

implement NJ's smoke-free legislation. Today, their main goal is to urge schools to adopt 100% Comprehensive Tobacco-Free School Policies.

So why are REBEL students fighting for CTFSP when schools already have tobacco policies? Because current policies are not working! Students continue to use tobacco and its use is often overlooked by administration, teachers and parents. Tobacco is considered a "gateway drug," which means tobacco use can lead to other drugs of abuse. As tobacco companies bombard our nation's teens with new trendy products, tobacco use in schools must be taken seriously and properly controlled.

As smoking prevalence is dropping across the country, the tobacco industry is



designing clever colorful marketing campaigns to entice youth to start smoking or use other forms of tobacco. Smokeless products are popping up all over, including: SNUS (tobacco in a tiny tea-bag), tobacco sticks (similar to a toothpick which dissolves in your mouth), tobacco orbs (mint or candy-like) and tobacco strips (similar to a breath strip which dissolves in your mouth). All of these products contain nicotine and encourage dependency. What's more, many are marketed as a way to use tobacco when

smoking is prohibited – a way for smokers to maintain their nicotine addiction in the spite of clean air regulations.

A Comprehensive Tobacco-Free School Policy would help by clearly defining ALL tobacco products, as well as clearly stating that it applies to ALL, EVERYWHERE, 24/7 on school grounds, at school sponsored activities and in school vehicles. In addition to enforcing consequences for tobacco use, it would implement tobacco-related education and cessation opportunities for those abusing the policy in a manner similar to policies for other drugs of abuse.

REBEL students in Middlesex County are encouraging their peers, faculty, parents and community members to get involved in supporting policy change by participating in the "Count Me In" campaign. If you'd like to learn more about the "Count Me In" campaign and REBEL'S efforts for CTFSP please contact the Middlesex County REBEL Coordinator, Nancy Speelman Edwards, at 732-235-8218 or by email at nancy.speelman@umdnj.edu

i U.S. Department of Health and Human Services (HHS). Preventing Tobacco Use Among Young People: A Report of the Surgeon General. Atlanta, Georgia: HHS, PHS, CDC, NCCD-PHP, OSH, 1994. In: What is the Tobacco Free Schools Initiative? <http://www.tobaccofreecny.org/pages/schoolpolicy.htm>.

ii SAMHSA, HHS, Calculated based on data in 2006 National Household Survey on Drug Use and Health, <http://www.oas.samhsa.gov/nsduh.htm>. In: Campaign for Tobacco Free Kids. Smoking and Kids Fact Sheet. Updated 2008. Available at <http://tobaccofreekids.org/research/factsheets>. In: What is the Tobacco Free Schools Initiative? <http://www.tobaccofreecny.org/pages/schoolpolicy.htm>.

iii Pentz, M.A., Brannon, B.R., Charlin, V.L., Barrett, E.J., MacKinnon, D.P. & Flay, B.R. (1989). The power of policy: The relationship of smoking policy to adolescent smoking. *American Journal of Public Health*, 79,(7); 857-862. In: What is the Tobacco Free Schools Initiative? <http://www.tobaccofreecny.org/pages/schoolpolicy.htm>.

Latino Outreach At A Glance

by Claribel A. Beltrez

In 2008, the Tobacco Dependence Program was awarded a grant through The Rutgers Community Health Foundation with a main objective reducing the current rate of tobacco dependence and future tobacco caused disease in the people of color in New Brunswick. Specifically, we are targeting the local African American and Latino populations, and I have been given the opportunity to coordinate outreach to Hispanic people in the New Brunswick area. As a Hispanic person, I feel that I have a personal investment in this project and find it exciting to work with this population.



Coordinating with colleagues and trying to find new and effective ways to reach the local minority populations has been challenging but very rewarding. I have been developing culturally competent marketing materials as well as meeting with local Hispanic organizations to increase awareness of the smoking cessation services that are available to them. Additionally, I have attended various community events, such as health fairs, in order to reach the local Spanish-speaking populations. Although planning and executing these outreach efforts requires a lot of work, the outcome makes it all worth while. There is nothing more rewarding than seeing the people I spoke with at an outreach event arrive at the Clinic and succeed in quitting smoking.