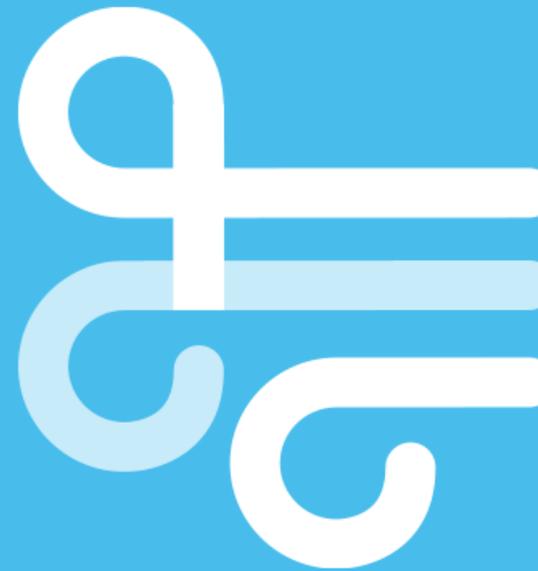


# Breathewell Newaygo County

**A Workgroup of the Headway Coalition**

**Sally Wagoner, RN, BSN, CTTS  
Spectrum Health Gerber Memorial  
Community Education**



# Headway Coalition



Drug Abuse Prevention



Alcohol Abuse Prevention



Tobacco & Nicotine Prevention & Cessation (BreatheWell)

\* Another workgroup was recently renewed regarding mental health and suicide prevention in our communities.

# Why Breathewell...*tobacco and nicotine use in Newaygo County*

## Adult Smokers

26%

DHD #10 Behavioral Risk  
Factor Survey, 2015

## Youth

8.2% - smoked in past 30 days

12.5% - E-cig use in past 30 days

49.9% - Exposed to 2<sup>nd</sup> hand  
smoke  
in past 7 days

9th & 11<sup>th</sup> grade students  
|Michigan Profile for Healthy Youth 1025-2016

## Pregnant Moms

25.5% \*

Michigan Department of Health  
and Human Services, 2014

*\* Studies have shown a  
high rate of self under  
reporting from pregnant  
women*

# BreatheWell....Where We Landed

**Goal #1:** Decrease the percentage of adults in Newaygo County who smoke by 5% (from 26% to 21%) and the percentage of pregnant women who smoke by 5% (from 25.5% to 20.5%) by 2020.

**Goal #2:** Decrease the percentage of youth exposed to second and third hand smoke by 20% (from 49.9% to 39.9%) by 2020.

**Goal #3:** Decrease the percentage of youth using nicotine products: local data only for past 30 days of cigarettes smoked (8.2%) and e-cig use (12.5%). Currently no local data for smokeless.



# BreatheWell....Next...

## Outreach to:

- All elementary, middle and high schools for presentations and youth engagement
- Community business and service organizations for awareness, education & cessation resources
- Adolescent Health Care Center, White Cloud – Youth Advisory Council
- Fremont Area Community Foundation – Youth Advisory Council
- Newaygo PRIDE youth group
- Great Start Collaborative
- ....and many other community and health groups.

# BreatheWell....and We Do These Things

## Promote & educate community about BreatheWell and local cessation services at events:

- Great Start Family Expo in March
- School Resource Fairs every Spring
- SH Health & Safety Day in May
- COA Senior Expo in June
- Family Health Care Health Fair in August

## National Awareness Days Events:

- Through with Chew February
- Kick Butts Day March
- Great American Smoke Out November



# BreatheWell....Second and Third Hand Smoke

## Smoke Free Home & Car Pledge !

Can have immediate positive health impact on household family members, children, visitors and pets!

 **Smoke Free Home Pledge**

I, \_\_\_\_\_, on \_\_\_\_\_, NAME  
\_\_\_\_\_, DATE, pledge to protect my children and pets from the health risks from second hand smoke by making my home and car smoke-free.

 **breathewell**  **headway**



Why Should I Keep My House & Car Smoke Free?

Did you know 2nd & 3rd hand smoke carry thousands of chemicals and small particles that can be toxic?

The toxic chemicals and particles in 2nd & 3rd hand smoke are especially bad for children and pets.

Do You Have Questions or Are You Interested In Quitting?

Contact:

Spectrum Health Gerber Memorial - 231-924-7589

District Health Department #10 - 231-689-7300

OR E-Mail [breathewellnewaygocounty@gmail.com](mailto:breathewellnewaygocounty@gmail.com)



**headway**



**breathewell**

BreatheWell is a work group of the Headway Coalition. Fiduciary support is provided by Newaygo County RESA.



# BreatheWell....Where We Are Going!

## Policy & Advocacy:

***New Goal:** Increase the number of towns in Newyago County who have smoke free parks from 1 to 3.*



## Action Steps:

- Provide presentations to city councils regarding the need for smoke free parks & playgrounds.
- Offer insight as to how other cities have been successful.
- If possible, provide support through funding for signage (work with local health care organizations, District Health Department, private donors).

# **City Council Presentation:**

## **Grant, Michigan August 2018**

**Rachel Uganski, Headway Coaliiion**

**Karen Ripke, DHD #10**

**Sally Wagoner, RN, CTTS**

# Why should parks and beaches be tobacco-free?

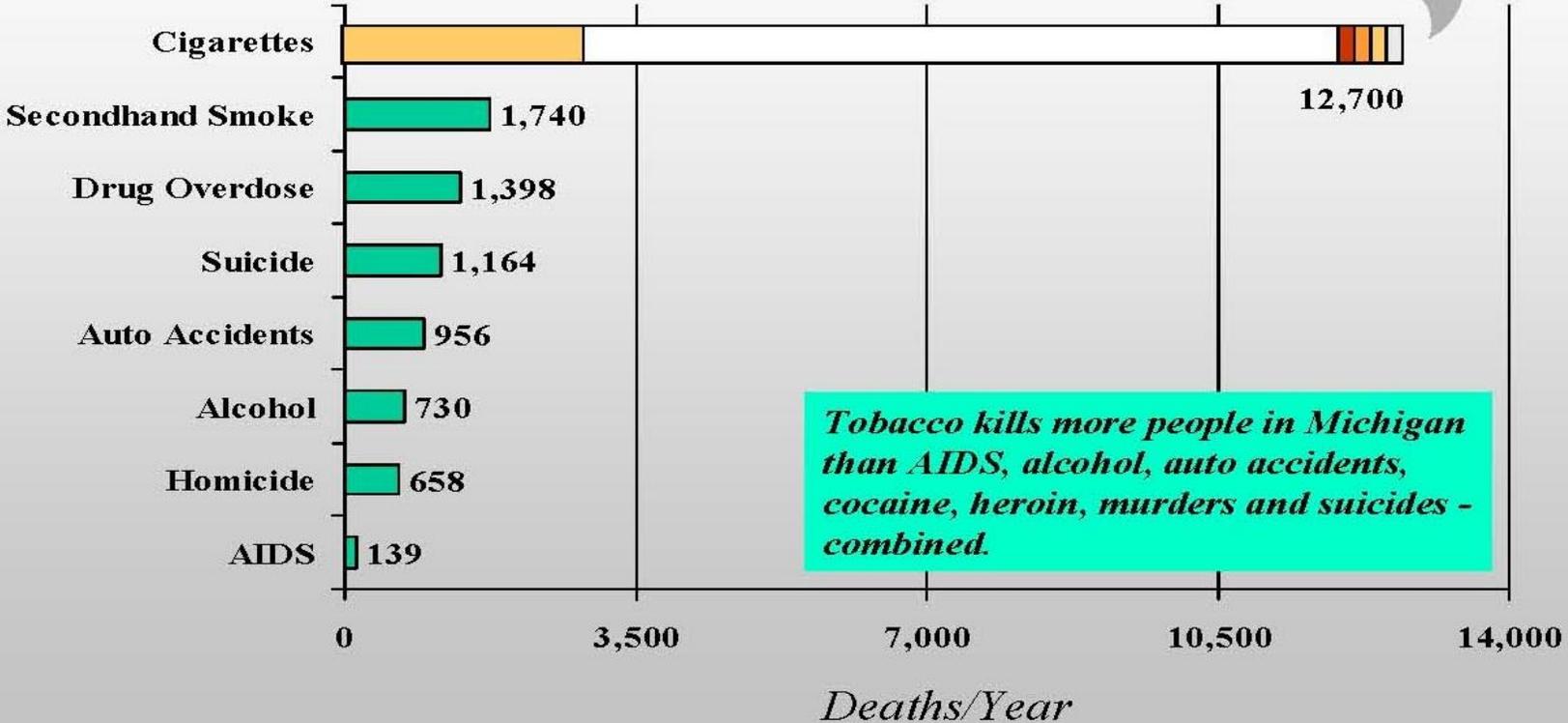


- Parks and other recreational areas are about clean air, natural beauty, and engaging in healthy activities
- Tobacco-free policies protect the environment, promote positive community role modeling, and protect the health, safety, and welfare of community members

# Public Health

- Tobacco and secondhand smoke are the leading causes of preventable death and disease in Michigan and the US.
- In Michigan, each year 12,700 people die from tobacco-related disease and 1,740 people die from disease caused by secondhand smoke exposure.

# Causes of Preventable Death State of Michigan



Source: Division for Vital Records & Health Statistics, Michigan Department of Community Health; Centers for Disease Control and Prevention CDC Wonder On-Line Database and SAMMEC On-Line Database.

# Second Hand Smoke

- Class A Carcinogen (EPA 1992).
- The US Surgeon General's Report 2006 states that there is no risk-free level of secondhand smoke exposure
- Secondhand smoke levels in outdoor places can reach levels as high as those found in indoor facilities where smoking is permitted. (Repace Associates, 2006)

# Environmental Issues- Cigarette Butts

- Cigarette butts and other tobacco product litter are the #1 cause of outdoor pollution in the world.
- Costly to clean up
- Hazardous to children, animals, and the environment
- Children at risk: toxic poisoning, choking, or burning themselves
- Fire risk



# Types of Policies

- **Resolution:** A suggestion of support adopted by a local authority to incorporate identified principle. Can be enforced by staff education, community education, clear and prominent signage, and reminders.
- **Ordinance:** Enforceable rules typical of a city or township.
- **Regulation:** Enforceable rules typical of a county.
- **Law:** Enforceable rules typical of a state authority. Can be enforced by community education, prominent and clear signage, and staff education in addition to fines, with City Council and local law enforcement support.

Similar to other park policies, such as alcohol and litter policies, the primary tool to gain compliance is **SIGNAGE**



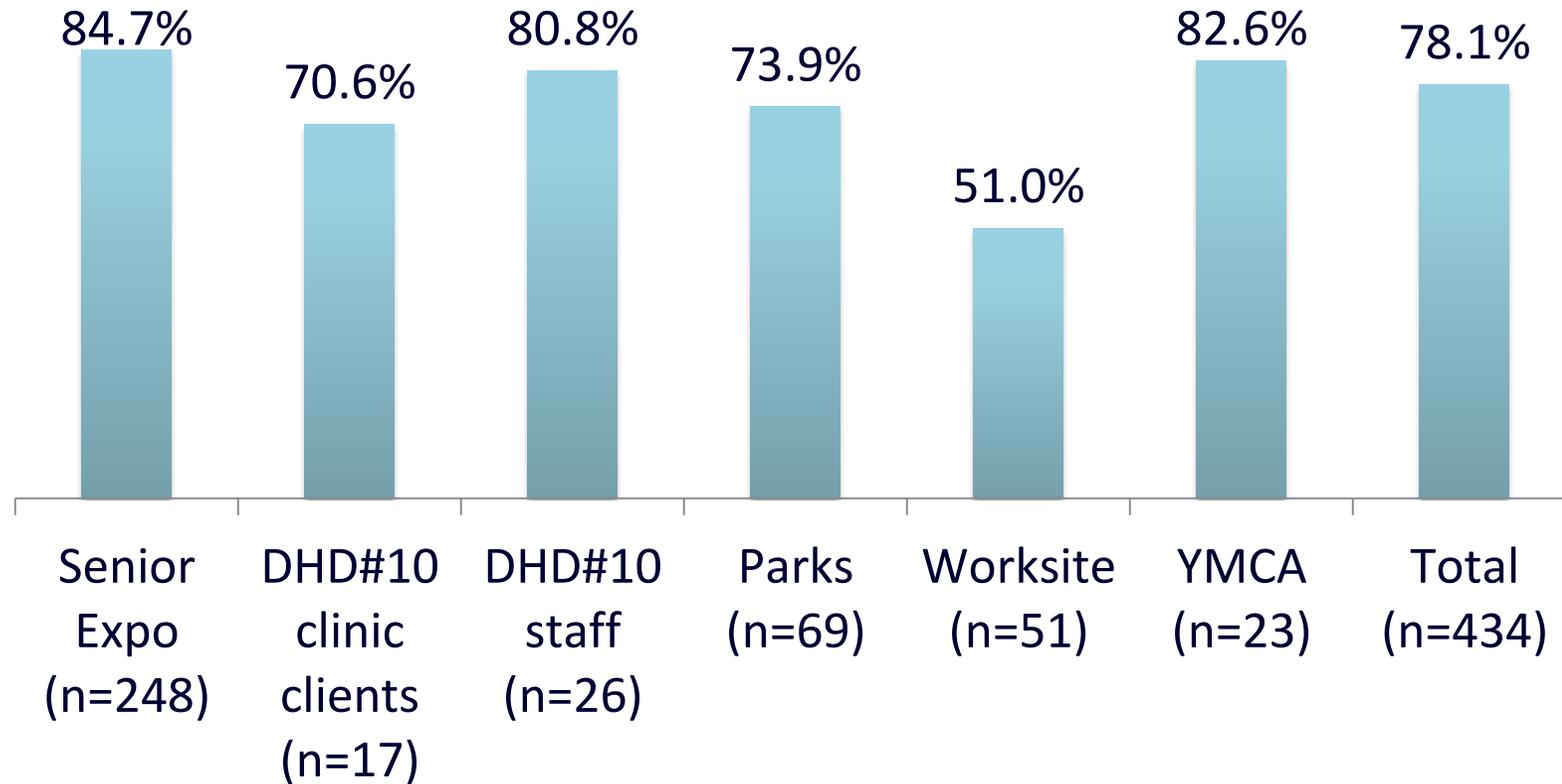
# Michigan Communities with Tobacco Free Ordinances

1. Manistee County – 15 Parks “Play tobacco free in Manistee”
2. Kent County – 27 recreation areas
3. Mecosta county - Currently surveying community members
4. City of Grayling - Currently working to adopt
5. Cadillac
6. Grand Traverse
7. Greenville
8. Muskegon
9. Tawas City
10. Tecumseh
11. Charlevoix
12. Ann Arbor – 156 Parks
13. Fremont

KENT COUNTY  
HealthConnect



# Public support for tobacco-free parks and beaches – Oceana County



# Key Points

- Eliminate exposure to secondhand smoke
- Protect the environment
- Eliminate cigarette butts and other tobacco litter
- Reduce fire risks
- Reduce maintenance and clean-up costs
- Model healthy behavior for youth
- Help to prevent and reduce youth tobacco use
- Motivate adults to quit tobacco use
- Create a tobacco-free living norm which promotes good health





## Outdoor Exposure to Secondhand Smoke: What's the Danger?

The dangers of secondhand smoke have been well established for decades and numerous studies document that secondhand smoke contains the same deadly chemicals as the smoke coming directly from a cigarette. The research completed on outdoor air and secondhand smoke does not have nearly the volume that indoor air research does, but the research findings are unsurprisingly similar.

### Studies on outdoor exposure to secondhand smoke have found:

- Secondhand smoke concentrations in a variety of outdoor locations can reach levels comparable to indoor concentrations where smoking is permitted.
- Outdoor locations with the greatest number of smokers resulted in average exposure levels that are considered unhealthy for sensitive groups and peak exposure levels that are considered very hazardous for everyone.
- Secondhand smoke odor is detectable at 23 feet from the source and irritation levels began 13 feet from the source. Furthermore, anyone positioned downwind from an outdoor source of secondhand smoke will be exposed, even at significant distances from the source.



These studies dispel the common misperception that outdoor secondhand smoke immediately dissipates into the air and does not pose a health risk. The dangerous composition of chemicals in smoke is the same – indoors or outdoors.

### Action Steps



Communities across Minnesota have enacted policies to protect people from secondhand smoke exposure in outdoor settings. Restrictions have been placed on tobacco use in such places as:

- |               |                      |                   |
|---------------|----------------------|-------------------|
| • Parks       | • Building Entrances | • Amusement Parks |
| • Trails      | • Worksite Grounds   | • Fair Grounds    |
| • Playgrounds | • Ball Fields        | • Water Parks     |
| • Beaches     | • Skate Parks        | • Stadiums        |
| • Zoos        | • Bus Stops          | • Rodeo Arenas    |
| • Patios      | • Festivals          | • Picnic Shelters |

By eliminating smoking at these types of outdoor settings, people are receiving protection from the health consequences of secondhand smoke exposure, just as they have come to expect to receive this type of protection indoors.

Visit us at [www.tobaccofreeparks.org](http://www.tobaccofreeparks.org) to find out how to make your community's outdoor areas tobacco free!



## 15 Reasons Parks & Playgrounds Should be Tobacco-Free

1. Tobacco use is the leading cause of preventable death in the U.S.
2. There is no safe level of exposure to secondhand smoke.
3. Secondhand smoke leads to many serious illnesses including asthma, respiratory infections and cardiovascular disease.
4. When children see adults using tobacco in family-friendly places such as parks and playgrounds, they see the behavior as acceptable and are more likely to mimic the behavior.
5. A critical component in addressing youth tobacco use is to create an environment in which tobacco use is not considered the norm in adult society.
6. Parks are about clean air, natural beauty, and engaging in healthy activities.
7. Kids should be able to play without being directly exposed to the harmful effects of secondhand smoke.
8. Cigarette butts are the most common form of litter.
9. Cigarette butts are hazardous to children, animals and the environment; discarded cigarette butts put children at risk for toxic poisoning, choking or burning themselves.
10. Cleaning up cigarette butts is costly to taxpayers.
11. Every year in Michigan, over 1,740 non-smokers die as a result of exposure to secondhand smoke.
12. 75% of Wexford County residents do not smoke.
13. In Michigan, 16,000 kids under the age of 18 become daily smokers each year.
14. Nearly 90% of adult smokers began smoking at or before the age of 18.
15. It is common sense to protect children



# **Current Smoke Free Parks & Playgrounds Status in Newaygo County:**

## **Current Smoke Free Parks Policies: Fremont**

**Fremont, Michigan**

**Amended a current**

**ordinance**

**“Offenses**

**Miscellaneous”,**

**by adding**

**Article II:**

**“Smoking & Vaping**

**Prohibited”**



**FREMONT**  
Michigan

*"NOW AND ALWAYS – A Fine City • A Great Community"*

**ORDINANCE - O-18-04**

**AMENDING CHAPTER 13 "OFFENSES MISCELLANEOUS"  
OF THE CODE OF ORDINANCES OF THE  
CITY OF FREMONT, NEWAYGO COUNTY, MICHIGAN**

**INTENT:** An ordinance to amend Chapter 13 "Offenses Miscellaneous" by adding Article II "Smoking and Vaping Prohibited" for the purpose of protecting the public health and to encourage healthy behaviors of the citizens of Fremont, Michigan and for the purpose of providing for the violation thereof.

**THE CITY OF FREMONT ORDAINS:**

**ARTICLE II. SMOKING AND VAPING PROHIBITED**

**Sec. 13-23. Definitions.**

a. "Smoking or Vaping" means possessing a cigarette, e-cigarette, cigar, or pipe that contains tobacco or any other product that is lighted or burning; lighting a cigarette, e-cigarette, cigar, or pipe that contains tobacco or any other burning product that is contained in a pipe, cigar, cigarette and e-cigarette.

b. "City Building" means any building or structure owned, managed, operated, and/or leased by the City of Fremont.

**Sec. 13-24. Smoking prohibited locations**

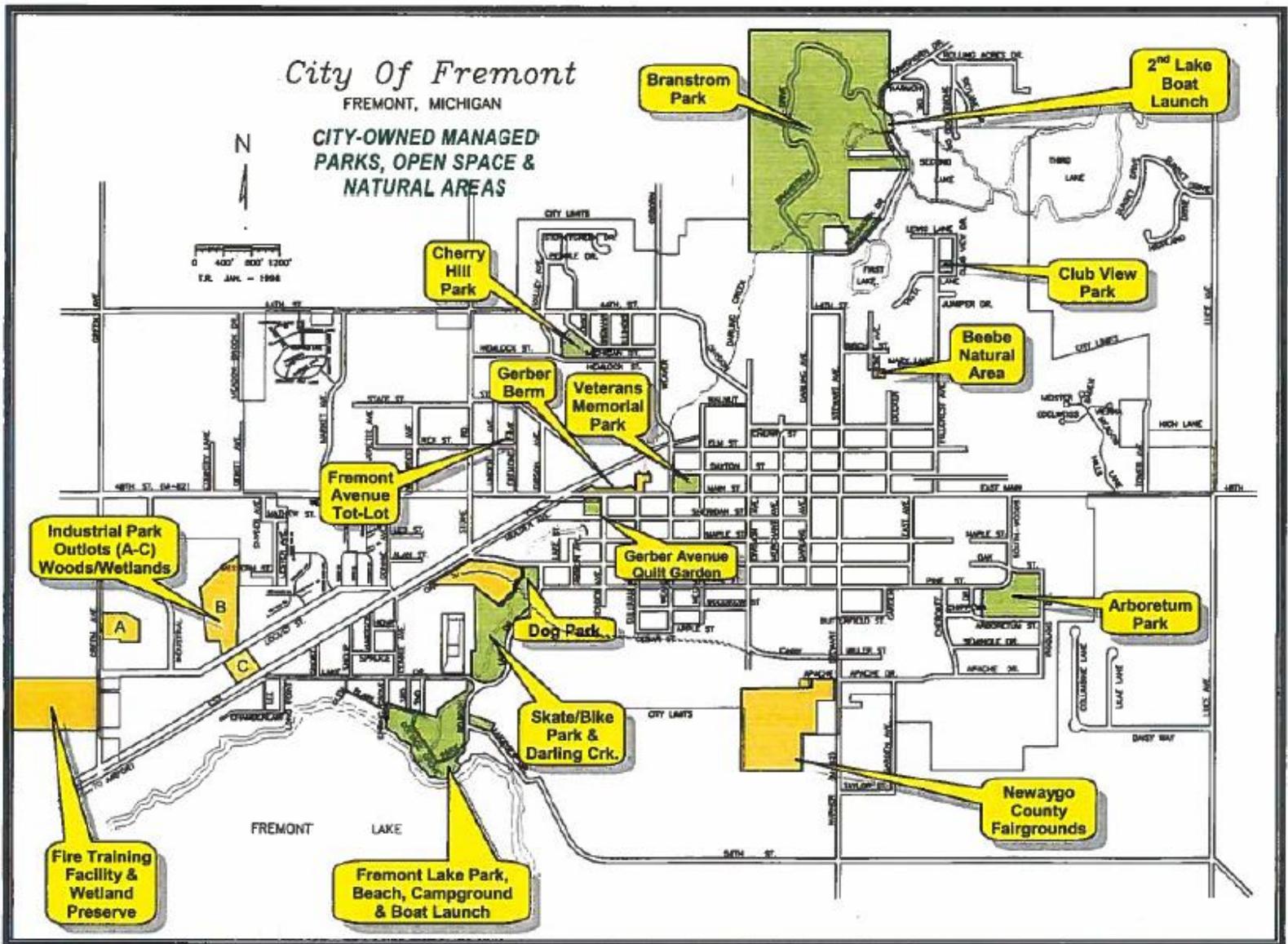
a. A person shall not smoke or use tobacco products in any city-owned: park, outdoor athletic complex, linear park, trail, pathway, cemetery, beach, or city owned parking lots when used for community events.

b. No person shall smoke in any city building.

**Sec. 13-25. Signs**

a. Signs may be posted in the locations listed in Section 13-24 where smoking and the use of tobacco products are prohibited, but the absence of posted signs does not invalidate this ordinance.

City Wide Signage,  
including portable  
signs for  
intermittent  
events.



Common/parks&recreation/map - city parks n open space - color

## Current Smoke Free Parks & Playgrounds Status in Newaygo County (continued):

In process of adopting Smoke Free Parks Policies:

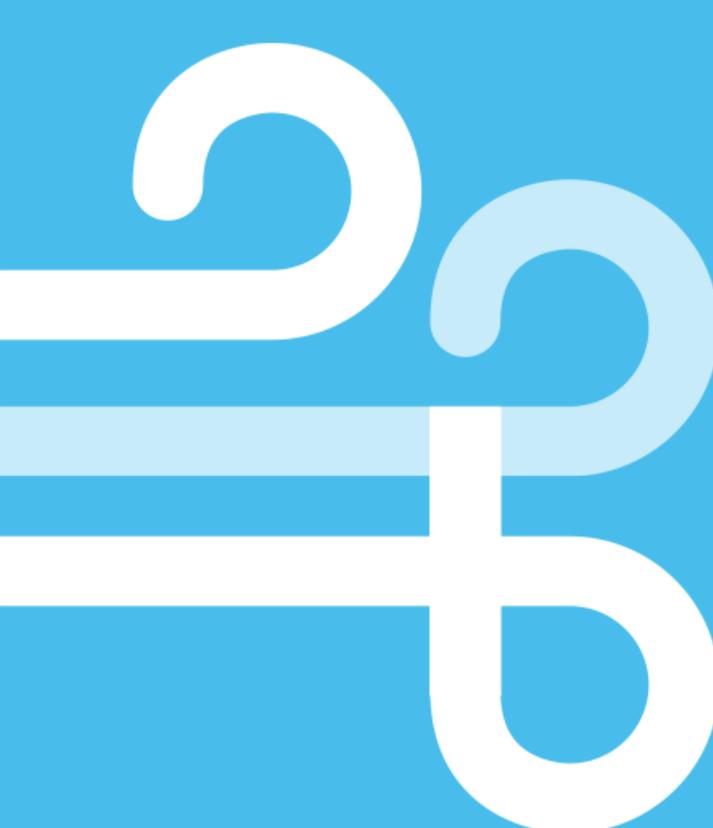
**Newaygo**

Presented to but not currently pursuing Smoke Free Policies:

**Grant, MI**

Presentations planned for the future:

**Hesperia and White Cloud**



# Thank you!

## Remember to *BreatheWell* !

Headway Coalition

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