

## Website Review: [www.njgasp.com](http://www.njgasp.com)

*by Olivia Wackowski, MPH Student*

Fighting tobacco requires a multifaceted approach including education, treatment, legislation, enforcement, advocacy and developing policies and norms to support tobacco free living. New Jersey GASP (Group Against Smoking Pollution) is a non-profit educational organization dedicated to the goals of securing smoke-free air for non-smokers and to ensuring tobacco-free lives for children. The organization was started by a small group of individuals whose personal experiences raised their awareness about the harmful consequences of environmental tobacco smoke (ETS). Today, more and more people are becoming concerned about ETS, and for those interested, NJ GASP provides a wealth of ETS resources on its website.

“About NJ GASP” provides a great description of the group’s initiation, history, work, awards and tobacco control partners, which together bring an impressive source credibility of the organization. The “For Activists” section contains a list of frequently asked questions about ETS, as well as good opposing arguments to various common claims of smoker’s rights. There is also a link to advocacy events and ETS alerts.

The “Dining/Restaurants” section is a particularly strong piece of this website. Here you can type in any NJ city or town to find local smoke-free restaurants. You can also order a free NJ smoke-free restaurant directory. NJ GASP creates one page brochures titled “Smokefree Dining is Best”, designed to give restaurant owners the advantages of going smoke-free, as well as a Smart Restaurateur newsletter, a compilation of powerful

smoke-free restaurant success stories. Both can be read and ordered online. This section also provides comprehensive marketing tips to restaurant owners interested in going smoke-free, as well as information on existing dining legislation. The “Legislation/Litigation” section allows users to find local existing tobacco laws in their NJ town of interest, provides access to a summary and full version of existing NJ tobacco laws, and even includes sample ordinances for controlling tobacco use and sales. The website’s “library” provides access to further relevant information. Finally, links are also provided to other advocacy groups, government sites, tobacco-control partners (including the Tobacco Dependence Program), and treatment resources.

This website is user friendly: simple to navigate with easy to read text. For the user’s convenience, printer friendly versions are offered for most of the information provided. People can read the text of the organization’s publications, order them online and get free samples. The information provided on this site can be useful to a wide audience: non-smokers and smokers, health professionals, legislators, restaurant/business owners and students. Throughout the site’s pages, the organization repeatedly extends invitations to call for any questions, help or advice, perpetuating the impression of NJ GASP’s interest and dedication. In line with the theme of this issue, NJ GASP has had many successes over the years and has enabled others to also learn the meaning of success in being smoke-free. Visit [www.njgasp.com](http://www.njgasp.com) to see for yourself.

