



Youth Connection

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

University of Missouri

Inside this issue:

Missourians named 'top 24 under 24' drug Mythbusters	2
CVS/pharmacy ends tobacco sales	3

Special points of interest:

- Kick Butts Day, Speak Hard event coming up in March (see page 4)

2014 Capitol Day a big success

Tobacco advocates from across the state gathered in the Missouri State Capitol on February 27 to attend Tobacco Free Missouri Youth Advisory Board's Capitol Day. Students from 12 schools, along with other advocates, educated legislators, Capitol staff and visitors about the burden of tobacco in Missouri.



Missouri youth advocates had a highly visible presence at the Capitol in Jefferson City as they took place in Capitol Day activities designed to educate about the burden of tobacco.

In addition, youth from across the state met with House of Representatives Majority Leader John Diehl, presenting over 3,000 signatures of support from over 200 communities, urging the implementation of a policy to make the capitol

building smoke-free.

Students visited the elected officials representing their home towns to reinforce the message on the importance of protecting young people from secondhand smoke.

Four breakout sessions concluded the day's activities, discussing the

power of youth and how vital they can be in policy change.

When asked what they liked most about the day, participants' top answers included meeting with elected officials and visiting the Capitol.

"It's an honor to host

(Continued on page 4)

Giuffra featured in USDA live webcast

Daniel Giuffra, President of Tobacco Free Missouri Youth Advisory Board, discussed his anti-smoking work as part of a recent U.S. Food and Drug Administration news conference announcing a new campaign to curb tobacco use among at-risk youth.

Daniel discussed his impressions of the planned campaign on the February 4 live webcast from the National Press Club in Washington, D.C. The news conference announced the FDA's first-ever youth tobacco prevention campaign, The Real Cost, which

targets the roughly 3,200 Americans per day who smoke their first cigarette when they're not yet 18 years old.

The new public education campaign to prevent youth tobacco use will run on media outlets including

(Continued on page 2)

Missourians among nation's 'top 24 under 24'

Congratulations to Daniel Giuffra and Kate Hanson for winning the SparkAction Top 24 Under 24 Drug Mythbusters contest.

SparkAction.org is a collaborative, nonprofit journalism and advocacy network to mobilize action for and by young people. In support of National Drug Facts Week 2014, SparkAction and its partners hosted the contest and profile series, issuing a national challenge to find the top 24 young people age 24 or under who are informing and empowering their peers to make decisions about substance use based on facts – not rumors, myths or peer pressure.

The contest supports the National Institute on Drug Abuse (NIDA) and its National Drug Facts Week, a health observance week that uses community-based events and activities on the Web and on TV to encourage teens to get factual answers from scientific experts



Daniel Giuffra



Kate Hanson

about drugs and drug abuse.

Rules of the contest specify that each entrant must be a young person who is using both science and creativity to move the dialogue beyond “just say no” to an exchange of science-based information on the use, impacts and effects of substances.

The 24 young changemakers who were selected, ranging in age from 13 to 24, live in rural, urban and suburban areas all across the country, but they share some things

in common. Every nominee showed inspiring commitment to educating their peers about the science-based facts about drug use and its impacts on mind and body. All used their skills, talents and passion, including music, art, technology, or working with local organizations and businesses to spread the word.

And these young people have got drive. Mythbusters work in schools, communities, after-school programs and camps. If they couldn't find local resources that felt genuine and resonated with them, they built their own. Several of the winners developed their own programs, curriculum and/or sober living spaces to educate and support other young people. Several worked to improve policies governing the use and disposal of medication.

Click on this link to learn more about all Top 24 Under 24 Drug Mythbusters: <http://sparkaction.org/24under24-mythbusters>.

Campaign seeks to break control of cigarette 'bullies'

(Continued from page 1)

television, radio, and social media such as Facebook and Twitter.

“I think early education is the key, and even occasionally use is harmful, and I can't wait to share with my peers,” Daniel said, adding that the campaign is “a great way to get the discussion going.”

The Real Cost campaign is backed by the best available science and is supported with \$115 million dollars in funding. It will run for at least a year. The ads will feature a different message from earlier prevention campaigns.

“I think the ads' focus on losing control to cigarette 'bullies' who demand your money and take over your life will resonate with this age group,” Daniel said.

Since his presentation on the webcast, the story has been picked up by other media outlets including the news room at Washington University in St. Louis, where Daniel is a freshman in college, and several other news stations.

Daniel's efforts have helped to educate youth and expose the hazards of tobacco use.

To view the ads and webcast click on the following link:



Missourian Daniel Giuffra shares his thoughts about preventing youth tobacco use during a webcast announcing the USDA's new campaign, “The Real Cost.”

http://www.tobaccofreekids.org/tobacco_unfiltered/post/2014_02_11_fda/?utm_source=alert&utm_medium=email&utm_campaign=tobacco_unfiltered.

'The right thing to do' - CVS ends tobacco sales

Company to launch national smoking cessation program

If you remember in last month's newsletter we discussed this very issue of how selling tobacco products in pharmacies sends mixed messages about health. Pharmacies are there to protect people's health, not damage it. Now the CVS/pharmacy chain agrees, and has decided to stop selling tobacco products, taking the lead in national pharmacy chains to take this step in support of the health and well-being of patients and customers.

"Ending the sale of cigarettes and tobacco products at CVS/pharmacy is the right thing for us to do for our customers and our company to help people on their path to better health," said Larry J. Merlo, President and CEO of CVS Caremark. "In addition to removing cigarettes and tobacco products for sale, we will undertake a robust national

smoking cessation program."

While CVS estimates it will lose approximately \$2 billion in annual revenues from tobacco shoppers, the company has identified other opportunities that are expected to offset the impact on profits.

CVS has gained praise and support for its decision from health organizations, elected officials, newspaper editorials and others.

The American Public Health Association is launching a national petition asking all retailers that operate pharmacies or clinics in their stores to stop selling tobacco products. If you would like to show your support click on this link and let your voice be heard: http://action.apha.org/site/PageServer?pagename=tobacco_petition.

Seven U.S. senators went a step further, and have written to



CVSquitsforgood

Walmart urging that company to follow the wonderful example of CVS pharmacies and end the sale of cigarettes and other tobacco products. Senators also sent letters Walgreens, Rite Aid and the National Association of Chain Drug

Stores urging other drug stores to join CVS in ending tobacco sales. For more information on this effort click on: http://www.tobaccofreekids.org/tobacco_unfiltered/post/2014_02_18_walmart.

We applaud CVS Pharmacy for taking this giant step in protecting people's health and encourage each of you to send them a special thank you message to let them know how much we appreciate their making a health decision over profits, either on their Facebook page, CVS Caremark or CVS/Pharmacy, or send a tweet of thanks to @CVSCaremarkFYI or @CVS_extra.

Seven more tobacco-related bills filed in MO legislature

By Stan Cowan
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Since last month's newsletter, another 7 tobacco-related bills have been filed, bringing the total to 16 bills. Of particular interest for youth advocates...

Good bills include:

SB 820 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.

This bill was heard by a Senate committee, but not yet reported out. A companion bill, HB 1242, has not been heard.

HB 1058 for an Alcohol & Tobacco Trust Fund to enable administration of state liquor and tobacco laws, especially in preventing sales to youth. Has been passed by the House and received a first reading in the Senate.

HB 1625 and HB 1716 uses the model language from Americans for Nonsmokers' Rights to enact a strong state law for smokefree workplaces and public places. HB 1625 was assigned to the Local Government committee, which historically has opposed smokefree

laws. HB 1716 has been assigned to the Special Standing Committee on Emerging Issues in Health Care. Neither have hearings scheduled yet.

Weak bills include:

SB 572 would amend the current state clean indoor air law to eliminate most exemptions, but keeps the vague enforcement language. The Veteran's & 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

(Continued on page 4)

Proposed measures could hinder tobacco control

(Continued from page 3)

and none 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 & Means committee has not scheduled a hearing yet.

Bad bills include:

HB 1067 would require city and county sales tax on tobacco products

to be diverted to the local school district if a city has a smokefree ordinance. The intent is to discourage local smokefree ordinances. The Local Government committee voted out the bill largely along party lines, despite concerns of its constitutionality and additional paperwork to businesses and local governments.

HB 1345 purports to prohibit sale of electronic cigarettes to youth, but was written by the tobacco industry to create a loophole for electronic cigarettes and other new tobacco products to escape regulation of

them as tobacco products. Slightly different versions have since been introduced as HB 1690 and SB 841. None have been assigned hearings to date. A better bill would simply include e-cigs and tobacco-derived or 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>.

Capitol Day gives youth tools for advocacy, change

(Continued from page 1)

over 100 youth in the Capitol today, and I hope they will learn valuable tools to use in their advocacy efforts and to speak up,” said Daniel Giuffra, President of Tobacco Free Missouri Youth Advisory Board.

“Remind people why you are a tobacco-free advocate, and tell people why that’s important to you,” Giuffra urged the youth attending the event. “Tell your legislators today and your teachers tomorrow. Tell them all why you are here today and never stop speaking about what you’re passionate about.

“If we all keep talking, everyone else will start listening,” he added, “and once we have everyone’s attention, we can make impactful change happen.”

To see more pictures of the day’s event visit Tobacco Free Missouri Youth Advisory Board on Facebook, Twitter or Instagram @TFMYAB.

Training events, contest coming up

Kick Butts Day

Eleven Missouri communities are collaborating with the Campaign for Tobacco Free Kids national Kick Butts Day by sponsoring local events in their communities such as rallies, 5K races, dodge ball, flash mobs and more. Kick Butts Day is March 19, but if that day doesn’t work well for you, any day close on the calendar will work fine. Don’t have anything planned? Check out this link for some awesome ideas: http://www.kickbuttsday.org/get_started/. Kick Butts Day is a national day of activism when communities organize events designed to get youth to stand out, speak up and seize control against Big Tobacco.

Speak Hard

The registration deadline for the 2014 Speak Hard event is quickly approaching and you don’t want to miss out. Speak Hard is a day when Missouri teens unite in

Jefferson City to attend educational sessions and hear motivational speakers before visiting their elected officials to discuss concerns from their communities. The deadline is March 5 to register for the March 26 Speak Hard. For more information, click: <http://www.actmissouri.org/event/2013-speak-hard-youth-conference/>.

MOCAN Media Contest

To help raise awareness of the importance of healthy eating and physical activity, the Missouri Council for Activity and Nutrition (MOCAN) and Missouri Department of Health and Senior Services (MODHSS) are launching a youth media contest this spring. The contest is designed for middle school students, and asks them to create a slogan and design a poster or short video that reflects why young people should eat healthy foods and be active. By participating, students may win a prize. But they also learn how to live healthier and encourage their peers to do the same. The deadline to enter is April 25, 2014. For details go to: <http://MOCAN.org>.