



BREATHE FREE

Quarterly



Montgomery County Tobacco Free Coalition Newsletter
Promoting healthy living and smoke free environment

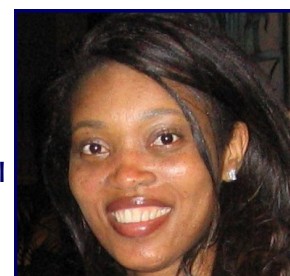
Inside this Issue

Message from the Director	1
Partner News	2-4
Maryland Quitline	5
Calendar of Events	6

Message from the Director

Dear Community Partners,

As most of you know, tobacco use harms almost every organ in the body. Deaths caused each year by the use of tobacco products exceeds all deaths from HIV, illegal drug use, alcohol use, motor vehicle injuries, suicides and murders...combined. According to CDC reports, for each person who dies from a smoking-related disease, an estimated 20 more are living with a smoking-attributable illness.



As a community, we have the ability to dramatically reduce the health and economic impact of tobacco use by implementing a comprehensive program based on proven strategies and best practices. Reaching our goal of a healthy and smoke free environment requires collaboration among local partners, public health officials, community leaders, youth advocates, and state and local partners.

The Montgomery County Tobacco Use Prevention and Cessation Program is a comprehensive program made up of four components: Community-based Programs, School-based Programs, Adult Cessation Programs, and Enforcement.

This newsletter is the first of a series designed to share information on tobacco prevention and cessation activities implemented by community partners. This edition will focus on the community-based programs designed to provide tobacco use prevention to specific populations within our County. One of the goals of this component is to design and implement culturally sensitive programs that address and eliminate the tobacco disparities among these target populations.

It is our hope that this newsletter be used as a tool for health professionals and public health advocates to better understand the important role that each of our community partner play in tobacco control. Please feel free to send us your comments, suggestions and dates for your tobacco control and outreach activities. Our next newsletter, available in December, will highlight school-based youth tobacco prevention and cessation programs in Montgomery County.

Sincerely,
Irene D. Buadoo, M.D., MPH

Special points of interest:

Approximately 44% of Montgomery County's population identify as minorities.

- 16.9% African Americans
- 13.6% Latinos
- 13.8% Asian/Pacific Islanders

Source: Minority Population Estimates, Maryland, July 1, 2005; Division of Health Statistics, Vital Statistics Administration, DHMH.

The mission of the Tobacco Use and Cessation Program is to reduce the prevalence of tobacco use, promote healthy living and smoke free environments, thereby eliminating the death and illness associated with tobacco use.



PARTNER NEWS



African Women's Cancer Awareness Association

In fiscal year 2007, the African Women's Cancer Awareness Association (AWCAA) received a modest grant to conduct outreach and tobacco education activities to ethnic Africans and African-Americans living in Montgomery County. Through this grant the AWCAA was able to educate more than 100 individuals with hopes of reaching more people in fiscal year 2008.

activities conducted in fiscal year 2007 was a presentation on the dangers of tobacco provided to a local beauty salon frequented by African and African-American women.

ticularly informative because it gave them tools to support and encourage smokers to quit their dangerous habit.

Owners of the salon were very supportive of this initiative and expressed interest in having additional health presentations on tobacco cessation and prevention. Many of the participants found the education on cessation par-

For more information on the activities of the African Women's Cancer Awareness Association, please contact Ify Nwabukwu, R.N. at 301-565-0420 or visit their website at www.awcaa.org

One of the most successful

Activities include: Presentation on dangers of tobacco at local beauty salon frequented by African women

Addressing Health Disparities: The African American Health Program



Cigarette smoking is a major cause of disease and death in each of the population groups targeted by the Montgomery County Tobacco Use Prevention and Cessation Program. However, according to the Centers for Disease Control and Prevention, African Americans currently bear the greatest health burden.

Montgomery County. The program has been tasked with the design and implementation of outreach activities that will engage the African American community in tobacco use prevention.

asthma and other respiratory problems.

The Peoples Community Baptist Church, through the African American Health Program (AAHP), has designed a program whose goal is to address and eliminate health disparities among the African Americans community in

The AAHP targets non-traditional partners and trains health promoters within the African American community to conduct outreach and promote awareness. In addition to tobacco use prevention, the initiative educates the community about the dangers of second hand smoke and highlights the link between tobacco,

In FY08, AAHP will also design and implement a culturally appropriate group cessation program to support and encourage adult cessation.

For more information on the AAHP program, contact Dwayne Hardware at 301-421-5799 or Dwayne.Hardware@montgomerycountymd.gov

The Program has been tasked with the design and implementation of outreach activities that will engage African American community in tobacco use prevention.



There are more than 300 spoken languages and dialects in the Asian American community.



The Health Promoters are community volunteers trained in health promotion, leadership and other outreach skills.

Tobacco Control in the Asian American Community

Asian Americans are one of the fastest growing minority groups in Montgomery County. They represent diverse ethnic groups originating from approximately 52 different Asian countries. According to the American Community Survey 2005, Asian Americans represent 13% of the population in Montgomery County. The American Lung Association states that smoking rates differ among Asian subgroups. For example, residents who are Vietnamese, Cambodian, Laotian, and Chinese tend to have much higher smoking rates than other Asian Americans.

The Asian American Health Initiative (AAHI) Tobacco control program provides culturally and linguistically

appropriate education services with the assistance of bilingual and bicultural health promoters. AAHI partners with the Cigarette Restitution Fund (CRF) to provide individual smoking cessation counseling services.

Other community-based organizations are involved in addressing health disparities among Asian Americans including the use of tobacco and exposure to second hand smoke. Some of the groups are Korean Community Services Center (KCSC), Boat People SOS and Maryland Vietnamese Mutual Association.

The Korean Community Service Center of Greater Washington (KCSC) imple-

ments outreach prevention and cessation services for Asian Americans. In an effort to better serve the diverse Asian American population, KCSC has collaborated with community based organizations serving the Vietnamese and Chinese community, to provide outreach education and cessation.

For more information on tobacco use prevention targeting the Asian American community, contact Perry Chan 240-777-1850 or Perry.Chan@Montgomerycountymd.gov

Community Ministries of Rockville and CASA of Maryland

Community Ministries of Rockville (CMR) and CASA of Maryland are tasked with designing and implementing community tobacco prevention programs with a specific focus on low-income Latino residents. In addition, youth and adult community leaders are trained to deliver Project TNT (Towards No Tobacco), an evidence-based program to prevent youth tobacco initiation.

In fiscal year 2007, CMR and CASA successfully reached out to Latino immigrant adults through clinic-based and non-clinic

based activities. Non-clinic based tobacco education was accomplished primarily through community health promoters.

Health promoters are community volunteers trained in health promotion, leadership, and other outreach skills. They reach out to individuals at high risk for tobacco by providing information and guidance. Successful health promoters are able to overcome or reduce fears associated with government sponsored programs, and therefore link Latinos with tobacco ces-

sation services.

Toward No Tobacco Use (Project TNT) is a comprehensive, classroom-based curriculum designed to prevent or reduce tobacco use in youth 10 to 15 years old. Upon completion of this program, students are able to describe the course of tobacco addiction, the consequences of using tobacco, and the prevalence of tobacco use among peers. Delivered in 10 core and 2 booster lessons, TNT is proven to
(continued on page 5)

CHC Youth Initiatives Reach out to County Youth



Councilman Phil Andrews meets with youth tobacco use prevention advocates

According to the CDC, "Each day in the U.S., approximately 4,000 young people between the ages of 12 and 17 years initiate cigarette smoking, and an estimated 1,140 young people become daily cigarette smokers."



In 2006, the GOSPEL Program was recognized at the National Prevention Summit as a Faith-based program that makes a difference in the community.

The Teen Tobacco Prevention Initiative is designed to educate young people in Montgomery County, ages 6 through 18 years, about the health risks of tobacco use and the dangers of second-hand smoke.

The goal of this community-based youth program is to promote youth advocacy and implement educational programs for youth at risk of using tobacco or who are targets of the tobacco industry.

Educational activities include outreach, media advocacy and leadership trainings. Activities also focus on the tobacco industry tactics and dangers of second hand smoke. In addition, the program reaches pregnant teens and youth in group homes.

One of the highlights of this community-based youth program is *Chalk Out the*

Smoke. During this event, middle school aged youth hold a rap contest where contestants are judged on their anti-tobacco rap message.

High school youth compete in a MoCo (Montgomery County) Idol contest where participants are judged on both their singing ability and their anti-tobacco message. Awards are given to a teen who quits tobacco use and to one youth who has helped another to quit. The program partners with Hot 99.5 Dee-jay through a Dance Off contest.

During this year's program, Council Member Phil Andrews was on hand to lend his support for the tremendous efforts of Students Oppose Smoking (SOS) and all youth tobacco control advocacy efforts. This year, 422 youth throughout Montgomery County participated in these events, the best turnout ever!

In fiscal year 2007, a few youth-based community partnerships included the Recreation Department Youth Advisory Committee, the Boys and Girls Club of Germantown and Silver Spring, the Holy Cross Hospital Community Education program, the Kensington Wheaton Youth Services, the National Center for Children and Families, and the Sports Academies.

Through these community partnerships, over 1300 youth have educated on the dangers of tobacco use and exposure to second hand smoke.

If you work with youth who would like to become tobacco control leaders, contact Wendy Norcross, Program Director about Community Partners stipends at 301-469-8678 or wenmick@aol.com.

G.O.S.P.E.L Program

The G.O.S.P.E.L Program, which stands for Glorifying Our Spiritual and Physical Existence, is a faith-based program managed by the Montgomery County Department of Health and Human Services, in collaboration with the Black Minister's Conference of Montgomery County.

The program was developed to increase awareness of health disparities among African Americans in Montgomery County. One of the

key health disparity issues is tobacco use and its negative effect on the quality of life for African Americans.

The G.O.S.P.E.L. Program reaches eleven African American churches and has a team of twenty-three community outreach workers. The outreach team meets monthly to discuss ongoing activities, introduce new topics, receive presentations from speakers on relevant topics. Trainings are periodically

offered for the outreach team to enhance their skills and bring additional resources to the community.

Together the team introduces multiple health symposiums; conducts individual and group outreach impacting well over 5,000 people; and distributes a wide variety of health resource materials. In addition, the program has developed creative interactive teaching tools, *(continued on page 5)*

The Maryland Tobacco Quitline

The Maryland Tobacco Quitline – 1-800-QUIT NOW (1-800-784-8669) – is a FREE service provided by the Maryland Department of Health and Mental Hygiene. The **Quitline** provides telephone-based counseling to Maryland Residents who are 18 years of age and older and who are interested in quitting smoking. The **Quitline** is available seven days a week, from 8:00 a.m. to midnight. Services are available in English, Spanish and additional languages. The Maryland Tobacco **Quitline** also provides information to non-

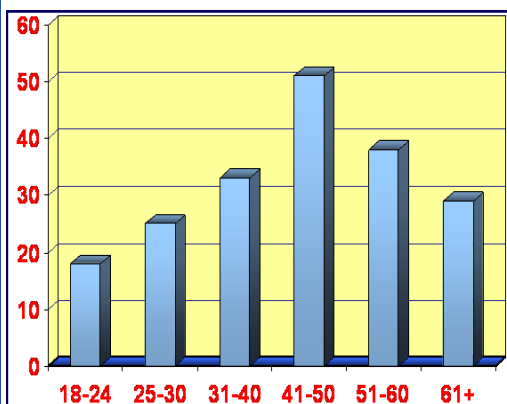
smokers to assist a family member, a friend, or a patient or client.

In fiscal year 2007, **187** residents of Montgomery County took advantage of the services offered by the **Quitline**. Most of those callers were either Caucasian or African American and most were adults aged 41 and older. If you would like more information on the Quitline services, call the free number **1-800-784-8669** or visit their website at www.smokingstopshere.com.

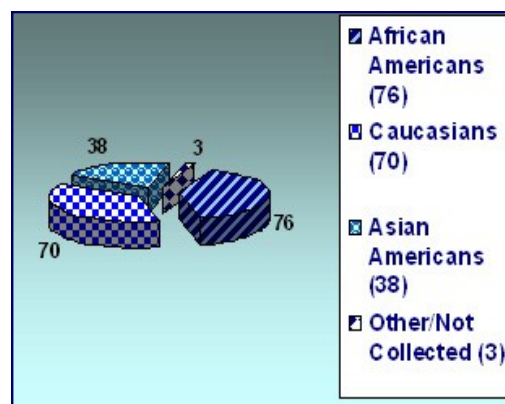
Marylanders have a new way to live smoke-free. When you are ready to quit, call 1-800-784-8669



Maryland Quitline Callers Montgomery County—By Age Fiscal Year 2007



Quitline Callers—Montgomery County By Race—FY 07



PARTNER NEWS continued

CMR *(continued from page 3)*

help youth to: 1) Resist tobacco use and advocate no tobacco use; 2) Demonstrate effective communication, refusal, and cognitive coping skills; 3) Identify how the media and advertisers influence youth to use tobacco products; 4) Identify methods for building their own self-esteem; and 5) Describe strategies for becoming an anti-tobacco advocate.

For more information on the work that CMR and CASA are doing for the Latino community, contact Agnes Saenz at asaenz@cmrocks.org or Cecilia Rojas crojas@cmrocks.org.

G.O.S.P.E. L *(continued from page 4)*

such as F.A.I.T.H Bingo and Jeopardy Smoking to educate and motivate the community. In 2006 the G.O.S.P.E. L. program was recognized at the National Prevention Summit as a program making a difference in the community and received a prestigious Innovations Award.

For more information on this community-based program, contact Debbie Gold at 240-777-1772 or Debbie.gold@montgomerycountymd.gov



If you have community news that you would like to share in our next newsletter, please send information to us by November 15th 2007.



Meet our Team



From left to right: Luli Gutierrez-Parry (tobacco treatment specialist), Mica Holt (program coordinator), Meaghan McHugh (Sr. Program Coordinator), Irene D. Buadoo (Director of Cancer and Tobacco Initiatives), M. Judith Cole (tobacco treatment specialist), Perry Chan (tobacco treatment specialist and program assistant AAHI). Ithara Phlong (Breathe Free Newsletter design and layout coordinator) - not pictured and Tyrone Rowland (Contracts Manager) - not pictured

Calendar of Events

September 22 Soccer & Health Festival in celebration of Hispanic Heritage Month at Wheaton Regional Park from 8:30AM to 5PM "Rain or Shine"

- Free medical screenings
- Information to help you stay healthy
- Free Ride on Bus Transportation

For more information, call 240-777-3221

October 5 "Breaking Barriers to Reaching Hispanics/Latinos" Training offered by the State of Maryland, Center for Health Promotion & Office of Minority Health and Health Disparities. **Contact Meaghan McHugh at 240-777-3895**

October 19 Calling all high school Teens!! If you would like to become a tobacco prevention leader working with teens. Come to the Students Oppose Smoking Kick Ash Forum/Training at Dave & Busters, 11301 Rockville Pike, Kensington - 12 to 3:30PM. **Contact Wendy Norcross at 301-469-8678**

October 22 Tobacco Free Coalition Meeting at Holy Cross Hospital from 6:30 to 8:30PM. Open to all tobacco control advocates and any resident interested in learning about of tobacco control. **Contact Meaghan McHugh at 240-777-3895**

October 24-26 National Conference on Tobacco or Health, Minneapolis, MN.

For more information, visit www.tobaccocontrolconference.org/2007/conference/index.cfm

November 3-7 American Public Health Association Annual Meeting in Wash. D.C. **Visit www.apha.org/meetings**

November 14 Maryland State Council on Cancer Control Conference at Martin's West. **Visit www.MarylandCancerPlan.org to register.**

November 15 Great American Smokeout® Day. Every year, smokers across the nation take part in the American Cancer Society's Great American Smokeout® by smoking less or quitting for the day. **ALL Montgomery County Hospitals become SMOKE FREE!**

November 20 Tobacco Free Coalition Meeting at Montgomery County Department of Health and Human Services from 2PM to 4PM. Open to all Montgomery County residents. **Contact Meaghan McHugh at 240-777-3895**

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"Promoting Healthy Living and a Smoke Free Environment"

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