



# B I S M A R C K TOBACCO FREE C O A L I T I O N

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WINTER 2008



## 4th Annual Bismarck Tobacco Prevention Youth Summit By Sue Kahler

On October 10, 2008, students from area middle and high schools participated in the 4th Annual Bismarck Tobacco Prevention Youth Summit. There were a variety of activities and presenters from across the state.

Ellicia Rainwater from St. Mary's Central High School Students Against Tobacco group presented on Operation Store Front from last year's youth summit. Operation Store Front is designed to teach students how to build awareness of tobacco advertising and teaches critical thinking skills to counteract the influences of glamorization of tobacco advertising. Each youth group inspected the local tobacco retail stores to document tobacco product placement and marketing. Next, tobacco retail stores were asked to reduce or eliminate their tobacco advertisements from their store by signing commitment forms. Three stores participated in decreasing the number of outside and inside advertising. The stores were Interstate Tesoro, Runway Express Tesoro, and Best Stop, Inc.

Mary Hillerud, Tobacco Prevention Coordinator for Mercer and Oliver Counties and Neil Charvat, Outreach Coordinator for the North Dakota



Photo Courtesy of The Bismarck Tribune

Division of Tobacco Prevention and Control hosted the Tobacco Jeopardy Game. The students had a great time with the lively, fun competition and learning about tobacco. Bismarck High School, SADD (Students Against Destructive Decisions) received the award for Tobacco Jeopardy Champions. Jason Bergstrand, Tobacco Prevention Coordinator of Richland County Tobacco Prevention Program presented "Something Stinks in Hollywood". The main focus of this presentation was how the tobacco industry uses movies to target youth. He provided useful information and an array of activities they could use to educate their peers and others.

Vicki Voldal-Rosenau, Tobacco Prevention Coordinator of City-County

Health Dept. of Valley City presented on how to create effective radio ads. She has served on the North Dakota Public Education Taskforce on Tobacco and has been working in tobacco prevention for 14 years. She had a wealth of

continued on page 2

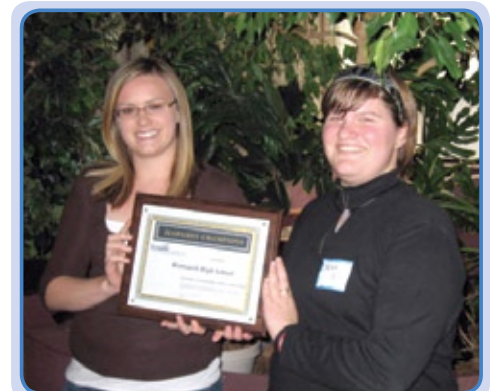
### UPCOMING EVENTS

November - Lung Cancer Awareness Month

Great American Smoke Out Thursday, November 20

Bismarck Tobacco Free Executive Board Meeting – November 21

For information about these events: call 355-1594 or visit [www.bismarcktobaccofree.com](http://www.bismarcktobaccofree.com)



Bismarck High School students, Brianna Friedt and Jamie Houser win at Tobacco Jeopardy.



continued from page 1

information to share about effective media messages. The students will have an opportunity to create their own radio ads on how the tobacco industry targets youth.

The following schools attended the event: Bismarck High School, Century High School, South Central High School, St. Mary's Central High School, Horizon Middle School, Simle Middle School, Wachter Middle School and St. Mary's 7th and 8th grade. Each of the schools has a School Tobacco Prevention Coordinator on site to guide their students with developing action plans and effective radio ads for Great American Smoke Out and Kick Butts Day.

## Evidence Based Practices in Nursing

Medcenter One College of Nursing hosted a panel entitled, "Evidence Based Practices in Nursing." Pat McGeary was one of three panelists presenting "Evidence Based Practices in Public Health Nursing - Tobacco Prevention." Other presenters addressing best practices in their work areas, were Karen Rohr; Director of Research/Bioethics, Medcenter One, and Connie Stewart; Nurse Manager ICU/Cardiac, Medcenter One.



## Bismarck State College Receives "Making Bismarck A Healthier Place to Live" Award from the Bismarck Tobacco Free Coalition

By Pat McGeary

Dr. Larry C. Skogen, President of Bismarck State College accepted the "Making Bismarck A Healthier Place to Live" award from the Bismarck Tobacco Free Coalition at the general coalition meeting held on September 23. It was the third year the coalition awarded an organization with this honor. Bismarck State College was the first public college in North Dakota to adopt a campus wide tobacco free policy. The campus wide tobacco free policy was enacted in January of 2006 when Donna Thigpen was college president. Since then Bismarck State College President, Dr. Larry C. Skogen has sustained the policy and continued to make it a standard for the health of students, staff and the visiting public.

Each year the "Making Bismarck A Healthier Place To Live" award

goes to an individual, organization or business for advocacy efforts toward a tobacco free society. Past recipients have been the Bismarck Eagles Club, VFW Club and the Dakota Zoo Junior Docents for smoke free or tobacco free policy enactment that was a higher standard than state law or city ordinance required. Since the passage of Bismarck State College's campus wide policy, six more higher education facilities have enacted campus wide policies: Jamestown College, Valley City State University, University of North Dakota, Minot State University, Medcenter One College of Nursing, and Mayville State University.

Web link to Facts about college campuses.

<http://www.ndhealth.gov/tobacco/Facts/TobaccoFreeColleges.pdf>

## Gold Star Policy Award

St. Mary's Elementary School was awarded the Gold Star Policy award at the Bismarck Tobacco Prevention Youth Summit. The Gold Star Policy award is an honor given to the school that follows all the procedures in obtaining a full tobacco prevention program. Schools must offer tobacco prevention education, tobacco free buildings/grounds and tobacco cessation information. There are 10 school districts out of 17 who have model tobacco free policy. Thank you, Amy Heuer for the great work you did.



St. Mary's Elementary School Teacher, Amy Heuer and student, Emily Vecchia accept the Gold Star Award.