

January 25, 2006

**Our Next Meeting**

**Thursday, February 9, 2006.**

**6:45 PM: Registration and refreshments.**

**7:00 PM: Meeting starts.**

**8:30 PM: Meeting ends.**

**Zumbrota Public Library  
100 West Avenue  
Zumbrota, MN**

**West Avenue is one block west of Main Street (State Highway 58). The library is just north of W. 2nd Street (County Highway 68).**

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# Smoke-free News

## Mark Your Calendars For February 9, 2006

Citizens for a Smoke-free Goodhue County is gaining momentum. We are getting ready to start getting our message out to everyone in our county. We will be able to put paid advertisements in all of the newspapers and other media, but first we need your help!

What should our message be? What will work most effectively with your friends and neighbors? How can we help them to understand that secondhand smoke is a well documented public health hazard? What is the best way to use the newspapers and other media in our county? Only you can help us answer these important questions!

Please mark your calendar and come to a special meeting for all of our members and anyone inter-

ested in learning more about our coalition. It doesn't matter if you have attended any of our previous meetings - your participation at this meeting can help us to make the most effective use of the media.

We will have a special guest to lead the discussion and help us find answers to our questions about using the media effectively. Tom Kelly from Kelly\*Killeavy Strategic Communications will lead the discussion. Tom and his firm have extensive experience in helping groups like ours develop smoke-free messages for the media.

The date is Thursday, February 9, 2006. The location is the Zumbrota Public Library, 100 West Avenue in Zumbrota. We will have registration and refresh-

ments starting at 6:45 PM. The meeting will begin promptly at 7:00 PM and end no later than 8:30 PM. See you there!



**The famous covered bridge in Zumbrota, right next door to the site of our next meeting at the Zumbrota Public Library.**

## Important Decisions Made at January Meeting

Thanks to everyone for attending the meeting at the Zumbrota Public Library the evening of January 17, 2006. We began with a presentation from Tom Wolff, Tobacco Grant Coordinator, Goodhue County Public Health Service, about secondhand smoke. Tom reviewed some of the reasons that secondhand tobacco smoke is a danger to your health. He also covered some of the key issues that emerge when people discuss smoke-free work-

place ordinances.

Susan Johnson, who is also involved with tobacco grants at the Public Health Service, reviewed the history of state and local smoke-free ordinances in Minnesota. This helped everyone to understand why it is important for our county to adopt a smoke-free ordinance. (see Why... p. 3)

Some important decisions were made about how our coalition should be organized. We will

have a Coordinator and an informal structure. This has worked well for other communities in Minnesota. Our coalition will be known as the Citizens for a Smoke-free Goodhue County. (see How... p. 3)

Congratulations to everyone who participated in this very productive meeting. We have laid the foundation for our coalition. Let's all resolve to keep moving forward!



Rhana Olson from Kenyon (left) chats with Molly Moilanen.

*“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has.”*  
-Margaret Mead



**Does your organization need a speaker for its next meeting?**

## Our First Meeting December 8, 2005

The all day meeting was held at the Public Library in Zumbrota. People came from Cannon Falls, Kenyon, Zumbrota, Goodhue, and Red Wing.

The day began with a welcome from Tom Wolff, Tobacco Grant Coordinator, Goodhue County Public Health Service. Then Molly Moilanen from the Minnesota Partnership for Action Against Tobacco (MPAAT) helped everyone get acquainted.

Annette Larson from the American Cancer Society gave a presentation explaining what second-

hand smoke is and why it is hazardous to your health.

Pat McKone, from the American Lung Association of Minnesota in Duluth, shared the experience she has gained from thirty years of working on tobacco issues in Minnesota. The final speaker of the morning was Lisa Hicks-Ewald from the Meeker County Public Health Service. Lisa led a coalition that was successful in supporting a smoke-free workplace ordinance for Meeker County.

After a delicious lunch, we had training that was facilitated by

Martin Wera and Dana Borowski from *grassroots solutions*' Smoke-free Technical Assistance Program. (see Power, p. 2) Tom Kelly, a communications consultant from Kelly\*Killeavy Strategic Communications gave everyone some important insights into the best ways to communicate the smoke-free message to the community.

The afternoon ended with Tom Wolff and the group discussing the next steps the coalition should take. An evening meeting was planned for January 17, 2006.

## The Power of Grassroots

Grassroots organizing can be a powerful force to bring about positive change. By getting our message out to large numbers of people around our county, we can greatly increase the membership of our coalition. With increased numbers comes the power to influence decision makers to bring about change.

You don't have to be an expert to help our cause - you just have to know someone. You ask people

one at a time if they will come to a meeting, or write a letter, or make a phone call in support of a smoke-free workplace ordinance.

People are much more likely to agree to help when someone they know asks them. There is a simple technique that anyone can learn that helps to make you more effective when you ask someone you know to help us. We are very fortunate to have the Smoke-free Technical Assistance Team from

*grassroots solutions* available to provide training in this technique.

We had a great training session at the December 8, 2005 meeting. We will repeat this training from time to time. Everyone should take advantage of the next opportunity to learn this powerful technique. It is something that you can take with you to use to help other organizations you become involved with.

## What Organizations Do you Belong To?

Of course we want everyone to join the Citizens for a Smoke-free Goodhue County. But what other organizations do you belong to? You can play an important role in getting our message out to the community. It's so easy to do!

Does your organization need speakers for its meetings? Could you help arrange to have Tom Wolff invited to give an informative talk to your organization? That's all there is to it!

By helping to sponsor Tom as a speaker, you play a vital role in educating our community about the danger from secondhand smoke.

Tom needs at least a 20 minute time slot - 15 minutes for his presentation and 5 minutes for questions from the audience. He can also fit into a 30 minute time slot, with a 20 minute presentation and 10 minutes for questions.

Help to make a positive change for our county. Talk to the person who schedules speakers for your organization. Call Tom Wolff for more information.

## How Will Our Coalition Work?

For an organization to reach its goals, it has to have some sort of structure. This keeps the organization's activities coordinated.

We discussed this issue at the January meeting. Tom Wolff pointed out that our coalition already has an informal structure with three types of members.

First, is the paid staff. These are people who have jobs where they are paid to work to enact a smoke-free ordinance. They coordinate the coalition's activities and facilitate communication. Tom Wolff and Susan Johnson are our only

two paid staff. They both work for the Public Health Service. Tom works fulltime and Susan is part time.

Second, are the coalition's partner organizations. Partner organizations help the coalition with endorsements and shared resources. We already have some great partner organizations. (see Partners p.3)

The third and most important part of our coalition is you. The citizen members of the coalition are the only ones who have the power to see a smoke-free work-

place ordinance enacted. Some are comfortable with the role of "worker bees" who are regular active participants. A larger group participates in specific activities when their help is needed. We are well on our way to building a county-wide membership.

Tom pointed out that this three-part approach to organization, synchronized by a Coordinator, has worked well for other smoke-free workplace coalitions in Minnesota. We decided to adopt this structure at our January meeting, with Tom serving as Coordinator.



**We all have to pull together to reach our goal.**

## Why Are People Joining?

People join our smoke-free workplace coalition for a variety of reasons. Some just want to be able to eat in a restaurant and not have to put up with the smell of smoke drifting into the non-smoking section. Some would like to be able to enjoy bowling without breathing secondhand smoke. Some are exposed to tobacco smoke everyday at work.

Some are joining because our current state law protects them

from exposure to secondhand smoke at work, but they don't think it is fair that people in other occupations are not protected. Some are nurses who want everyone to be able to breathe healthy air at work.

Some are ex-smokers. Some are nonsmokers who have family members who are smokers.

Others are people who have experienced serious illness or death

in their families. The illness or death was caused by smoking, or by exposure to secondhand smoke.

We have all had our lives affected by secondhand smoke. The details of each person's personal experience are unique. What we all have in common is a belief that everyone has a right to breathe smoke-free air at work.

*"What we all have in common is a belief that everyone has a right to breathe smoke-free air at work."*

## We Have Great Partners

Partners are organizations or individuals representing organizations, who work with us to reach our goals. Partners give us their endorsement and may be able to share knowledge and resources with us. Here is a list of partners who currently support our coalition.

**Goodhue County Public Health Service** A smoke-free ordinance is one of the six public health priorities identified by the Com-

munity Initiated Decision Making process in 2004. The PHS has obtained funding and provides space and support for paid staff to work for a smoke-free ordinance.

**Minnesota Partnership for Action Against Tobacco (MPAAT)** Made a grant to Goodhue County Public Health Service to work toward a smoke-free ordinance. They also provide technical support.

**American Cancer Society** De-

pending on our needs they are willing to provide staff time, grassroots expertise, volunteer and donor mobilization, and financial resources.

**Blue Cross and Blue Shield of Minnesota** Will provide technical support to organize medical professionals and organizations to get involved in our efforts.

What other organizations should we add to this list? Please give Tom Wolff your suggestions.



**Our partners will help us to reach our goal.**

HOW TO CONTACT US

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Citizens for a Smoke-free Goodhue County is a group of concerned citizens from all parts of our county. Everyone has a right to breath smoke-free air at work. Our current state law is outdated. It gives protection from second-hand tobacco smoke to many occupations, but gives no protection to other occupations.

Local governments in cities and counties across Minnesota have taken the lead to protect their citizens from secondhand smoke in the workplace. It is time for our county to take action and ensure everyone is protected from this well documented public health hazard. Everyone's health is important. No one should have to breath secondhand smoke at work.

## Secondhand Smoke Increases Risk Of Heart Disease



**Exposure to secondhand smoke causes about 35,000 deaths from heart disease every year in America.<sup>6</sup>**

There is a lot more to tobacco smoke than a bad smell. Secondhand smoke contains over 4,000 chemicals.<sup>1</sup> At least 250 of these chemicals are known to be toxic or cause cancer.<sup>2</sup>

Your heart and blood vessels are extremely sensitive to secondhand smoke. Secondhand smoke affects your heart and blood vessels in at least 15 different ways. These effects interact with each other to increase the risk of heart disease by about 30%.<sup>3</sup>

Studies have shown that just 30 minutes of exposure to secondhand smoke causes significant changes in the function of the heart and blood vessels of non-smokers.<sup>3</sup> Experts from the Centers for Disease Control and Pre-

vention caution that doctors should advise their patients who are at risk of heart disease to avoid indoor environments where smoking is allowed.<sup>4</sup>

The Surgeon General of the United States, our nation's top public health official, has said that exposure to secondhand smoke "...is a common public health hazard that is entirely preventable." He says the best way to protect everyone at work is a law that requires a smoke-free environment.<sup>5</sup>

<sup>1</sup> National Cancer Institute. *Health Effects of Exposure to Environmental Tobacco Smoke: The Report of the California Environmental Protection Agency*. Smoking and Tobacco Control Monograph No. 10 Bethesda, MD. U.S. Department of Health and Human Services, National Institutes of Health. 1999.

<sup>2</sup> National Toxicology Program. *Report on Carcinogens, Eleventh Edition*. U.S. Department of Health and Human Services, Public Health Service. 2000.

<sup>3</sup> Barnoya, J and S Glantz. "Cardiovascular Effects of Secondhand Smoke Nearly as Large as Smoking." *Circulation*. 2005; 111:2648-2698.

<sup>4</sup> Pechacek, T and S Babb. "How Acute and Reversible are the Cardiovascular Risks of Secondhand Smoke?" *British Medical Journal*. 2004; 328: 980-983.

<sup>5</sup> U.S. Department of Health and Human Services. *Reducing Tobacco Use: A Report of the Surgeon General*. Atlanta, GA: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. 2000.

<sup>6</sup> Centers for Disease Control and Prevention. "Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses—United States 1997-2001." *MMWR*. 2005; 54: 625-628