

**BOARD OF DIRECTORS****Tom Peterson MD****Chairman**

Medical Director Quality and
Healthier Communities, Spectrum
Health and Helen DeVos Children's
Hospital

Dave Cuneo**Treasurer**

President, Health Plan Advocate

Mike DesRocher, RN, MSN**Secretary**

Senior Quality Improvement Specialist
METRO Health Hospital PHO

Barb Meconis, RN

President, Holistic Care Approach

Larry Mitchell, MA, CAAC, NCTAS

Clinician/Case Manager
Pine Rest Christian Health Services

Douglas Chung, PhD

Asian Center

Brad Mathis

Community Benefit Integration
Saint Mary's Health Care

Bill Wright, BA

Development Manager
American Lung Association

Laura Van Heest

Coordinator of Education & Cessation

Elaine McCool Tovey

Advocacy / Prevention

616-975-0123

www.tobaccofreepartners.org

Offices at:

Kent Community
Spectrum Health Heart Reach
750 Fuller NE
Grand Rapids, MI 49503

Mail Address:

PO Box 6784
Grand Rapids, MI 49519

F a l l 2 0 0 7 – N e w s l e t t e r

BUILDING A WORLD WHERE YOUNG PEOPLE REJECT TOBACCO AND ANYONE CAN QUIT.

GRAND RAPIDS, MICHIGAN—SAN ANTONIO, TEXAS
BALTIMORE, MD—BUFFALO, NEW YORK

Tobacco Free Partners was selected by American Legacy Foundation and the Michigan Department of Community Health to help launch a cessation education program as a pilot for the United States.

Four American Cities were chosen to do this pilot: Grand Rapids, MI – San Antonio, Texas – Baltimore, MD – Buffalo, New York

This nine month program consisted of TV commercials and Radio Stops directed toward smokers desirous of quitting but not knowing

how. Materials provided by the American Legacy Foundation and developed by Mayo Clinic supported the program.

The Quit manuals were distributed through the State of Michigan Tobacco Quit Line. The program also had a website summarizing the materials and follow-up phone calls to collect data. Extensive data was taken throughout the process to determine the next steps in this campaign. The data and conclusions will be presented at Tobacco free Partners Annual Meeting this fall.

Tobacco Free Partners and its members supported this campaign by providing program information to our local population; including communities – at-risk, faith-based communities, schools and the medical community.



An innovative public health quit smoking program that arms smokers with everything they need to know to beat their addiction to tobacco.

RESULTS of the American Legacy Foundation eX program will be discussed at the Tobacco Free Partners Fall meeting November 14th, 2007.

11:30 to 1 PM

MERC

1000 Monroe NW

RSVP: 616-975-0123

IMPACT—TOBACCO FREE PARTNERS

Tobacco Free for Good

- *Community Classes
- *Corporate Classes
- *Phone Banks
- *Health Fairs
- *Smoke Free Grand Rapids

Tobacco Free Partners is committed to assisting smokers become non-smokers. Helping One Smoker at a time. To this date 485 people have become non-smokers and have remained non-smokers for at least a year or more from participating in our programs.

Another commitment of TFP is to help in the prevention and advocacy. Thru programs promoted by TFP this year over In Grand Rapids, 641 students we given the opportunity to learn about the TRUTH in regards to using tobacco. Learning that addiction can happen with the first cigarette. Total known lives impacted:

2,731 people have had an opportunity to learn the TRUTH about smoking and also if they are smokers, that they can quit with the right tools and our help



“Living Life on Life’s terms,
One day at a time.”

WHAT’S NEXT: TOBACCO 101 BEGIN THE JOURNEY TO A TOBACCO FREE

Tobacco Free Partners is piloting a new program called Tobacco 101.

The program will be offered weekly 90 minute information and discussion session on the methods and benefits of tobacco cessation.

WHEN: Every other Monday @ Noon & Every other Thursday @ 6 PM.

WHO SHOULD ATTEND?

- *The committed quitter
- *The person who needs to quit soon due to health reasons or upcoming surgery
- *The Relapsed quitter
- *The person who is not ready to quit but is wondering what it takes to quit.

HOW DO I REGISTER?

For more information and schedules go to our website at www.tobaccofreepartners.org or call 616-975-0123.

*Physicians’ offices can register people at discharge by phone or website

Many people assume they know what it takes to quit.
“THEY DON’T KNOW WHAT THEY DON’T KNOW” –
WE ARE HERE to fill in the missing information and correct any Misinformation.

LIVING A HEALTHIER LIFE—SMOKE FREE DINING

Support smoke-free dining in Grand Rapids:

- It’s good for you
- It’s good for the employees
- Food tastes better

*In fact the entire country of IRELAND is smoke free and reports show that even the music is better. The musical instruments provide a better

sound and need much less repair.

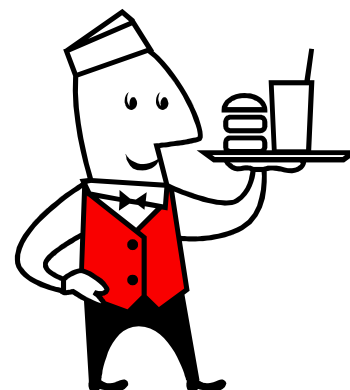
Tobacco Free Partners website keeps an updated list of Smoke Free Restaurant. Please visit these restaurants and thank them for becoming smoke free.

Under Michigan Law bars and restaurants are not covered by local smoke free regulations.

These restaurants have made a choice to protect their customers and workers health. Please support them.

DISCOUNT COUPONS FOR LOCAL SMOKE FREE RESTAURANTS TO BE AVAILABLE SOON ON TFP WEBSITE.

www.tobaccofreepartners.org



COMMUNITY & CORPORATE HEALTH FAIRS



Tobacco Free Partners joined in Health Fairs at THE MAC, Porter Hills, Women's Expo, Wesley Park Methodist Church Women's Health Fair, the City of Grand Rapids Health Fair and Catholic Central High School. TFP joined with these organizations and others to provide education and resources to those who want to

quit smoking or have loved one's that smoke and need help. Other partners in these events were GlaxoSmithKline and Health Care Advocates.

Smoking cessation classes, displays and other resources were used to help people quit using tobacco and prevent kids from ever beginning tobacco use. .



MHA CAMPAIGN FOR "SMOKE FREE HOSPITALS" HONOR ROLL—JAN 1, 2008



The Cessation Center of Tobacco Free Partners is working under a grant from the Michigan Department of Community Health Grant to promote and facilitate Smoke Free Hospital Campuses in Michigan and around the country. Dr. Tom Peterson and Laura Van Heest have participated in 3 trainings on planning and implementation a Smoke Free Campus

and one educational training on cessation.

The Michigan Hospital Association promoted these programs and to date, 145 people from 75 member organizations have attended these trainings. Trainings also included participation from 60 people at 20 videoconference sites.

Of Michigan's 147 hospitals, 114 are on record to be smoke-free by Jan. 1, 2008, along with an additional 11 members working to be smoke free in the futures. Restated, 85 % of the membership will be smoke-free by goal date.

Advocating for hospitals and the patient's they serve.

Blue Cross/Blue Shield of Michigan, in conjunction with the American Lung Association of Michigan and Tobacco Free Michigan, has awarded a grant to Tobacco Free Partners to bring the successful "Teens Against Tobacco Use" (T.A.T.U.) program to several area high schools. Participating schools include Ottawa Hills, Creston High School, Northview High School, North Kent Alternative (Comstock Park) and Orion School (Grandville).

Teens Against Tobacco Use® (T.A.T.U.) is a youth empowerment program developed by the American Lung Association that teaches teens to fight back against tobacco use. According to Elaine Tovey, Coalition Coordinator for Tobacco Free Partners, "the

T.A.T.U. program works because teens are the major target of the tobacco industry and they want to better understand why and how they are being targeted. Teens, rightfully, also want logical answers to basic questions such as why the ingredients are not listed on cigarette packages and why tobacco remains completely unregulated even though it is proven to be deadly if it is used as intended."

Through the T.A.T.U. program, teens are trained to become teachers themselves. Students are given the opportunity to develop their own message and then deliver it to younger school-aged children.

Mike Pascoe, Assistant Principal at Ottawa Hills, is excited that the T.A.T.U. program will be available in the school.

"Teens Against Tobacco Use" Program to Begin in select Area High Schools

"Too many kids think smoking is cool or that "everyone" does it. The fact is, the vast majority of teens and adults don't smoke. It's addictive, expensive, and damages their health and anything we can do to help kids understand this is important." Unfortunately, the media reinforces the message that smoking is cool.

As part of the effort to reduce smoking among youth, anti-tobacco messaging will begin appearing on local cable and radio stations in January 2008. The goal is to reinforce the message to all students: smoking stinks.

NICOTEAM DOC'S—

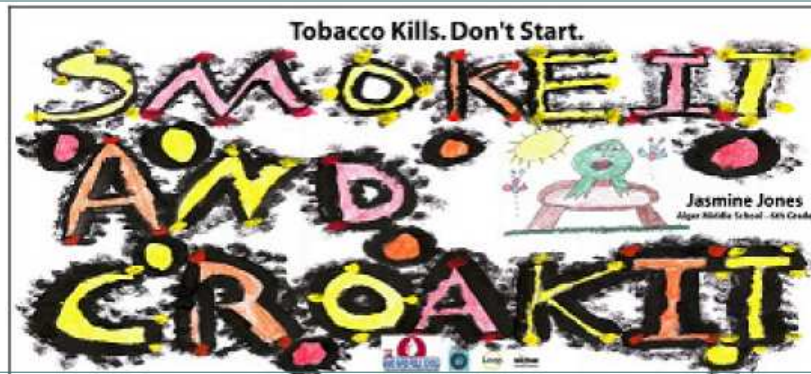
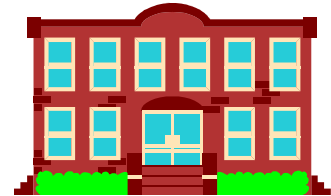
- Dr. Raymond Fuller
- Dr. Larry Robson
- Dr. Tom Peterson
- Dr. Luis Tomatis
- Dr. Bill Sprague
- Dr. Jim Resau
- Dr. Larry Feenstra
- Dr. Rodman Taber, Sr.
- Dr. Vernon Vaandrager
- Dr. Peter Van Vliet
- Dr. Norman Keller
- Dr. James Riekse
- Dr. Andre Jubert
- Dr. Bill Wagner
- Dr. David Horning
- Dr. Harvey Bratt
- Dr. Nick Duesbery
- Dr. Emily San Diego

The physicians listed volunteer their time to be educated on a curriculum for Elementary Students. They learned how to use a computer & power point presentation. They go to schools and present the hazards of cigarette and tobacco use. Many of these physicians are retired. They provide a unique, powerful message from their life experiences as physicians, talking honestly and from the heart to reach the children of Grand Rapids.

Through the work of these physicians **23 classes** were given the TRUTH about smoking and tobacco use. They reached **641 students** in the Greater Grand Rapids area.

SCHOOLS INVOLVED

- Alexander Elementary
- Campus Arts & Literature
- East Leonard
- Eastern
- Martin Luther King
- Jefferson
- Kent Hills
- Mulick Park
- Palmer
- Sherwood Park
- Sibley
- Stocking
- Upper Elementary
- Frost Elementary





The nicoTEAM Anti-Tobacco Poster Contest!!

This event is an opportunity for GRPS students to design a poster that addresses the problem of underage smoking and its effects on a person's health. The winner will have their design displayed on a CBS billboard in downtown Grand Rapids for a month, and other prizes will be awarded, as well!!!

All contest participants will display their designs in the Grand Rapids Public Schools Art Show & Award Ceremony
At Kendall College of Art & Design on

First Prize was awarded to...
Jasmine Jones, Alger Middle School,
6th Grader
 22 Students participated the contest.

EDUCATION OPPORTUNITIES

Tobacco Treatment Meetings 2008			
Jan 9-10	New Brunswick, NJ	Youth Quit2Win Training	www.tobaccoprogram.org
Jan 28-Feb 1	New Brunswick, NJ	Tobacco Dependence Treatment Specialist Training	www.tobaccoprogram.org
Feb 27-Mar 1	Portland OR	Society for Research on Nicotine and Tobacco	www.srnt.org
Mar 3-7	Rochester, MN	Tobacco Treatment Specialist Training	www.ndc.mayo.edu
March 7 & 8	New Brunswick, NJ	Treating Tobacco Dependence in Mental Health Settings	
Mar 18	New Brunswick, NJ	Tobacco Dependence Advanced Training	www.tobaccoprogram.org
Mar 26-29	San Diego, CA	Society of Behavioral Medicine	www.sbm.org/meetings/
Mar 31-Apr 4	New Brunswick, NJ	Tobacco Dependence Treatment Specialist Training	www.tobaccoprogram.org
March 31 - April 4	Worcester, MA	Tobacco Tx Specialist Core Certification Training http://www.umassmed.edu/behavmed/tobacco/train.aspx	
Apr 7	Rochester, MN	Motivational Interviewing	www.ndc.mayo.edu
Apr 10-13	Toronto, ON	American Society for Addiction Medicine	
Apr 28-30	Rochester, MN	Nicotine Dependence Annual Conference	www.ndc.mayo.edu
Apr 28-29	Cardiff, UK	Call to Action	www.smoking-conference-wales.org.uk
May 20	New Brunswick, NJ	Tobacco Dependence Advanced Training	www.tobaccoprogram.org
June 14-19	San Juan, PR	College on Problems of Drug Dependence	www.cpdd.vcu.edu
June 16-20	New Brunswick, NJ	Tobacco Dependence Treatment Specialist Training	www.tobaccoprogram.org
June 23-27	Rochester, MN	Tobacco Treatment Specialist Training	www.ndc.mayo.edu
June 30- July 1	Birmingham, UK	UK National Smoking Cessation Conference	www.uknsc.org

INVESTING IN TOBACCO FREE PARTNERS

Become a
Sponsor



SPONSOR LEVELS **SPONSOR LEVELS**
PLATINUM \$10,000 and above
GOLD \$5,000 to \$9,999
SILVER \$1,000 to \$4,999
BRONZE \$500 to \$999

Contact a Board member for more information. 616-975-0123

The United Way Campaign is currently under way. You can invest in Tobacco Free Partners and our mission by WRITING Tobacco Free Partners as your designed choice for funding.

Imagine every time you searched the internet you were donating money to TFP. Go to Good Search, designate Tobacco Free Partners Grand Raids Michigan as your charity and TFP will receive a donation.

TFFG QUIT LETTER—BIG DADDY

TFFG participants write letters to their family, friends and support people to let them know what they need from them to help them quit. The following are two letters from the past year.

October 1, 2006

Dear Family,

I've decided to make a big change in my life. I'm quitting smoking for good! When I was nine years old I took some cigarettes from my father to experiment with and by the time I was fourteen I was smoking a pack a day.

This addiction to cigarettes has been going on for twenty-eight years. It makes me sick to think I've been smoking for that long.

Over the next few months I will need your help and support. Joshua, when I let you know laundry is done, please put your clothes away. Also, please pick up after yourself. Ashleigh, no means no, not bug me until I say yes! And Karen, just keep doing the same thing you've always done for me- that's your caring support.

I will do my best to control my temper. I appreciate your help. I love you with all my heart.

Big Daddy

Relapse Prevention

Nicotine Anonymous

Tuesdays @ 5:30 PM &

Saturdays @ 11 AM

Spectrum Health Kent Community Hospital

750 Fuller NE Lower Level

Grand Rapids, MI

The Quitters

2nd and 4th Monday Evening @ 6 PM

Saint Mary's Wege Building

300 Lafayette SE Lower Level

Grand Rapids, MI

No Registration Required

Fall 2007 - Newsletter

Phone: 616-975-0123

www.tobaccofreepartners.org

Goodbye Dear Cigarette

I remember when we met. You were so mysterious and distant and we saw each other rarely. I was afraid to get caught with you when I was young. It would have been awkward to explain. You seemed to be attached to guys much older and more worldly.

Over the years I chased you jealously and we only met secretly. I couldn't stand to see you with so many others, freely, openly and always giving of yourself. Then one day I did not care if we were found out. I took you to my lips where all could see the passion we shared.....

Now, so many years later, you have become a burden. You don't care about me or the others around you. Your reputation has been dirtied by the public and all you seem to want is more cash for what seems to be less pleasure with you... You really don't care about me after all...

So it's goodbye. Our journey must now come to an end. It's really quite a stigma to be seen with you at all...I'm ready to face the real world without you...to discard those chains you've kept me wrapped in....to finally breathe the breath of freedom.

Goodbye letter - March 2007

TFP is about
HELPING one Smoker
 at a time
 "The Fight for **THEIR** Life"



Tobacco Free Partners
 Your Resource for Better Health





October 22, 2007

X-Rite, Incorporated has been pleased to be associated with Tobacco Free Partners in Grand Rapids, Michigan as we embarked on our journey to become a tobacco free campus on July 1, 2007. The Cessation Specialist, Laura Van Heest combines her respiratory profession with her passion of assisting one person at a time to consider a tobacco free lifestyle. Tobacco Free Partners truly understands the psychology of change and applying the appropriate intervention methods to addiction, habit and the psychological aspects of quitting. Tobacco Free Partners conducts their program with a personal touch that places employees at ease in an empathetic and non-threatening environment. This professional approach resulted in maximum employee retention in the program and demonstrated positive outcomes. Through their efforts we have many positive stories to tell and excellent adaptation of employees who have become tobacco free as a result of our smoking cessation program.

Tony Sanders
Director, People Services



Written by:
Laura Van Heest

Edited by:
David Garvey

SPONSORS:

Platinum: Priority Health | Saint Mary's Health Care | Spectrum Health

Silver: Metro Health

Bronze: Advantage Health Physicians | Michigan Medical PC | The West Michigan Physicians Network | Zeeland Community Hospital

