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FULL COURT PRESS

Coalition for a Tobacco Free Arizona

FULL COURT PRESS

Full Court Press
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Tucson, AZ 85712

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Donna Grande, MGA
Director

GET A LIFE, NOT AN ADDICTION!

FULL COURT PRESS

FACT SHEET

Background

In the Fall of 1995, the Robert Wood Johnson Foundation awarded the Coalition for a Tobacco Free Arizona a \$3.17 million grant to develop and implement a youth tobacco use reduction program in Tucson, Arizona. The staff at the RWJ Foundation named the program Full Court Press as it represents an all out effort to reduce teen tobacco use.

The program is administered by the American Cancer Society through a partnership with the American Lung Association, Nonsmokers, Inc., Pima Prevention Partnership, Inc., the Tucson Police Department, the University of Arizona and the youth of Tucson. Proven methods of tobacco use reduction are being applied and new innovative approaches are being developed with assistance from 15 youth interns who have been hired to help design and implement the program to their peers.

Goal

Tucson was the only community in the country to receive the award and is challenged with developing a prototype for achieving a 10 percent reduction in youth tobacco use in the City of Tucson by the year 2000. The objectives are to influence and change behaviors in areas where teens are educated and where they live, work, play and spend their free time.

Rationale

For the past decade, adult tobacco use has been on the decline, but not for youth under the age of 18 years. In fact, youth tobacco use has been increasing.

- Each day, 3000 youth under the age of 18 years begin smoking.
- Eighty percent of all smokers started before they were 18 years of age.
- Between 1991 and 1995, past-month smoking increased 34 percent among 8th graders.
- In 1995, 21.6 percent of high school seniors smoked compared to 17.2 percent in 1991.
- For the tobacco industry to preserve its market status, it must attract 2 million new smokers each year. In 1993, tobacco companies spent an estimated \$6 billion—more than \$16 million a day—to advertise and promote cigarettes.
- Teens who smoke are three times more likely than nonsmokers to use alcohol, eight times more likely to use marijuana and 22 times more likely to use cocaine.
- Each year, more than 400,000 Americans die prematurely as a result of tobacco use. This represents one out of every five deaths in the U.S.

Approach

Young people are targeted by the tobacco industry to begin smoking and to start a life of addiction before they fully recognize the impact of their behavior. By providing young people with alternative programs and activities that educate them not only on the health implications of tobacco use, but the marketing and promotion of tobacco products and the politics of the industry, youth will have a better understanding of tobacco use and be able to make informed decisions. An all out effort will be made by youth to access the media, the community and their peers to inform them about the dangers of tobacco use. Working with adults throughout the community and with their peers, young people will be active participants in addressing the number one preventable cause of death and disease in our country.

Evaluation

The program will be evaluated in a number of ways. Youth tobacco use behavior will be ascertained at three points in time over the five years (i.e., baseline, midpoint and outcome). Annual surveys will also be conducted on public attitudes and opinions, public and private policies, and media exposure to both pro and anti-tobacco advertising and the overall coverage and tone of current events on the issue.

For more information contact the Program Office on 321-7989 or the Youth Office on 884-8663.

FULL COURT PRESS

STAFF AND YOUTH INTERNS



FCP Youth Interns & Staff Pictured (top left to bottom right): Rachel Puchi, Ebonee Stephens, Terrance Shackelford, Suncerria Tillis, Skip Woodward, Sami Hamed, Sandy Dunlap, Ferrin Travis, David Garfield, Juan Pablo Guzman, Donna Grande, Ken Walker, Meshylla Gardner, Frank Gonzalez, Melissa Blumenthal

FULL COURT PRESS

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Rhonda Stone, Program Coordinator

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PARTNERS

American Cancer Society Southwest Division (ACS) is the lead agency that develops and monitors the overall program. ACS provides direction, technical assistance and coordinates media operations for all of the partners and the overall program.

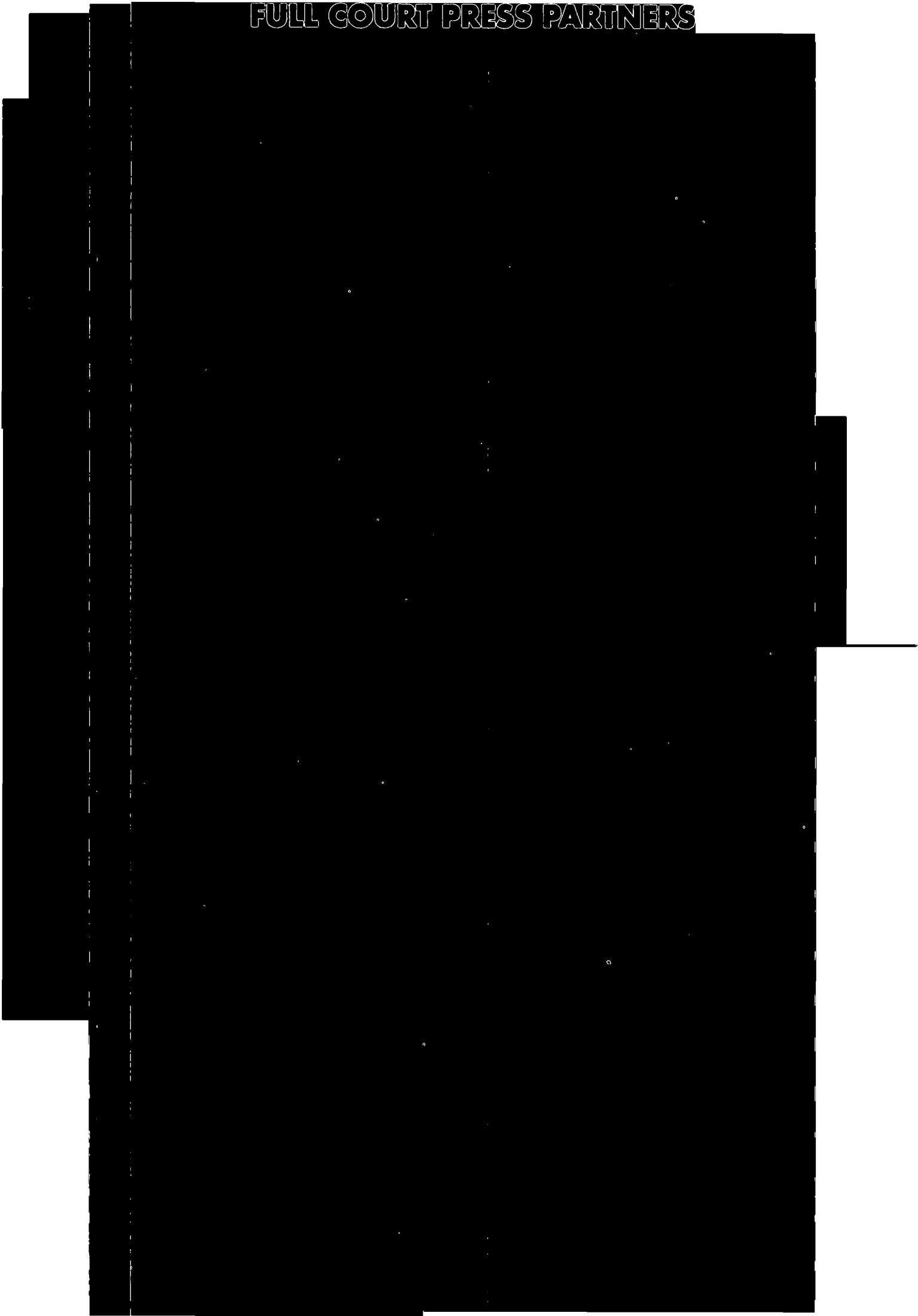
American Lung Association of Arizona (ALAA) is working to develop and implement youth smoking cessation programs for Tucson. The ALAA is conducting assessments of existing youth cessation programs and is working with the American Medical Association to pilot test a youth cessation program.

Nonsmokers, Inc. (NI) is working to develop responsible tobacco control policies that limit youth access to tobacco and promote clean indoor air. NI will advocate for the adoption and implementation of these policies by all Tucson area schools, businesses and organizations.

Pima Prevention Partnership, Inc. (PPP) is organizing and supporting the youth-driven activities of the program. Interns and youth volunteers will publish and circulate a quarterly newsletter, participate in stings to stores that sell tobacco, educate their peers on the real issues surrounding tobacco use and assist in developing a tobacco-free media campaign.

Tucson Police Department (TPD) is responsible for monitoring and enforcing tobacco vender compliance with tobacco sales laws.

University of Arizona (U of A) is conducting the evaluation of the Full Court Press. U of A collects data on teen tobacco use, on knowledge and attitudes about tobacco and on tobacco vendors. U of A analyses these data and provides this quantified data to the overall program.



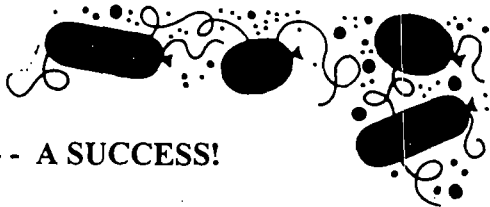
◆ FULL ◆ COURT ◆ PRESS

N E W S L E T T E R

Volume 2

Winter 1996

FRIENDS OF FULL COURT PRESS FIESTA -- A SUCCESS!



Over 300 community leaders concerned about teen tobacco use in Tucson came together to help celebrate the completion of the first year of Full Court Press. The Fiesta was held on Friday, November 8, 1996 at the Tucson Museum of Art. The Full Court Press documentary, narrated by Sean Elliott, was premiered and shown throughout the evening. The co-chairs, Vicki and Jim Click, Bobbi and Lute Olson, Jannie and Celestino Fernandez, and Gayle and Pat Hopkins, demonstrated their support with challenging speeches encouraging the community to be positive role models for the youth of Tucson.

If you are interested in becoming a Friend of Full Court Press or volunteering please contact:

Full Court Press, 1636 N. Swan, Suite 151, Tucson, AZ 85712
(520) 321-7989

YOUTH GO UNDERCOVER



Full Court Press in partnership with the Tucson Police Department completed 314 test buys to determine if youth could purchase tobacco products in the city of Tucson. The unannounced compliance checks were carried out by Full Court Press youth interns and volunteers between the ages of 13 and 17. The youth were driven to the stores by an adult who remained in the car while the youth attempted to purchase cigarettes.

Despite the fact that every state has laws prohibiting the sale of tobacco to minors, survey after survey show that youth can purchase tobacco from almost any type of retail establishment where they attempt to buy it. Out of 314 Tucson tobacco retail establishments that were surveyed, 113 (36%) of the vendors sold cigarettes to the youth.

"It was just too easy, I was able to buy cigarettes just about everywhere—in gas stations, convenience stores, grocery stores and drug stores," said 15 year old Ferrin Travis, Full Court Press Youth intern.

Vendor education will be coordinated with the Pima County funded program with Cope Behavioral Services as part of the Pima County Tobacco Prevention and Education program.

HOT TOPIC IN EDUCATION GET THE FACTS...NOT AN ADDICTION!

Full Court Press in partnership with the Tucson Unified School District highlights innovative teaching techniques. Full Court Press premiered its first tobacco education video in Tucson, Arizona to a group of students at Doolen Middle School on Tuesday, October 8, 1996.

Produced and directed by Film Creations, Ltd., the first video, along with three upcoming sequels, will be broadcast on channels Cablevision TV-53 and Peoples Choice TV-43, every Monday at 3:00 p.m. and Wednesday at 9:00 a.m., through May of 1997 by the Tucson Unified School District Video Communications Department.

These videos will provide year-round exposure to students on social issues pertaining to tobacco use, peer pressure, advertising influence, tobacco litigation and the availability of a youth tobacco cessation helpline program in an MTV-like format.

TEEN TOBACCO USE SURVEY FIRST IN TUCSON

Researchers from the University of Arizona conducted the baseline survey for the Full Court Press with 6,734 Tucson students who were in 7th, 8th, 11th and 12th grades between April and October of 1996. Out of 41 public and private schools with an enrollment size of 35 students or more per grade, a total of 21 middle schools and 14 high schools participated in the survey—representing a participation rate of 85% and an average response rate of 80% among the students.

The survey shows that 20% of middle school students and 29% of high school students report smoking one or more cigarettes in the 30 days preceding the survey. Four percent of middle school students and 6% of high school students report using smokeless tobacco during the 30 days preceding the survey. These findings are comparable to nationwide statistics. Alarming, 12% of middle school students and 22% of high school students report smoking daily.

"Seventy-five percent of current adult smokers started smoking before their 18th birthday. If a youth does not start smoking by her 18th birthday, chances are she never will," Ms. Hye-ryeon Lee, principal investigator of the survey states. The Full Court Press survey results show 21% of Tucson students smoked a whole cigarette for the first time before the age of 13.

FOUNDER HELPS CELEBRATE 20th ANNUAL GREAT AMERICAN SMOKEOUT

Ex-smoker, Lynn Smith, former publisher of the Monticello Times in Monticello, MN, was a man with a mission: a crusade against smoking. He started a series of editorials against smoking that were very successful, but he wanted to do more. So on January 7, 1974 he set aside a day when the people of his town would quit smoking. He called it D-Day, for Don't Smoke. It caught on big, real big!

In 1976 the American Cancer Society adopted the Concept of D-Day and changed its name to the Great American Smokeout. Each year the day is celebrated on the third Thursday of November and provides an estimated 48 million smokers nationally with incentives to give up smoking for at least one day.

With the observed rise in smoking among youth, the American Cancer Society, partnered with the Full Court Press, Doolen Middle School and founder Lynn Smith, and expanded its Smokeout activities to encourage teenage smokers to quit smoking for at least a day and to urge other teens never to start. Students "screamed-out" at noon (coinciding with other screamers across the country) to express their disgust with tobacco use. The Arizona Department of Health Services AshKicker was also on site to display the evils of tobacco use to students.

Full Court Press Superheroes NonNicotinous and Nonchew met with students and shared their thoughts on teen tobacco use.



THE FULL COURT PRESS SCORE CARD

WHAT'S BEEN HAPPENING

Mexican Independence Day - FCP interns worked with staff from the Arizona Department of Health Services media project to give out prizes and recruit volunteers to work on tobacco issues.

Catalina High School Health Fair - FCP staff gave out prizes and recruited volunteers to work on the FCP project.

SADD Conference - FCP youth participated in the statewide Students Against Drunk Driving meeting, forging a bond between the two campaigns.

Hallofest - FCP youth sponsored volleyball games at a Halloween festival at Pima Community College West in conjunction with the GREAT program of the Tucson Police Department.

Tobacco Billboard Assessment - FCP interns and volunteers assessed the placement and number of tobacco billboards in Tucson.

Bad Breath - FCP interns and volunteers are designing and publishing the third edition of the informative and fun FCP magazine designed for youth.

Smoker's Helpline, University of Arizona - FCP is working in partnership with the University of Arizona to coordinate and train youth to staff the youth smoker's helpline.

WHAT'S IN THE WORKS

TUSD Videos - The next three videos will be developed and shown weekly to all youth attending TUSD middle/high schools concerning FCP's message.

AMA Pilot - The American Lung Association, American Medical Association and Salud Para Todos are teaming up to provide cessation services for youth in Wellness Centers located in Tucson City schools.

Full Court Press Webpage - FCP staff and interns are designing a Webpage for the Internet providing information on the program, where to get help quitting and links to more tobacco information.

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Tucson, AZ 85705

(520) 884-8663
(520) 884-8820 (fax)
teenctr@azstarnet.com (e-mail)

Arizona Smokers' Helpline (ASH)

1-800-556-6222

621-5382 (in Tucson)

(ASH is a project of the Arizona Tobacco Education and Prevention Program, Arizona Department of Health Services, through funding from the Tobacco Tax and Health Care Act.)

Tobacco

Continued from Page One

employees wore buttons and pasted up signs warning minors that identification was needed to buy tobacco products, but very few enforced it.

"You just ask for what you want and just be calm about it and you'll get it," Hamed said.

To more strictly enforce the law, the Tucson Police Department and Full Court Press will begin a sting operation Oct. 1 that will periodically check to see whether vendors are selling tobacco to minors.

"We want to target vendors we know are routinely and intentionally selling tobacco products to children under 18," said Detective Skip Woodward.

Owners and individuals not in compliance will be cited and may be fined up to \$300.

Added to that, Tom Donovan, deputy director of COPE Behavioral Services Inc., said he hoped it would be made mandatory for violators to come in for mandatory vendor training, where they will learn what the state laws are and how to properly deal with minors trying to buy tobacco products.

"If kids can't get it, they can't do it," said 15-year-old Ferrin Travis, Full Court Press intern.

"If the adults wouldn't sell tobacco to youth, it would help the community out," she said.

In some cases, vendors suspected that Travis was underage but sold to her anyway.

Other times, if she was refused, Travis said the cashier would apologize profusely for not being allowed to sell her the cigarettes.

Full Court Press' main goal is to reduce smoking in minors 10 percent by the year 2000, said director Donna Grande. A national count shows that 3,000 minors light up each day.

Sanchez attributes much of the tobacco products' youth appeal to marketing.

"You see Joe Camel and the Marlboro Man. Then, you smoke a cigarette, you're gonna be macho, just like them," he said.

And if you're a girl, "You can be pretty if you smoke. They (the tobacco industry) make it catch your attention."

Said Sanchez: "You don't have to smoke to be cool. You can hang out with your friends. All smoking does is kill you."

36% of Tucson tobacco sellers sold to minors

By Hanh Kim Quach
The Arizona Daily Star

About 36 percent of Tucson vendors surveyed in the past two months illegally sold cigarettes to minors, the nation's largest tobacco education program, Full Court Press, said yesterday.

That number increased 6 percent since a similar study was done two years ago, the program said.

In the past two months, five interns of the Tucson-based program, age 14 to 17, posed as customers and bought cigarettes to find out how many stores would sell to minors.

Fifteen-year-old intern Jimmy Sanchez cannot yet drive a car, but learned he could buy cigarettes.

He estimated that nine of the

12 vendors would sell tobacco to him.

The study also revealed that smaller grocery, convenience and liquor stores were less likely to sell to minors than the larger chains.

In addition, only 18 percent of the vendors had signs that said it is illegal to sell cigarettes to minors.

In some cases, said 16-year-old project volunteer Sami Hamed, the signs were in vain.

At a Circle K, Hamed said the cashier had a sign in full view warning him not to sell cigarettes to minors.

Yet, Hamed had no problem walking away with a pack of cigarettes.

"It's a total contradiction," he said, adding that at other places,

See TOBACCO, Page 8A

Videos aren't just blowing smoke

● **Dead-serious message could be lost on some, say youths, educators.**

By **LARRY COPENHAVER**
Citizen Staff Writer

Students at Doolen Middle School gave a new anti-smoking video a thumbs-up yesterday, but some said reaching young people with a message about health won't be easy.

"I thought it was interesting, but I don't think it will stop people from smoking," said Brook Jonquil, 12. "If they think smoking is cool they won't be impressed (by a video)."

The first of four videos designed to reduce teen smoking premiered yesterday at Doolen and will be shown on local cable television stations through May.

Jessica Galgiani, 12, said she thinks the series might benefit some students. "It was entertaining. There were parts that were funny. It was a lot like a home video, and I got all the jokes.

"It's information, and information is a really good tool," she said. "The more you know, the more power you have to make decisions that are right for you."

The video and three sequels will be broadcast in cooperation with Tucson Unified School District on TCI of Tucson (channel 53) and People's Choice (chan-

nel 43) Mondays at 3 p.m. and Wednesdays at 9 a.m. through May.

TUSD Superintendent George F. Garcia called the videos a "blend of serious yet humorous storyboards."

The series was developed by Full Court Press, a partnership of the American Cancer Society, the University of Arizona, Nonsmokers Inc., the American Lung Association, Pima Prevention Partnership Inc. and the Tucson Police Department. Rachel Puchi, spokeswoman for Full Court Press, said the partnership's goal is to reduce teen smoking by 10 percent before 2000.

More than 400,000 Americans die every year from tobacco use, Puchi said. That represents 1 in every 5 deaths in the nation.

A study completed last month indicated Tucson youths were able to buy cigarettes from 113 of 314 retailers that sold tobacco - or 36 percent - said Donna Grande, the partnership's director.

The survey was conducted by the University of Arizona, Puchi said. Researchers worked from a list of retailers that sell tobacco products.

Over 2½ months, youth volunteers, ages 13 to 17, tried to buy tobacco products at the stores, she said.

"This survey revealed that adolescents who want to experiment with smoking have easy access to tobacco," Grande

added. "The only alternative to reducing this daunting figure is to educate our youth and community."

Besides the videos, the campaign will feature a help line for youths trying to quit smoking or who want more information.

The line, (800) 556-6222, operates from 8 a.m. to 8 p.m. weekdays and 1 to 4 p.m. weekends. It's operated by the UA Program of Nicotine and Tobacco Research, said Scott Moldenhauer, project coordinator.

The youth line is funded by a grant from tobacco taxes. Starting in about two weeks, students may call and ask to talk to a teen counselor or to an adult, he said.

Moderate smoking by school-age youths can reduce lung function, increase respiratory problems and cause other damage, said Rick Rose, president of Film Creations Ltd., which produced the video.

The facts might benefit some students, conceded Brook Jonquil, the Doolen student. "I've heard about how it affects your health. I just won't do something so stupid.

"No one in my class would ever smoke, but a kid at my bus stop was smoking and kids gathered around him and said, 'Hey, That's cool. Did you steal that?' Stealing is 'cool,' too, I guess."

Teens help to snuff out smoking

• Interns are sent to 314 businesses suspected of selling cigarettes to minors. Smokes were sold to them in 113 stores.

By MELISSA MARTINEZ
Citizen Staff Writer

Fifteen-year-old Ferrin L. Travis began smoking when she was 12, at a time when it seemed as if all her friends smoked.

But she quickly stopped after she noticed the side effects, including being scolded by her mother and not being able to breathe as well while running.

"It was really hard on our relationship," Travis said.

Travis is one of 15 interns, ages 14 to 17, working with a local group trying to curtail tobacco sales to

minors.

The Full Court Press, a multiagency organization, conducted an "undercover shoppers sting" over the past two months, trying to pinpoint local stores selling cigarettes to minors, said its director, Donna Grande.

The results of the sting, which was conducted with police cooperation, were announced yesterday by the group.

In all, 314 businesses including convenience markets, groceries and liquor stores that had a history of selling cigarettes to minors were

targeted. Cigarettes were sold to teen volunteers at 113 stores, Grande said.

The teens were told to attempt to buy a single pack of cigarettes at each business. They were not supposed to do anything, such as wear makeup, to look older, Travis said.

If questioned by the vendor, interns were to give their true age and state that they were buying for themselves.

Adult escorts waited outside in cars, said Detective Skip Woodward of the Tucson Police Department.

During this sting, vendors were only warned of their violation of state law forbidding tobacco sales to minors, he said. But beginning

Oct. 1, vendors who sell to minors will be cited and given a court date and could be fined up to \$300, Woodward said.

Full Court Press is trying to put together vendor training programs that inform stores and their employees of state tobacco laws.

Clad yesterday in a T-shirt proclaiming smoking as a "tumor-causing, teeth-staining, smelly, puking habit," Travis said she was amazed at how easy it was to buy cigarettes.

"It's sad. I know I don't look 18," she said.

The sting is part of a pilot effort to develop a nationwide program to reduce teen-age smoking by 10 percent by 2000, Grande said.

Full Court Press, with the help of organizations including the Tucson Police Department and the American Cancer Society, received a \$3.17 million grant from the Robert Wood Johnson Foundation to begin the program in Tucson.

Undercover stings will be conducted periodically over the next four years, beginning again Oct. 1.

Travis said it is imperative that adults do more to prevent teen smoking because young people aren't getting or responding to the facts on tobacco's dangers.

"If adults help out and take responsibility, maybe we can help the community out," Travis said. "If kids can't get it (cigarettes), kids can't do it (smoke)."

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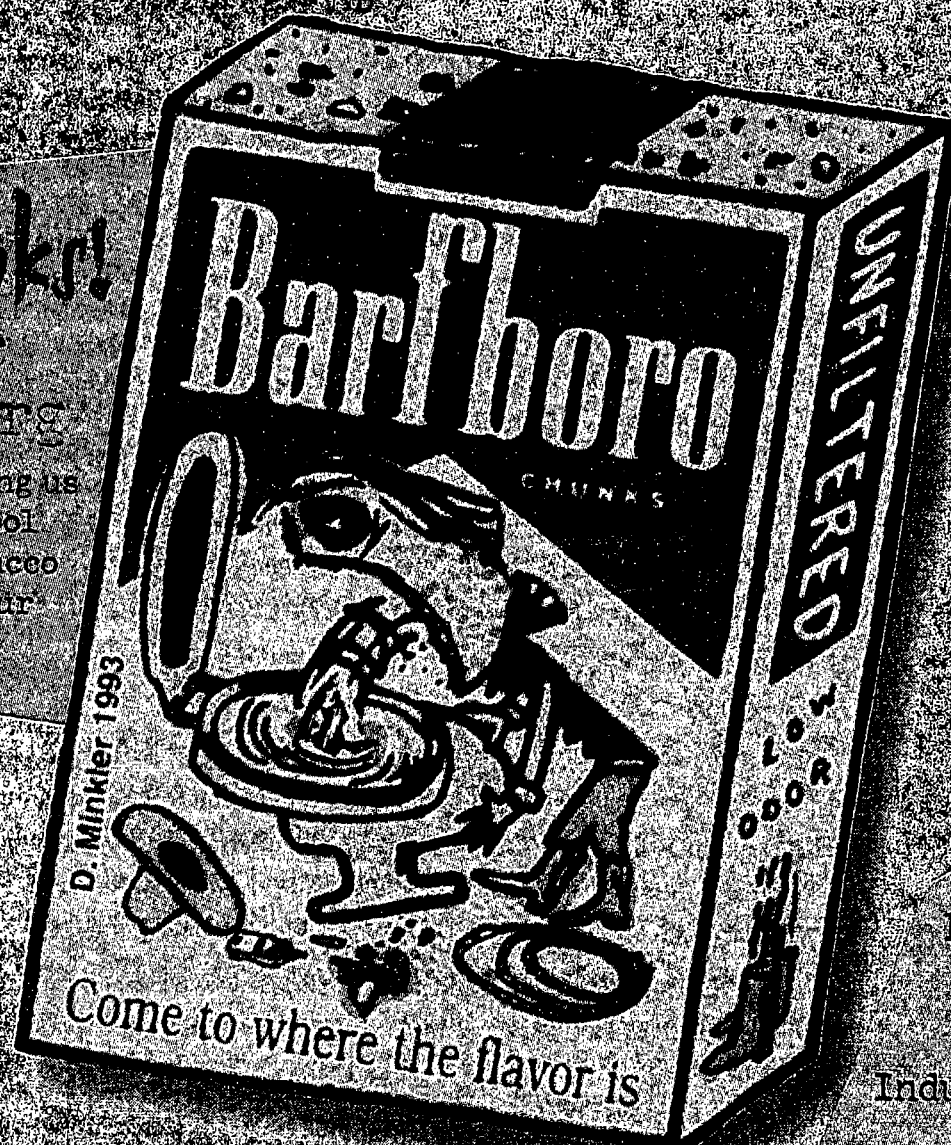
BAD Breath

A Full County Press Newspaper
Spring 1997 / Vol. 1, No. 4

Thanks!

to Eric
Solberg

(for letting us
use his cool
anti-tobacco
art for our
cover!)



Legislation to
Make
the Tobacco
Industry Choke!

— local & federal
see page 10

Summer Time!

Great Stuff To Do! Great Places To Go!

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BAD Breath

...at...

I wouldn't be caught with...

Power 97 Youth Jam

Sponsored by

Full Court Press
Power FM KSJM 97.5

A Full Court Press Newspaper / WINTER 1997 / Volume 1, No. 3

TCC / March 21, '97

8pm - 12 midnight

No colors, hats,
or torn jeans
please!

Admission: \$2.50

or One (1) Tobacco-Related
Promotional Item

(EXAMPLES: backpack, jacket, cap, camera,
etc. with tobacco company logo or art;
NOT cigarettes, cigarette packs,
or chew cans)

FULL COURT PRESS

TOBACCO FACTS

NATIONAL FACTS:

- ◆ Tobacco-related deaths total over 430,000 nationwide. (Morbidity and Mortality Weekly Report, Centers for Disease Control. (8/27/93)
- ◆ Every day in the United States another 3000 children and teens become regular smokers (Institute of Medicine Report) and 1000 will eventually die from this use. (Centers for Disease Control and Prevention, Office on Smoking and Health, 10/95)
- ◆ 89% of all persons who smoke daily started by age 18 and 71% of those had begun smoking daily by or at age 18. (Centers for Disease Control and Prevention. Preventing Tobacco Use Among Young People: A report of the Surgeon General, Washington, D.C. 1994)
- ◆ Nicotine has been shown to be a "gateway drug" that can lead to the use of drugs like cocaine, crack and heroin. (1991 National Institute of Drug Abuse household survey on drug abuse)
- ◆ Children have easy access to tobacco products. Studies throughout the nation find that underage children can purchase cigarettes 70%-80% of the time over the counter, and 90-100% through vending machines. (Altman, D., et al., "Reducing the Illegal Sale of Cigarettes to Minors, JAMA, 1989)
- ◆ The tobacco industry sells \$1.26 billion in tobacco products each year to children under age 18—over one billion packs of cigarettes and 26 million canisters of chewing tobacco. (DiFranza, J., et al., "Who Profits from Tobacco Sales to Children?" *Journal of the American Medical Association*, 1990)

ARIZONA FACTS:

- ◆ It is illegal for anyone under the age of 18 to buy tobacco products in Arizona. It is illegal to sell or give tobacco products to anyone under the age of 18 in Arizona. (Arizona State Law).
- ◆ 20.2% of adults overall, 22.0% of male adults and 18.6% of female adults in Arizona (>18 yrs.) smoke cigarettes (CDC -State Tobacco Control Highlights, 1996) and 31.0% of youth in Arizona, grades 9-12, smoke cigarettes. (AZ Dept. of Ed., 1995 YRBS)
- ◆ Tobacco control legislation as of 1995 reports taxes in Arizona of: \$.58 per pack of cigarettes and \$.065 per ounce of smokeless tobacco.
- ◆ Currently there are 553,00 adult smokers in Arizona. (CDC -State Tobacco Control Highlights, 1996)
- ◆ Years of potential life lost in Arizona amount to approximately 67 years or an average of 12 years for each death due to smoking (calculated to life expectancy). (CDC Health Impact and Costs, 1990)
- ◆ The direct medical costs in Arizona related to smoking total \$559,000,000. (CDC Health Impact and Costs, 1990)

FACTS ON ADOLESCENT SMOKING

If adult smoking rates remain at the current level of about 26%, 18 million of the 70 million children now living in the United States will smoke cigarettes as adults and nearly 5 million of them will die as a consequence. As former Surgeon General Koop observed "This figure should alarm anyone who is concerned with the future health of today's children" (Children and Youth, D'Onofrio and Altman).

Prevalence Among Youth

Tobacco addiction is a childhood disease. More than three million children under age 18 consume 947 million packs of cigarettes each year and 26 million containers of smokeless tobacco, accounting for illegal sales of \$1.26 billion and profits of \$221 million in 1988 (American Council on Science and Health Special Report).

Each day more than 3,000 children start smoking (Office of the Inspector General, May 1990).

More and more young women are beginning to smoke--in fact, cigarette smoking prevalence among adolescents is about equal for both males and females--between 18 and 19% (Antonia Novello, Former Surgeon General).

Prevalence Among Ethnic Minority Youth

The 1990 Youth Risk Behavior Survey (YRBS) of youth in grades 9-12 found smoking prevalence lower among African-Americans: 36% of white and 31% of Hispanics, but only 16% of African-Americans reported smoking within the past 30 days. African-American and Asian adolescent males are less likely to use smokeless tobacco than are white and Hispanic males, while Native American males and females report higher rates of use than youth in other ethnic groups. Nonetheless, ethnic patterns of smokeless tobacco use may vary by region (Children and Youth, D'Onofrio and Altman).

Average Age of Initiation

Three million children use smokeless tobacco products; the average age of the first use is 10.8 years, and the mean age of initiating regular use is 12 years (Kids Against Tobacco Fact Sheet, AMA).

Seventy-five% of current adult smokers started smoking before their 18th birthday; research shows that the earlier a child starts using tobacco, the more likely s/he will be unable to quit (Office of the Inspector General).

Two-thirds of adult males who use smokeless tobacco initiate use before they are 21 years old (Children and Youth, D'Onofrio and Altman).

Among high school students who had ever smoked, about one-quarter had smoked their first cigarette by grade 6, one-half by grade 8, three-fourths by grade 9, and 94% by grade 11 (Children and Youth, D'Onofrio and Altman)..

Whites start smoking at a younger age than African-Americans, and males tend to begin smoking earlier than females, but girls catch up with higher rates of initiation in grades 7-9 (Children and Youth, D'Onofrio and Altman).

Addiction Starts Early

By the eighth grade, 8% of both boys and girls report smoking a pack or more of cigarettes in the past month, and this proportion more than doubles by grade 10. Many light smokers make the transition to daily smoking by age 14 (Children and Youth, D'Onofrio and Altman).

The Monitoring the Future Survey found that about two-thirds (66%) of graduating high school seniors reported ever smoking, 28% smoked in the past 30 days, 19% were daily smokers, and 11% smoked a half-pack or more per day (Children and Youth, D'Onofrio and Altman).

The Monitoring the Future Survey excludes school drop-outs, who smoke at a rate as high as 75 or 80% (Children and Youth, D'Onofrio and Altman).

Cessation Rates

Several studies indicate that from 18 to 24% of youth who smoke stop within 1 year. Data from Germany suggest that teenagers may go through several cycles of experimentation, regular smoking, and cessation before becoming either confirmed smokers or quitters. In 1991, only 17% of graduating high school seniors who had ever smoked regularly reported that they did not smoke at all in the past 30 days (Children and Youth, D'Onofrio and Altman).

Health Considerations

Tobacco smoke contains over 4,000 known compounds, including many that are pharmacologically active, toxic, mutagenic, or carcinogenic. The start of even modest cigarette smoking during the school-age years reduces lung function, increases respiratory symptoms, and results in pathologic changes (Children and Youth, D'Onofrio and Altman).

Girls who smoke and use oral contraceptives greatly increase their risk of cardiovascular disease (Children and Youth, D'Onofrio and Altman).

Youth Access

Minors are able to purchase cigarettes illegally about 80% of the time. All but three States ban the sale of tobacco to minors under the age of 18, but in many States there is a serious problem of enforcing the laws. Only two States--Florida and Vermont--are actively enforcing their minors' access to tobacco laws statewide! (Office of the Inspector General).

Eighty-five percent of youth 12-17 years of age buy cigarettes at convenience stores and gas stations, 50% buy cigarettes from large stores, and 15% buy cigarettes from vending machines (Antonia Novello, Former Surgeon General).

The pervasive availability of tobacco products convey messages that tobacco products are safe, in great demand, and an integral part of everyday life. Product placement within stores often reinforces these impressions. For example, one survey of stores surrounding California high schools found smokeless tobacco next to candy and snacks in 42% of these establishments. Conversely, placing tobacco products next to alcohol or out of consumer reach behind the counter associates use with the attainment of adult status, or for youth, with risk-taking (Children and Youth, D'Onofrio and Altman).

Youth as Replacement Smokers

The tobacco industry must attract nearly 2 million new smokers each year to replace those who quit or die prematurely; most of these replacement smokers are children or adolescents. Almost 5,000 children and teenagers need to be addicted to nicotine every day simply to maintain the size of the smoking population (ACSH Special Report).

Cigarette Advertising and Promotion Directed Toward Youth

While tobacco companies say they don't intend to market to young people, numerous new empirical studies show that campaigns like R.J. Reynolds' "Old Joe" campaign are reaching children as young as 3 years old and that they are affecting the behavior of children who are at an age when they are making the decision to smoke. Since the start of the "Old Joe" campaign, Camel's share of the illegal children's cigarette market has increased from 0.5% to 32.8%, representing about \$476 million in annual sales (Advocacy Institute Action Alert, December 1991).

Cigarette advertisements appear in many publications teenagers read, particularly those featuring sports celebrities and attractive lifestyles. The prime example, TV Guide, receives more cigarette advertising revenue than any other magazine--\$36 million in 1985--and reaches almost 9 million adolescents 12 to 17 years old (ACSH Special Report).

The recommended techniques are still apparent in tobacco advertising: tobacco use is associated with maturity, good times, good looks, popularity, independence, affluence, adventure and risk-taking. These themes relate to basic developmental needs of children and adolescents. In essence, they promote tobacco use as a sign of adulthood and a short-cut to the difficult processes of growing up (Children and Youth, D'Onofrio and Altman).

Health Care Costs

The health care system pays a high price for children's smoking. Each year, \$9-10 billion in excess lifetime health care costs are added to the bill because of the 1 million teenagers who take up smoking that year (Coalition on Smoking OR Health).

Children's Costs

Every 9 days, children pay Federal cigarette taxes equivalent to the entire budget for the Office on Smoking and Health (\$3.5 million), the only Federal agency devoted solely to smoking (Journal of the American Medical Association).

The Benefits of Taxing

A significant increase on the tax on tobacco products would reduce tobacco use, particularly by reducing the number of children who start smoking--research shows that teenagers are significantly more responsive to price changes than adults. A \$2 a pack increase would also raise over \$20 billion dollars per year (Coalition of Smoking OR Health).

Research show that a substantial increase in the price of tobacco as the result of an increase in the excise tax would cause many low income children not to start, or to quit before they become addicted. For years, the tobacco industry has targeted low income Americans, particularly the children of low income Americans, with their advertising and promotional campaigns (Coalition on Smoking OR Health).

Over the past decade, there has been no significant decrease in smoking rates among youth in the United States. Higher tobacco taxes in California have led to a drop in cigarette smoking equal to three times the national average. Higher taxes have led to a reduction in teen smoking in Canada of almost two-thirds since 1980 (Coalition on Smoking OR Health Fact Sheet).

Tobacco Is an Addictive, Gateway Drug

Tobacco use is the most widespread form of drug dependence in the United States. The processes that determine addiction to tobacco are similar to those that determine addiction to other psychoactive substances such as heroin and cocaine (Children and Youth, D'Onofrio and Altman).

Cigarettes are a "gateway" drug, and their use is a strong indicator of later risk behaviors (American Academy of Pediatrics Fact Sheet)

Both cigarette smoking and smokeless tobacco use are highly correlated with use of alcohol, marijuana, and other drugs (Children and Youth, D'Onofrio and Altman).

Adolescent females who smoke and drink are more likely to become sexually active an earlier age and to be less effective users of contraception than girls who abstain from tobacco and alcohol use (Children and Youth, D'Onofrio and Altman).

Tobacco use by youth is also linked with low school achievement, rule-breaking, and general delinquency (Children and Youth, D'Onofrio and Altman).

Three in four teenagers who smoke make at least one attempt to quit--but are unsuccessful--underscoring the powerful addiction of nicotine (Antonia Novello, Former Surgeon General).

Passive Smoking and Children

The children of smokers are three to four times as likely to develop serious infections requiring hospitalization (Advocacy Institute Action Alert, July 1991).

Passive smoking among children of smokers has been found to cause a slower growth of lung volume and a higher incidence of bronchitis, pneumonia, and other respiratory illnesses (Kids Against Tobacco Fact Sheet, AMA).

The Need for Smokefree Schools

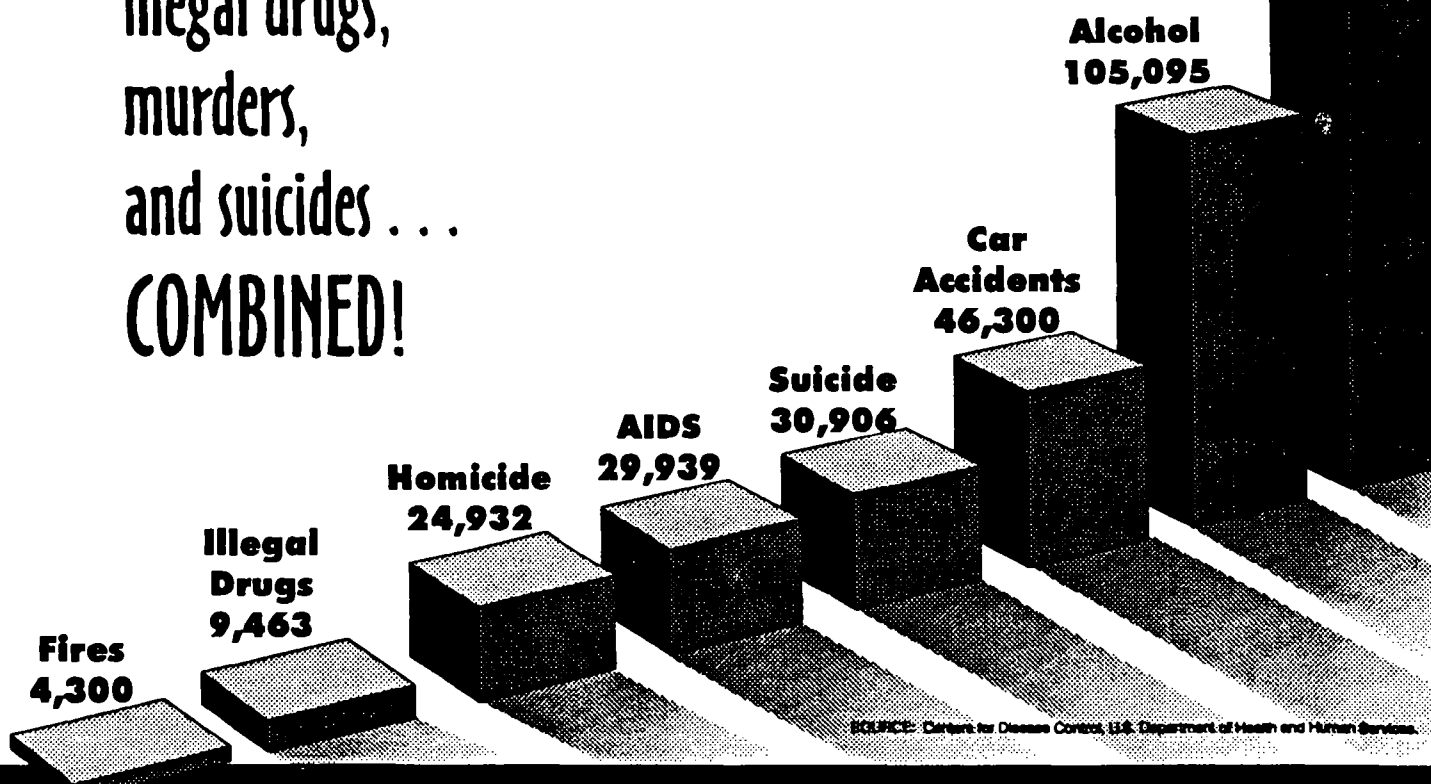
In 1990, less than half of the Nation's students attended smokefree schools, and less than half of our secondary schools were offering activities in tobacco-use prevention (Antonia Novello, Former Surgeon General).

What a drag . . .

Cigarettes kill
more Americans
than AIDS,
alcohol,
car accidents,
fires,
illegal drugs,
murders,
and suicides . . .
COMBINED!

Cigarettes
418,690

Number of Deaths



Does this look right to you?

**Numbers
in Thousands**

Tobacco Industry Spending

● Advertising

● Promotion

\$309,840

\$51,760

\$869,880

\$372,409

\$1,139,048

\$2,853,041

\$942,871

\$5,092,044

1970

1980

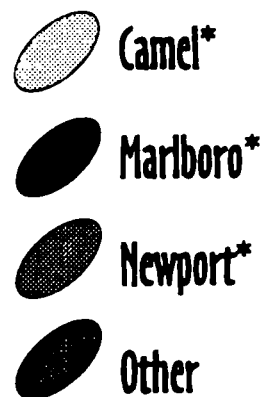
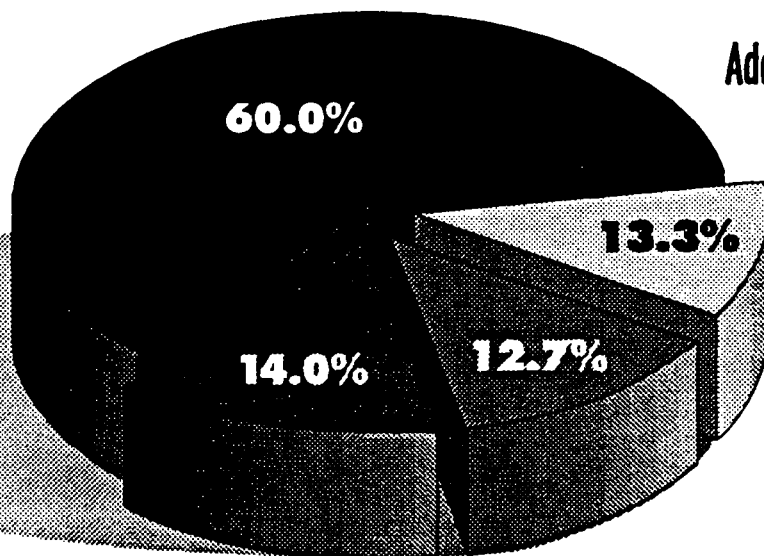
1990

1993

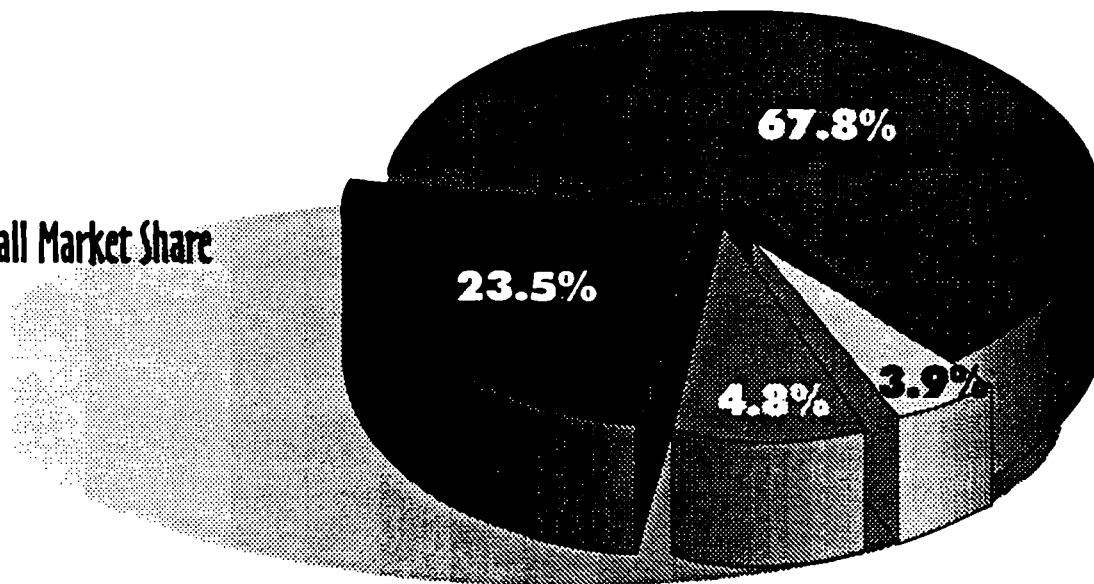
SOURCE: Federal Trade Commission Report to Congress for 1996 (issued 1996)

No butts about it...

Adolescent Brand Preference



Overall Market Share



Advertising clearly increases teen smoking.

FACTS ON YOUTH TOBACCO USE

[REDACTED]

[REDACTED]

[REDACTED]

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5 YEAR OBJECTIVES

GOAL: To reduce teen tobacco use in Tucson by 10% by the Year 2000

By 2000, cues and messages supporting non-tobacco use will have increased and pro-tobacco use cues and messages will have decreased.

By 2000, Tucson will have increased enforcement and strengthened public support for policies that protect youth.

By 2000, major community groups and organizations that represent the priority population (youth) and have broadbased reach and influence will be involved in tobacco control and prevention activities.

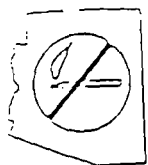
By 2000, youth will be involved and engaged in tobacco use prevention activities and independently affect tobacco use among their peers.

By 2000, all middle and high schools in Tucson will have tobacco free policies which are enforced.

By 2000, all middle and high schools in Tucson will link with youth and community organizations to promote and enhance tobacco free school climates.

By 2000, there will be an increase in the availability and use of youth cessation services.

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COALITION FOR TOBACCO-FREE ARIZONA

Dedicated to the reduction of tobacco-related death & disease

HISTORY, CURRENT STATUS, & MISSION

Tobacco prevention and control emerged as a focused public health issue in Arizona in 1988 with then Governor Rose Mofford's signing of a declaration forming the Rocky Mountain Tobacco-Free Challenge. In the fall of 1989, the Arizona Department of Health Services (ADHS) appointed a steering committee to suggest a mechanism for coordinating tobacco use prevention and control efforts in the state. In June of 1990, the 25 member Arizona Tobacco-Free Advisory Committee held its first meeting after which 34 recommendations were developed and delivered to the ADHS director and the Governor. These recommendations included areas of legislation and policy, education and prevention, cessation and treatment and general implementation and management. In the summer of 1990, the director of ADHS submitted plans to the Governor, based on the Advisory Committee report, to introduce several pieces of tobacco-related legislation. In response to this action, in the fall of 1990, several ambitious and active individuals spearheaded the formation of the *Coalition for Tobacco-Free Arizona (CTFA)*, and in January of 1991, and for the next five months, the newly formed Coalition vigorously worked for passage of a smoking ban in all state buildings and submitted a grant proposal to the National Cancer Institute. Though the grant was not awarded, a law providing significant protection of nonsmokers from exposure to second-hand smoke did pass, in great part, as a result of CTFA's efforts.

In the next four years, the Coalition sponsored advocacy and youth access workshops, and statewide conferences on tobacco use prevention and coalition-building; however, its major achievement occurred in 1994 when leaders of CTFA joined the Arizona Hospital Association to sponsor a successful initiative campaign to increase the tobacco excise tax in Arizona (Tobacco Tax & Health Care Act/Proposition 200). The Initiative is providing Arizona with over \$100 million dollars in revenues each year and an unprecedented revenue stream of millions of dollars for tobacco education and prevention. In August of 1994, CTFA was awarded a three-year \$1-plus million dollar grant by the New Jersey-based Robert Wood Johnson Foundation (RWJF) to educate and mobilize the public around tobacco control issues and to strengthen the coalition. A major media campaign ran concurrent to the Tobacco Tax campaign which served to saturate the public with tobacco education messages; staff with community mobilization, public affairs and coalition management expertise was hired; and the Community Tobacco Use Prevention Strategies program was launched and 20 Arizona communities were trained in tobacco prevention and education. In November of 1995, CTFA received a second RWJF grant for the "Full Court Press" Project, a \$3.2 million dollar program to reduce the tobacco consumption of youth in Tucson, Arizona. Culminating over five years of intense, hard work, and historic achievements, CTFA, in May of 1996, received a national award in recognition of its unwavering commitment to a healthy Arizona.

CTFA is critical to achieving integrated statewide strength, delivering a single message in addressing policy issues, and coordinating efforts related to tobacco use, as it expands its influence and membership.

CTFA currently has over 90 organizational members who represent the medical community, public health, youth, ethnic groups, education, media, government, and business. The mission of the Coalition is to reduce tobacco-related death and disease in Arizona by:

- stimulating public/private involvement in tobacco use prevention and control activities;
- developing a network of organizations to implement and coordinate tobacco use reduction initiatives;
- advocating legislation and policies that protect the public from environmental tobacco smoke, reduce minors' access to tobacco and enhance reduction of tobacco use.



MAKE YOUR VOICE COUNT!

COALITION FOR TOBACCO-FREE ARIZONA
Legislative Network Form

NAME _____ OCCUPATION _____

(Most of our issues require a 24-hour turnaround, so we would like to contact you at your most accessible location.)

DO YOU PREFER TO BE CONTACTED AT WORK OR HOME? ☐ WORK ☐ HOME

MAILING ADDRESS _____ CITY _____ ZIP CODE _____

PHONE# _____ FAX# _____ E-MAIL ADDRESS _____

Please list the following information. It can be found on your voter registration card or by calling your local registration office. If you have trouble finding this information, we can provide assistance.

Congressional Representative and District _____

State Senator and District _____

State Representatives and Districts (1) _____ (2) _____

DO YOU KNOW ANY OF YOUR LEGISLATORS PERSONALLY? WHICH ONES _____

WOULD YOU BE WILLING TO PHONE, WRITE AND/OR FAX CONGRESSMEN AND LEGISLATORS? ☐ YES ☐ NO

WOULD YOU BE WILLING TO VISIT WITH CONGRESSMEN AND/OR LEGISLATORS PERSONALLY? ☐ YES ☐ NO

WOULD YOU BE WILLING TO TESTIFY BEFORE A LEGISLATIVE COMMITTEE ON SHORT NOTICE? ☐ YES ☐ NO

Please check the subject(s) in which you have a special interest:

☐ Health and education issues for children

☐ Tobacco control issues

☐ Other (explain) _____

MAIL OR FAX TO:

American Cancer Society, Arizona Division

Public Affairs Department

2929 E. Thomas Rd. 85016

Phoenix, Arizona 85282

Phone: (602) 224-0524

Fax: (602) 381-3096



COALITION FOR TOBACCO-FREE ARIZONA

Dedicated to the reduction of tobacco-related death & disease

MEMO OF UNDERSTANDING

_____ (organization, individual) agrees to serve as an Active/Affiliate (circle one) member of the Coalition for Tobacco-Free Arizona. I understand our participation to mean the following:

1. Support of the Coalition mission and objectives in accordance with its "Structural Guidelines."
2. Dedication to the creation of a unified body, working in collaboration to impact the tobacco use problem in Arizona.
3. Use of my organization's name in Coalition related publicity designed to advance the mission and programs of the Coalition.
4. Agreement not to publicly speak against the Coalition, its goals and activities, while a member. It is recognized that internal consensus may not always be present.
5. Provision of the following resources: *List resources your organization can provide such as communications/media liaison, in-kind services (specify if possible), lobbying manpower, mobilization of grassroots support, monitoring of bills and proposed laws, project funding, staff time, technical assistance (specify areas), etc.*

6. I wish to participate on the following committee(s):

- ☐ Advocacy
- ☐ Education
- ☐ Communications

NAME
OF ORGANIZATION: _____

ADDRESS: _____

NUMBER AND STREET

CITY

STATE

ZIP CODE

NAME OF OFFICIAL REPRESENTATIVE TO COALITION:

TITLE: _____

PHONE: _____ FAX: _____

SIGNATURE

DATE

MAIL TO

Rebecca Villicana
Director of Tobacco Prevention Programs
American Cancer Society, Arizona Division
2929 E. Thomas Rd.
Phoenix, AZ 85016
(602) 224-7465
(fax) 381-3096

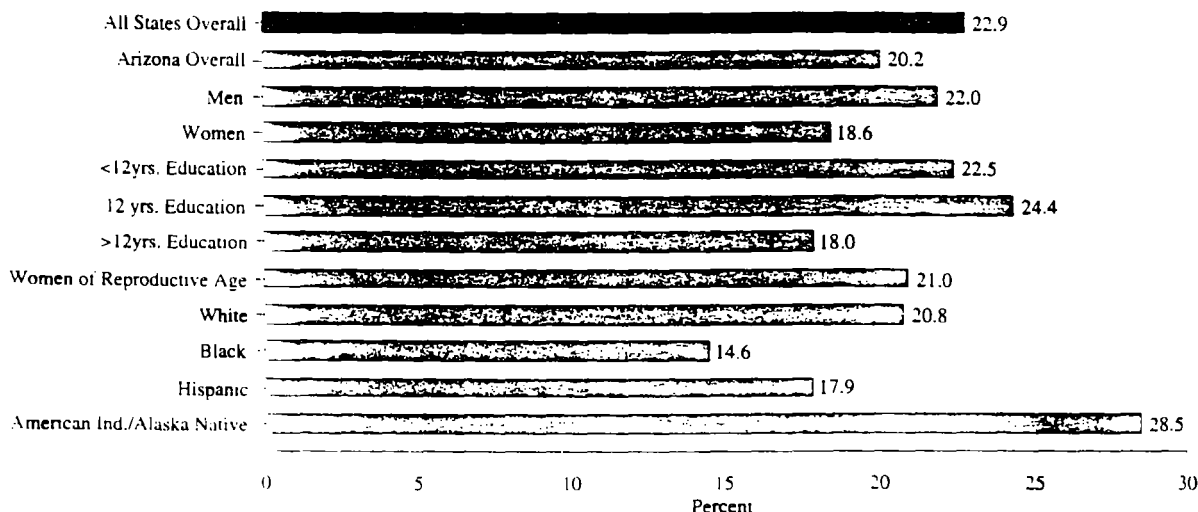
ANTI TOBACCO UNDERSTANDING

[REDACTED]

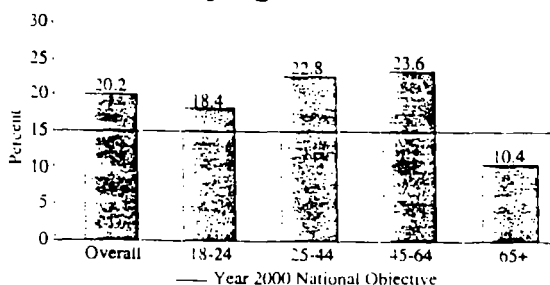
Currently, there are 553,300 adult smokers in Arizona.

Tobacco Use in Arizona

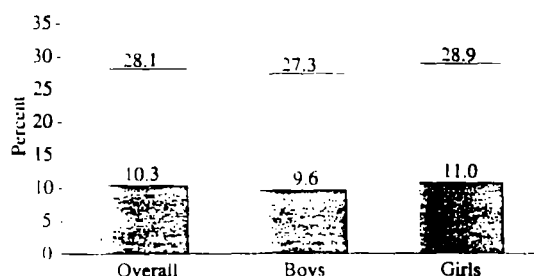
Current Cigarette Smoking Among Adults Aged 18 and Older, 1992-1993



Current Cigarette Smoking Among Adults by Age, 1992-1993



Past Month Cigarette Smoking Among Youth, Grades 9-12, 1993*



Frequent Smokers—smoked 20+ days in past month
Past Month Smokers—smoked one or more days in the past month

*State specific estimates not available. Regional estimates provided.

Health Impact and Costs, 1990

<i>DEATHS RELATED TO SMOKING</i>		<i>YEARS OF POTENTIAL LIFE LOST*</i>	<i>DIRECT MEDICAL COSTS RELATED TO SMOKING</i>	
Overall	5,697	66,959 years or an average of 11.8 years for each death due to smoking.	Total	\$559,000,000
Men	3,839			
Women	1,858			
Death Rate	339.6/100,000			
Rank	16			
(No. 1 is lowest death rate)		*Calculated to life expectancy		

*Calculated to life expectancy

Smokeless Tobacco Use

CURRENT USE AMONG ADULTS AGED 18 AND OLDER, 1992-1993		PAST MONTH USE AMONG YOUTH, GRADES 9-12, 1993*	
All States	2.1%	All States	11.5%
Arizona	2.1%	Western Region	10.9%
Men	4.3%	Boys	18.6%
Women	0.0%	Girls	2.5%

*State specific estimates not available. Regional estimates provided.

However, another 480,500 adults in Arizona have quit smoking.

Tobacco Control Legislation, 1995

Excise Tax

Cigarette tax per pack 58¢
 Rank = 6 (No. 1 is highest tax)
 Federal and state taxes as a
 percentage of retail price 25.8%*
 Annual net tax revenue
 from cigarettes \$52,280,000*

Smokeless tobacco tax:
 6.5¢ per ounce.

*Based on previous tax rate of 18¢/pack.

Minors' Access to Tobacco Products

Minimum age for sale: 18
 Illegal for minors to purchase, possess, or use: Yes

Restrictions on Vending Machines

None

Signage

None

Licensure

None

Penalties

Penalties to business owner, manager, or clerk.

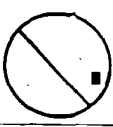
State Preempts Local Laws

No preemption

Advertising

No restrictions

Smokefree Indoor Air

Site	Restrictions		Penalties		
	100% Smokefree	Designated smoking areas with separate ventilation	Designated smoking areas required or allowed	None	To businesses To smokers
 State govt. worksites			✓ *		✓ ✓
Private worksites				✓	
Restaurants				✓	
Day care centers				✓ *	
Grocery stores				✓	

*Restricts smoking in government buildings but does not specifically address worksites.

Tobacco Economy

Tobacco Agriculture, 1994

None

Tobacco Manufacturing, 1992

None

ARIZONA DEMOGRAPHICS

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TOBACCO POLICY & LEGISLATION

FEDERAL TOBACCO POLICY & LEGISLATION

It is illegal for anyone under the age of 18 to buy tobacco products. It is illegal to sell or give tobacco products to anyone under the age of 18.

The federal government has an excise tax of \$.24 per cigarette pack, \$.08 per lb. of chewing tobacco and \$.24 per lb. of snuff purchased.

Tobacco advertising is not allowed on broadcast media.

ARIZONA STATE TOBACCO POLICY & LEGISLATION

It is illegal for anyone under the age of 18 to buy tobacco products in Arizona. It is illegal to sell or give tobacco products to anyone under the age of 18 in Arizona.

Arizona has an excise tax of \$.58 per cigarette pack and \$.065 per oz. of chewing tobacco or snuff purchased.

Arizona restricts smoking in all state government buildings to designated smoking areas. It is considered a petty offense to the smoker if they violate this restriction.

Arizona has no state restrictions on smoking in private work sites or restaurants (the Cities of Flagstaff and Mesa have banned smoking in all public areas).

There are no licenses required to sell tobacco in Arizona.

There are no laws restricting the size or placement of tobacco billboards in Arizona.

PIMA COUNTY TOBACCO POLICY & LEGISLATION

Pima County has restricted smoking in public places with the exception of bars, bowling alleys, pool halls, restaurants, retail tobacco stores, hotel and motel rooms rented to guests, and hotel and motel conference meeting rooms when used for private functions. The exceptions to this provision do not apply if the area is placarded as "No Smoking".

CITY OF TUCSON TOBACCO POLICY & LEGISLATION

City of Tucson has restricted smoking in public places with the exception of bars, bowling alleys, pool halls, restaurants, retail tobacco stores, hotel and motel rooms rented to guests, and hotel and motel conference meeting rooms when used for private functions. The exceptions to this provision do not apply if the area is placarded as "No Smoking".

Tobacco product vending machines are banned from locations accessible by youth in the City of Tucson (they are limited to establishments with a Class 6 liquor license).

All public schools in the City of Tucson are tobacco/smoke-free (according to each school district policy as required by state and federal laws).

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1997 POLITICAL DIRECTORY

PIMA COUNTY ELECTED OFFICIALS

4-year terms expire 1/01

Board of Supervisors, 130 W. Congress St., 85701
740-8126 Fax: 884-1152

Nominated by District - Elected by District

District	District
1 Mike Boyd (R)	4 John Even (R)
2 Dan Eckstrom (D)	5 Raul Grijalva (D)
3 Sharon Bronson (D)	

Assessor Rick Lyons (D)
115 N. Church Ave., 85701 - 740-8369

County Attorney Barbara LaWall (D)
32 N. Stone, 85701-740-5600

Recorder F. Ann Rodriguez (D)
115 N. Church Ave., 85701 - 623-2649

School Superintendent Anita B. Lohr (R)
130 W. Congress St., 85701 - 740-8451

Sheriff Clarence W. Dupnik (D)
1750 E. Benson Hwy., 85714 - 741-4600

Treasurer James L. Kirk (R)
115 N. Church Ave., 85701 - 740-8341

IMPORTANT PIMA COUNTY PHONE NUMBERS

County Administrator - Chuck Huckelberry 740-8661
..... Fax: 740-8171

Clerk of the Board - Lori Godoshian 740-8449
..... Fax: 622-0448

Division of Elections - Mitch Efters 740-8408
..... Fax: 620-1414

Justice Court - Traffic Division 740-3515 or 740-3512

PIMA ASSOCIATION OF GOVERNMENTS

177 N. Church Ave., #405, 85701 - 792-1093

CITY OF SOUTH TUCSON

Public Offices, 1601 S. 6th Ave., 85713 - 792-2424
Fax: 628-9619

TOWN OF ORO VALLEY

Town Hall, 11000 N. La Canada Drive, 85737 - 297-2591
Fax: 297-0428

TOWN OF MARANA

Town Hall, 13251 Lon Adams Road, Marana 85653
682-3401 Fax: 628-2654

TOHONO O'ODHAM NATION

Tribal Office - 383-2221 Police - 383-3275
Mailing address: P.O. Box 837, Sells, AZ 85634

PASCUA YAQUI TRIBE

Tribal Office, 7474 S. Camino De Oeste, 85746 - 883-2838

Area code 520 for all AZ telephones except for the
Phoenix metropolitan calling area, which is 602.

CITY OF TUCSON

City Hall, 255 W. Alameda St., Information: 791-4326
TTY for Hearing Impaired: 791-2639

Address correspondence to P.O. Box 27210, Tucson 85726-7210

ELECTED OFFICIALS

Mayor - George Miller (D), City Hall, 10th Floor - 791-4201
Elected at large to 4-year term (12/99) Fax: 791-5348

Council - six members nominated by ward - elected at
large to 4-year terms

Ward

1 José J. Ibarra (D)	Fax: 791-5393	(12/99)
2 Janet Marcus (D)	Fax: 791-5380	(12/99)
3 Michael J. Crawford (D)	Fax: 791-5391	(12/97)
4 Shirley C. Scott (D)	Fax: 791-4717	(12/99)
5 Steve Leal (D)	Fax: 791-3188	(12/97)
6 Molly McKasson (D)	Fax: 791-3211	(12/97)

Call 791-4700 24 hours a day to leave a recorded message.

Citizens may make appointments with the Mayor or Council
members at City Hall or at regional council offices:

Ward	Region	Address	Telephone
1	Westside	940 W. Alameda St. (45)	791-4040
2	Northeast	7575 E. Speedway Blvd. (10)	791-4687
3	Northside	1510 E. Grant Rd. (19)	791-4711
4	Southeast	7575 E. Speedway Blvd. (10)	791-3199
5	Southside	4300 S. Park Ave. (14)	791-4231
6	Midtown	2205 E. Speedway Blvd. (19)	791-4601

IMPORTANT TUCSON PHONE NUMBERS

City Manager - Luis G. Gutierrez Fax: 791-5198 791-4204

City Clerk - Kathleen S. Detrick Fax: 791-4017 791-4213

After hours city services emergency only 791-4144

Trash and garbage collection 791-3171

Water - 24-hour Emergency Service 791-4133

EMERGENCY - FIRE, POLICE, AMBULANCE, RESCUE 911

Organized political parties in Pima County are:

Democratic Party

County Headquarters - 2617 E. Broadway 326-3716
address all mail: P.O. Box 40211, 85717

Libertarian Party

County Headquarters - 323-1656
address all mail: P.O. Box 11, 85702

Republican Party

County Headquarters - 5447 E. 5th St. #100, 85711 321-1492

Green Party

County Headquarters - P.O. Box 2084, 85702 792-3454

For voting and voter registration information:

Voter Registration Office - 623-2649

LEAGUE OF WOMEN VOTERS — 327-7652

For election and election procedures:

Division of Elections office — 740-8408

CITY OF TUCSON

UNITED STATES EXECUTIVES
4-year terms (1/20/01)

President Bill Clinton (D)
Vice-President Albert Gore (D)
The White House, Washington, D.C. 20500
Fax: 1-202-456-2883
Pay call to White House Comments Office:
1-202-456-1111

105th UNITED STATES CONGRESS

U.S. Capitol Switchboard (202) 224-3121
Senators 6-year terms
U.S. Senate, Washington, D.C. 20510

John McCain (R) (1/99)
450 Paseo Redondo, #200, Tucson 85701
670-6334 Fax: 670-6637

Jon Kyl (R) (1/00)
7315 N. Oracle Rd., #220, Tucson 85704
575-8633 Fax: 797-3232

Representatives 2-year terms (1/99)
House of Representatives, Washington, D.C. 20515

District 1 Mark Salmon (R)
401 W. Baseline, #209, Tempe 85282
1-602-831-2900 Fax: 1-602-831-2700

District 2 Ed Pastor (D)
2432 E. Broadway, Tucson 85719
624-9986 Fax: 624-3872
D.C. Fax: 1-202-225-1655

District 3 Robert (Bob) Stump (R)
230 N. First Ave., #2001, Phoenix 85025
1-602-379-6923 Fax: 1-602-271-0611

District 4 John Shadegg (R)
1158 E. Missouri, #100, Phoenix 85014
1-602-248-7779 Fax: 1-602-248-7733

District 5 Jim Kolbe (R)
1661 N. Swan, #112, Tucson 85712
881-3588 Fax: 322-9490

District 6 J.D. Hayworth (R)
1818 E. Southern Ave., #3B, Mesa 85204
1-602-926-4151 Fax: 1-602-926-3998

COMMUNICATING WITH PUBLIC OFFICIALS

Your voice as well as your vote counts! When you wish to communicate with them:

In Person

At the official's office - make an appointment.
At public meetings - present your views during audience participation time.

By Phone or Fax

Be brief - call during working hours.

By Wire

Public Opinion Messages (telegrams) may be sent to Public Officials. Dial Western Union 1-800-325-6000. Cost is \$9.95 for up to 20 words, excluding your name and address, with delivery in a few hours. Mailgrams are \$18.95 for up to 50 words with delivery next day.

By Letter

Be brief - one issue per letter. Identify bills correctly by title or contents or number. State personal position. Give reasons. Be objective. Write legibly. Include your name and address. Commend officials when they do things you approve. Salutation to any government dignitary may be:

Dear (Mr., Mrs., Miss, or Ms.) _____

ARIZONA EXECUTIVES
4-year terms (1/99)

Governor, Fife Symington (R) 628-6580 Fax: 628-6512
Or: 1-800-253-0883 Phoenix Fax: 1-602-542-1575

Secretary of State, Jane Dee Hull (R) 1-602-542-4285
Or: 1-800-458-5842 Fax: 1-602-542-1575

Attorney General, Grant Woods (R) 628-6504 Fax: 628-6530
Or: 1-800-352-8431

Treasurer, Tony West (R) 1-602-542-5815

State Capitol, Phoenix 85007

General State Switchboard - 1-800-542-4900

Governor's Tucson Office - 628-6580 Fax: 628-6512

400 W. Congress St., #504, 85701

Supt. of Public Instruction Lisa Graham-Keegan (R)
Educ. Bldg., 1535 W. Jefferson St., Phoenix 85007
1-602-542-4361 Fax: 1-602-542-3077

Corporation Commissioners 6-year terms

Jim Irvin (R) 1-602-542-4143 (1/03)

Renz D. Jennings (D) 1-602-542-3935 (1/99)

Carl J. Kunasek (R) 1-602-542-2237 (1/01)

400 W. Congress St., Tucson 85701 - 628-6560

Correspondence to Commissioners:

Arizona Corporation Commission

1200 W. Washington St.

Phoenix, AZ 85007

1-602-542-3076

Mine Inspector 4-year term

Douglas K. Martin (R) Fax: 628-6351 (1/99)

416 W. Congress St., #125, Tucson 85701 - 628-6338

43rd ARIZONA STATE LEGISLATURE

1/97 - 1/99

Arizona is divided into 30 legislative districts, each represented by one senator and two representatives serving two-year terms. See Pima County legislative districts on map.

Toll free telephone line 1-800-352-8404

Mailing addresses:

Phoenix Office:

State Capitol, Senate Wing/House Wing

1700 W. Washington

Phoenix, AZ 85007-2890

Tucson Office:

State Senators, 402 W. Congress St., #201, 85701

628-6596 Fax: 628-6615

State Representatives, 402 W. Congress St., #201, 85701

628-6593 Fax: 628-6615

District

9 Sen. Keith Bee (R) Rep. Bill McGibbon (R) Rep. Lou-Ann Preble (R)	12 Sen. Ann Day (R) Rep. Freddy Hershberger (R) Rep. Dan Schottel (R)
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10 Sen. Victor Soltero (D) Rep. Sally Ann Gonzales (D) Rep. Ramon Valadez (D)	13 Sen. George Cunningham (D) Rep. Brian Fagin (D) Rep. Andy Nichols (D)
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11 Sen. Elaine Richardson (D) Rep. Carmine Cardamone (D) Rep. Debora Norris (D)	14 Sen. Ruth Solomon (D) Rep. Herschella Horton (D) Rep. Marlon L. Pickens (D)
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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Full Court Press Staff



The Full Court Press Program, funded by the Robert Wood Johnson Foundation, is designed to implement and capture youth-driven and youth-centered interventions that will result in a 10% reduction of youth tobacco use in Tucson by the year 2000.

Full Court Press will train and empower youth to take control of their lives through informed decision-making concerning their own tobacco use and that of their peers.

Full Court Press

For more information please call

Full Court Press:

Program Office:
321-7989

Youth Office:
884-8663

Smoker's Helpline:
1-800-556-6222
or **318-7148**

(ASH is sponsored by
State Tobacco Tax campaign)

In partnership with:

American Cancer Society
American Lung Association
American Medical Association
Nonsmokers, Inc.
Pima Prevention Partnership, Inc.
Tucson Police Department
University of Arizona

Full Court Press

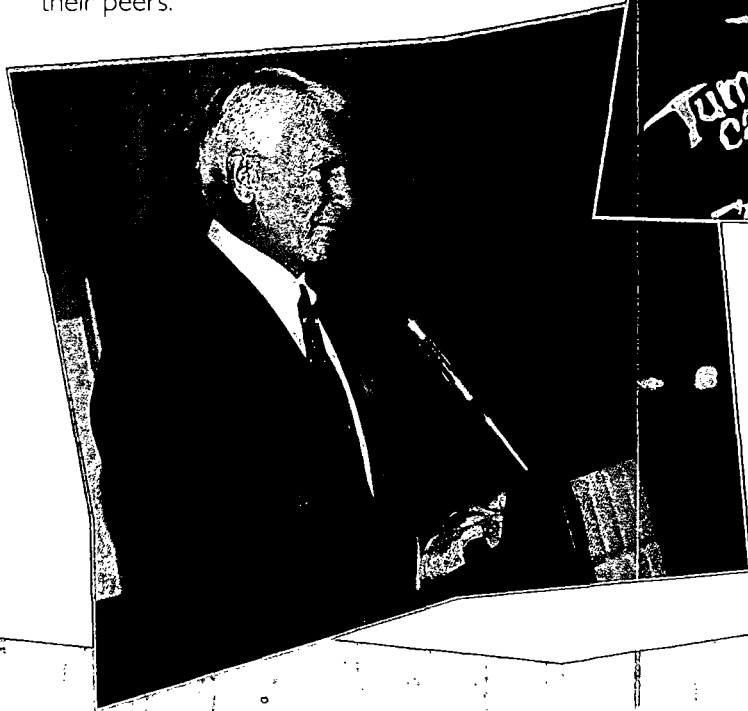
Tucson Teens Against Tobacco

**To reach and influence youth,
FULL COURT PRESS will focus its
efforts to decrease youth tobacco use
on the following objectives:**

By the year 2000...

- ✓ Cues and messages discouraging tobacco use will increase, and cues and messages promoting tobacco use will decrease.
- ✓ Tucson will increase enforcement and strengthen public support for policies that protect youth.
- ✓ Major community groups and organizations that represent youth and have broadbased reach and influence will be involved in tobacco control and prevention activities.
- ✓ Youth will be involved and engaged in tobacco use prevention activities and independently affect tobacco use among their peers.

- ✓ All middle and high schools in Tucson will have tobacco free policies that are enforced.
- ✓ All middle and high schools in Tucson will link with youth and community organizations to promote and enhance tobacco free school climates.
- ✓ Use and availability of cessation services for youth will increase.



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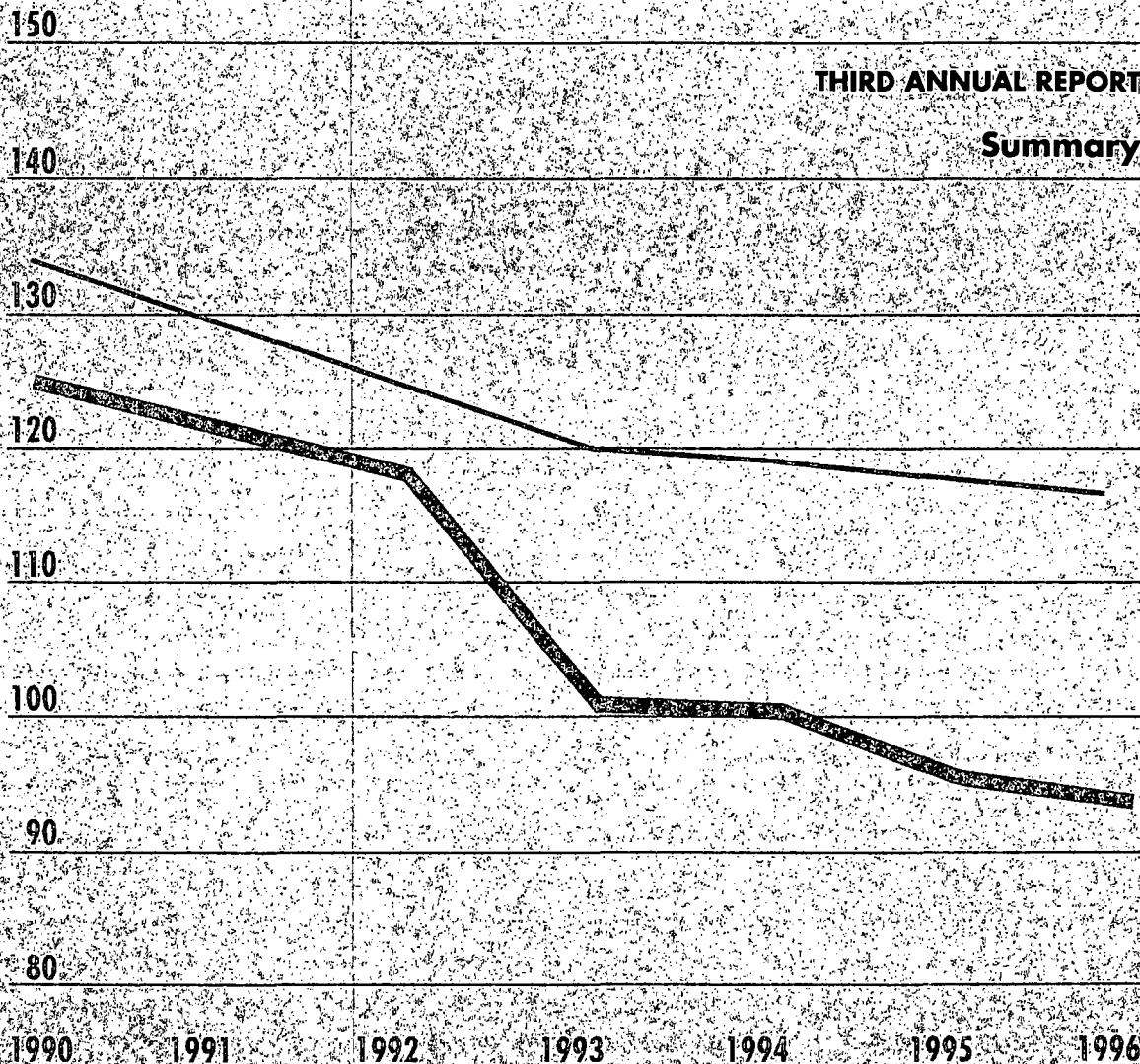
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Independent Evaluation of the Massachusetts Tobacco Control Program

THIRD ANNUAL REPORT

Summary



Per Capita Packs of Cigarettes Purchased

Massachusetts

Rest of U.S.A.

It's we're smoking history

TOBACCO

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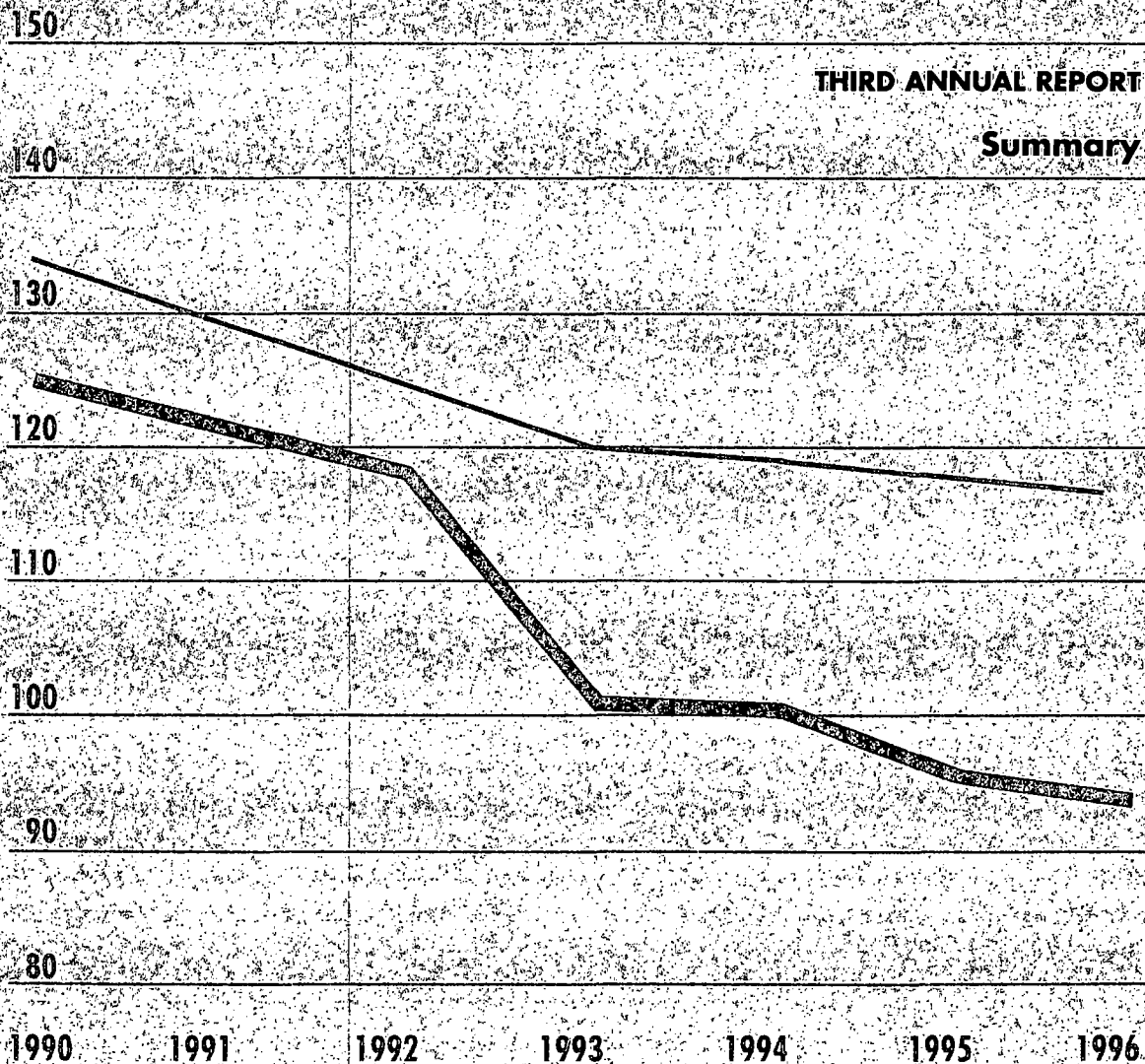
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THE

NEW

WAVE

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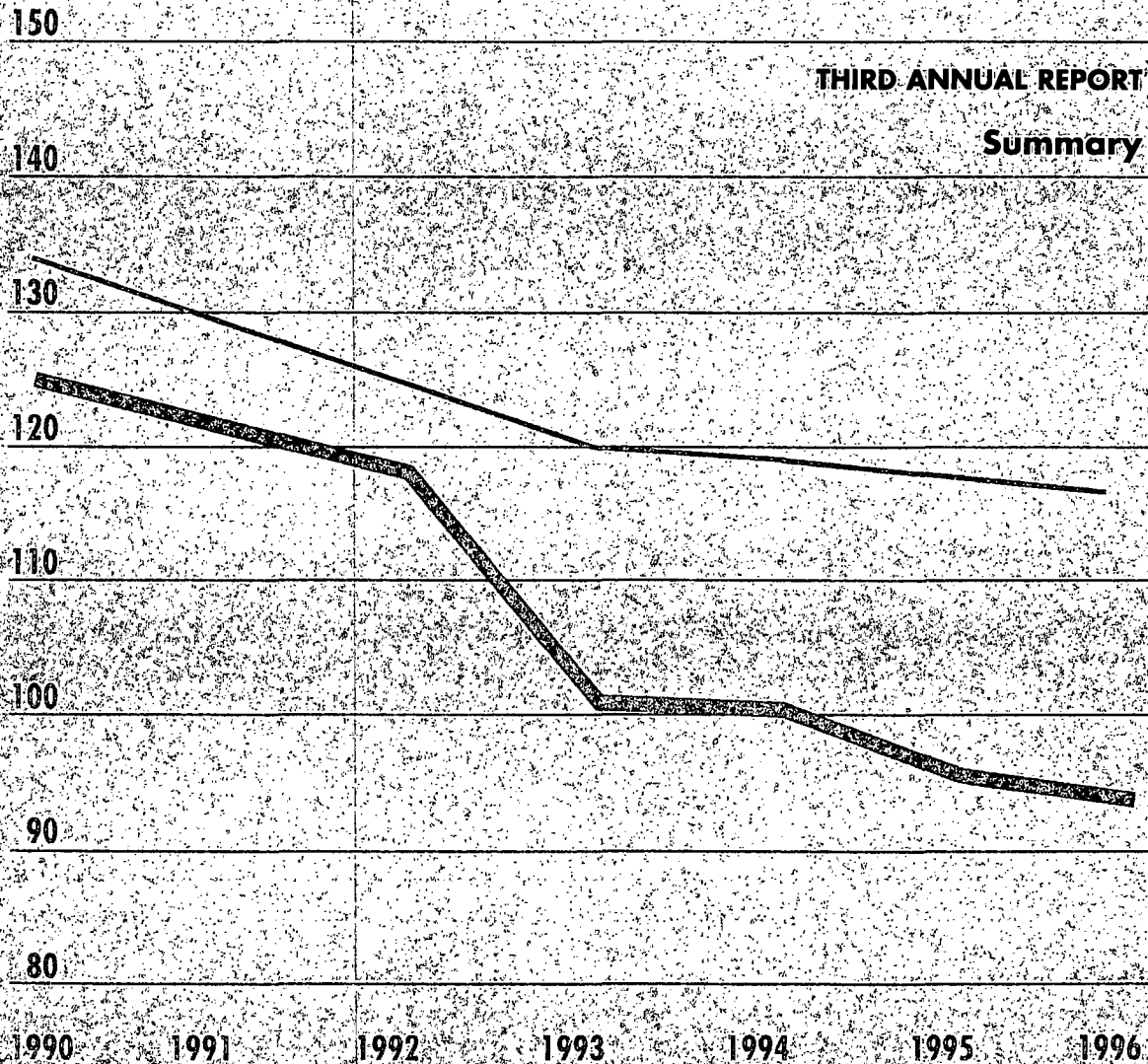
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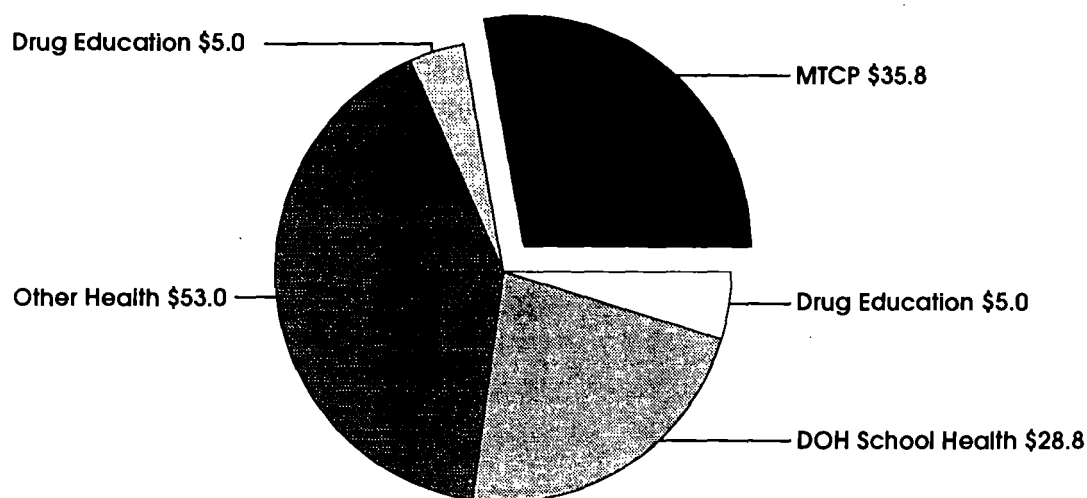
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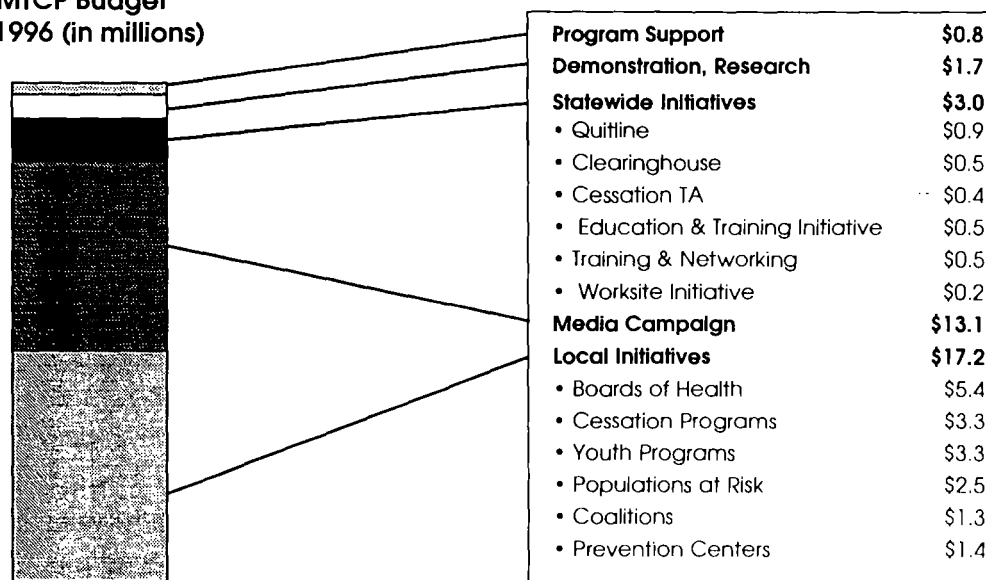
HEALTH PROTECTION FUND IN FY 1996



Note: All dollar amounts in millions

Massachusetts Tobacco Control Program (MTCP) programming has accounted for well under half of total expenditures of the Health Protection Fund. The total MTCP budget in Fiscal Year 1996 was about \$36 million, down about 4 percent from the 1995 level. The allocation of the budget is shown below.¹

**MTCP Budget
FY 1996 (in millions)**

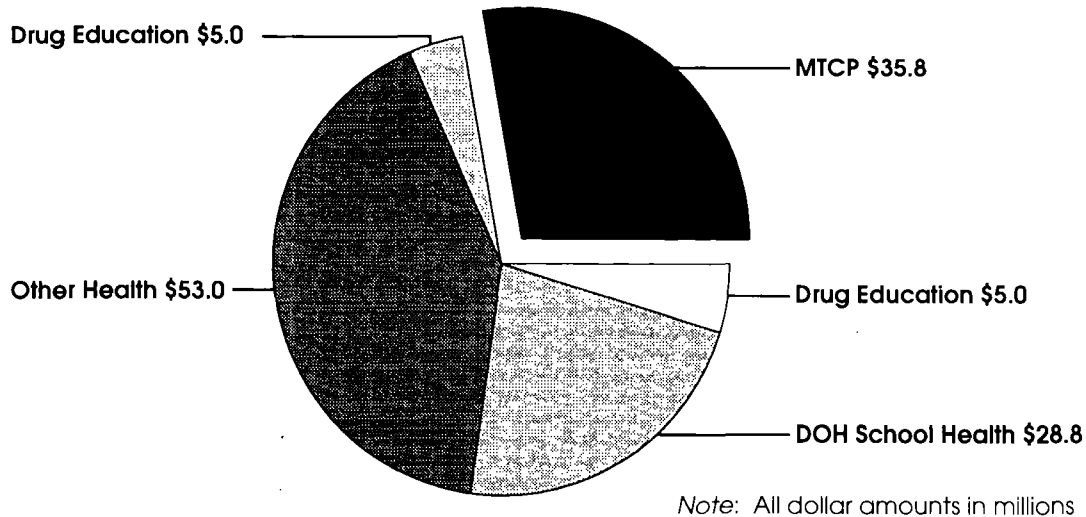


¹Source: Massachusetts Department of Public Health. See also Michael E. Begay and Stanton A. Glantz, *Question 1 Tobacco Education Outlays from the 1994 Fiscal Year to the 1996 Fiscal Year*. Amherst, MA University of Massachusetts School of Public Health and Health Sciences. August 1995. The Health Protection Fund total was \$128 million for Fiscal Year 1995 and \$129 million for FY 1996.

For 8th, 10th and 12th graders, Massachusetts adolescents had higher rates of lifetime and current cigarette smoking than adolescents nationally in 1996. Data from the Monitoring the Future study showed an increase in both lifetime and current smoking in these grades nationwide between 1993 and 1996, an increase also found among Massachusetts 10th graders. However, no statistically significant changes in smoking were observed among Massachusetts 8th and 12th graders from 1993 to 1996.

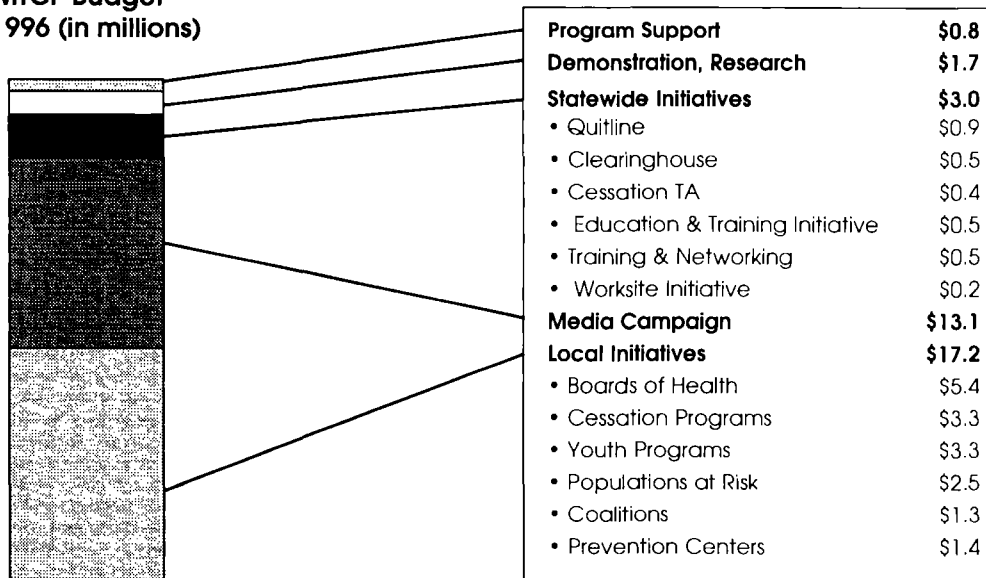
- In 1996, lifetime cigarette use in grades 7-8 was 42%, down from 45% in 1993, while current use for these grades in 1996 was 21%, close to the 1993 rate of 23%.
- Lifetime cigarette use in grades 9-12 was 62% in 1996 and current use was 36%, both virtually unchanged from 1993.
- Cigarette smoking dropped considerably for males in grades 7-8, from a 1993 lifetime prevalence of 52% to 43% in 1996, and from a 1993 current prevalence of 25% to 19% in 1996. Current smoking among 9-12th grade males increased from 31% to 35%. Females at both grade levels reported no statistically significant changes in cigarette smoking.
- In grades 7-8, Hispanic current cigarette use dropped from 27% in 1993 to 18% in 1996, black current cigarette use dropped from 22% to 16%, while use among whites stayed level. In grades 9-12, the only statistically significant change was among Hispanics, whose current cigarette smoking increased from 25% to 31%.
- The average age for smoking a first whole cigarette in grades 7-12 was 12.2 years, level with 1993.
- In grades 7-12, 37% reported smoking everyday in the past month, and 38% smoked between 2 and 5 cigarettes a day. The majority of smokers (94%) reported that they obtained cigarettes from friends.
- Seven out of ten (71%) of those who smoke in grades 7-8 and three-quarters (76%) of students in grades 9-12 who smoke considered quitting in the six months prior to the survey.
- One in five (21%) students in grades 7-8 and almost a third (32%) of students in grades 9-12 reported that they would definitely or probably use cigarettes in the following year, percentages very close to those reported in 1993.
- Lifetime use of smokeless tobacco in grades 7-8 dropped from 16% in 1993 to 9% in 1996, while current use dropped from 6% to 2%. In grades 9-12, lifetime smokeless tobacco also declined, from 25% to 20%, and current use dropped from 9% to 6%. Use of smokeless tobacco remained highest among white males.

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