

Media Presentation

Grantee Technical Assistance
Workshop

Friday, July 15, 2011

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TPCP

Tobacco Prevention & Cessation Program

Katherine Donald

- **Smoke-free Cars for Healthy Arkansas Kids (Act 811 of 2011)**
- **Press Conference to Celebrate Smoke-free Air & Cars**

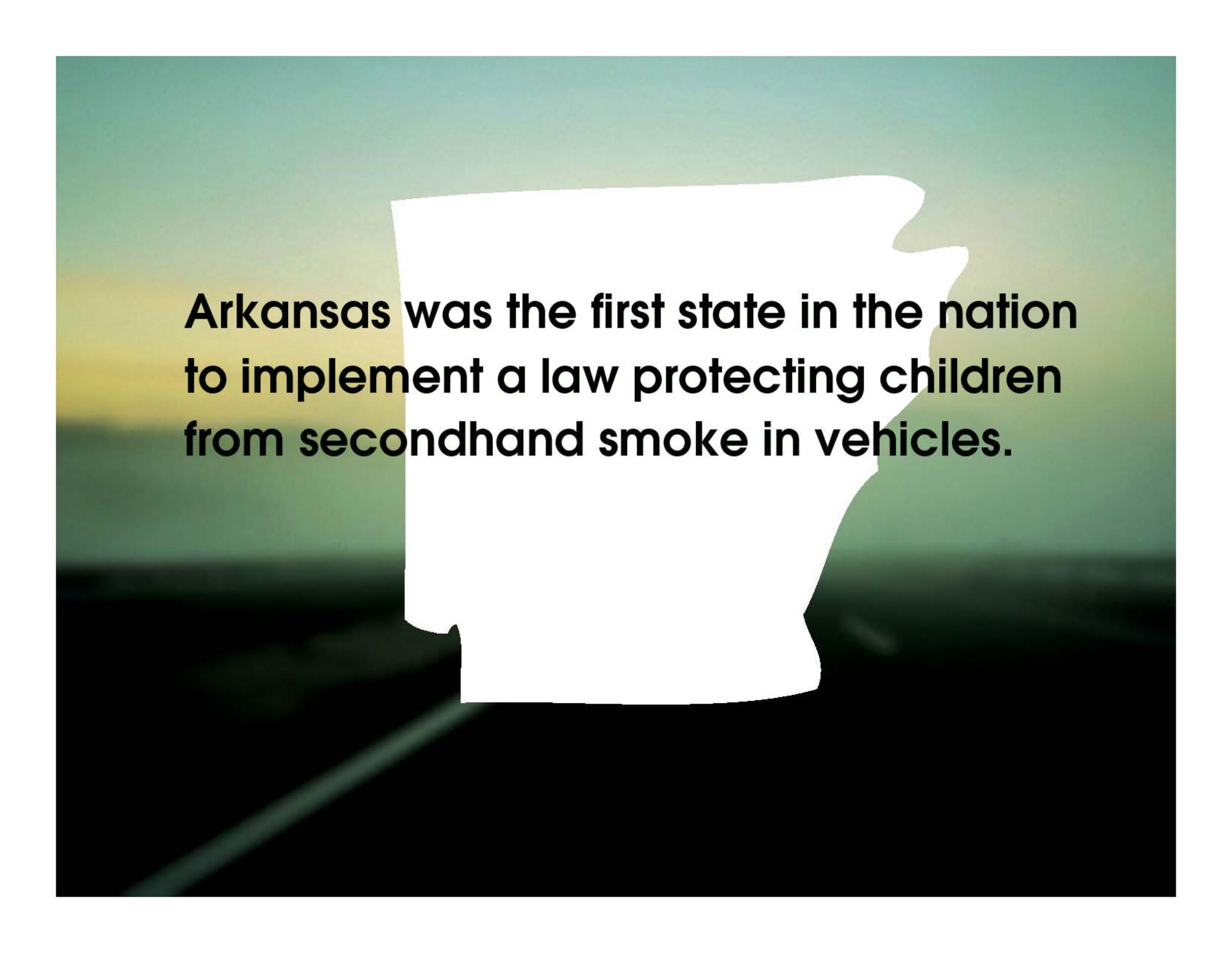


Smoke-free cars for healthy Arkansas kids.

**Arkansas Protection from
Secondhand Smoke for
Children Act**

Act 811 of 2011





Arkansas was the first state in the nation to implement a law protecting children from secondhand smoke in vehicles.

Others soon followed Arkansas' example:



**• California • Louisiana • Maine •
Rockland County in New York • Keyport, New Jersey
South Africa • Puerto Rico • Most provinces in Canada**

Their laws were similar but often stronger:

- **Protection for children under 12 to 18**
- **Penalties of up to \$2,000 per violation**



**Arkansas' law originally passed in
2006 as Act 13.**



Don't lock your child in a gas chamber.

SOS
STAMP OUT SMOKING
ARKANSAS DEPARTMENT OF HEALTH

Your
Tobacco
Settlement
Dollars at
Work

1-800-QUIT-NOW

Smoking in a car with a child under 6 years and 60 pounds is against the law.

**Act 13 of 2006 only protected
children under 6 and weighing
less than 60 pounds.**





The law was amended in 2011 to now include children under 14.



Violators are fined \$25.

First-time offenders can avoid a fine by proving enrollment in a program to quit smoking.





**There is no safe level of exposure
to secondhand smoke.**

**Cigarette smoke contains more than
7,000 chemicals and compounds.**



**Hundreds are toxic.
At least 69 cause cancer.**

Children exposed to secondhand smoke are at increased risk for:



- Sudden Infant Death Syndrome
- Lower respiratory infections
- Other respiratory symptoms
- Middle ear disease
- More severe asthma
- Slowed lung growth

Children are especially vulnerable to health effects of secondhand smoke because of developing respiratory, immune and nervous systems.



IN ARKANSAS

**470 PEOPLE
DIE EACH YEAR
FROM SECONDHAND
SMOKE**

**Almost 60 percent of U.S.
children (ages 3-11) are exposed
to secondhand smoke.**



**Secondhand smoke in cars can
exceed that in homes and bars by
10-100 times.**





**Smoke can stay trapped in cars,
even with open windows.**



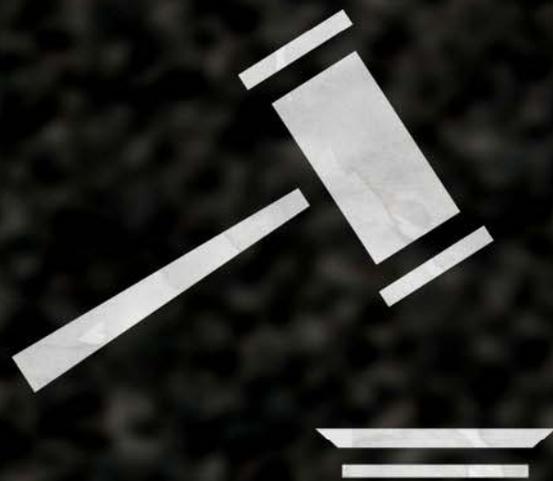
**In a car, one burning cigarette can
equal hazard levels in the vicinity of
forest fires.**



Arkansas students who rode in a car with someone smoking one or more cigarettes in the past seven days:

- Middle school – 55.8% (in 2000)
down to 36.6% (in 2010)
- High school – 64.4% (in 2000)
down to 48.2% (in 2010)





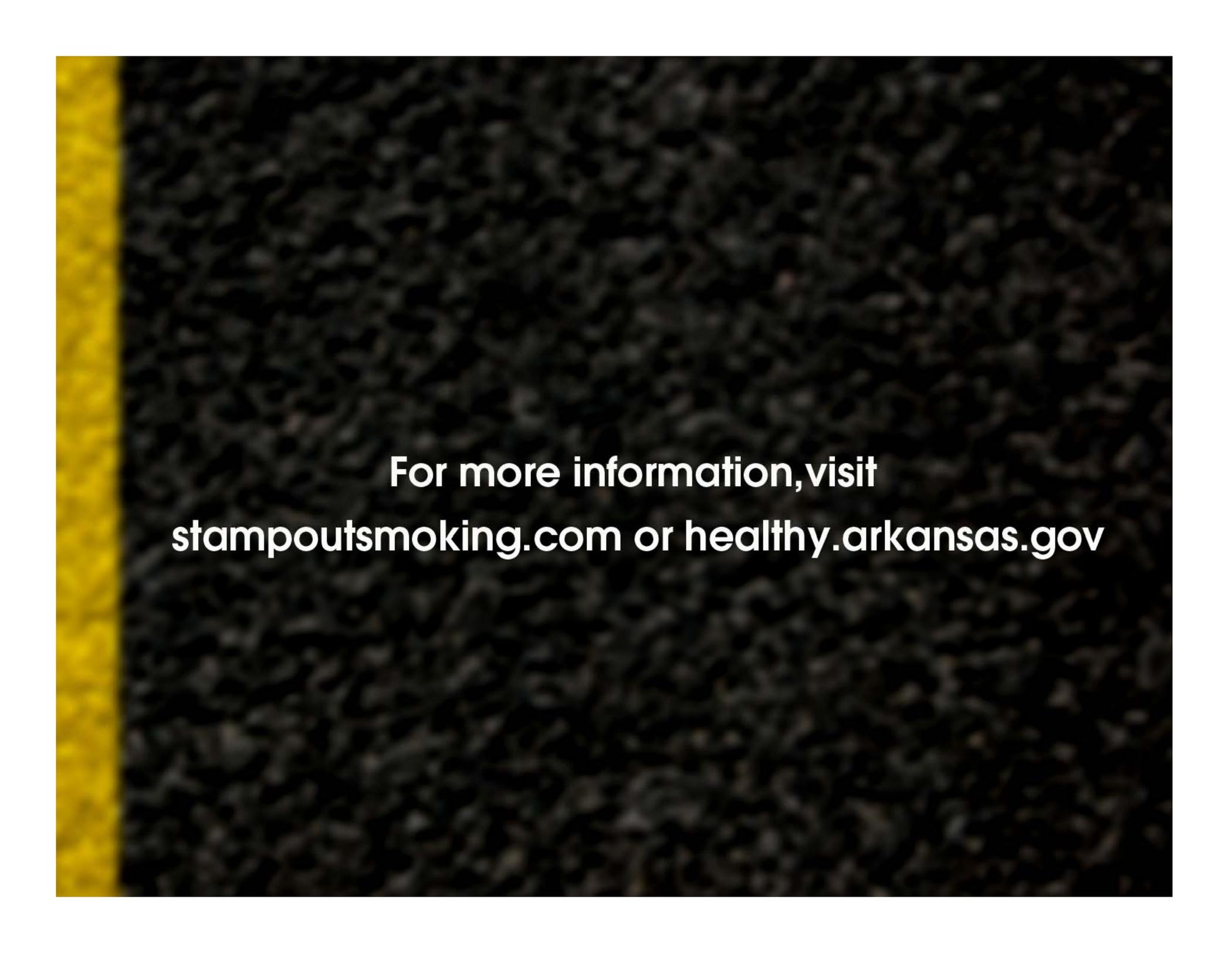
73% OF ARKANSAS

adults would support a stronger law,
protecting all children under 18 from
secondhand smoke in a car.

What can you do?

- Don't smoke in the car
- Don't let kids ride in smoke-filled cars
- Educate others about the danger
- Educate others about the law
- Call 1-800-QUIT-NOW





**For more information, visit
stampoutsmoking.com or healthy.arkansas.gov**

Smoke-free cars for
healthy Arkansas kids.



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ARKANSAS DEPARTMENT OF HEALTH
stampoutsmoking.com

Press Conference to Celebrate Smoke-free Air & Cars

- 5th anniversary of Acts 8 and 13 of 2006
- New: Act 811 of 2011
- Wednesday, July 27, 2011
- Arkansas State Capital, 2nd Floor Rotunda
- Little Rock at 10 a.m.
- Reception thereafter
- RSVP by 7/20: kdonald@arfreshair.com



Miriam Karanja

Section Chief, Media



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1-800-QUIT-NOW

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Outline

- **Resources Available To Educate Your Community on Smoke-free Cars**

- **Media Updates for FY12**

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Statewide Act 811 Media Campaign

- **Radio Ads:**

- Fayetteville, Fort Smith, Hot Springs, Jonesboro, Little Rock, Texarkana
- 38 rural radio stations

- **Billboards:**

- El Dorado, Ft. Smith, Little Rock, Pine Bluff, Jonesboro, Hot Springs and Texarkana

- **Print Ads:**

- State Trooper Magazine, Sherrif's Association Magazine, Kid's Directory, El Latino, Stand

Act 811 Materials

- PowerPoint presentation
- Fact Cards
- Citation Cards
- Sample press release
- Letter to the editor
- Talking points
- Letters of support
- Posters – Daycares
- Activity sheets – Daycares
- Thumb Drive

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A decorative graphic on the left side of the slide, consisting of several overlapping, curved, semi-transparent red shapes that create a sense of depth and movement, resembling a stylized ribbon or a flame.

Update on 2012 Paid Media Campaigns

- 1. Act 811: July to September 2011**
- 2. Tobacco Quitline: September to November 2011**
- 3. Youth Prevention: October to December 2011**



Update on 2012 Grassroots Campaigns

- 1. Banners in Schools: July 2011**
- 2. Essay Contest: September 2011**
- 3. Prevention Campaign: September 2011**
- 4. Coloring Contest: January 2012**
- 5. Drama Contest: January 2012**

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Update on 2012 Grassroots Campaigns

- 1. Press Release Placements**
- 2. Monthly E-newsletters**
- 3. Quarterly E-newsletters**
- 4. Annual Progress Report**

Update on Social Media Campaigns

1. Redesign: www.stampoutsmoking.com
2. Facebook.com/stampoutsmoking
3. Tweets: ADH Twitter

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Sharing of Media Materials

- 1. All print materials available online**
- 2. Logo additions onto print materials**
- 3. Sharing of press releases, editorials, letter to the editors**



Launching New Media Materials

Smokeless Tobacco

- PowerPoint Presentation
- Talking Points
- Fact Cards

Pregnancy materials

- PowerPoint Presentation
- Talking Points
- Fact Cards
- Brochure

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August 24, 2011 Media Training Workshop



**MAKING AN
IMPACT**
2011 TPCP MEDIA TRAINING WORKSHOP

SAVE THE DATE

WED. AUGUST 24
9a.m. to 3:30p.m.
LITTLE ROCK, ARKANSAS
CROWNE PLAZA HOTEL,
JACKSON ROOM

From press releases to paid advertising, this workshop will equip advocates and tobacco control partners with the skills needed to maximize media exposure.

AND IN TURN, MAKE AN EVEN BIGGER IMPACT IN THE COMMUNITIES THEY SERVE.

ATTENDEES WILL NEED TO REGISTER BY JULY 14 ON SURVEY MONKEY



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Tobacco Control Data

<http://www.healthy.arkansas.gov/programsServices/tobaccoprevent/Pages/default.aspx>

- ✓ **Arkansas Tobacco Quitline**
 - ✓ **Media Resources**
 - ✓ **Data and Reports**
 - ✓ **News and Events**
 - ✓ **Trainings**
 - ✓ **GEMS**

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Connect with Us

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- www.healthyarkansas.gov
- www.utube.com/stampoutsmoking

Like Us

- www.facebook.com/stampoutsmoking

Read:

- Subscribe to the quarterly e-newsletter

Tweet Us

- ADHIPO

Contact Us:

- Miriam.Karanja@arkansas.gov - 501-661-2362
- Janice.Davis@arkansas.gov - 501-661-2953

Media Breakout Session



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