

**From:** Montana Tobacco Use Prevention Program  
**To:** [Antila, Mackenzie](#)  
**Subject:** Tuesday Notes  
**Date:** Tuesday, March 28, 2017 2:34:00 PM



Mar 28, 2017

Issue: #12

### Upcoming Events

3/29-3/30  
New TPS Training

4/5  
American Indian Conf  
Call 2:00 PM  
1-866-642-1665  
621327#

4/17  
Invoice #9, Media  
updates Due

4/24-26  
AI TPS Spring Meeting

4/26  
Required Webinar #6  
For County Programs  
Only (repeated 5/2)  
(rescheduled from 3/29)

5/2  
Repeat -Required  
Webinar #6  
For County Programs  
Only (same as 4/26)

5/3  
TPAB Meeting

5/31  
World No Tobacco Day

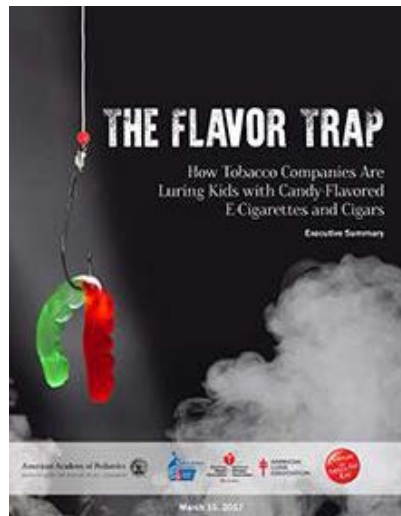
### MTUPP Work Links

[Tobacco Free MT](#)

[QL Materials & Signage](#)

[reACTMT.com](#)

### Tobacco Free Kids



#### The Flavor Trap

Did you know:

\* E-cigarettes now come in over 7,700 flavors, like gummy worm and cotton candy, with hundreds more added every month.

\* The number of cigar flavors more than doubled from 2008 to 2015. They now make up more than half of the U.S. cigar market.

\* Flavors have helped fuel the popularity of these products among kids. 81% of kids who have ever used tobacco

products started with a flavored product.

That's why we need strong FDA regulation of these products - and why Congress must reject proposals to weaken FDA oversight.

[Read the Report](#)

### Truth Initiative

#### Youth Activism Fellowship Available

Truth Initiative® is accepting applications for its 2017-2018 Youth Activism

Fellowship, a 12-month

program for 18 - 24 year olds who want to change culture and help end the tobacco epidemic, and gain critical social change skills.



**truth initiative**  
INSPIRING TOBACCO-FREE LIVES

[MT Retailer Mapper](#)

[Asher Agency Website](#)

[CATALYST Login](#)

[Doc/Photo Upload Instruction](#)

[Work Plan Quick List](#)

[\\*\\*\\*CARS Login\\*\\*\\*](#)

[CARS Guide](#)

[Tobacco Free School Districts](#)

For more information, and a link to the application, please read [Truth's YAF page](#).

Applications for the 2017-2018 Youth Activism Fellowship are due Wednesday, May 31 at 11:59 p.m. EDT.

## Collaborative Corner



## Collaborative Corner

4/30

[Dr. Alma Adams Scholarship Due](#)

5/31

[Youth Activism Fellowship Applications Due](#)

6/6-8

[8th Annual National Tribal Public Health Summit, Anchorage AK](#)

11/4-8

[APHA National Expo and Meeting, Atlanta GA](#)

*Call for Papers Now Open*

**2017 National Tribal Public Health Summit  
Together We Rise: Sustaining Tribal Public Health as a National Priority**

**June 6-8, 2017 | Dena'ina Center | Anchorage, AK**

Conference Tracks:

- Health Promotion and Disease Prevention
- Public Health Policy, Infrastructure and Capacity
- Substance Misuse and Behavioral Health
- Climate Change and Environmental Health
- Empowering Youth Wellness

[Registration is now Open](#)

## Links to Earlier Documents

[Legislative Link](#)

[MTUPP List Serv & Archive](#)

[TFK: Tobacco Toll On Montana](#)

[TFK: State Specific Marketing 1998-2014](#)

[Comprehensive School Policy Guide](#)

## TPS/reACT Chronicles

## Training & Technical Resources

[Counter Tobacco](#)

[HUD-SFMUH Website](#)

[Keep It Sacred](#)

[TCLC-FDA Deeming](#)

[FDA: Tobacco Control Act](#)

[TI: Smokeless Tobacco](#)

[FDA The Real Cost](#)

[FDA Fresh Empire](#)

[Shop Tobacco Free](#)

[Smokefree Teens](#)

[Smokefree Veterans](#)

[Surgeon General's Report](#)

[E-Cigs: Know the Risks](#)

[Designed for Addiction](#)

[Whereabouts of the MTUPP Staff](#)

**Who is out?**

Jennifer 3/31



## Kick Butts Day - Richland County

by Jacklyn Damm, TPS

Fairview High School FCCLA hosted Kick Butts Day!

One of the activities was "The Sounds of Death". BB's are poured into a can for the number of deaths due to suicide, drug abuse, drunk drivers, etc, and than 1200 BB's are poured into the tin can representing how many people die a day nation wide due to a tobacco related illness. It's very noisy and similarly effective.

## Tobacco Taxes

### Community Education Opportunity

Community TPS know that increasing tobacco taxes is one of the most effective tobacco control interventions, but the public may not. To increase awareness of the importance of frequently increasing tobacco taxes and applying tax to e-cigarettes, MTUPP has created a Swiss Cheese Letter to the Editor which has been made available on [Asher Basecamp](#).



MTUPP highly encourages you to pass the Swiss Cheese LTE along to your coalition members for them to complete and submit to local newspapers. Public voice on this matter is important. You will often find that **coalition members** and community supporters prefer this sort of sample letter that they can modify or personalize. Please have them complete the yellow items and change the title of the LTE before submitting. LTEs submitted by **coalition members** do NOT require liaison approval before publication.

[Montana bill to raise tobacco, e-cig taxes draws big crowd on](#)

[both sides](#)

[Opinion: Raising cigarette taxes will help save lives](#)

To Share on FB: [Save Lives Montana](#)

## News You Can Use

[Why smoking is still so widespread](#) - The Economist

[Children's book encourages Native American youth to reject tobacco](#) - Truth Initiative

[Cheaper Than Candy: California Tobacco Report Finds Youth 'Inundated With Unhealthy' Offerings](#) -NBC Los Angeles



## Asher Agency



## Media Placement

The campaign mentioned below ran March 20- April 9, and will run again on May 8-May 21 and again on June 12-June 25.

### Statewide (406 Commercials)

Three commercials have a statewide message and they will be running in the following markets:

Broadcast TV: Billings, Butte-Bozeman, Glendive, Great Falls, Helena, Missoula

Cable TV: Billings, Bozeman, Butte, Cut Bank, Glendive, Great Falls, Helena, Kalispell, Missoula, Sidney

Radio: Whitefish, KJJR-AM; Miles City, KYUS-FM; Baker, KFLN-AM; Plentywood, KATQ-AM; Sidney, KTHC-FM; Glendive, KXGN-AM; Wolf Point, KVCK-AM/FM

### Regional (Gap Commercials)

Three commercials have region-specific messages and they will be running on broadcast and cable. Here's more information for each commercial:

Missoula: This commercial focuses on younger male dual users and will run in the following markets: Billings, Glendive and Missoula and is aiming to reach Men 18-34

Billings: This commercial focuses on pregnant smokers and will run in the following markets: Billings and Great Falls and is



aiming to reach Women 25-44

Butte: This commercial focuses on older male smokers and will run in the following markets: Butte, Bozeman and Helena and is aiming to reach Men 55+

Supplemental billboards, print ads and posters can be found on the Asher site under "[Cessation](#)".

## Montana Tobacco Quit Line

MONTANA TOBACCO



### Quit Line Changes: Reduction in NRT Benefit

Due to a funding shortage, the MT Tobacco Quit Line will now be offering six (6) weeks of Nicotine Replacement Therapy to callers through the end of this fiscal year. However, the benefits for Chantix and Bupropion, as well as those for the AI Commercial Tobacco Quit Line and the pregnancy and post-partum program will remain the same.

Please **remove** any materials you have stating the eight (8) weeks of NRT benefit. Please **do not update** these with the new 6 week information at this time, as there are likely to be further changes as we finalize the budget for FY 2018.

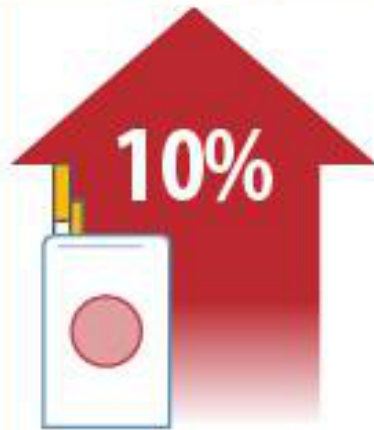
Additionally, MTUPP is working on updating the infographic that outlines QL benefits, as well as the FAQ to reflect these changes. These will be posted in TN as soon as they are complete.

Please feel free to contact [Annie Rechlin](#) with any questions.

## Inspirational Social Media of the Week

Figure 1

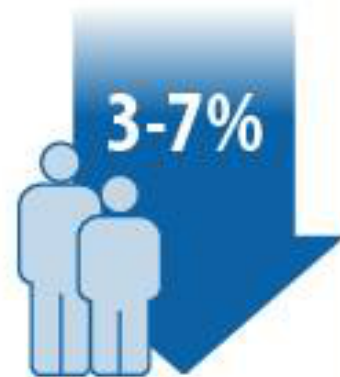
## Raising Cigarette Taxes Lowers Consumption, Especially Among Younger People



Increase in price per pack results in...



Decrease in smoking among people under age 18



Decrease in smoking among adults

Source: Congressional Budget Office

Center on Budget and Policy Priorities | cbpp.org

[Save Lives Montana](#)

*Healthy People. Healthy Communities.*

**MONTANA**  
**DPHHS**

Department of Public Health & Human Services

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Sent by [itzpat.nichols@gmail.com](#) in collaboration with



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