local HMPs can support tobacco use prevention and control efforts by communicating these changes in their communities and encouraging school systems to meet the PTM criteria.



PTM Welcomes New Team Members

Ellie Sparks

Ellie Sparks is the new PTM Public Health Educator, whose focus will be on the goal related to quitting tobacco. Her background is primarily in social work. Ellie was a case manager for 11 years at Dayspring AIDS Support Services (now Horizon), where she saw firsthand how hard it is for smokers with disabilities to give up something they view as their one remaining pleasure. She looks forward to building on the great tobacco work being done in Maine. You can reach Ellie at Ellie.Sparks@maine.gov or 287-4634.

Tom Nickerson

Tom Nickerson joined the PTM staff in April as a Procurement and Contract Specialist. He will be working closely with staff, vendors, and grantees in the contract process. Tom has 31 years of experience in state government, working previously for the Department of Administrative and Financial Services, Division of Purchases. You can reach Tom at Tom.N.Nickerson@maine.gov or 287-4629.

The Tobacco Industry Continues Its Sly Tactics with New Products

The tobacco industry continues to develop new products to keep smokers hooked. A current tactic is introducing new products carrying claims of reduced toxins. Two smokeless products developed by Star Scientific, Inc., Ariva and Stonewall, are made with compressed, powdered tobacco that contains reduced concentrations of tobacco-specific nitrosamines (TSNAs). Both products look like mints, dissolve in the mouth and appeal to both men and women. Both are marketed as an alternative to cigarettes that can be used in smoke-free environments such as workplaces, bars, restaurants and planes—in places where states with

strong tobacco control advocacy have successfully instituted smoke-free laws.

also entering the smokeless market, which has risen 3–4% annually. Phillip

Morris plans to release its new smokeless product, Taboka, this August.

Don't be fooled: these products are not safe.



ADDICTIVE FIXES IN A SMOKELESS ENVIRONMENT

NicoFix, developed by Advanced Formulations, is another new product intended for use where smoking is prohibited. This time it's a hand cream made with tobacco and all its usual carcinogens, as well as addictive levels of

Don't be fooled: these products are not safe. TSNAs are carcinogens found naturally in tobacco or produced in its curing. Each lozenge contains 60% tobacco, and the nicotine levels are similar to a "light" cigarette. Other tobacco companies are

nicotine. One application of the product contains about one-tenth the tobacco in cigarettes, reducing cravings within a minute and lasting up to four hours. Tobacco companies continue to be very creative in their attempts to keep customers addicted.



Make a note!

Centers for Disease Control (CDC) has a new web site:
<http://www.cdc.gov>

Learn the dangers of smokeless tobacco at these sites:

<http://tobaccofreekids.org/research/factsheets/pdf/0231.pdf>

<http://www.cancer.gov/cancertopics/factsheet/Tobacco/smokeless>

To learn more about specific smokeless products, visit:

http://www.smokersonly.org/product_facts/ariva.html

Smoking in the Movies May Encourage Kids to Smoke

In each year from 2002 to 2006, the U.S. Centers for Disease Control and Prevention (CDC) named tobacco in the movies as a major factor in teen smoking. Research has shown that nonsmoking teens whose favorite stars frequently smoke on screen are 16 times more likely to have positive attitudes about smoking in the future. Smoking in movies is one of the most powerful pro-tobacco influences on young people today, accounting for 52 percent of youth who start smoking. This effect is even stronger than cigarette advertising.

A 2003 *Lancet Journal* study found that 10-14 year olds who had seen movies with many smoking scenes were more likely to try cigarettes than kids who had seen movies with fewer smoking scenes.

<http://www.thelancet.com/>

According to the Smoke-Free Movies Project, major studios, some with a documented prior history of receiving payoffs from the tobacco industry, are now responsible for delivering at least half of all new young smokers in the U.S.

As of May 2004, the studios' lobbying organization, the Movie Picture Association of America (MPAA), has refused to rate future on-screen tobacco use as "R" age-classification, as leading health advocates recommend.

The "R", while voluntary, would create an incentive for producers to avoid smoking in films intended for younger audiences, just as they now temper raw language and violence.

The Walt Disney Co. announced this summer that it will keep its Disney branded films smoke-free. By agreeing to make its family-oriented movies smoke-free and "discourage" smoking in films distrib-



KEY FACTS

- ◆ Tobacco use is the leading preventable cause of death in the U.S., accounting for more than 440,000 deaths each year.
- ◆ Current movie heroes are 3 to 4 times more likely to smoke than are people in real life.
- ◆ About 2/3 of movies seen today show tobacco use, including movies that are PG or PG-13 and intended for young audiences.
- ◆ Movies showing tobacco use are increasing and are reinforcing misleading perceptions that smoking is a widespread, socially desirable, and normal behavior, and they fail to explain the long-term consequences of tobacco use.

uted under its Touchstone and Miramax brands, the Walt Disney Co. has implicitly endorsed the claim that smoking on the screen leads to smoking in real life.

U.S. Representative Edward J. Markey (D-MA), Chairman of the House Telecommunications and the Internet Subcommittee, released a letter this past month indicating he had received a letter from Robert A. Iger, President and CEO of the Walt Disney Company, laying out the company's new commitment regarding cigarette smoking in films.

Disney said it "expected" smoking in its Disney-labeled (G/PG) films would be "nonexistent," but made no such pledge for its Touchstone (PG-13) and Miramax (R-rated) marketing labels. Disney did, for the first time, add that it would put anti-smoking PSA's on DVDs of future films with smoking – a request made by state Attorneys General in 2005 and urged on Disney by Rep. Markey before its announcement.

Rep. Markey said, "Disney's decision to take a stand against smoking is groundbreaking and I commend CEO Bob Iger for this important commitment. Now it's time for other media companies to similarly kick the habit and follow Disney's lead."

WHAT YOU CAN DO TO MAKE A DIFFERENCE!

- Send letters to the MPAA.
- Have your youth group circulate a petition.
- Write letters to actors and studios.
- Establish a movie review column by students for your school newspaper or newsletter.
- Work with the theaters in your community.
- Work with your local video stores.
- Ask local theater groups, film classes, high school band, etc. to sign a smoke-free pledge.

For more information on smoking in the movies, see the following links:

<http://www.screenit.com/> Screen It provides a comprehensive review of movies, including tobacco content.

<http://pages.videotron.com/abc/films-movies/> A listing of movies that do not contain smoking.

<http://whyquit.com/whyquit/notables.html> A short list of famous people who have died from tobacco use.

<http://www.scenesmoking.org/frame.htm> A web site from California that shows the impact of smoking and tobacco references in entertainment.

www.SaveOurDaughters.org Smoking, Women, and Movies

www.sacbreathe.org Breathe California of Sacramento-Emigrant Trails has been vital to the progression of healthy lungs. The Thumbs Up! Thumbs Down! Program originated at this association.

www.unfilteredTV.com A web site developed for teens in Washington State to speak out against smoking in movies.

Maine's Youth Not Afraid to Take Action

By T.J. Williams, Executive Director, Ignite! Oxford County



At the Partnership For A Tobacco-Free Maine's 2006 Annual Stop! Quit! Resist! Anti-Tobacco Summit, youth from around the State learned about an organization called Ignite.



Maine Public Health Association (MPHA) Annual Meeting

October 23, 2007
Augusta Civic Center

Maine Coalition on Smoking or Health Annual Meeting

October 29, 2007, 9:30 a.m.
Medical Care Development, Augusta

Great American Smokeout

November 15, 2007
Visit the American Cancer Society to learn more: <http://acsf2f.com/gaso/>

24th Annual Peer Leadership Conference

Friday, November 16 and
Saturday, November 17
Atlantic Oakes-Bar Harbor

Ignite is a group that works at local and national levels to change tobacco policy, pressures politicians to reject campaign contributions from tobacco companies and their interests, informs voters of tobacco issues in key elections, and coordinates national political efforts. Students from the Dartmouth, New Hampshire chapter presented their work on getting Big Tobacco out of politics.



Since that summit, an Ignite chapter has been started in Oxford County. Our goal is to become a very useful and hard-working group that will make the nation stronger in tobacco control. Ignite Oxford County (IOC) was established in November 2006 and has been working ever since towards anti-tobacco efforts. In February 2007, all chapters in the nation focused on the National Day of Action. This year's theme was to give the FDA power to regulate tobacco products. IOC conducted a numbers campaign and a

memorial to bring awareness to the Rumford/Mexico community.

In the coming months, IOC will be preparing for a cigarette butt cleanup

day and other events. IOC members, TJ Williams and Laura Murphy have been chosen to attend a leadership retreat on August 9-13, in Ohio for all Ignite leaders. Youth

from around the country will get together and learn more about lobbying as well as successful activism events. Another part of the retreat is reviewing the recent work from all the chapters around the nation.

**Keep your eyes on Ignite!
There will be more Ignite chapters around the State in the near future. If you would like to start your own chapter or want to learn more about Ignite, you can email ignite4maine@ignite-generation.org.**

PTM pilots the STAR STORE Initiative

During late winter and spring of 2007, three Youth Advocacy Programs (YAP) and their coordinators took part in a pilot of the PTM Star Store Initiative. Participants were STOP in Houlton, SWAT (Students Working Against Tobacco) in Rumford and the Gorham Baxter Memorial Library YAP.

The purpose of the Star Store Initiative is to reduce tobacco advertising in retail and convenience stores. Research shows that this form of tobacco marketing has a significant influence on tobacco use by youth. After a YAP team surveys the chosen store, recommendations are made to the owner about ways to reduce the tobacco signage and ads. A store that makes the suggested changes is designated as a Star Store.

The three coordinators first met in Augusta with PTM to learn about the initiative and its goals. All three groups then attended a one-day training with PTM and CD&M Communications.

Because the Star Store Initiative is an extension of the NO BUTS! (Blocking Underage

Tobacco Sales) program, the YAPs could visit only NO BUTS! stores—which were few in number in some parts of the state. Before this initiative can move forward with statewide implementation, it is clear that the first step is to increase the number of NO BUTS! stores across the state. As a result, PTM is encouraging HMPs to survey their local tobacco retailers and provide NO BUTS! training and resources where necessary.

A full report of the Star Store pilot is now being completed. After its review, PTM will decide how to move forward. The hard work of the YAP youth and coordinators was very

valuable and much appreciated. Thanks to everyone for their time and support.



NO BUTS! STAR STORE



Searching for the latest data? Check out these helpful links.

For the toll of the cost in lives and medical costs from tobacco use in Maine: <http://tobaccofreekids.org/reports/settlements/toll.php?StateID=ME>. See also section on Research and facts.

For additional data from MATS survey, link to our reports on the PTM web site.

For additional MYDAUS/YTS survey, link to our reports on the PTM web site.

For county or regional youth data:

<http://www.maine.gov/maineosa/survey/home.php>

For other Maine and national data from YRBSS: <http://apps.nccd.cdc.gov/yrbss/>

For other Maine and national data from BRFSS:

<http://apps.nccd.cdc.gov/brfss/index.asp>

Tobacco Never Quits is a public awareness campaign produced by the Partnership For A Tobacco-Free Maine. To learn more about the campaign, visit the web site at: www.tobacconeversquits.com.

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The Link is published by the Partnership For A Tobacco-Free Maine (PTM), MaryBeth T. Welton, Program Manager; 287-4627.

The mission of PTM is to reduce death and disability from tobacco use among Maine residents by creating an environment supportive of a tobacco-free life.

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