



Welcome to the Florida Department of Education, Office of Healthy Schools *Tobacco Prevention and Intervention Teacher Training Project (TP&I)* electronic newsletter. Our primary purpose is to share the positive impact being made in school districts through funding received from the Tobacco Prevention and Intervention Teacher Training

Project (TPITTP) grants. This e-newsletter is published biannually in the Fall and in the Spring. As you navigate through **TP&I**, you will discover how school districts are benefiting from TPITTP grants, current news related to tobacco prevention and intervention, and announcements. Don't forget to visit the brain teaser corner. Information appearing in this publication regarding New Developments and Announcements does not represent an endorsement by the Office of Healthy Schools or the Florida Department of Education. Happy tobacco prevention and intervention teacher training!

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Congratulations to the following 2010-2011 TPITTP grant awardees: **School District of Escambia County and the School District of Palm Beach County.** Various training methods and curricula are being used to train instructional personnel throughout the state of Florida in tobacco prevention and/or intervention. For a summary of what each awardee is providing, click on the following link: <http://www.fldoe.org/BII/CSHP/h-grants.asp>.



**STATEWIDE ONLINE TPITTP**

The Department of Education is working in partnership with the School District of Palm Beach County to provide a statewide online tobacco prevention education course beginning October 1, 2010. This interactive course is open to all K-12 teachers, guidance counselors, and other instructional personnel in public school districts. There are no participant fees associated with this online course and participants will have access 24 hours a day seven days a week. Videos, articles, quizzes, and discussion boards are some of the formats that will be used during the course covering various tobacco-related topics. Additionally, effective teaching strategies and integrated approaches to delivering tobacco prevention education will be provided in science, social studies, language arts, math, health, and physical education. Districts may award up to 60 in-service hours towards teacher recertification. For more information, visit:

[www.tobaccopreventiontraining.org](http://www.tobaccopreventiontraining.org).



## **New Developments ~**

*Information about new research/developments related to tobacco*

### Restricting Sales to Underage Youth

On June 4, 2010, the Substance Abuse and Mental Health Services Administration (SAMHSA) announced that all the states and the District of Columbia have continued to meet their goals of restricting sales of tobacco to underage youth (those under 18). During the 2009 Federal fiscal year (FFY), sales of tobacco to underage youth slightly increased since the 2008 FFY. This is the first time in the history of the Synar amendment program, (a federal and state partnership program aimed at ending illegal tobacco sales to minors), has had an increase in Retailer Violation Rates (RVR). The RVR represent the percentage of inspected retail outlets that sold tobacco products to a customer under the age of 18. The increase in the average RVR may be due to states reducing the number of enforcement inspections they conduct in the face of state budget cuts. Synar requires that RVR not exceed 20 percent. Florida's RVR was 7.3 percent, up slightly from the 6.2 percent achieved in the 2008 FFY report, but still in compliance and below the national average of 10.9 percent. To view the entire press release, click on the following link:

<http://www.samhsa.gov/newsroom/advisories/1006035646.aspx>. To view the FFY 2009 Annual Synar Reports: State Compliance, visit:  
<http://prevention.samhsa.gov/tobacco/synarreportfy2009.pdf>.

### Tobacco Cessation Counseling

On August 25, 2010, the Centers for Medicare and Medicaid Services (CMS), a branch of the U.S. Department of Health and Human Services, released a Decision Memo stating they will cover individual tobacco cessation counseling for outpatient and hospitalized Medicare beneficiaries. CMS will cover two individual tobacco cessation counseling attempts (four sessions each) per year with the total annual benefit covering up to eight sessions. Prior to this announcement, Medicare offered tobacco-related counseling only to patients whose medical conditions were aggravated by smoking or who took medication affected by tobacco. To view the memo, click on the following link:

<http://www.cms.gov/mcd/viewdecisionmemo.asp?from2=viewdecisionmemo.asp&id=242&>.

For questions call 1-800-MEDICARE (1-800-633-4227).

### Electronic Cigarettes

The Food and Drug Administration (FDA) has determined electronic cigarettes are subject to FDA regulation as drugs. On September 9, 2010, warning letters were sent to five different electronic cigarette distributors by the FDA for various violations including making unsubstantiated claims of their products and poor manufacturing practices.

For names of the distributors and additional related information, view the article at:

<http://www.medicalnewstoday.com/articles/200572.php>. To view the press release, click here: <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm225224.htm>.

#### Menthol Report Subcommittee Meeting

The Tobacco Products Scientific Advisory Committee (TPSAC) advises the Commissioner of Food and Drugs in fulfilling responsibilities as they relate to the regulation of tobacco products. On September 27, 2010, The Menthol Report Subcommittee of the TPSAC will meet to discuss the impact of use of menthol in cigarettes on the public health. Links to the meeting materials will be added to their website as they become available. For more information, visit:

<http://www.fda.gov/AdvisoryCommittees/CommitteesMeetingMaterials/TobaccoProductsScientificAdvisoryCommittee/default.htm>. You may also obtain up-to-date information on this meeting by calling 1-800-741-8138.

#### FDA Stakeholder Discussion Series

The FDA's Center for Tobacco Products (CTP), charged with implementing the Family Smoking Prevention and Tobacco Control Act, will hold their first round of Stakeholder Discussion Series beginning on October 3, 2010. Each session will have an expert facilitator to moderate the session and the focus will be on key topics specific to the primary stakeholder community present. The first session will focus on state and local tobacco control officials. For additional information, or to register as an observer/submit questions, visit: <http://www.fda.gov/TobaccoProducts/NewsEvents/ucm221040.htm>.

## Did You Know...

The Centers for Disease Control and Prevention (CDC) and the FDA are partnering to educate consumers, public health partners, and the general public as a whole about the new tobacco regulations that took effect on June 22, 2010. "These regulations limit the sale, distribution, and marketing of cigarettes and smokeless tobacco to individuals younger than 18 years of age; require larger and stronger health warning labels to appear on smokeless tobacco advertisements and on smokeless tobacco products manufactured on or after June 22, 2010; and prohibit the tobacco industry from manufacturing for sale or distribution any tobacco products for which the label, labeling, or advertising contains the descriptors "light," "low," or "mild" (or any similar descriptor)." Members of the general public can report violations to FDA's Center for Tobacco Products via website at <http://www.fda.gov/TobaccoProducts/default.htm>, by e-mail [AskCTP@fda.hhs.gov](mailto:AskCTP@fda.hhs.gov), or by phone 1-877-287-1373.

The Florida Department of Education has two health-related lending libraries. One of them, the Coordinated School Health Resource Center, a service of the Office of Healthy Schools, covers various health education topics including tobacco prevention education and cessation. Materials are available for in-state loan and include books, curriculum guides, videotapes, CD ROMs, charts, and models. The service is free of charge and includes free return postage. For more information about the two libraries, visit: <http://doehealthlibraries.cites.fsu.edu/>.

# TEACHER COMMENTS



## Sample Comments from Teachers Trained in 2009-10 ~

*From participating districts*

**Bay:** "All of the information from this training has been well accepted and embraced by my students. One student made a deal with her mom about quitting smoking. It opened dialog among parents and students."

**Escambia:** "The curriculum was an effective teaching tool for instruction."  
"It was easy to incorporate into my Personal Development class."

**Palm Beach:** "I think this course has been enlightening and helped many students know the dangers and also to help those parents that do smoke to stop." "This was an organized and user friendly course. Communication was very good."

**Pasco:** "The hands-on activities are easy to implement because of the materials provided to support it." "This is one of the best trainings that I've been to."

**St. Johns:** "The models provided have been great! Tying in tobacco prevention education and how it relates to the respiratory and circulatory system showed children the dangers of tobacco products."









## BRAIN TEASER CORNER

ANSWER IS ON PAGE 5



# Announcements

Upcoming dates and observances related to tobacco prevention education.

-  November is National Lung Cancer Awareness Month, sponsored by the American Lung Association. For more information, visit: <http://www.lungusa.org/about-us/our-impact/top-stories/november-is-national-lung-1.html>.
-  The Great American Smokeout is November 18, 2010. This annual event is sponsored by the American Cancer Society to educate the public on the dangers associated with tobacco use and to encourage smokers to quit for a lifetime by starting with just one day. For promotional ideas and ordering materials for your schools, visit: [www.greatamericansmokeout.org](http://www.greatamericansmokeout.org) or call 1-800-227-2345.
-  February is American Heart Month, a month to get all Americans involved in the fight against cardiovascular diseases and stroke. Quitting smoking and other tobacco use can reduce the risk of heart disease. For more information, contact your local American Heart Association Chapter or visit: [www.americanheart.org](http://www.americanheart.org).
-  Kick Butts Day, “a national day of activism that empowers youth to speak up and take action against tobacco use...” will be held on March 23, 2011. For additional information and resources, visit: <http://kickbuttsday.org/>
-  April is Cancer Control Month, sponsored by the American Cancer Society. For additional information and resources, visit [www.cancer.org](http://www.cancer.org) or contact the National Office at 1-800-227-2345.
-  World No Tobacco Day sponsored by the World Health Organization (WHO), will be held on May 31, 2011. WHO directs and coordinates health within the United Nations system. For additional information, visit: <http://www.who.int/topics/tobacco/en/>.
-  TPITTP Interim Project Reports for 2010-11 awarded districts are due by 5:00 p.m. Eastern Standard Time as follows: February 1, 2011 (years II & IV), and February 18, 2011 (statewide project).
-  Answer to brain teaser: **Tobacco-Free Schools, Tobacco-Free Teachers, and Tobacco-Free Students**

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