



Fall Newsletter 2016

Lassen County Public Health Tobacco Use Reduction Program

Tips for Fall: Family Meal Time Recommendations

- **Remove Distractions:** Turn off the television and put away phones and tablets, so that your attention is on each other.
- **Talk to Each other:** Focus conversation on what family members did during the day, for example, what made you laugh or what you did for fun.
- **Pass on Traditions:** Tell children about the “good old days” such as foods grandma made that you loved to eat.
- **Let kids make choices:** Set a healthy table and let everyone, including the kids, make choices about what they want and how much to eat.
- **Let everyone Help:** Kids learn by doing. The little one might get the napkins and older kids help with fixing foods and clean-up.

Wishing you a healthy, safe Fall

MAKE MEMORIES and join your family and friends at some of the great Fall community events.

Rails to Trails Festival

October 8th from 10am-4pm

This is in conjunction with the Bizz Johnson Marathon.

This will feature a chili cook off, vendor and artisan marketplace, kid's activities, and pusher/handcar races.

Safe & Sane Halloween

Historic Uptown Susanville October 31st from 3pm-5pm.

Includes: Trick or Treating, Costume Contest for you and your pet, Pumpkin Carving Contest, and the 3rd Annual Coffin Races. For more information call (530) 257-2392.

New Tobacco Program Coordinator

Michael Peery started as the new Public Health Program Coordinator, over the Tobacco Use Reduction Program, on August 15th. Michael Struve, the former tobacco program coordinator, has moved to Emergency Preparedness for the Public Health Department.

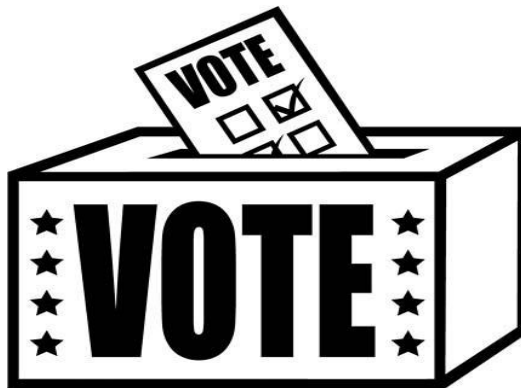
Michael Peery graduated from Brigham Young University-Idaho with a Bachelor degree in Healthcare Administration. He has worked in higher education administration for the past three and a half years and is excited to continue in the education field for the Public Health Department. He attended Lassen High School from 2004-2008 and is excited to be back in his hometown. Michael and his wife, Jasmine, have two children and enjoy teaching them about Dandy the Smokeless Dragon!



Vote YES on PROP 56

The California Proposition 56, Tobacco Tax Increase (#15-0081A1) will be on the November 8, 2016 ballot in California as a combined initiated constitutional amendment and state statute.

- A **“YES”** vote favors increasing the cigarette tax by \$2.00 per pack, with equivalent increases on other tobacco products and electronic cigarettes.
- A **“NO”** vote opposes increasing the cigarette tax by \$2.00 per pack, with equivalent increases on other tobacco products and electronic cigarettes.



How will the revenue be distributed?

Revenue from the \$2.00 tax levied by **Proposition 56** would be distributed through a four-step process:

- **Step 1:** use new revenue to replace old revenue lost due to lower tobacco consumption resulting from tobacco tax increase.
- **Step 2:** use next five percent of revenue to pay the costs of administering the tax.
- **Step 3:** allocate \$48 million to enforcing tobacco laws, \$40 million to physician training to increase the number of primary care and emergency physicians in the state, \$30 million towards preventing and treating dental diseases, and \$400 thousand to the California State Auditor to audit funds from the new tax.
- **Step 4:** allocate 82 percent of remaining funds towards services related to Medi-Cal, 11 percent of remaining funds towards tobacco-use prevention, 5 percent of remaining funds towards research into cancer, heart and lung diseases, and other tobacco-related diseases, and 2 percent of remaining funds towards school programs focusing on tobacco-use prevention and reduction.

Lee Law: Store Front Advertising

What is the Lee Law?

The Lee Law refers to California Business and Professions Code enacted in 1994. It requires off-sale alcohol and tobacco retailers to abide by a set of public health and safety standards to protect surrounding neighborhoods and communities from problems associated with alcohol and tobacco sales. This project focuses on two provisions in the Lee Law:

- No more than 33% of window space can be covered with advertising or signs;
- Window signage must be placed so that law enforcement personnel have a clear and unobstructed view of the interior of the store, including the cash registers.

The Lee Law advertising provisions address two critical community problems:

1. Youth exposure to alcohol, tobacco, and junk food advertising increases the risk of youth alcohol, tobacco, and junk food consumption and problems associated with those risks.
2. Large numbers of window signs on liquor stores contributes to crime, violence, neighborhood blight and other nuisance activities, particularly when they block a clear view into the stores.



Project Goals

The project has as its overall goal to create safer community environments for youth particularly in low income, ethnic neighborhoods. It has three primary policy goals to achieve this end:

- Promote compliance with the Lee Law provisions related to off-sale retail alcohol and tobacco advertising and window coverage practices;
- Enact and implement a local ordinance strengthening Lee Law provisions to reduce youth exposure to tobacco and alcohol advertising.
- Reduce Window advertising coverage from **33% to 15%**

Myths vs. Realities: Smokeless Tobacco

Definitions:

Snuff – is a fine-grain tobacco that often comes in tea bag-like pouches that users “pinch” or “dip” between their lower lip and gum.

Chew – is shredded tobacco leaves that users put between their checks and gums.

Myth: Smokeless tobacco is a safe alternative to smoking.

Reality: Smokeless tobacco **will** lead to bad breath, cavities, yellow teeth, recession of the gums, mouth sores, mouth cancer, and heart disease.

Myth: Smokeless Tobacco is not as addictive as cigarettes.

Reality: The amount of nicotine users get from chew and snuff depends on the brand, quantity and length of time that it is left in. The amount of nicotine absorbed from a can of chewing tobacco is equal to the amount delivered by three to four packs of cigarettes.



Myth: Dip (or chew) improves my athletic performance.

Reality: A study of professional baseball players found **no connection** between smokeless tobacco use and player performance. Using smokeless tobacco increases your heart rate and blood pressure within a few minutes. This can cause a buzz or rush, but the rise in pulse and blood pressure places an extra stress on your heart.



**Quit today, call
1-800-844-CHEW for Free
Help**

Sources:

Tobacco Free CA: <http://www.tobaccofreeca.com>

National Institute of Dental and Craniofacial Research: <http://www.nidcr.nih.gov>

Banner Lassen Family Fun Olympics

On August 27th, families came to the annual Banner Lassen Family Fun Olympics at the Lassen County Fair Grounds. There were many activities which included hula-hoop lessons, face painting, nine-hole Frisbee golf, a magic show, an obstacle course water slide, and many other activities. Dandy the Smokeless Dragon made an appearance and helped teach families about the dangers of second hand smoke. It was a fun day filled with entertainment and education for both the children and the parents!

**FAMILY FUN
OLYMPICS
BANNER LASSEN
MEDICAL CENTER**



Lassen County Public Health

(530) 251-8183

Tobacco Use Reduction Program

Funded by the Tobacco Tax Initiative (Prop 99) enacted in 1988.

Oversight is provided by the California Dept. of Public Health.

