

Dear Partners,

Thank you for your continued support of The Link and the DC Tobacco Free Families Campaign. This month's edition features the latest in local and national tobacco news, including a spotlight on a recent Quitline caller in our "Quitter's Corner." Please forward this newsletter to anyone who may be interested in this information. Thanks again!

DCTFF Staff



FDA Probes Candy-Like Tobacco Products

U.S. health officials are requesting more information about flavored, dissolvable tobacco products that regulators worry may attract children. The products, made by R.J. Reynolds Co. and Star Scientific Inc., contain powdered "smokeless" tobacco, brightly colored packaging and come in flavors like coffee, cherry, and mint. While companies argue that these products are geared toward adults who are trying to quit smoking or obey smoke-free laws, FDA is concerned that the products could draw in children and teenagers and could lead to health problems related to ingesting too much nicotine. In a letter to both tobacco manufacturers, FDA requested extensive information on research and marketing practices for the products and has given them two months to send the information.

DC Council Approves Sidewalk Smoking Provision

By Angela Bradbery, on February 2, 2010 ~ [Smokefree DC](#)

It's official: If you own a business in D.C. and are having a problem with secondhand smoke drifting inside from smokers outside, you can post "no smoking" signs outside.

The D.C. Council today approved the so-called "sidewalk smoking" provision - a few lines tucked in a much longer bill (18-428) designed to curb tobacco use by minors. It states that business owners can ask smokers to move away from the building. The measure has no enforcement mechanism - disobeying will not lead to a fine or citation. The Council is counting on smokers having the good sense and courtesy to smoke elsewhere. The sidewalk smoking provision says:

"A property owner or ground-floor commercial tenant has the authority to post signs on his or her property stating that smoking is not permitted on public space within a specified distance from and abutting the building wall. The distance shall not be greater than 25 feet or the distance to the far side of the adjacent public sidewalk, if any, whichever is less. An authorized sidewalk cafe shall not be subject to a no-smoking sign posted pursuant to this section unless the sign has been posted by, or with the consent of, the owner or operator of the sidewalk cafe."

The bill passed unanimously on its final reading and will take effect after a mandatory congressional review period.

A big thanks to Councilmember Phil Mendelson, who crafted the provision after Smokefree DC told him of the many calls we have received from people inside offices who were breathing secondhand smoke that had drifted inside. That violates the spirit and intent of the smokefree workplaces law. Since that law doesn't address outside venues, we asked him about a fix. This was his solution.

Please thank Councilmember Mendelson (pmendelson@dccouncil.us) and the entire

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Message

The DC Tobacco Free Families Campaign is a partnership of the American Lung Association of DC, the DC Cancer Consortium, and the DC Department of Health.

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Stupidiota Campaign Wins ADDY Award

DCTFF's first media campaign for Latino youth, *Stupidiota*, has won an ADDY Award in the category of Public Service Single Medium Campaign. With over 60,000 entries annually, the ADDY® Awards are the world's largest and arguably toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world. The American Advertising Federation, a not-for-profit industry association conducts the ADDY® Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry. Congratulations to Elevation for producing another outstanding social marketing campaign! To view the stupidiota campaign, click [here](#).



New Report: Thirdhand Smoke Forms Indoor Carcinogens

A common pollutant in the home reacts with tobacco smoke residue in clothing, skin, and surfaces to create carcinogens, according to researchers at the Lawrence Berkeley National Laboratory. Although much research has been done on the harmful effects of "thirdhand smoke" in recent years, this is the first study to find that nitrous acid, an indoor air pollutant created by gas appliances, vehicle engines and tobacco smoke, reacts with nicotine found on surfaces to form cancer-causing agents.

This study supports the need for further education about the risks associated with tobacco smoke exposure and the importance of smoke-free environments to protect children. Tobacco smoke clings to clothing and skin and can be transferred to children easily. Thirdhand smoke can enter the body through skin exposure, dust inhalation, and ingestion. Since children have far more exposure to contaminated surfaces and are smaller than adults, they absorb more carcinogens than adults. To read the press release issued by the researchers of Lawrence Berkeley National Laboratory, click [here](#). DCTFF recently launched a secondhand smoke media campaign to educate about the toxins in tobacco smoke. To see this campaign, click [here](#).

DCTF Coalition Welcomes New Officers

The DC Tobacco Free Coalition has announced the selection of eight new officers to spearhead various committees of the Coalition. Congratulations to the following individuals:

Vice Chair: Charles Debnam
Secretary: Sareh Bahreinifar
Program Committee Chair: D Magrini
Policy Committee Chair: Pete Fisher
Marketing Committee Chair: Julia Cartwright
Youth rep: India Hay
Research rep: Tom Kirchner
LiveWell DC Representative: Debra Annand
Carla Williams will remain Chair of the DCTF Coalition

The coalition still has a vacancy for sustainability chair and will follow up on nominations for that position accordingly. If you are interested in serving as chair of these committees, or would like to join any of the listed committees, please contact Bonita McGee at tobaccocontrol@dc.gov. To learn about the DCTF Coalition, click [here](#).

DCTF Coalition Begins Strategic Planning Process

As tobacco control in DC continues to face financial and structural challenges, the DC Tobacco Free Coalition, in partnership with the Department of Health's Tobacco Control Program, is developing a new strategic planning process to sustain its progress and build on those achievements for the future. This month, with the support of community and federal partners, the coalition will begin to accomplish its outlined goals using CDC guidelines and procedures. One of its major goals is to develop a new DCTFF Strategic Plan, which will address sustainability, tobacco-related disparities, policy priorities, as well

as other critical themes that had previously been addressed through separate, independent processes. To access the strategic planning process overview, click [here](#). For more information about the Strategic Planning Process, or to become a part of this effort, please contact Ashley Ross at ashley.ross@dc.gov.



Quitter's Corner: Denise Matheny

Denise Matheny, 45, smoked menthol cigarettes since age 14, but now lives a triumphant, smokefree life with the help of the DC Quitline. Like many smokers, Matheny had many problems associated with smoking, but one of her biggest motivations for quitting was the health of her two sons, ages 7 and 16.

"I smoked during both pregnancies and my children developed asthma," says Matheny. "My youngest son began to depend on medication for his asthma because it had gotten so bad. That's when I decided that I needed to quit smoking. When I came into the Quitline office to stop

smoking, they showed me all the chemicals I was exposing my children to and that really sealed it for me. I remember smelling cigarette smoke in his clothes and my clothes and seeing how bad his asthma was. Since I quit, my son no longer needs his medication!"

Matheny has discovered many other benefits of quitting since then.

"My clothes and hands smell better. My face is clearer and I don't lose my breath when I walk up stairs. It's like your body becomes 100 percent again. Today, I feel the way I should have felt in my 20s. My message to smokers is that there's a big blessing in store for you when you quit. Instead of smoking, I now have more time to engage in positive things, like caring for my children. I encourage you to take advantage of this free program, because nothing beats a failure but a try."



New Report: \$1 Cigarette Tax Increase Would Raise \$6.8M for District and Cut Youth Smoking

National Poll Finds Voters Prefer Tobacco Tax to Other Tax Increases, Budget Cuts

DC has the 6th highest tobacco taxes in the nation. For the first time, the tobacco tax also applies to little cigars or cigarillos, which prior to the most recent tax increase in 2009 had not been included. With these increases, the District has reaped billions of dollars in revenue and healthcare savings, however the city remains in debt. According to a recent poll conducted by the Campaign for Tobacco Free Kids, raising DC's cigarette tax by an additional \$1 per pack would bring in \$6.8 million in new annual revenue to help close the state's budget shortfall, while also reducing smoking and saving lives, according to a national report released today by a coalition of public health organizations.

The report comes as states grapple with unprecedented budget shortfalls and face devastating cuts to education, health care and other essential public services. The report details the revenue and health benefits to each state of a \$1 cigarette tax increase. [Read more.](#)

Upcoming Events

Kick Butts Day

<http://kickbuttsday.org>

Wednesday, March 24, 2010

DCTF Coalition Meeting

Wednesday, April 21, 2010

9:00 AM - 11:00 AM

Location, TBD

American Lung Association of DC

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