



Bringing Communities Together

Working Together for a Healthier Tomorrow

SOUTHEASTERN MONTANA TOBACCO USE PREVENTION PROGRAM

Southeastern Montana Tobacco Use Prevention Program Newsletter

October 2019

Big Horn, Carter, Custer, Powder River, Rosebud and Treasure County Newsletter

2019 RED RIBBON THEME

INTRODUCING...THE 2019 RED RIBBON THEME: SEND A MESSAGE. STAY DRUG FREE.™



The 2019 National Red Ribbon Week theme is: **Send a Message. Stay Drug Free.™**

Izabella Ware, a student from **Griswold Middle School** in **Griswold, CT**, created the winning theme for 2019 Red Ribbon Week, which takes place October 23-31. Ware's theme, "Send A Message. Stay Drug Free." was selected among thousands of Red Ribbon theme ideas submitted by students, parents, educators and members of communities across America.

Griswold Middle school will receive national recognition and **\$500 in [Red Ribbon Theme merchandise](#)** from **Nimco, Inc.**

- The theme is a call to action to speak out in support of healthy choices. The theme is also a reminder that by staying drug free, you are sending a message to yourself and others about how much you value yourself, your overall health, your community and your future.

The annual National Red Ribbon Theme Contest, sponsored by the National Family Partnership, offers students and other prevention supporters the opportunity to be a part of history. The winning slogan will be used throughout 2019 in thousands of schools and communities across America.

As the nation's largest and oldest drug prevention campaign, Red Ribbon Week® reaches over 80 million people each year throughout the United States.

This is the first year that a student at Griswold Middle School won the National Red Ribbon Theme contest. Izabella learned about the contest from her health teacher **Kristen Butremovic**, who has been celebrating the Red Ribbon Campaign for 21 years.

Want to make 2019 Red Ribbon Week the best yet? Stay tuned for the release of our **2019 Red Ribbon Planning Guide**. Share your Red Ribbon plans/ events [here](#). Check out our **curriculum ideas** [here](#). And stay tuned for details about our **2019 National Red Ribbon Photo Contest**.

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#TobaccoFree

MONTANANS LOVE SMOKEFREE AIR!



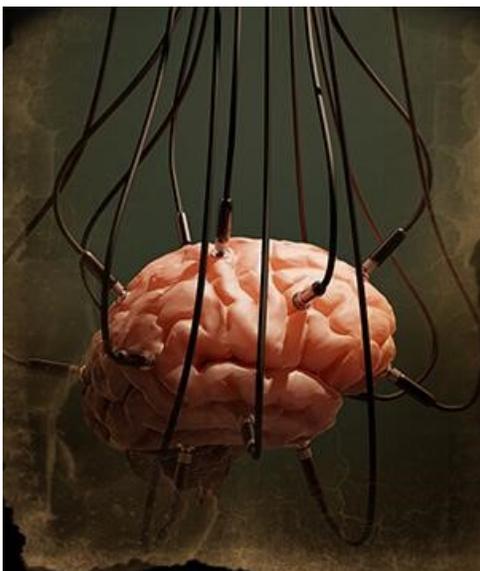
**CELEBRATE
10 YEARS
OF THE
MONTANA
CLEAN INDOOR
AIR ACT.**



MONTANA
TOBACCO USE
PREVENTION PROGRAM



KNOW [THE REAL COST](#) OF VAPING



Back to School: FDA's Work to Stop Youth E-Cigarette Use

As kids head back to school – a place where they vape or see their peers vape – FDA's "The Real Cost" campaign continues to educate teens on the dangers associated with e-cigarette use. In 2018, the [National Youth Tobacco Survey](#) showed an increase in youth use of tobacco products, including an alarming surge in e-cigarette use. Also, given the [ongoing investigation](#) into a multistate outbreak of severe pulmonary diseases associated with the use of vapes, it's an especially timely opportunity to educate teens about the potential health consequences associated with vaping. No youth should be using any vaping product, regardless of the substance being inhaled. [FDA remains committed](#) to doing everything possible to protect kids from the harms of e-cigarettes.

Originally a primarily digital campaign, ["The Real Cost" Youth E-Cigarette Prevention Campaign](#) broadened this year to include its [first TV ads](#) on the emerging science that teens who use e-cigarettes are more likely to start smoking cigarettes. The campaign's [original ad](#) highlighting that e-cigarettes can contain dangerous chemicals also began airing on TV this month.

[Recent evaluation results](#) from the award-winning "The Real Cost" Smoking Prevention Campaign show the impact that public education campaigns can have on youth tobacco use. "The Real Cost" framework of reaching youth in ways they can relate to is an integral part of FDA's plan to educate kids about the dangers of e-cigarette use.

FDA also joined forces with Scholastic to provide resources on youth e-cigarette use to middle and high school students throughout the country. FDA and Scholastic are currently mailing "The Real Cost" campaign posters with hard-hitting e-cigarette prevention messages to all U.S. high schools. The poster mailing ensures each high school can display e-cigarette prevention messages in their bathrooms, a common place where teens are using e-cigarettes. High schools do not need to request the bathroom posters; they are mailed directly to schools.

FDA and Scholastic also developed [free resources for high school educators](#) to help them start conversations and teach students about the harms of e-cigarette use. New lesson plans and resources for middle and high schools are in development and are expected to be available throughout the 2019-2020 school year.

Youth e-cigarette prevention messaging is not just needed in schools. FDA developed additional posters and digital content that can be ordered or downloaded for free from the [CTP Exchange Lab](#) for use by churches, doctors' offices, coaches, and others who work with youth.

In 2017, as many as 80 percent of 8th, 10th, and 12th grade students did not perceive that regular use of e-cigarettes may pose a great risk of harm, but the nicotine in tobacco products such as e-cigarettes can rewire the teen brain to crave more. In fact, teens who use e-cigarettes are more likely to start smoking cigarettes. Some of the chemicals found in cigarette smoke, like nicotine, formaldehyde, acrolein, and acetaldehyde are also found in some e-cigarette aerosols, and inhaling these chemicals can cause irreversible lung damage. E-cigarette use can also deliver metal particles, like nickel, lead, chromium, tin, and aluminum, into the lungs.

Conversations with parents, teachers, and coaches can change a teen's "cost-free" mindset and help them learn more about [e-cigarettes and teen health](#). For teens that need help quitting e-cigarettes, free resources are available through the National Cancer Institute's [Smokefree Teen program](#).

Education is a cornerstone of FDA's efforts to stop the epidemic of youth e-cigarette use and it is an important complement to our overarching efforts to ensure all tobacco products aren't being marketed to, sold to, or used by kids. FDA is committed to protecting Americans, and especially youth, from the dangers of tobacco use and nicotine.

Want to be a part of the Youth Connection Line? Board?

Youth 16-24 years old have the opportunity to work the Connection Line and answer the phone calls for youths who need your help during these stressful times.

Contact Genea at the Email Below

Youth Connection Responders

- Many youth feel they have nowhere to turn or anyone to understand their problems.
- The Montana Youth Connection line is a youth driven support line for youths to give their support to their fellow peers during these hard times.

Ever thought of helping out other youth in and around your community?

- 20% of 13-18 year old's are living with a mental health condition.
- Suicide is the 3rd leading cause of death for 10-14 year old's.
- Montana has been the leader in the last 40 years as the top State in Suicides—lets change that!



1-833-261-6613

Youth Board is working on schedules/times

You are not alone on this journey

THERE ARE OTHERS
WALKING THIS PATH
BESIDE YOU

Mission Statement

What we do:

The MT Youth Connection Line provides an outlet for youth and young adults where they can talk to other youth so they know they're heard and they're valued.

Why we do it:

We provide this line with the goal of giving youth a healthy outlet in which they can express what they're feeling, ask questions or just talk about their day. We also want to raise awareness of mental health problems in youth.

Website

www.montanayouthconnectionline.org

Visit for:

- Schedules and information on upcoming groups and programs.
- Featuring a community Mental Health Blog, users have access to resources and support online.

www.facebook.com/groups/325405358069578/

How to Contact Us

Find us on Facebook - Montana Youth Recovery Chat
Email: genea@mhaofmt.org
Phone: 406-587-7774
www.mhaofmt.org

Health IN THE 406

Health in the 406: Focus on Family Meals

Regular family meals are good for the body, brain and spirit of family members.

Eating dinner together can improve eating habits, increase resiliency in children, lower anxiety, and boost grades.

September is National Family Meals month; learn more about The Family Dinner project and find tips and budget friendly inspiration for your family dinners!

[Montanans Urged to Consider Not Using E-cigarettes During Nationwide Investigation into Severe Lung Illnesses](#)

The Department of Public Health and Human Services (DPHHS) is urging Montanans to consider not using e-cigarettes, also known as vaping, while an ongoing nationwide investigation is conducted into serious pulmonary illnesses possibly linked to the use of these products.

The number of nationwide cases of severe lung illness related to vaping continues to grow.

As of September 6, 2019, the Centers for Disease Control and Prevention (CDC) reported that 33 states have identified 450 potential cases of severe pulmonary illnesses possibly linked to e-cigarette use. Five deaths associated with severe pulmonary illness have occurred. Montana does not yet have a confirmed case.

However, DPHHS Director Sheila Hogan said at this time there are a few potential cases in Montana being investigated. "This is a serious health concern and it should be treated as such," Hogan said. "I'm urging Montanans to take note about what is happening in other states and respond accordingly. While this investigation is ongoing, people should consider not using e-cigarette products. Montanans using any tobacco product, including e-cigarettes, should also consider quitting permanently."

CDC states that all patients reported using e-cigarette products in the weeks and months prior to becoming ill. Products used by patients may contain nicotine, flavors, cannabinoid products such as THC or CBD, and other chemicals. To date, no single substance or e-cigarette product has been consistently associated with the illness.

Symptoms include coughing, shortness of breath, chest pain, and fatigue. Nausea, vomiting, and diarrhea are also common. Symptoms worsen over a period of days or weeks and do not appear to be caused by a pulmonary infection.

Regardless of the ongoing investigation, people who use e-cigarette products should not buy these products off the street and should not modify e-cigarette products or add any substances that are not intended by the manufacturer. E-cigarette products should never be used by youth, young adults, pregnant women, or adults who do not currently use tobacco products.

Hogan said adding to the concern is the high rate of e-cigarette use among youth. In Montana, e-cigarettes are now the most commonly used tobacco product among high school students. The 2019 Montana Youth Risk Behavior Survey showed nearly a third (30%) of Montana high school students currently use e-cigarettes and more than half (58%) have tried them.

E-cigarette products are poorly regulated, and a CDC study found that 99% of e-cigarettes sold in convenience stores contain nicotine, which is highly addictive. "Tobacco products containing nicotine, no matter how it's delivered, are unsafe for youth, young adults and pregnant women because it can harm brain development," said DPHHS State Medical Officer Dr. Greg Holzman. "Parents should talk to their kids about the risks and dangers of vaping and everyone, especially young adults, should be aware that this illness is occurring."

DPHHS is actively working with local health departments, who are coordinating with their local health care providers to investigate possible cases and to keep the public informed. Healthcare providers treating patients with respiratory illness with no apparent infectious cause and who have a history of e-cigarette use are asked to notify their [local health department](#).

Current recommendations for the public include:

- Until more information is known, CDC and DPHHS are advising people not to use any type of e-cigarette product.
- Anyone who uses e-cigarette products and is experiencing respiratory issues should promptly consult their provider. If it is a medical emergency call 9-1-1 or the Poison Control Center (1-800-222-1222).
- Anyone who uses e-cigarette products should not buy them off the street and should not modify these products or add any substances that are not intended by the manufacturer.
- Current tobacco users, including e-cigarette users, trying to quit should use evidence-based strategies, which include counseling, FDA-approved medications, and calling the Montana Tobacco Quit Line at 1-800-QUIT-NOW (1-800-784-8669).

Youth (anyone under the age of 18) who need help quitting tobacco, including e-cigarettes, can text "Start my Quit" to 1-855-891-9989 or visit mylifemyquit.com.

Anyone experiencing unexpected health or product issues related to tobacco or e-cigarettes should submit this information via FDA's online [Safety Reporting Portal](#).

"Vaping products emit an aerosol that exposes users to a number of different substances of which the long-term health effects are unknown," Holzman said. "If you do not use tobacco products, do not start using vape products. If you are trying to quit commercial tobacco products, we recommend talking with your doctor who can provide FDA approved cessation medications."

More information about the investigation is available on the DPHHS website at dphhs.mt.gov.

Posted September 27th, 2019

CDC: [Outbreak of Lung Injury Associated with E-Cigarette Use, or Vaping](#)



**DOES VAPING
HAVE YOU
ON THE
SIDELINES?**

Text "Start My Quit"
to 855-891-9989.
Free, confidential help.
Just for teens.



MONTANA TOBACCO



1-800-QUIT-NOW
1-800-784-8669

Contact Us:

QuitLine: 1-800-784-8669

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Healthy People. Healthy Communities.

