

**More and more towns and municipalities are going smoke-free!**

**What does that mean?**

You and your children are protected from harmful environmental tobacco smoke in places like parks, beaches, and other designated smoke-free zones in towns and municipalities passing smoke-free outdoor air ordinances.

**What's environmental tobacco smoke?**

Environmental tobacco smoke is also called "second hand smoke," "passive smoke," or involuntary smoke. It's the smoke that streams out of a burning tobacco product and the smoke exhaled by a smoker.

**But how can the smoke hurt if it's outdoors?**

It's a carcinogen no matter where it is. It has been found that environmental tobacco smoke can be as toxic outdoors as it is indoors, depending on the proximity and wind speed. It can trigger an asthma attack in some people.

**Where will people smoke?**

Smokers will still be able to smoke, just not in designated smoke-free zones (e.g., public parks, beaches, recreational areas and municipal properties).

**Don't smokers have a right to smoke?**

Smokers can smoke when they are not in non-smoking areas. This is not a personal rights issue; it is a public health issue. People deserve the opportunity to breathe clean air, and smoke-free air laws provide people with this opportunity.

**Is there some way that I could get involved to help my town pass a smoke-free law?**

We'd be glad to speak to you! Check us out online at [tobaccofreenj.com](http://tobaccofreenj.com). ©

# Tobacco-Free News

The official newsletter of

Tobacco-Free For A Healthy New Jersey



## Tobacco-Free for a Healthy New Jersey and Partners Improving the Public Health

By Marc L. Steinberg, PhD

Working in tobacco control can often feel like David vs. Goliath. Big Tobacco has almost infinite resources with which to protect their profit margins at the expense of the public health. We, on the other hand, often have to fight just to keep even small budgets with which to operate. Thankfully, we have grass roots organizations like Cancer Coalitions and energetic, concerned citizens who recognize the importance of tobacco control and help us with our public health mission. We also collaborate well with other tobacco control organizations to maximize our efforts. As you will read in this edition of *Tobacco-Free News*, we (the Tobacco-Free for a Healthy New Jersey regions, NJ GASP, Mom's Quit Connection, Cancer Coalitions, local government officials, and concerned citizens) have

been very busy fighting for clean outdoor air ordinances.



Many towns and municipalities in New Jersey are implementing clean outdoor air ordinances. Right now, New Jersey has a similar climate with respect to clean *outdoor* air as it did in the early 2000s (before the New Jersey Smoke-free Air Act was passed) with respect to smoke-free *indoor* air. The New Jersey Smoke-free Air act protects people from environmental tobacco smoke in bars, restaurants, and other workplaces. Before passage of this bill, people expressed doubt regarding enforcement, business owners expressed concern about losing business, and smokers suggested that their "rights" would be infringed

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*This newsletter was created by the Tobacco-Free for a Healthy New Jersey with funding from the New Jersey Department of Health and Senior Services and the Center for Disease Control.*

“The fact is that the Centers for Disease, Control and Prevention report that environmental tobacco smoke contains over 7,000 chemicals, including hundreds that are toxic and approximately 70 that cause cancer.”



## Tobacco-Free for a Healthy New Jersey and Partners Improving the Public Health

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upon. In 2012, the idea of someone smoking in a restaurant or other place of business seems foreign to most of New Jersey.

Now we are fighting to protect New Jersey’s citizens from environmental tobacco smoke on public beaches, parks, boardwalks, and other municipal properties. We hear the same concerns as before: How will this be enforced? Don’t people have a “right” to smoke in a park filled with children?

In addition, some even doubt whether environmental tobacco smoke is harmful outdoors (as if the cancer-causing smoke somehow *knows* whether it is indoors or outdoors).

The fact is that the Centers for Disease, Control and Prevention report that environmental tobacco smoke contains over 7,000 chemicals, including hundreds that are toxic and ‘approximately 70 that cause cancer. Beaches, boardwalks, and parks are designed to be family

friendly and attract lots of children. Clean outdoor air ordinances will protect these families. New Jersey citizens are demanding smoke-free environments for their families, and local municipal/town councils and mayors are recognizing this demand, and are acting upon it. While Big Tobacco may have all the money, we have common sense solutions, energetic and committed partners, and willing local officials. Please enjoy the following stories describing some of our recent public health victories. ☺

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## South Jersey Towns are Going Smoke-Free

By Kim Burns

In South Jersey several municipalities have passed ordinances to protect the health and wellness of their residents in the past few months. Tobacco-Free for a Healthy New Jersey, Mom’s Quit Connection and the Vineland Health Department have started working with residents and agencies from

several municipalities on local coalitions called Integrated Municipal Advisory Councils (IMAC) to work towards passing smoke-free outdoor ordinances. Atlantic City passed an ordinance prohibiting smoking at all their recreational and ball fields, while Palmyra and Penns Grove passed ordinances banning

smoking at their parks. IMAC committees have also been formed in Brigantine, Bridgeton and Camden. If you are interested in joining this effort in any of the mentioned towns, or initiating your own in your municipality, please contact Kim Burns at 609-272-0101 ext. 18. ☺

# Tobacco-Free For A Healthy New Jersey

## Central Region Update

By Donna Drummond, LPC, CTTS  
Coordinator, Central Jersey Region

We have exciting news concerning Asbury Park! This resort city, once called the “Jewel of the Jersey Shore” and rapidly working towards reclaiming that title, has just passed a **smoke-free outdoor air ordinance!**



Residents will no longer be subject to environmental tobacco smoke (ETS), often called “second-hand smoke,” from cigarettes and cigars in parks and outdoor recreation areas where children play and adults spend their leisure time.

Asbury Park has signed an umbrella ordinance prohibiting smoking on municipal properties which will be phased in gradually by resolution. Asbury Park is currently in the process of establishing which beaches and public areas will be the first to become smoke-free, with other municipal properties to follow later.

Asbury Park’s intent is to enhance the public health, safety and

welfare by discouraging the inherently dangerous behavior of smoking around non-tobacco users, especially children.

Exposure to ETS constitutes a substantial health hazard to the nonsmoking majority of the public.

Controlling children’s exposure to second hand smoke is the responsible thing to do. Not only will they be protected from harmful smoke, but by not seeing adults modeling smoking, they are less likely to see smoking as a desirable behavior and therefore less likely to begin smoking.

Tobacco-Free for a Healthy New Jersey, together with Monmouth Cancer Coalition and NJ

GASP, led the charge toward smoke free air by advising the Asbury Park City Council of the benefits of clean air. We met with Mayor Ed

Johnson and the City Council and were pleased to note their willingness to move forward with writing an ordinance. We applaud Mayor Johnson and the City Council for taking this bold step towards improved health for the city. And we wish them continued prosperity! ☺



Mayor Ed Johnson

*“Asbury Park’s intent is to enhance the public health, safety and welfare by discouraging the inherently dangerous behavior of smoking around non-tobacco users, especially children. Exposure to ETS constitutes a substantial health hazard to the nonsmoking majority of the public.”*



## Free Training Available! Cathy Butler, M.A., CSW, CTTS

Mom's Quit Connection, a grantee of the NJ Office of Tobacco Control, continues to provide training on implementing a sustainable, system wide, brief tobacco dependence intervention model. The free training program - Ask, Advise, Refer: Brief Intervention - is a shortened version of the CDC's best practice of the 5As: Brief Intervention model (Ask, Advise, Assess, Assist, and Arrange). The training is one hour long and includes tobacco use statistics, the hazards of smoking, second and third-hand smoke, the effects of smoking and other chronic diseases, and the cycle of tobacco addiction. Participants learn to integrate the brief intervention model into their existing office routine: Asking about tobacco use, Advising about the risks associated with tobacco use, and Referring their patients and clients to either the NJ Quitline or Mom's Quit Connection (MQC). Each trained site is provided a tool kit that includes Fax-to-Quit forms for MQC and the NJ Quitline, billing codes, and patient resources. The fax forms are personalized for each site – creating an easy, ready to use referral tool.

The Health Information Technology for Electronic and Clinical Health Act (HITECH) has determined that **tobacco use screening** is one of the three core quality measures on the

Electronic Health Record. Our training will assist providers in implementing the skills they will need to qualify for an incentive payment through CMS (Centers for Medicare and Medicaid Services) to improve care delivery. MQC will assist practices and systems with implementing a screening tool (Ask), a process to offer treatment (Advise), and the tools to provide free cessation (Refer). Smokers given assistance and support from a trained clinician about quitting smoking are about 2 ½ times more likely to quit successfully for five or more months (Treating Tobacco Use and Dependence: 2008 Update).

MQC can tailor presentations of the Ask, Advise, and Refer: Brief Intervention Training (AA & R) to accommodate different venues such as in-services, department meetings, larger coalition meetings and conferences. This year, MQC has presented at a Cancer Coalition in Northern NJ, at the National Association of Social Workers – NJ Chapter and the Atlantic County's Healthy Mothers Healthy Babies Adolescent Pregnancy Conference. In addition to these large venues, MQC has provided twelve AA & R trainings in New Jersey since January 1, 2012. From January 1, 2012 through June 27, 2012, statistics indicate that training participants who completed a pre and post test increased their knowledge by an average of 23%. Trained sites that were assessed for utilization of AA & R post training, reported an average of

79% increase in usage of the brief intervention model at their 6 month follow up assessment. In 2011, 44% of clients enrolled in MQC's counseling program significantly reduced their tobacco consumption and 20% quit smoking entirely.

Tobacco use is the leading cause of preventable death and illness in the US, causing over 440,000 deaths every year and costing trillions of dollars in healthcare costs and loss of life. To schedule a free training to learn more about cessation resources that are available for to your patients, please contact Cathy Butler, Program Coordinator of MQC at 856-675-5289 or [cbutler@snjpc.org](mailto:cbutler@snjpc.org). The program only takes an hour, is free, and has evidence based successful results. ©

### Wouldn't You Like to See These All over *YOUR* Town?

*Rachel D. Lender, MPH, MCHES,*  
American Cancer Society



Tobacco-Free for a Healthy New Jersey (TFHNJ) has purchased thousands of high-quality,

vibrant, 12"x18" metal signs that are available **at no charge** to any municipality that passes an ordinance banning smoking in municipally-owned outdoor areas.

More than 120 New Jersey municipalities have enacted such ordinances, including eleven that passed in 2012 alone!

Clean outdoor air benefits everyone. TFHNJ can help you through the process of working with the Mayor and Council. Contact the grant partner in your region for more information (see back cover of this newsletter) ☺

### **New Jersey Breathes: Changing New Jersey, One Step at a Time**

*Rachel D. Lender, MPH, MCHES,  
American Cancer Society*

The New Jersey Breathes coalition, under the leadership of Dr. Fred Jacobs, has had an exciting and productive few months.

On March 28<sup>th</sup>, about 40 Tobacco Control advocates from around the state met at the Medical Society of New Jersey. The determination was made to develop focused work groups; each addressing a specific state-wide issue. Since then, the work groups have hit the ground running. A media campaign was launched to educate the public on the importance of providing smoking-cessation and tobacco control services. Dozens of smoking-cessation counselors have met to help obtain better coverage and reimbursement from Medicaid and private insurers. Youth advocates have come together to discuss programs

aimed at preventing smoking initiation in children, while another group convened to help further the cause of breathing clean air throughout the state.

All of the New Jersey Breathes members participating in the work groups share the passion, knowledge and talent that it takes to make a difference! ☺

### **News From Tobacco-Free for a Healthy NJ Northern Region & New Jersey GASP**

*Cindy Meakam, CHES*

“Tobacco Free is the Way to Be,” that’s my motto! What a night it was on April 12<sup>th</sup> 2012! At an event in their honor, over 20 students and their families attended a pizza party hosted by Paterson City Council President Anthony Davis. The celebration marked the students’ participation in a cigarette butt clean up at the Great Falls in Paterson and a poster contest for Kick Butts Day. Many thanks to Aracelli Lopez, the Passaic County Cancer Coalition Coordinator, for helping to facilitate this wonderful event for the students.

The next event of the evening was a presentation to City Council members regarding a proposed smoke free parks initiative. Dr. Fred Jacobs, former New Jersey Health Commissioner, testified with authority on the harms of smoking and environmental tobacco smoke. Other key figures who testified were Kenese Robinson from American Cancer Society, Karen Blumenfeld, Esq., Executive Director of NJ GASP,

Alan Kantz, Program Manager of NJ GASP, and Cindy Meakem from the Center for Prevention Counseling. Members of the Paterson Integrated Municipal Advisory Council (IMAC) showed their support as well by stepping up to add a few words before the Council.

Students who participated in the Kick Butts poster contest held up their posters for the City Council members to see, while the youth group from Great Falls displayed a hefty sized bottle of cigarette butts collected at the Great Falls clean up. These visuals underscored the need to go smoke-free in local parks. WOW! What an impressive effort!

Following the presentation, a first reading of the ordinance resulted in a unanimous Council vote for 100% smoke-free parks and recreation areas. At the April 24<sup>th</sup> second reading, another unanimous vote marked the adoption of Paterson’s 100% smoke-free ordinance. What a great victory for the residents in the third largest municipality in New Jersey.

Other 100% smoke free park ordinances instigated by Tobacco-Free for a Healthy New Jersey Northern Region and NJGASP were North Haledon, Maplewood, Prospect Park, Stanhope, Haledon, and Sparta. We are now working with the City of Passaic in the hopes of assisting them to pass an outdoor air ordinance. ☺



ROBERT WOOD JOHNSON  
MEDICAL SCHOOL  
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*This newsletter represents a collaboration between the Tobacco-Free for a Healthy New Jersey regional coordinators and is edited by Marc L. Steinberg, PhD.*

Tobacco-Free for a Healthy New Jersey is an organization that is dedicated to promoting community health through education and outreach. Members of the partnerships are concerned citizens, community organizations, schools and other municipal programs throughout New Jersey. We are organized into three regions: North, Central and South.

Tobacco-Free for a Healthy New Jersey is funded through the New Jersey Department of Health and Senior Services

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