



# The Burning Issue

NOVEMBER 1995

## Tobacco Institute-Funded Attack On Health Work Exposed

A Seattle law firm and a tobacco-shop owner scrutinizing Project ASSIST in Washington state



NOTICE

'The purpose here is to threaten and harass, but we won't be intimidated . . . I'm certainly not losing any sleep over this.'

Bob Jaffe, director of Washington DOC, on Tobacco Institute scrutiny of health advocacy work here. (Seattle P-I, Oct. 24)

now admit their investigation is being funded by the Tobacco Institute.

Byrnes & Keller, ostensibly acting on behalf of Washington resident Stuart Cloud, filed extensive public disclosure requests, requiring the Department of Health to provide more than 5,000 pages of documents relating to local health advocacy work completed under Project ASSIST. They've also filed a 425-page complaint against the Department of Health with the Public Disclosure Commission.

But Seattle reporters investigating the matter discovered the legal inquiry was being funded by the Tobacco Institute — a charge lawyers and Cloud had originally denied. Reporters said the firm's receptionist referred to the case as the "Tobacco Institute case" and initial document requests by Byrnes & Keller were made with help from a Denver attorney whose firm represents the Tobacco Institute in Colorado.

## Washingtonians Want Stronger No-Smoking Rules

The number of people in Washington who want non-smoking dining areas in restaurants more than doubled since 1989, and support for other restrictions on smoking is gaining as well, according to a statewide survey by the Department of Health released Oct. 13.

Seventy-six percent of Washington residents agreed that restaurants should be smoke-free. Robinson Research found. The survey also found:

♦ People support programs to keep kids and teens from smoking: 85 percent said proceeds from this state's tobacco excise should go to prevention programs, and would support raising the tax to do so; and

♦ Washington's rule banning smoking in office worksites doesn't protect everyone: 10 percent of respondents said they are exposed to secondhand smoke at work.

**ACTION** > For information about the survey, contact Kim Dalthorp at the Department of Health (360•586-6885).

## Spokane Health Board to Ban Smoking in Restaurants

Citing strong public support and the dangers of exposure to tobacco smoke, the Spokane County Board of Health voted Nov. 16 to ban smoking in county restaurants. Dr. John Deare, the board's chief medical officer, was instructed to craft an ordinance for the board's review and approval in mid-December.

The ban is expected to find strong support from Spokane, where 67 percent of residents agreed in a September poll that smoking should be eliminated from restaurants. Lawyers who reviewed the issue found the board has the authority to restrict tobacco smoke in restaurants.

**ACTION** > Contact your local health board to tell them about Spokane's plan. For an update on Spokane's progress, contact Kirstin Tull (509•324-4200).

## CALENDAR

Nov. 30-Dec. 1: Tobacco Free Oregon's annual meeting, Portland. (Contact Diane Laughter, 503-731-3491)

Dec. 14: Community Advocacy Task Force meets to discuss BREATH and Operation Storefront projects, 10 a.m. to 2:30 p.m., SeaTac. (Contact Lisa Smith, 360•352-8443.)

Jan. 9: Coordinating committee meeting, 4-7 p.m., SeaTac. (Contact Kim Dalthorp: 360•586-6885)

Feb. 9: Kids Day at the Capitol, Olympia. (Contact Dave Harrelson: 206•283-1152.)

Feb. 27: Annual coalition planning meeting, all day, SeaTac. (Contact Kim Dalthorp: 360•586-6885)

New TFW Leaders:

## Seghers Will Lead State Fight Against Tobacco

A Spokane health professional who has helped hundreds of people quit smoking and helped raise local awareness about tobacco's toll on the community has been elected president of Tobacco Free Washington. **Triah Seghers**, health program administrator for Group Health Northwest in Spokane, said her top priorities are helping Washington citizens understand how important it is to restrict smoking in restaurants and at work, and to reduce childhood addiction to tobacco.

TFW's other new officers and chairs are **Michael Lippman** (King County Dept. of Public Health), vice president; **John Perkins** (Central Youth & Family Services), secretary; **Nancy Golosman** (Ruth Dykeman Youth and Family Services), Communications Task Force chair; **Penny Brewer** (Washington DOC), Health Care Task Force co-chair; and **Greg Hewett** (Seattle-King County Department of Health), **Cheri McCoubrey** (Seattle-King County Department of Health) and **Bob Conroy** (Snohomish Health District), Youth/Schools Task Force tri-chairs. New electees join **Brenda Sutter** (Washington DOC), treasurer; **Lisa Smith**, Community Advocacy Task Force chair; and **Pat Hogan** (Tacoma Neurological), Health Care Task Force co-chair.

New regional coalition leaders are: **Sue Vermuelen** (King County Nurses Association), Sno-King Coalition co-president; **Valerie Bousquet** (Keiser Permanente), Clark County Coalition president; and **Kirstin Tutt** (KOLY TV), Spokane Coalition president. In addition, **Elise Lindborg** has joined Sno-King ASSIST as field coordinator, and **Judy Mills** of Island County will coordinate tobacco work there.

## Clallam County Considers 'Tobacco School'

To help end youth addiction to tobacco, the Tobacco Free Clallam County Coalition is urging local school officials to send school-ground smokers to "tobacco school." The

coalition is asking school officials to require kids who smoke on campus to attend a four-hour tobacco information school or a 12-week, youth-oriented quit-smoking program. Healthy Families would provide services; kids would pay modest participation fees. The coalition is also asking school leaders to reaffirm campus smoke-free policies, send letters to tobacco retailers asking them to avoid selling tobacco to kids; and use coalition curricula and resource materials in classrooms.

**ACTION** > Let your school and district officials know about Clallam's work. For information about Clallam's proposal, call **Glenn Goldberg** (360•452-2387).

## U.S. Tobacco Hijacks Firefighters' Image for Ads

In a move angering professional firefighters' groups, U.S. Tobacco is using firefighters' image in print ads and direct mail selling Skoal and Copenhagen in Washington and Oregon. To justify this marketing ploy, UST has pledged \$100,000 for each state to train volunteer firefighters.

Professional firefighters' groups say they turned down UST's invitation to be the "focus" of the campaign — which targets Clark and Spokane Counties — since they deal daily with the effects of tobacco on lives, health and property. State volunteer firefighters did not.

In Clark County, professional firefighters are working with health advocates to protest the campaign, noting U.S. Tobacco is currently charged with intentionally targeting young customers with sweet, low-nicotine "starter" spit tobacco, and tobacco remains a leading cause of fires.

**ACTION** > Write your state and local volunteer firefighters associations and remind them that this campaign implies their endorsement of spit tobacco, sending a dangerous message to the thousands of kids who look up to them. For updates on local responses, call Clark County's **James Lanz** (360•696•8416) or Spokane's **Dian Kiser** (509•324•1504).

## The Great American 'SmokeScream'

Washington state kids joined students around the nation Nov. 16 — the American Cancer Society's Great American Smokeout — for a seven-second, decibel-raising scream against smoking. Thirty-three state schools were to participate in the "Great American SmokeScream," at 11 a.m. Thursday.

Elsewhere, Seattle-area teens tired of breathing secondhand smoke in restaurants held a second sit-in at a Denny's restaurant in Bellevue. REACT teens "smoked out" the restaurant by filling up all the smoking-section seats. And in Clark, Pierce and Spokane Counties, health advocates breakfasted with city and county leaders in honor of the Smokeout.

Meanwhile, the Tobacco Free Coalition of Kitsap County unveiled the ultimate counter-ad for auto race fans: their very own dragster. "Tobacco Free Challenger" — which features Kitsap's youth group logo — debuted Nov. 16 at the Kitsap Mall, then entered in Northwest region races not sponsored by tobacco.

**ACTION** > For a recap of ACS Smokeout events, call **Kyle Harris** (206•283-1152). For REACT, call **Lauren Bernard** (206•448-2949); **Clark County**, **Susan Magazine** (360•737-2196); **Spokane**, **Dian Kiser** (509•324-1504); and **Pierce**, **Kyle Warnick** (206•597-4303). For dragster details, call **Meg Hagemann** (360•478-5235).

## Surgeon General Reports Tobacco Use By Ethnicity

The Surgeon General is expected to release "Tobacco Use Among U.S. Ethnic Groups" in early December. Local coalitions are planning to use this opportunity to encourage area ethnic populations — particularly Native Americans, Asians and African American groups — to talk about how tobacco impacts their communities.

**ACTION** > If you've got a good story to tell about how tobacco addiction has hurt your community, or you'd like to help get the word out on the Surgeon General's report, call your regional coalition.

**THE BURNING ISSUE**

To include news about what is current in your area in The Burning Issue, please contact Sara Blinn at The Writing Books Company (206-449-1201) or Nancy Goddard, chairwoman of the TFW Communications Task Force (206-242-1698). For more information about TFW activities in your area, please contact:

**Snohomish/King Counties**  
 Elise Lindborg: 206-298-4198  
 Pierce County  
 Judy Schmidke: 206-591-2297  
**Clark County**  
 Susan Magazine: 360-737-2196  
**Spokane County**  
 Dean Kiser: 509-324-1504  
**Knapall County**  
 Meg Hagmann: 360-478-5235  
**Island County**  
 Judy Mills: 360-679-1972 ext. 32  
**Clallam County**  
 Cierra Colchert: 360-452-2381  
**Thurston County**  
 Alene Dickson: 360-786-5585, ext. 7210

For more information about tobacco control work outside those areas, call Dave Harrison, Tobacco ASSIST program manager at the American Cancer Society (206-281-1152) or Kim Dalton, ASSIST project manager at the Department of Health (360-586-6885).

**Sno-King Community Projects**

Sno-King coalition has contracted with seven community groups for tobacco-control advocacy projects on youth and secondhand smoke issues. Groups getting involved include Camp Five Boys and Girls, the City of Kirkland, Girls, Inc., Marysville Pilsbuck High School, Neighborhood House, Ruth Dykeman's Children's Center and Stonewall Recovery Services.

**ACTION** > For information about these new outreach projects call Elise Lindborg, Sno-King (206-298-4198).

**ACS TV ads support FDA proposal.** In the first national tobacco control TV ad campaign in years, the American Cancer Society aired ads supporting FDA regulation of tobacco products Oct. 26 through Nov. 21. For information, call Dave Harrison: 206-283-1152.

**Women and Girls Against Tobacco.** WACAT is urging its members to write Congress and Chelsea Clinton supporting FDA regulation of tobacco. They've developed two facts sheets on women and girls and smoking. For fact sheets, call Regina Penn: 510-841-6431.

**Congressional Profiles.** The Coalition on Smoking OR Health has compiled profiles of all U.S. senators and representatives on tobacco issues, including floor and committee votes, cosponsorships, tobacco PAC contributions received and various other tobacco-related information. For profiles, call 202-452-1184.

**ADVOCATES IN ACTION**

**FDA Public Comment Deadline Extended**

The U.S. Food and Drug Administration has extended the period for submitting comments on rules to help reduce tobacco use by children. The new deadline is Jan. 2, 1996. Because this is a federal administrative procedure, and not a legislative procedure, ASSIST contractors may legally and appropriately comment on the matter.

**ACTION** > Take advantage of the opportunity to send comments! Write to the Docket Management Branch (HFA-305), Docket Number 95N-0253, Food and Drug Administration, Room 1-23, 2420 Parkview Drive, Rockville, MD 20857. **Remember, the American Cancer Society has sample letters supporting FDA regulations and pre-addressed postcards.** For copies, call David Allen: 206-283-1152 or 800-729-1151.

**Washington State Kids Count.** Tobacco use among teens rose, with 25 percent of all 12th-graders smoking in 1994, according to the annual report from Washington State Kids Count Contact Rick Brandon: 206-685-7613.

**Group Health Study Finds Ex-Smokers Cost Less.** Researchers at Group Health Cooperative of Puget Sound in Seattle found HMO patients who stop smoking use more medical services the year after they quit than people who continue to smoke, but after that, their use of health care declines and is lower than that of smokers. (Research-ers say this figure reflects the fact that people often quit smoking because their health is failing.) After five years, smokers had between 7 and 15 percent more outpatient visits than the quitters and a 30 to 45 percent higher rate of hospitalization. The study was published in the Archives of Internal Medicine in September. For information, call Group Health's Center for Health Studies: 206-287-2900.

**BREATH and Storefront Projects Up and Running**

Two Community Advocacy Task Force projects — Project BREATH and Operation Storefront — are gaining speed. Volunteers for Project BREATH (Bar and Restaurant Employees Against Tobacco Hazards) are developing a recruitment brochure and setting up an 800 line that bar and restaurant employers may call to find out how to encourage restaurants to go smoke-free. Meanwhile, Operation Storefront volunteers plan to begin surveying ads and promotions in their neighborhood stores by spring, 1996.

**ACTION** > To get involved in Project BREATH, call Eira Short (206-232-0681). To work on Operation Storefront, call Michael Lippman (206-296-4990).

**ETS Conference a Hit!**

More than 50 teachers and health professionals attended the Sno-King/King County Nurses Association conference on secondhand smoke and

kids Nov. 9 — and they'll pass along the message to parents, students and parents next.

**ACTION** > For information about upcoming secondhand smoke projects, call Sue Vermuth: (206-545-0603).

conference on secondhand smoke and King County Nurses Association professionals attended the Sno-King/King County Nurses Association

## The Fight Against Tobacco: We Can't Lose!

By Trish Seghers  
President, Tobacco Free Washington

In the year ahead, Tobacco Free Washington faces many challenges and a lot of work to meet our goals of restricting smoking in restaurants and at work, and reducing childhood addiction to tobacco.

The state coalition is facing strong opposition to these goals from the tobacco industry. They have been spending increasingly large sums of money and time in an attempt to influence state politics and the recent complaint filed with the Public Disclosure Commission is designed to slow us down and hamper our efforts. But the evidence is very strong that the odds favor us, not the tobacco industry. Here's why:

1. We've got the support of the large majority of the public. A survey by the Washington State Department of Health shows that 76 percent of state citizens agree restaurants should be smoke-free and that 85 percent agree that proceeds from tobacco excise taxes should be used to keep children and teenagers from starting to smoke, and would support raising this tax.
2. We've got the support of President Clinton. He is supporting the Food and Drug Administration's proposed regulations that would restrict kids' access to tobacco.
3. We have heroes — like Jack Nicholl, Stan Glantz, Gov. Mike Lowry, Mark Brown, Donna Shalala, Victor Crawford, Victor DeNoble and David Kessler — to name a few, and
4. We've had major accomplishments. By 1997, the state of California will require all restaurants and bars to

be smoke-free. More than 125 cities in the United States have smoke-free restaurant ordinances. Smoking is not allowed in public places, in many worksites and on many airline flights. Many restaurants and workplaces have voluntarily gone smoke-free. Many magazines and newspapers no longer accept tobacco ads.

5. We have hard-working friends — like the American Cancer Society, Washington DOC, the Washington State Medical Association and the Department of Health — to name a few.
6. We've got you — the dedicated, talented, hard-working volunteers of Tobacco Free Washington!
7. And we're on the right side! Tobacco kills. The evidence is overwhelming.

We can't lose! Big Tobacco — you're in trouble!

600 Stewart Street, Suite 601  
Seattle, WA 98101-1217

ADDRESS CORRECTION REQUESTED



### Tobacco Free Spokane Coalition Gets Web Site

New on the World Wide Web is TFW's Spokane Coalition. Find them at: [http://www.iea.com/~jeong/schd\\_pa.htm](http://www.iea.com/~jeong/schd_pa.htm). Or, check out RJR's 1976 marketing plan to reach 14- to 18-year-olds, at: <http://www.gate.net/~jcannon/rjdocs.html>.

JOE DANIELS  
WASHINGTON STATE LABOR COUNCIL  
3408 LONG LAKE DRIVE SE  
LACEY, WA 98501

TNWL 0045659