

# Lassen County Public Health Tobacco Use Reduction Program

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## Tobacco Advertising

Tobacco use is still the No. 1 one cause of preventable death in California. In Lassen County 20.5% of Adults smoke and 10% of youth do as well. Nearly 34,000 Californians die prematurely each year from a smoking related disease. Nearly all smokers start before they are 26 years old, these are our kids who are starting a lifelong addiction to a product that will take years from their life. Tobacco companies are focusing their advertising and promotion in the retail environment, this puts children at risk. Scientific evidence shows that kids who make at least weekly visits to stores that sell tobacco are more likely to smoke than their peers.

These store are often cluttered with unhealthy advertising that target youth with their marketing techniques.

surrounding neighborhoods and communities from problems associated with these sales. We would like to include tobacco in this definition. The law requires

that advertisements only cover 33% of the window. Currently, we are working towards reducing the allotted window advertisements from 33%-15% and having this enforced through city and the county.

We want to make

Lassen County safe for our future generations. Our region is known to have high rates of tobacco use. By cleaning up storefront advertising we can help protect our youth from overexposure to alcohol, tobacco, and junk food.



Our tobacco program is working toward reducing the effect of tobacco advertisement. The Lee Law, California Business and Professions Code 25612.5, requires off-sale alcohol retailers to abide by a set of public health and safety standards to protect

## Wellness

The last few months of winter seem to drag on. Your new year resolutions to stay in shape and eat healthy are hanging on by a thread. Whether you're at work all day or stay home with the little ones, you find it difficult to be active, not to mention the limited light we get this time of year. With all this in mind we

need to remember these helpful tips:

- If you're not making breakfast, lunch, or dinner stay out of the kitchen! Snacking, especially with low activity, will make you gain weight quickly. Eat some veggies if you need to eat something.
- Drink water. Replace your normal drink with this 0 calorie, healthier option.
- Get enough sleep, Adults need 7- 9 hours per night. Sleep-deprived individuals have a decreased ability to manage blood sugar levels and find themselves hungrier.



# Through with Chew Week

The Lassen County Public Health Tobacco Use Reduction Program, as well as local physicians and dentists concerned with community health, want you to be tobacco free. In an effort to call attention to the use of smokeless tobacco, the week of February 19th – 25th, has been designated by public health agencies across the country as ‘Through with Chew Week.’

Teens are especially drawn to chew tobacco because it displays a cool image and is more easily hidden from adults.

Smokeless tobacco is not a safe alternative to cigarettes, as some young people believe, and it is even more habit forming than cigarettes because it contains a higher concentration of nicotine. Switching from smoking to chew tobacco is not quitting tobacco.

Smokeless tobacco has 28 cancer causing agents. It can cause oral cancer, especially in the cheeks, gums and throat. Chew tobacco users have an 80% higher risk of oral cancer and a 60% higher risk of pancreatic and esophageal

cancer. The use of smokeless tobacco can also lead to other oral health problems especially bad breath and discoloration of teeth. Mouth sores, gum recession and tooth decay readily follow the nasty breath and dirty teeth.

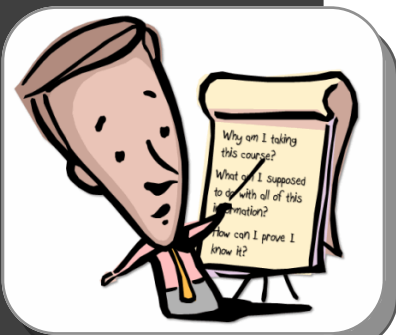
Be informed and take charge of your health. Talk to your teens about tobacco use and the dangers involved. We encourage the public to get the facts about chew tobacco.

The California Tobacco Chewers’ Hotline:  
1-800-844-CHEW

## Lassen County Smoking Statistics

What we know...	Lassen	CA
% of Adults who Smoke cigarettes (2012-2014)	20.5%	12.5%
% of Youth that Smoke Cigarettes (2012)	10.0%	10.5%
Number of youth for every 1 store	166	251
Stores that sell tobacco products	35	-
% of stores that sell tobacco within 1,000 ft. of a school zone (5-10 min walk)	25.7%	27.4%

## New Areas of Focus



Our tobacco program’s new work plan will begin on July 1, 2017. Our new objectives we selected came from our community focus group meetings. We will focus on community wellness with youth and adults (educating on the dangers of second hand

smoke), we will focus on making an enforceable policy in which Lassen County Parks will become smoke-free, and limiting or banning the availability of flavored tobacco products.

These new objectives come from concerns from community members and leaders. We

appreciate all who were involved in these meetings. We encourage everyone to get involved and help us in events and educational efforts.

# Tobacco Coalition Recruitment



The State of California requires each tobacco program to be part of a tobacco focused coalition. We are looking for community members and leaders to join our efforts. You will be a part of educational outreaches, fair/ community events, policy making activities, and park tobacco litter clean ups.

This is a great opportunity to take a step in improving our local community. You will gain leadership and team building skills as you participate in our coalition.

We would love community involvement in our program on a regular basis. By the end of February/early March we plan to have our first meeting. Please, feel free to contact Michael Peery with any questions you have. If you or someone you know would like to join our coalition please contact:

Michael Peery  
530-251-2657  
mpeery@co.lassen.ca.us

## Upcoming Holidays and Events

- Valentines Day  
FEBRUARY 14th
- Through with Chew  
Week FEBRUARY  
19th-25th
- Presidents Day  
FEBRUARY 20th
- First day of Spring  
MARCH 20th
- Public Health Week  
APRIL 2nd-8th
- Easter  
APRIL 16th
- Memorial Day  
MAY 29th
- First Day of Summer  
JUNE 20th

## Contact Information

Lassen County Public Health  
1445 B Paul Bunyan Road  
Susanville, CA 96130

*Need Help Quitting Smoking?*

**Call - 1-800-NO-BUTTS**

*Need Help Quitting Chewing?*

**Call - 1-800-844-CHEW**

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