

Tobacco Free Kansas Coalition E-Newsletter

Supporting Tobacco Control for Kansas

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KHPA Recommends Smoking Ban and Cigarette Tax Increase to Improve Health

After many months of reviewing health reform options and meeting with more than 1,000 Kansans, the Kansas Health Policy Authority (KHPA) Board voted to recommend to Governor Kathleen Sebelius and the Kansas Legislature 21 health reform options to achieve three important health goals. The goals are to promote personal responsibility, pay for prevention and promote medical homes, and provide and protect affordable health insurance.

“We took this responsibility of health reform options very seriously, and we are recommending policies that enhance the quality of life in Kansas, giving our businesses better opportunities to provide good health insurance to employees, encouraging Kansans to take more responsibility in their life, and ensuring our kids get a healthy start in life,” said Connie Hubbell, chairperson of the KHPA Board.

Among proposals agreed to by board members, a collection of health professionals and government agency officials, were a smoking ban in public places, such as restaurants and bars, and a 50 cents per pack of cigarettes tax increase.

According to statistics from cities with indoor clean-air laws, a statewide ban could result in 2,160 fewer heart attacks and \$21 million less in hospital charges for heart attacks, alone. Kansas Department of Health and Environment Secretary Rod Bremby told the panel tobacco was the top cause of preventable deaths in Kansas.

The tax on cigarettes and other tobacco products, which the board said would help raise \$52 million, is seen as a way to pay for many of the other policies KHPA will recommend. The tax also acts as a prevention tool to keep young people from starting to smoke. Information included in the board’s packet stated a 10 percent increase in the price of a pack of cigarettes will result in an estimated 20,000 of Kansas’ 400,000 smokers quitting.



CDC Releases New Best Practices for Comprehensive Tobacco Control Programs

The revised Best Practices provide even more scientific evidence of the effectiveness of proven programs to reduce tobacco use. The Center for Disease Control also revised the recommended annual investment needed for states to significantly reduce tobacco use. In Kansas that revised amount now is estimated at \$32.1 million annually.

The program areas have been condensed to five: State and Community Interventions; Health Communication Interventions; Cessation Interventions; Surveillance and Evaluation; and Administration and Management. The recommended level is what it takes to reach a reasonable level of intervention activity. Investing beyond the recommended level is still beneficial.

The new funding estimates include adjustments for state specific characteristics: changes in population and inflation, tobacco use prevalence, socio-demographic, media market costs, proportion of population at or below the federal poverty level, number of local health departments, average wage for staff to implement programs, geographic size of the state and other factors. The new amount also recommends sufficient support for community-based infrastructure and support of the Quitline.

To download or order copies of Best Practices-2007, please visit www.cdc.gov/tobacco. To order single copies, call toll-free 1(800) CDC-INFO/1 (800) 232-4636.

Congress Yet to Raise Cigarette Taxes and Fund SCHIP

The U.S. House of Representatives last month fell just 13 votes short of overriding President Bush's veto of legislation to increase the federal cigarette tax by 61 cents a pack to fund reauthorization and expansion of the State Children's Health Insurance

Program (SCHIP). Congress is continuing efforts to expand and reauthorize the SCHIP program, with the cigarette tax increase is likely to remain the primary funding source to do so. Although the President is again threatening to veto the bill if it contains a cigarette tax increase, continuation legislation is necessary to keep the SCHIP program from expiring.

While failure to override the veto is disappointing, it is very encouraging and a testament to the efforts of tobacco-control advocates around the country that this legislation and the cigarette tax increase have had such strong, bipartisan support in both the House and Senate. While there has been debate on many aspects of the bill, the cigarette tax increase has been widely accepted as an appropriate way to pay for the program. Public health groups will continue to advocate for as high a cigarette tax increase as possible.

State Meets Synar Target for Year

The Federal Fiscal Year 2006 is the first year in Synar history where the Secretary of the U.S. Department of Health and Human Services (HHS) found no state out of compliance with the Synar regulations. However, Kansas reported the highest retailer violation rate; at 19.2 percent it was just under the target of 20 percent. Current estimates indicate that compliance rates in Kansas for 2007 have improved after strong efforts by state and local partners to protect youth from easy access to over-the-counter sales of tobacco products.

The weighted national average for FFY 2006 was 10.8 percent. This compares to the average of 40.1 percent in 1997. The lowest reported rate for last year was 2.2 percent in Arkansas. In the surrounding states, Missouri was 6.4 percent, Oklahoma was 9.6 percent. Nebraska was 10.7 percent and Colorado was 12.2 percent.

The full report can be found at <http://download.ncadi.samhsa.gov/Prevline/pdfs/sma07-4300.pdf>



The Synar Amendment

In July 1992, Congress enacted the Alcohol, Drug Abuse, and Mental Health Administration Reorganization Act (P.L. 102-321), which includes the Synar Amendment (section 1926) aimed at decreasing youth access to tobacco. This amendment requires states to enact and enforce laws prohibiting the sale or distribution of tobacco products to individuals under 18 years old.

To determine compliance with the legislation, the Amendment requires each state and U.S. Jurisdiction to conduct annual random, unannounced inspections of retail tobacco outlets and to report the findings to the Secretary of HHS. States that do not comply with the requirements set forth in the Amendment are subject to a penalty of 40 percent of their Federal Substance Abuse Prevention and Treatment (SAPT) Block Grant funding.

Kansans Attend NCTOH conference in October

More than a dozen Kansans attended the recent National Conference on Tobacco or Health in Minneapolis, MN, October 24-26, with some displaying posters on tobacco prevention and cessation strategies. In addition to attending plenary and break out sessions they represented Kansas at



an Americans for Non-Smokers Rights rally with its theme of “Enjoy the Freedom to Breathe!” The photo is of the Kansas delegation at the rally. The

rally goals were to applaud Minnesota’s strong new smokefree law that took effect October 1, raise awareness about the benefits of smokefree policies, and celebrate smokefree progress across the nation.

With the action in Minnesota, more than half the U.S. population is now protected by smoke-free laws that include restaurants and bars.

Several Kansas groups presented posters at the conference.

News from the KPHA Conference

Several TFKC members were honored at the Kansas Public Health Association conference on September 20. The Samuel J. Crumbine Award, the highest award that KPHA presents, is given for meritorious service and state, regional or national recognition related to the improvement of the health of Kansans and/or the environment of the state. This year’s the award winner was Kimber Richter Ph.D., M.P.H.,

Clinical Director, UKanQuit and Associate Professor, Department of Preventive Medicine and Public Health, University of Kansas Medical Center. Kim also has been



outstanding in her efforts to promote public health in Kansas, and in particular to advance efforts to increase the efficacy and availability of tobacco cessation systems and services.

The Virginia Lockhart Health Education Award is given for outstanding service in public promotion of health and/or environmental issues. This year’s award was presented to Paula Marmet, Director of

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the Office of Health Promotion with the Kansas Department of Health and Environment. Paula, who has been a major factor in the development of comprehensive tobacco control programs in Kansas, directs efforts to reduce the impact of chronic diseases and cancer and to improve health and safety across the state.



During other conference sessions: Sen. Susan Wagle, R-Wichita, cautioned against assuming that legislators will be willing to raise taxes to finance health care reform.

“I think the public will throw out legislators who raise taxes, no matter what the cause,” she said. Wagle is chairwoman of the Senate Health Care Strategies Committee.

Wagle and Mary Jayne Hellebust, executive director of the Tobacco Free Kansas Coalition, both noted that developing personal relationships with legislators is one of the most effective advocacy strategies.

CIA Campaign Recognized

A public relations campaign for Clean Air Kansas City by Media Events was recognized with a Silver Award at the annual Public Relations Society of America’s Greater Kansas City event September 14. The president of Media Events is Joyce Morrison, a public relations practitioner and journalist. The campaign for the coalition promoted smoke free ordinances in communities throughout the metro area. During the campaign, eleven metropolitan communities have passed smoke free ordinances.

And Now a Message from Our Friends at Philip Morris

Philip Morris USA’s \$350-million Center for Research and Technology in Richmond, Va., will be dedicated to the task of creating “reduced risk” tobacco products, according to a report by the Associated Press.

The company is roughly doubling its current research space, and about 500 researchers will be working in the center by next year. “The investment is large ... and we’re pretty sure that it will bear fruit for Philip Morris USA both in terms of volume and profitability in the years ahead,” said Dinyar Devitre, chief financial officer for Altria Group Inc.

In addition to developing “reduced risk” products, company researchers also will work on other new products, including smokeless tobacco. A company spokesperson, David Sylvia, said new-product development and the “work that we are doing to reduce the harm related to all of our tobacco products” would drive future sales for Philip Morris.

The company controls half of the U.S. tobacco market. “There’s no doubt in my mind that Philip Morris is at the cutting edge of finding a way to reduce the risk in cigarettes,” said Bonnie Herzog, a tobacco-industry analyst for Citigroup. She added that the company’s head start on research and development is part of the reason why Philip Morris – unlike other tobacco firms – has backed legislation that would empower the U.S. Food and Drug Administration to regulate tobacco.

“One of our key reasons for supporting FDA regulation is our hope of reducing the harm related to tobacco,” company spokesperson Sylvia said. “Right now there is no testing regimen in place to determine whether one product is less risky than another.”
(Emphasis, with “grateful thanks,” by the Editor.)



Note: Several sessions on potential reduced exposure products at NCTOH focused on tobacco companies' efforts to market new nicotine/tobacco products in order to ensure the continued sale of tobacco. Stress was placed on the need to counter efforts that market such products as being "harmless" or as effective ways to stop smoking.

Videos Inform Restaurant, Bar Workers about Smoke

In recent years, a growing number of states and cities have enacted smoke-free laws covering all workplaces, including restaurants and bars. Today, more than half of the nation's population lives in areas that have passed laws requiring smoke-free restaurants and bars, and many hotels are doing it voluntarily. Public approval ratings of this change are high.

"Initial fears of economic disaster have proven to be unfounded. States, communities and businesses across the country are finding that smoke-free laws are easily implemented, have broad public support and do not hurt business," says Kids Involuntarily Inhaling Secondhand Smoke's (KIISS) president Paul McIntyre. (KIISS is a Robert Wood Johnson Foundation grantee.) Many studies on secondhand smoke have borne out conclusions as to its dangers, culminating in the Surgeon General's 2006 release of a groundbreaking report detailing secondhand smoke's indisputable and serious health consequences. At the same time, research shows that going smoke-free is good for business. With the danger of smoke-filled workplaces no longer debatable, legal liability is becoming a bigger issue than ever.

KIISS's just released smoke-free videos for restaurant, bar and hotel workers can be ordered, or downloaded directly from KIISS' Web site or by calling (916) 780-0226. They can also be seen on youtube.com.

Save the Date

November 15 – The 2007 Great American Smokeout when smokers across the nation take part in the American Cancer Society's Great American Smokeout® by smoking less or quitting for the day on the third Thursday of November.

January 24, 2008 – Tobacco Free Kansas Coalition will hold its yearly legislative update in Topeka with opportunities to visit with legislators on issues including a smokefree state law, increased tobacco taxes, allocation of the bonus funds from the Master Settlement Agreement, insurance coverage of cessation, implementation of the Comprehensive Cancer Plan, etc. Time, exact location and agenda will be announced in the next month.

January 31, 2008 – Pre-bidder's Training in Salina for the Chronic Disease Risk Reduction (CDRR) grant opportunity from the Kansas Department of Health and Environment. Anyone planning to apply for an SFY 2009 CDRR grant is strongly encouraged to attend. Training will include review of grant application, grant writing tips and networking. Registration form and training details will be available soon. A minimal registration fee will be required. For additional information, contact Ginger Park, Media and Policy Coordinator, Kansas Tobacco Use Prevention Program, KDHE, 785-296-1118, gpark@kdhe.state.ks.us

Internet Tobacco Control and Health Resource Links

Regional

Clean Air Kansas City

Clean Air Lawrence

Clean Air Manhattan

Reno County Tobacco
Coalition

Central Kansas Foundation
(Salina)

Tobacco Free Wichita

State

KDHE Tobacco Use
Prevention

TASK

Cancer Kansas

It's Everybody's Business

Kansas Association of Local
Health Departments

Kansas Public Health
Association

Kansas Health Institute

National

CDC Tobacco & Health
Tobacco.Org

Americans for Non-Smokers
Rights

Campaign for Tobacco Free
Kids

Tobacco Control Network

American Cancer Society

American Heart Association

American Lung Association

National Cancer Institute



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Past issues of this newsletter can be found on the [TFKC Web site](#).

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