

From: Montana Tobacco Use Prevention Program
To: [Antila, Mackenzie](#)
Subject: Tuesday Notes
Date: Tuesday, March 14, 2017 2:31:48 PM



Mar 14, 2017

Issue: #11

Upcoming Events

3/15
Kick Butts Day

3/15
Invoice #8 Due

3/29-3/30
New TPS Training

4/24-26
All 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](#)

[MT Retailer Mapper](#)

[Asher Agency Website](#)

Celebration on the Hill - Kick Butts Day

TFK Advocate Kicks off KBD Activities

Willow Peterson, the Campaign for Tobacco Free Kids Advocate from Bridger, MT, organized this activity for teens attending COTH in Helena.



Willow

Montana: Chews Wisely, Chews Life!

This activity is an interactive visual demonstration illustrating three alarming tobacco use statistics in Montana.

- 1) 500 people under the age of 18 will start and become consistent tobacco users in 2017.
- 2) 1600 Montanans will die from tobacco related illnesses in 2017
- 3) 19,000 Montana citizens currently under the age of 18 will ultimately die prematurely from tobacco related illnesses.

Materials:

500 1 inch bright green gumballs
1600 1 inch black gumballs
19,000 1/2 inch white gumballs
paper cups
plexiglass column

Each color gumball is to be divided evenly among the groups present. Starting with green, each team uses paper cups to scoop and pass relay style until the green balls are all in the column. After the green are deposited, a spokesperson shares the coordinating statistic (#1). All the hands that touch the gumballs and relay them along have a part in sharing an environment that encourages tobacco use. The

[CATALYST Login](#)

[Doc/Photo Upload Instruction](#)

[Work Plan Quick List](#)

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

[CARS Guide](#)

[Tobacco Free School Districts](#)



teams then do the black gumballs, have a spokesperson read statistic

#2, followed by white with statistic #3.

All of those hands are now charged with the potential to make a change for the positive by helping to support students to not start using or helping to inspire quitting.

Official [Kick Butts Day](#) is March 15, 2017.

Collaborative Corner

3/17
[Changing Tobacco Use and Overeating](#)

3/22
[Better Together: Partnerships Healthy Housing](#)

3/22-24
[NCTOH](#)
Austin, TX

4/30
[Dr. Alma Adams Scholarship 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

[Links to Earlier Documents](#)

[Legislative Link](#)

Announcements

No Tuesday Notes - March 21

Many of the MTUPP Staff will be attending the NCTOH next week. Tuesday Notes will resume March 28.



FY18 Combined Contract Updates

Jennifer Ullman emailed (3/13) announcements of the upcoming Webinars for all TPS who are not Tribal or Urban Indian Contractors.

In the coming week, all HUBs will be provided with a contact list of Tobacco Prevention Specialists within their region so they can reach out and begin to plan their initial meeting.

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

beginning this week and 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.

At this time, please **remove** any materials you have stating the

[MTUPP List Serv & Archive](#)

[TFK: Tobacco Toll On Montana](#)

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

[Comprehensive School Policy Guide](#)

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.

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](#)

TPS/reACT Chronicles



Kick Butts Day

by Jean Atherly, Carbon & Stillwater Counties

Red Lodge Middle School reACT members participated in Kick Butts Day with the "I'm not a replacement" activity. The teens wrote words to describe themselves to show their hobbies, talents or other interests and then took pictures and posted them on social media sites with the hashtag #NotAReplacement. One teen wrote that he was a cowboy and shared stories of seeing quite a lot of spit tobacco use during rodeos.

Tonya Henry, Middle School Counselor, made use of the students' work. "In our commons area, we have a large Apple TV that we play a revolving selection of photos, announcements, quotes, etc. We change it up about every week/every two weeks. I picked our #notareplacement reACT photo to showcase our "reactivism" - which often piques the interest of non-members."

The activity is very simple and while some teens went all out to decorate their sign, some just wrote a brief message. It's an easy activity to remind the teens that Big Tobacco is targeting them and encourages them to remain independent and lead tobacco free lives.

Whereabouts of the MTUPP Staff

Who is out?

Michelle 3/15

Jennifer 3/17

NCTOH next week
Jennifer 3/20-22 & 3/24

Lisa - 3/20-24

Annie - 3/20-24

Nicole - 3/21-23

Janet - 3/22-3/27

News You Can Use



[FDA/Santa Fe Natural Tobacco Agreement Fails to Protect](#) - TFK

[Women and Smoking: Years Lost, Deaths Avoided](#) - IWAT

Point of Sale Policy

The screenshot shows a Facebook post from the Missoula City-County Health Department. The post is written by Kaila Warren on February 22 at 11:44am. The text of the post reads: "Big Tobacco uses sweet flavors, candy colors and in-store displays to target Montana kids. This is called point-of-sale marketing. This tactic reaches children and increases the likelihood that they'll begin smoking." Below the text is a photograph of a young girl with brown hair and bangs, wearing a yellow shirt, holding two packs of cigarettes. One pack is blue and labeled "SWEET PRINCESS" with a price tag of "5-99¢". The other pack is yellow and labeled "NATURAL AMERICAN SPIRIT". Below the photo is the headline "Point-of-sale tobacco marketing puts Montana youth at risk" and a truncated description: "Big Tobacco uses sweet flavors, candy colors and in-store displays to target...". The post includes a "Learn More" button and shows that 3,624 people were reached. At the bottom, there are icons for "Like", "Comment", and "Share".

Use Facebook ads to teach about Point-of-Sale

Facebook ads are an effective and inexpensive way to teach community members about point-of-sale tactics used by Big Tobacco.

Missoula TPS Kaila Warren recently created and ran an ad in the Missoula area and had great success. Kaila linked her ad to the point-of-sale section of the Montana [reACT page](#), which provides more information on the topic.

As you can see by [the linked report](#), Kaila reached nearly 4,000 people between Feb. 22 and March 10 and had spent only \$28.67 of her \$50 budget during that period.

Facebook allows the user to target a variety of demographics: Location, gender, age, etc. Kaila set her ad up for the 32-65 age group, targeting parents. This location is set for the 50-mile region including Missoula and surrounding areas, ensuring that the ad reaches most of Missoula County.

If you are using Facebook ads, or have questions about them, please contact [John Firehammer](#) or [Nicole Aune](#).

Collaborative Corner

Better Together: Partnerships to Enhance and Advance Approaches to Healthy Housing

Wed, Mar 22, 2017 11:00 AM - 12:30 PM MDT

[Register Here](#)

Participants in this forum will hear how cities are partnering with health leaders and systems, community based organizations and other multi-sector partners to advance promising practices that contribute to healthier living environments. Experts will also share strategies and approaches for effectively building and enhancing partnerships that can make efforts more comprehensive and sustainable.

Speakers include:

- The Robert Wood Johnson Foundation (RWJF)
- City Leaders from Oakland, CA, Boston, MA, and Memphis, TN
- The National Center for Healthy Housing (NCHH)
- Other National Partners



Tobacco Free Parks



Toole County Continuing Saga by Rikki James, Toole County

For three weeks running, the TF Parks Proposal has made [the headlines of the Shelby Promoter](#). ReACT has been gaining some attention and notoriety for their efforts. The print edition included the City Council members' names and contact info on the front page of the paper in a color outlined box, as well as on the page 3 continuation of the story. The author is the local operator of the newspaper and has been present at each

Council meeting.

Pictured: Last week [the reACTors] took their proposal to those who would benefit most, the younger students at Shelby

Elementary, who voted overwhelmingly in favor of smoke-free public areas.

Inspirational History Tie-in of the Week



[How tobacco companies have used Women's History and equality struggles to sell Cigarettes](#)
- Truth Initiative



, PO Box 202951, 1400 Broadway, Helena, Montana 59620-2951

[SafeUnsubscribe™ mantila@mt.gov](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by itzpat.nichols@gmail.com in collaboration with

Constant Contact 

Try it free today