

Imperial County Tobacco Education Project

The Imperial County Tobacco Education Project is made possible through the Tobacco Tax Initiative and the Health Protection Act of 1988. Since 1990, the project has been dedicated to preserving lives. Every day in the U.S., more than 1,000 lives are lost to tobacco-related illnesses alone. Consequently, the Tobacco Education Project promotes a tobacco-free community through education efforts and intervention activities. It takes a broad-based approach to combat the tobacco industry's influence in the county utilizing local media such as television and radio. It also strives to restrict youth access to tobacco products by working with local law enforcement and merchants throughout the area.

The Real Dangers of Tobacco

- Smoking increases the chances of getting both upper and lower respiratory infections causing emphysema, bronchitis, and asthma. It also causes different types of cancer, lung cancer is the strongest.
- Tobacco use is still the # 1 Cause of preventable disease and death in California. In Imperial County, 13.7% of adults still smoke and 12% of youth (grades 9-12) do as well.



Electronic Cigarettes

- E-cigarettes produce a vapor that has nicotine, harmful chemicals, and toxins known to cause cancer (among other things). These chemicals and toxins include things like Formaldehyde, Lead and Nickel.
- E-cigarettes are NOT approved by the US. FDA to help people to quit tobacco. You may know someone who has stopped using tobacco and switched to e-cigarettes, but switching is not quitting.
- **Healthy Stores for a Healthy Community**

A statewide campaign collaboration between tobacco use prevention, nutrition and alcohol prevention partners. The overall goal is to create an environment that promotes community health and protects youth while sustaining a vibrant business environment. For more information about Imperial County visit Healthy Store for a Healthy Community websites:

www.HealthyStoresHealthyCommunity.com.



COALITION FOR A TOBACCO-FREE IMPERIAL COUNTY



Don't Let Our World Go Up In Smoke!

**935 Broadway
El Centro, CA 92243
Tel: 442-265-1380
www.icphd.org**

Coalition for a Tobacco-Free Imperial County

The Coalition is funded by the Imperial County Public Health Department's Tobacco Education Project, lead by Chair or co-chair persons. Members' representation includes, community volunteers, private citizens, and/or representatives of public and private organizations not associated with the tobacco industry.

Mission

The members of the Coalition for a Tobacco-Free Imperial County are dedicated to eliminating tobacco advertising and promotions aimed at youth and high-risk groups, reducing youth access to tobacco products, and decreasing exposure to environmental tobacco smoke.

Membership

Membership to the Coalition for a Tobacco-Free Imperial County is open to any individual, organization or agency within Imperial County.

Membership is encouraged from persons both receiving and not receiving tobacco tax funding, youth (high school students) and those with expertise in the areas of health education, media/public relations,

evaluation, cultural competency, and data collection.

All members have to commit to serve a term of three years and are expected to attend at least one of four Coalitions for a Tobacco –Free Imperial County meetings



annually, participate in intervention activities; such as, representing our project in local community events, attend to city council meetings to support our project, assist with data collection surveys, and inform any of the established workgroups or committees. Meetings are held quarterly from 11:00 a.m. – 1:00 p.m. at the Imperial County Public Health Department's Training Center located at 935 Broadway, El Centro CA. For the next meeting please call (442) 265-1380, Monday-Friday between 8am-5pm.

How Can You Help?

- Become an active member of the Coalition for a Tobacco Free Imperial County.
- Endorse smoke-free environments.
- Stop the sale of tobacco products to minors.

Call the Smokers' Helpline

1-800-NO-BUTTS (English)

1-800-45-NO-FUME (Spanish)

1-800-933-4TDD

Tobacco Chewers call:

1-800-844-CHEW

For more information contact:

Phone: (442) 265-1380

Fax: (760) 352-9933

Website: www.icphd.org



References

<http://www.HealthyStoresHealthyCommunity.com>
C-STATS (County and Statewide Archive of Tobacco Statistics) <http://www.cstats.info/>
<http://www.californiasmokershelpline.org/index.htm>