



# Youth Connection

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Working statewide to create a healthier Missouri by eliminating the burden of tobacco.

University of Missouri



3 A Smokebusters' presentation at Nell Holcomb Elementary emphasizes the damaging effects of tobacco on the body.

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## Special points of interest:

- YAB president Giuffra joins prevention efforts at Washington University

## Nell Holcomb students 'Kick Butts'

Nell Holcomb R-VI (Cape Girardeau) Smokebusters held their annual Smokebusters Kick Butts Day on February 21. The students advertised the day a couple of weeks ahead of time by placing humorous anti-smoking posters around the school along with "Kick Butts" flyers.

Smokebusters students did presentations for both junior high and elementary students.

The Smokebusters presented to approximately 100 junior high students. They showed the "Truth, Lies and

Tobacco" PowerPoint from Making Our Mark trainings. For classroom activities, students participated in a scavenger hunt and smoke balls. They ended the day with the Truth.com website, looking at the site's videos and voting on their favorite, then watching testimonies of tobacco users who have suffered debilitating illness from tobacco use. Time was allowed for questions and classroom discussion.

Separate but simultaneous presentation for 135 students in grades 1-5 were held in the school

library. Smokebusters set up four stations where the children spent 5 minutes at each before rotating to the next one. The stations included:

- What's in a cigarette?
- The Mouth
- The Lungs
- The Body

After visiting the stations, each class was brought together for 5 minutes of questions and class discussion.

Thanks to this great event the Smokebusters were able to reach most of their student population in a fun, yet educational way.

## Tobacco future 'in our hands,' Missourian says

By Alex Higginbotham  
TFM Youth Advisory Board

Last place. Unfortunately, this is where Missouri has fallen on many tobacco issues. Not only do we have the lowest tobacco tax in the nation, but according to a late March St. Louis Post-Dispatch article, we also rank as the worst in the nation for workplace exposure to secondhand smoke. In addition to that, we are one of only 10 states that still allow smoking within our state Capitol building.

It is my firm belief that youth are the most dangerous challenge currently facing the tobacco industry. With tobacco-related diseases killing 6 million people every single year, tobacco companies are losing a major amount of business. If that void is to be filled, who better to do so than young and vulnerable teens who presumably have a great deal of life ahead of them?

The future survival of the tobacco industry rests in our hands. We as youth have the power to stop the epidemic that tobacco has created.

It's information like this that made my opportunity to



Alex Higginbotham (right) joins Dr. Reed Tuckson of United Health Foundation in an interview in Washington D.C. to highlight Kick Butts Day and its goal of preventing youth tobacco use.

serve as a youth spokesperson for the Campaign for Tobacco Free Kids (TFK) even more meaningful. I cherished the opportunity to show the rest of the nation

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## Giuffra joins prevention efforts at Washington U

TFM Youth Advisory Board president Daniel Giuffra joined tobacco prevention efforts on the

Washington University campus this past Kick Butts Day. Daniel organized surveys and information

for students of the St. Louis-based university. Paired with Betsy Foy, who leads Student Health Services efforts on alcohol, tobacco, and other drugs, Daniel organized a small event on Kick Butts Day, as well as planning future events with Student Health Services.

Washington University is a proud member of the Tobacco-Free Campus Initiative, and recently placed eCigarettes under the same restrictions as conventional cigarettes in its Tobacco-Free Campus policy. Although this was just the start of his involvement with Washington University, Daniel hopes the recent event will be a jumping off point for bigger and better tobacco prevention related events in the future.



# Legislature dealing with 17 tobacco-related bills

## Tobacco lobbyists pushing effort to create loophole on eCigarette regulation

By Stan Cowan  
Research Aide  
University of Missouri

Since last month's newsletter, one additional tobacco-related bill has been filed, bringing the total to 17 bills. Of particular interest for youth advocates...

### Good bills:

SB 820 and HB 1242 both received hearings, news coverage, and garnered editorials in the *St. Louis Post Dispatch* and *Kansas City Star*. These bills would close the loophole that allows small tobacco companies to not pay into the Master Settlement Agreement. Missouri is the only state not to have corrected this shortcoming, and as a result, will have to refund \$70 million to big tobacco companies this year alone. Given the publicity, it is expected the bills will be reported out of committees soon.

HB 1058 would establish an Alcohol & Tobacco Trust Fund for administration of state liquor and tobacco laws, especially in preventing sales to youth. The House passed the bill and it has been assigned to the Senate Ways and Means committee.

HB 1716 uses the model language from Americans for Nonsmokers' Rights for a strong state law for smoke-free workplaces and public places. A hearing scheduled by the Special Standing Committee on Emerging Issues in Health Care was cancelled due to weather. It is hoped to be rescheduled.

House Concurrent Resolution 17 was introduced to recognize May 31, 2014, as "Missouri No Smoking/Tobacco Day" in order to increase awareness on the dangers of tobacco use. Even if only debated on the House floor, this can present an opportunity for earned media about the impact tobacco has on Missouri and what the legislature has/hasn't done to address this impact.

### Weak bills:

(no change from last month)

SB 572 would amend the current state clean indoor air law to eliminate most exemptions, but keeps the vague enforcement language. The Veterans' Affairs and Health Committee has not scheduled a hearing yet.

HB 1315 would increase the cigarette tax by 4¢ per year for four years for a total increase of 16¢ with proceeds going to general revenue and none of it to fund tobacco control programs. The General Laws committee has not

scheduled a hearing yet.

HB 1519 would increase the cigarette tax by 1½¢ per pack to provide funding for early childhood education. The Ways and Means committee has not scheduled a hearing yet.

### Bad bills:

HB 1067 would require city and county sales tax on tobacco products be diverted to local school districts if a city has a smoke-free ordinance. The intent is to discourage local smoke-free ordinances. The Local Government committee voted out the bill largely along party lines, despite concerns about its constitutionality and additional paperwork to businesses and local governments.

HB 1690 and SB 841 both received hearings with strong support by Reynolds American. Their lobbyist testified they want to keep eCigarettes away from youth. However, the tobacco industry-written bill would create a loophole for eCigarettes and other new tobacco products to escape regulation as tobacco products. A better bill would simply include eCigs and alternative nicotine products to be within the definition of "tobacco" products, which would still prohibit their sale to youth as well as have them be subject to the same regulation as traditional tobacco products.

**Status of legislation can be monitored at**  
<http://house.mo.gov/billcentral.aspx?pid=26>

## Tobacco future 'in our hands' Missourian tells youth

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that we Missourians are not only aware of these unfortunate statistics, but are working hard to fix them. As a spokesperson for this organization I was able to participate in a media tour that the

group was holding in order to promote the national Kick Butts Day observance. During this media tour we conducted interviews with television and radio stations across the nation. In partnership with the United Health Foundation, TFK was able to reach an audience of over 9.8

million during the tour.

We at Tobacco Free Missouri and TFK hope that Missouri's youth will join us not only on Kick Butts Day, but every day. Tobacco companies do not take a break and neither can we. Join the fight today and help us create a truly tobacco free generation.