

# THROUGH WITH CHEW WEEK

**& The Great American Spit Out**

## 2012 ACTIVITY TOOLKIT

WYOMING DEPARTMENT OF HEALTH

**LIVE LONG.**  
**Quit Tobacco.**

Pete, Through With Chew since 2002



FEBRUARY 19-25, 2012 • [WWW.THROUGHWITHCHEW.COM](http://WWW.THROUGHWITHCHEW.COM)

# TABLE OF CONTENTS

*This table of contents is interactive. Please click on the title of the section or the page number to go directly to that page.*

*Websites and email addresses throughout the document are also clickable.*

<b>Introduction</b>	<b>1</b>
<b>Frequently Asked Questions</b>	<b>3-9</b>
<b>Talking Points</b>	<b>10-12</b>
<b>Activity Guide</b>	<b>13-46</b>
Chart of Activities	14
Maximize Every Activity	15-16
Health Care Professional Letter	17
Dental Community Letter	18
Free Oral Screenings	19
Dental Consent Form	20
Proclamation	21
Green Ribbon Activity	22-23
Letter to a Business	24
Paycheck Inserts	25
Business Cartoons	26
Placemats/Table Tents	27
Pizza Box Flyers	28
Faith-Based Letter	29-30
Faith-Based Bulletin Notice	31
Tobacco Ad Teardown Footwork	32
Spit Tobacco Ingredients Display	33
Make Your Own Spit	34-35
Spit Tobacco Makeover	36
Spit Tobacco Jeopardy	37-38
Letter to Families	39
Extreme Makeover	40-41
More Youth Activities	42-43
Quit Spit Kits	44
Summertime Through With Chew	45-46
Media Activity Suggestions	47
Radio and Newspaper Calendar Announcements	48
<b>Printed Examples</b>	<b>49-50</b>
<b>Evaluation</b>	<b>52-53</b>
<b>Contacts</b>	<b>54</b>

# ABOUT the TOOLKIT

## Through With Chew Week & The Great American Spit Out

**2012**  
**ACTIVITY**  
**TOOLKIT**

**T**he Through With Chew Week Toolkit was designed to help communities enhance their efforts in conducting a successful Through With Chew Week and Great American Spit Out. Any community can participate in Through With Chew Week (TWCW). The information in this toolkit offers ideas on how to involve your community to raise awareness about the negative effects of spit tobacco use. Through With Chew Week is held the third full week of February each year. The Great American Spit Out (GASpO) is held on the Thursday of Through With Chew Week. It gives spit tobacco users the inspiration to quit for a day or even longer.

While Wyoming is used as an example state throughout the toolkit, most activities can be adapted to fit your community and state by changing statistics or inserting state-specific data. We encourage partners from other states to adopt TWCW and GASpO, and we look forward to hearing about how you helped your community save a face.

For more information or technical assistance, please contact us at: [info@throughwithchew.com](mailto:info@throughwithchew.com).



**Nothing great was ever  
achieved without enthusiasm.  
—Ralph Waldo Emerson**



# FREQUENTLY ASKED QUESTIONS

**TO  
GET  
STARTED**

**T**he frequently asked questions—and answers—on the following pages can help give you the background on Through With Chew Week and spit tobacco. Use these pages for yourself or to help educate your coalition or others. You can provide them to radio stations or newspapers or photocopy them for inclusion in press kits.

# FREQUENTLY ASKED QUESTIONS

## ABOUT **THROUGH** WITH CHEW WEEK

**Q:** Who developed Through With Chew Week?

**Answer:** Through With Chew Week was established in 1989 by the American Academy of Otolaryngology — Head and Neck Surgery, Inc. ([www.entnet.org](http://www.entnet.org))

**Q:** What is the purpose of Through With Chew Week?

**Answer:** Through With Chew Week (TWCW) is an educational campaign to decrease spit tobacco use and increase awareness of the negative health effects of using these products.

**Q:** When is Through With Chew Week?

**Answer:** The 2012 Through With Chew Week will be observed February 19–25 (the third full week), and the Great American Spit Out is Thursday of TWCW, February 23, 2012.

**Q:** Who can sponsor this special week?

**Answer:** Any concerned group that may be interested in educating its community about the negative effects of spit tobacco use and wants to help spit tobacco users quit.

**Q:** Why collaborate with health care providers?

**Answer:** Health care visits provide a “teachable moment” and a unique opportunity to support patients who are interested in quitting spit/chew use. A variety of health care providers can participate — dentists, hygienists, nurses, public health staff, addiction specialists, mental health providers, social services, and many more.



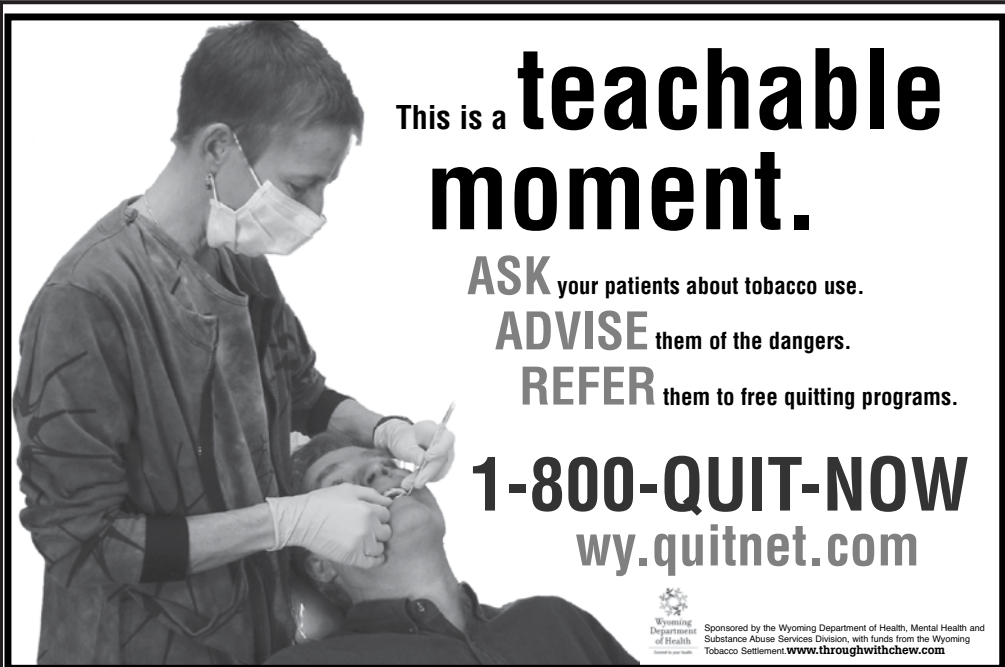
# FREQUENTLY ASKED QUESTIONS

**Q:** What activities are conducted during TWCW?

**Answer:** Communities can choose any activity in the activity section of this toolkit or they can create one of their own. The goal of TWCW is to educate communities about the negative effects of using spit tobacco; there are many ways to do it — choose activities that fit your community.

The Wyoming Department of Health, Mental Health and Substance Abuse Services Division, Tobacco Prevention and Control Program, along with many Tobacco-Free Wyoming Community programs and the Wind River Reservation, will conduct prevention and education programs, distribute materials about quitting spit use, and conduct media campaigns about the negative health effects of spit and chewing tobacco.

Communities will also give Quit Spit Kits (see page 42) to partners (dentists, cessation providers, pharmacists, physicians, etc.) for distribution to spit tobacco users. In some communities, dentists are also providing free oral screenings to spit tobacco users at their offices or at other locations.



This is a **teachable moment.**

**ASK** your patients about tobacco use.  
**ADVISE** them of the dangers.  
**REFER** them to free quitting programs.

**1-800-QUIT-NOW**  
**wy.quitnet.com**

Wyoming Department of Health  
Sponsored by the Wyoming Department of Health, Mental Health and Substance Abuse Services Division, with funds from the Wyoming Tobacco Settlement [www.throughwithchew.com](http://www.throughwithchew.com)

# FREQUENTLY ASKED QUESTIONS

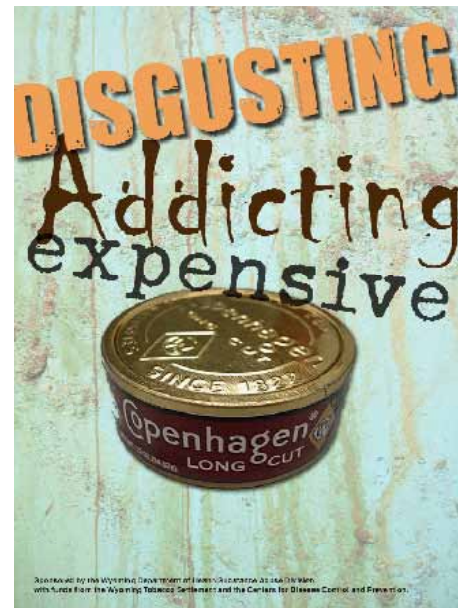
## ABOUT SPIT TOBACCO

**Q:** What is smokeless/spit tobacco?

**Answer:** There are many types of smokeless tobacco products around the world. In the United States, the main types of smokeless tobacco are: **Chewing tobacco.** Loose tobacco leaves that are sweetened and packaged in pouches. Also called chew and chaw. Users put a wad of the tobacco between the cheek and gum and hold it there, sometimes for hours at a time. **Plug.** Chewing tobacco that has been pressed into a brick shape, often with the help of syrup, which also sweetens the tobacco. Users cut off or bite off a piece of the plug and hold it between the cheek and gum. **Twist.** Flavored chewing tobacco that has been braided and twisted into rope-like strands. Users hold it between the cheek and gum. **Snuff.** Finely ground or shredded tobacco leaves, available in dry or moist forms and packaged in tins or tea bag-like pouches. A pinch of snuff is placed between the lower lip and gum or cheek and gum. Dry forms of snuff can be sniffed into the nose. Using snuff is also called dipping. **Snus** (pronounced “snoose”). A smokeless, spitless tobacco product that originated in Sweden. It comes in a pouch that is placed between the upper lip and gum. **Dissolvable tobacco products.** Pieces of compressed powdered tobacco, similar to small hard candies. They dissolve in the mouth, requiring no spitting of tobacco juices. They’re sometimes called tobacco lozenges, but they’re not the same as the nicotine lozenges used to help users quit tobacco addictions (information from Mayo Clinic [www.mayoclinic.com](http://www.mayoclinic.com)).

**Q:** Do we call these products spit/chew or smokeless tobacco?

**Answer:** You can call chewing tobacco by whatever name you want — smokeless tobacco, spit tobacco, chew, snuff, pinch or dip — but don’t call it harmless. Whether you





# FREQUENTLY ASKED QUESTIONS

use chewing tobacco or other types of smokeless tobacco, be forewarned: chewing tobacco can cause serious health problems (information from Mayo Clinic).

**Q:** **What makes spit tobacco so addictive and harmful?**

**Answer:** All tobacco products contain nicotine, which is very addictive. The most harmful carcinogens in spit and chewing tobacco are called tobacco-specific nitrosamines. These are formed during the growing, curing, fermenting and aging of American tobacco. According to the Mayo Clinic, some spit tobacco products contain additives that increase the rate at which nicotine is absorbed into the body. If you look at the types of spit, chew and snuff sold in retail outlets, you will notice different products for the beginner; they are easily identified by their sweet, fruity flavors (apple, cherry, peach, etc.) and often come in easy-to-use pouches. Over time, the spit and snuff user graduates to products that contain more nicotine. Someone who has chewed for a long time uses a stronger product and uses it more frequently to receive the same effect. Check out the American Dental Association website ([www.ada.org](http://www.ada.org)) for a list of some of the cancer-causing chemicals found in spit tobacco.

**Q:** **Why is spit/chew use such a problem in Wyoming?**

**Answer:** Spit tobacco has long been associated with the Wyoming lifestyle, which includes cowboy culture, rodeo and outdoor recreation. The tobacco industry heavily promotes its products to people who participate in those activities.

**Q:** **Are spit, chew and snuff safe alternatives to cigarettes?**

**Answer:** No, they are not a safe alternative. U.S. Smokeless Tobacco Company (USSTC) promotes its products by claiming they are less of a health risk than smoking cigarettes. Harm reduction remains a debate among health advocates. All tobacco use is risky and may cause cancer as well as other diseases.

**Q:** **Which populations in Wyoming are most affected by spit/chew use?**

**Answer:** Wyoming, 16.9% of Wyoming adult males use spit tobacco (BRFSS 2009). In 2009, the age group of Wyoming males with the highest prevalence rates for smokeless tobacco use were 18 to 24 year olds, with 30.4% chewing. The type of people targeted by the smokeless tobacco industry remains extreme sports participants, blue collar workers, cowboys, hunters, and now, the professional business man. For proof of this, check out USSTC's website, which has a commercial showing their target populations. For more Wyoming chew/spit tobacco use data, refer to the Wyoming Survey and Analysis Center (WYSAC) site, [www.uwyo.edu/wysac](http://www.uwyo.edu/wysac).

# FREQUENTLY ASKED QUESTIONS ABOUT QUITTING SPIT

**Q:** What suggestions do you have for spit users who want to quit?

**Answer:** Make a plan and list your reasons for quitting. Review your daily habit of spit tobacco use. Recognize how you will need to change your routine.

Ask for support: your family, friends, or co-workers will support your plan.

Talk with your doctor, dentist, pharmacist or a health professional about available quit medications and products. Alternative naturopathic methods may be useful. Find what works for you. Review the suggestions discussed below about non-tobacco alternatives.

Call the Wyoming Quit Tobacco Program (1-800-QUIT-NOW) or register with [wy.quitnet.com](http://wy.quitnet.com) for free counseling support. Check the Wyoming Department of Health website for a list of tobacco cessation providers close to you. ([www.health.wy.gov/](http://www.health.wy.gov/))

Set a quit date. Put spit tobacco substitutes in places you previously kept spit tobacco.

Learn about possible withdrawal symptoms.

Reward yourself for your successes. Plan periodic rewards with the savings you will have from not buying any more chew or snuff.

Many people who quit try many times before becoming a non-chewer. If you relapse, don't get discouraged. Don't give up. Remember it is hard to change everyday habits.

TRY AGAIN!

Spit tobacco cessation products include non-tobacco alternatives, which usually come in containers shaped like a can of spit tobacco. Learn more about some of these products from cessation experts, or on the internet. Go to [www.dipstop.com](http://www.dipstop.com), [www.goldeneaglechew.com](http://www.goldeneaglechew.com), [www.smokeysnuff.com](http://www.smokeysnuff.com), or [www.chewfree.com](http://www.chewfree.com).

Spit tobacco users can also try nicotine replacement therapy (NRT's) such as gum, patches and lozenges and use quit medications. It is important to check with your pharmacist, doctor or other health care provider about proper dosage. Without proper dosage, the quit attempt may not be as successful. Because of the higher amounts of nicotine in spit tobacco compared to cigarettes, the recommended NRT doses may need to differ depending on the amount used and the length of time a person has used chew.

# FREQUENTLY ASKED QUESTIONS

Wyoming Department of Health offers two free services to help you quit: the Wyoming Quit Tobacco Program 1-800-QUIT-NOW, a phone-based counseling service; and Wyoming QuitNet ([wy.quitnet.com](http://wy.quitnet.com)), a web-based quit tobacco service.

**Q: What suggestions do you have for early detection of negative health effects from spit tobacco use?**

**Answer:** Spit tobacco users should check monthly for damage to teeth, gums, the tongue and surrounding tissue which may indicate early warning signs of cancer. As deadly as mouth cancer is, your chances of surviving are much better when found early. At a minimum, on a monthly basis, conduct an oral screening using a mirror and good lighting. Consider the following steps:

**Face and neck:** Look in the mirror. Do both sides of your face and neck look the same? Gently press your jawbone to feel for lumps.

**Check lips and gums:** Pull down your lower lip. Are there white or red patches or sores that bleed easily? Are there any signs of irritation, like tenderness, burning or a sore that will not heal? Look very carefully at where you place your tobacco. Do you see color changes or rough areas?

Squeeze your **lip and cheek** between your fingers. Are there bumps or soreness?

**Roof of the mouth:** Tilt your head back and open wide. Do you see any discoloration, sores, bumps or swelling?

**Floor of the mouth:** Put the tip of your tongue on the roof of your mouth. With one finger, press around the floor of your mouth. Do you feel sores, bumps or swelling?

**Tongue:** Stick your tongue out. Grab it with a clean piece of cloth or paper towel. Move your tongue from side to side. Do you see any color changes or bumps?

If you answer YES to any of these questions, see a doctor or dentist right away. Be sure to tell your health care provider that you use spit tobacco. Be sure to schedule regular checkups with your doctor or dentist to catch any potential problems.

**Warning:** *If you see any discolored skin, feel any bumps or soreness, or have a sore in the mouth that does not heal within 2 weeks, this may be an early warning sign of cancer.*



# SPIT TOBACCO TALKING POINTS

**TO  
GET  
STARTED**

**T**he talking points on the following pages may be used to provide an overview of the most pertinent topics related to spit tobacco use in Wyoming. Use them as a resource for interviews and other media venues or as handouts to educate coalition members, partners and others.



# SPIT TOBACCO TALKING POINTS

**A**t 16.9 percent, Wyoming adult males use spit tobacco at a rate that is almost twice the national average. (BRFSS, 2009.)

22.1% of Wyoming high school males report using spit tobacco (YRBS 2011), compared to 13.4% of males nationally (YRBS 2009).

Although the rate for Wyoming high school females appears low in comparison to the rate for males, it is higher than the national average, with 7.8% of Wyoming females using spit tobacco (YRBS 2011), compared to 2.3% nationally (YRBS 2009).

Smokeless tobacco contains 28 cancer-causing agents (carcinogens). It is a known cause of human cancer as it increases the risk of developing cancer of the oral cavity. Oral health problems strongly associated with smokeless tobacco use are leukoplakia (a lesion of the soft tissue that consists of a white patch or plaque that cannot be scraped off) and recession of the gums. (National Cancer Institute, as retrieved on 11/16/06 from [www.cancer.gov/cancertopics/factsheet/Tobacco/smokeless](http://www.cancer.gov/cancertopics/factsheet/Tobacco/smokeless).)

According to the Centers for Disease Control, oral cancer is the sixth-leading cancer in men, with 30,000 cases per year. Almost 75% of people diagnosed with oral and pharyngeal cancer use tobacco. About one person dies every hour from the disease. Oral cancer is one of the most difficult cancers to diagnose, treat and cure. Only half of those diagnosed survive longer than five years. (Hurt, R.D., 2001, Mayo Foundation for Medical Education & Research)

Users of smokeless tobacco are exposed to higher amounts of tobacco-specific nitrosamines—molecules that are known to be carcinogenic—than smokers. (Science Daily, as retrieved on 8/10/07 from [www.sciencedaily.com/releases/2007/08/070809130018.htm](http://www.sciencedaily.com/releases/2007/08/070809130018.htm))

# SPIT TOBACCO TALKING POINTS

The estimated portion of tobacco advertising for Wyoming marketing annually is 27.6 million dollars. ([www.tobaccofreekids.org](http://www.tobaccofreekids.org); retrieved December 14, 2009.)

In Wyoming, the current taxation method for moist tobacco is weight-based, at a rate based on its unit weight in ounces with a minimum tax of sixty cents. “However, by using the weight-based method and under-taxing these low-weight moist snuff products, a simple weight-based tax contradicts basic principles of tax fairness and equity and steals revenues from the state. In addition, a simple weight-based tax fails to keep up with product price increases and inflation, thereby reducing state revenues further. Under the weight-based tax systems promoted by Altria/USSTC, a state will lose even more revenues every time a regular moist snuff user, or any state smoker, switches to using one of these new under-taxed lower-weight moist snuff products, instead.” (Campaign For Tobacco-free Kids, 2009.)

“The use of spit tobacco is a serious and growing problem among youths in our community. It is important to intervene early to raise the level of awareness and education among our youths,” says Dr. John Stamato, M.D., MPA, Director and Radiation Oncologist, Welch Cancer Center, Sheridan, WY.

# ACTIVITY GUIDE

## TO GET STARTED

**T**his section of the toolkit will give you ideas for activities you can replicate in your community during TWCW or any time during the year. There are estimates of preparation time, cost and partners needed to complete the activity. These activities can be expanded, so let your creativity flow!

When deciding which TWCW activities to conduct in your community, your group should keep the following outcome-based ideas in mind. If activities are focused on policy and community norm change, as well as on permanent and sustainable outcomes, you will have a more powerful campaign.

### **GUIDING PRINCIPLES**

What are the long-range results?

What will change permanently as a result?

What long-term partnerships will be enhanced?

How will this activity enhance the long-term goals?

A chart of suggested activities appears on the following page.

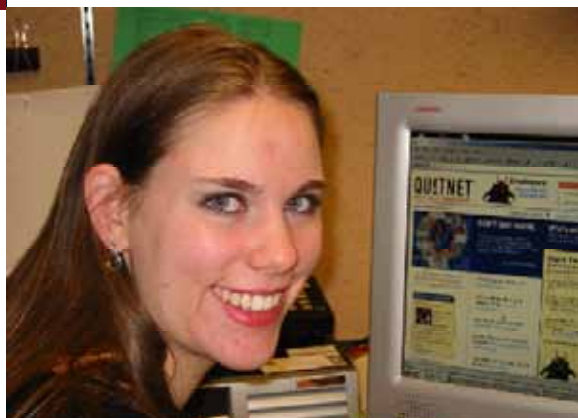
# ACTIVITY GUIDE

ACTIVITY	PREP TIME	APPROXIMATE COST	# PEOPLE	PAGE
Health Care Professional Letter	< 1 week	postage	1-5	17
Dental Community Letter	< 1 week	postage	1-5	18
Free Oral Screening	3-4 weeks	minimal	1-5	19
Dental Consent Form	3-4 weeks	minimal	1-3	20
Proclamation	2-3 weeks	minimal	1-5	21
Green Ribbon Activity	3-4 weeks	Printing costs, ribbon, pins	1-5	22-23
Letter to a Business	< 1 week	minimal	1-5	24
Paycheck Inserts	3-4 weeks	None	1-5	25
Business Cartoons	NA	None	NA	26
Placemats/Table Tents	1-2 weeks	None	1-5	27
Pizza Box Stickers	1-2 weeks	None	1-5	28
Faith-Based Letter	2-3 weeks	minimal	1-5	29-30
Faith-Based Bulletin Notice	2-3 weeks	minimal	1-5	31
Tobacco Ad Teardown Footwork	4-5 weeks	minimal	4-10	32
Spit Tobacco Ingredients Display	1-2 weeks	Ingredient examples, poster supplies	1-5	33
Make Your Own Spit	2-3 weeks	Ingredients, blender, containers	1-5	34-35
Spit Tobacco Makeover	4-5 weeks	Makeover supplies, before/after pics	4-10	36
Spit Tobacco Jeopardy	2-3 weeks	Photocopies & lamination	1-5	37-38
Letter to Families	< 1 week	minimal	1-5	39
Extreme Makeover	4-5 weeks	makeover supplies, photos	4-30	40-41
More Youth Activities	varies	varies	varies	42-43
Quit Spit Kits	6-8 weeks	None	1-40	44
Summertime Through With Chew	9-12 weeks	minimal	1-40	45-46
Media Activity Suggestions	4-5 weeks	minimal	1-3	47
Radio and Newspaper Samples	< 1 week	minimal	1-2	48



# MAXIMIZE EVERY ACTIVITY

**E**very activity listed here has the potential to be “maximized.” Consider the different ways each activity can be developed for the most impact. For example, nearly all activities can become vehicles for earned media. Use the ideas presented here as a springboard for your own ideas.



## CESSATION

Promote available resources in the local community whenever possible, especially in any media campaigns via radio, newspaper, television, brochures or other materials you produce.

Promote the state's free resources: Wyoming Quit Tobacco Program at 1-800-QUIT-NOW (1-800-784-8669) and the Wyoming QuitNet at [wy.quitnet.com](http://wy.quitnet.com).

Provide and promote free Quit Spit Kits: use local media to provide information on where partners may be distributing Quit Spit Kits.

## POLICY CHANGE

Work with local and statewide organizations to become a tobacco-free workplace.

Schedule a community forum and celebrate the local employers who have adopted this policy.

Provide certificates to Tobacco-Free Workplaces at a public event, such as a forum, or place a big “thank you” in a newspaper ad.

Discuss or examine enforcement issues related to existing community policies: in schools, hospital, city/county buildings, recreational facilities and grounds.

## MEDIA

Invite a tobacco education expert or cancer survivor to visit local communities and their schools.

Utilize advertising to promote his “coming to town” and arrange for policy makers to meet him/her.

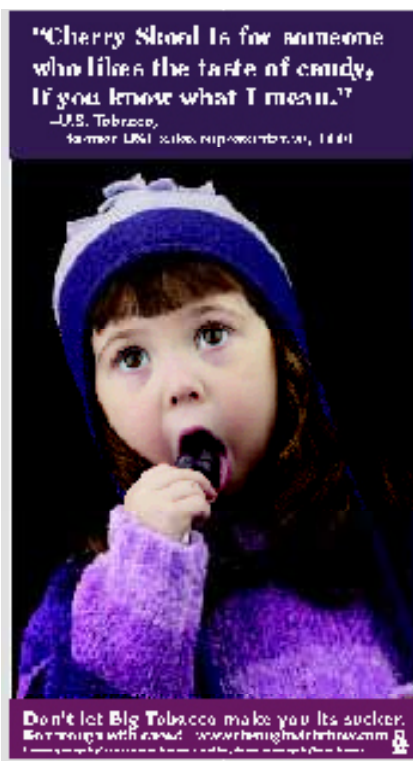
Get a survivor or expert on the agenda for a meeting of a service club like Kiwanis, Elks Club, Zonta, Wyoming Businesswomen’s, etc. Invite reporters.

Schedule the survivor/expert for a radio or TV talk show.

Schedule a press conference and prepare press packet, listing questions and answers to focus discussion.

Support a youth-developed counter-advertising campaign.

Ask youth and/or speakers to address the impact of Big Tobacco’s advertising and sponsorship in developing your ads for radio or newsprint.



Sample display

## OUTREACH

Work with faith-based communities to provide cessation help to congregations. Insert Through With Chew Week notices, with cessation services information, in church bulletins.

Work with appropriate disparate populations and focus your work on culturally sensitive materials and activities.

Work in conjunction with health care providers to install portable exhibits in offices with resource materials for month of February.

# HEALTH CARE PROFESSIONAL LETTER

**W**rite a letter or approach health care professionals in your community asking them to participate in Through With Chew Week. Supply them with self-help materials and cessation information, including Quit Spit Kits. Dental offices, substance abuse and mental health centers, public health offices and many more providers may collaborate with you.



October 5, 2011

Dear Health Care Provider,

For the last seven years, health care providers statewide have participated in programming in order to advance education and intervention among smokeless tobacco users. The Tobacco-free Wyoming Community (TFWC) Program Managers are outreaching to all health care agencies that provide services to all affected populations within counties across Wyoming.

We are concerned about the numbers of health care providers asking their patients about their smokeless tobacco use habit. The Adult Tobacco Survey (2008) indicates that 36% of physicians asked their patients about smokeless tobacco use while 70% asked about smoking. We would like to increase the numbers of health care providers who ask their patients about all tobacco products. An easy way to address this is by adding a smokeless tobacco use question on your intake form. Some providers ask this in one comprehensive question such as: "Do you use tobacco?" Others have chosen to separate this into two questions, such as: "Do you smoke? Do you use smokeless tobacco?"

Brief intervention by health care providers has been shown to be the most effective way that users quit their tobacco habits, as has been cited by the users themselves. Therefore, by adding this question to your intake form, you are sending an important message to the user that smokeless isn't harmless.

We appreciate your consideration of this proposed change that can be incorporated for Through With Chew Week, which is February 19–25, 2012.

Sincerely,

Program Manager

# DENTAL COMMUNITY LETTER

**W**rite a letter to a group of health care professionals in your community asking them to participate, sponsor, or endorse Through With Chew Week.



Wyoming Dental Association  
Jane Doe  
Executive Director  
876 North 4th Street  
Any Town, Wyoming 82070

Dear Ms. Doe:

The Tobacco-free Wyoming Community Program Managers are planning a public awareness campaign in an effort to decrease spit tobacco use in our state and to raise awareness of the health effects of using this product. Unfortunately, Wyoming continues to have one of the nation's highest rates of spit tobacco use.

Dental visits provide a "teachable moment" and a unique opportunity to support patients who are interested in quitting. The Tobacco Prevention and Control Program would like to partner with the Wyoming Dental Association and the Wyoming Dental Hygienists Association during "Through With Chew Week," scheduled for February 19–25, 2012. The Great American Spit Out is the Thursday of that week, February 23th.

We would appreciate it if your organization would direct users to the quit services that Wyoming has to offer. The Wyoming Quit Tobacco Program provides free or low-cost cessation counseling and vouchers for cessation medication: 1-800-QUIT-NOW (1-800-784-8669). This is a toll-free number. Free counseling can also be found on the web at [wy.quitnet.com](http://wy.quitnet.com).

The Tobacco Prevention and Control Program appreciates your consideration of this proposed activity for *Through With Chew Week* in February 2012.

Sincerely,

Program Manager



# FREE ORAL SCREENINGS

**O**n April 29, 2003, the U.S. Department of Health and Human Services (DHHS) released a National Call to Action to Promote Oral Health aimed at improving oral health and preventing disease for all Americans. The American Dental Association ([www.ada.org](http://www.ada.org)) endorsed this National Call to Action, which identified increased collaboration as a means to making significant progress in oral health. Highlighted was the National Grading Report, in which the nation received a D for its lack of policies to reduce the use of spit tobacco, which has been linked to the development of oral diseases, including oral and pharyngeal cancer.

There are several ways to work with health care professionals. Wyoming has been fortunate to have a strong partnership with the dental community. The first year that Through With Chew Week was observed, over 80 dentists and hygienists participated by providing free oral screenings to chew tobacco users; the second year, that number was nearly doubled! Dental offices were supplied with Quit Spit Kits and cessation information to offer to their patients.

## ACTIVITIES:

Visit dental professionals in your community or write a letter asking them to participate in Through With Chew Week by offering one free oral screening to a spit/chew tobacco user during Through With Chew Week. Another great way to get users the help they need during TWCW is to ask a dental professional to visit a site after office hours to conduct the oral screenings (e.g., on a college campus, at a rodeo, at a business or work site, at a community forum, etc.).

Conduct trainings with dental professionals and their staff on the 5 A's for brief intervention. Work toward changing policies starting with encouraging offices to ask about smokeless tobacco use on their intake forms. Provide offices with pocket-sized 5 A's brief intervention cards to remind the practitioner of the protocol. Provide self help and cessation materials and information on a continual basis. The five A's include:

# 5A's

- Ask about tobacco use
- Advise to quit
- Assess willingness to make quit attempt
- Assist in quit attempt
- Arrange follow up

# DENTAL CONSENT FORM

**T**o protect the provider and the patient, consider using a consent form when conducting free oral screenings for spit/chew users.

## SAMPLE:

I, \_\_\_\_\_, give my consent to the following treatment, a dental screening and soft tissue examination of the head and neck area. These services will be provided free of charge by \_\_\_\_\_ (provider) personnel in cooperation with a project sponsored by the Wyoming Department of Health, Mental Health and Substance Abuse Services Division. I understand that I am not considered a patient of record at \_\_\_\_\_ and that these services will be provided on a one-time only basis.

I further understand that a complete dental examination determining the extent and location of all cavities and abnormal manifestations cannot be accomplished without dental radiographs (x-rays), and they will not be a part of the services provided. Any oral lesions or abnormalities that are visually apparent will be brought to my attention, and it will be my responsibility to seek further medical consultation elsewhere regarding these abnormalities as they cannot be treated properly with the limited services rendered today. I also understand any dental caries (cavities) brought to my attention today will not be treated, restored, filled or extracted by this office.

In accordance with the HIPPA privacy act, any and all information pertaining to my services today are confidential and will be subject to all federal statutes regarding patient privacy. Any medical information documented or given verbally by me will be considered true and complete to the best of my knowledge.

Signature \_\_\_\_\_ Date \_\_\_\_\_  
(If a minor, parent or legal guardian of minor)

Witness \_\_\_\_\_ Date \_\_\_\_\_

# PROCLAMATION

**A** Through With Chew Week “Proclamation” is a great way to collaborate with decision makers requesting that a Mayor or the Governor, for example, sign this document declaring that the town or state will observe Through With Chew Week and The Great American Spit Out.

## **SAMPLE:**

### **Through With Chew Week and The Great American Spit Out**

Whereas, The (name of your town) Town Council is concerned about the health and welfare of the citizens of the Town, and  
Whereas, Many of the Town’s youth and adults are known to use chew (spit) tobacco, and  
Whereas, The rate of spit tobacco usage reported by Wyoming male high school students (22.1%, YRBS 2011) is among the highest in the nation, and,  
Whereas, The rate of usage among Wyoming adult males (17%, BRFSS 2009) is twice the average of males across our nation, and,  
Whereas, People who consume 8-10 dips or chews per day receive the same amount of nicotine as a heavy smoker who smokes 30-40 cigarettes a day, and,  
Whereas, Spit tobacco contains 28 known carcinogens including formaldehyde, nickel, polonium-210 (a radioactive compound) and can contain up to 100 times the level of nitrosamines lawfully permitted in regulated products like bacon or beer, and,  
Whereas, Spit tobacco users are up to fifty times more likely to get oral cancer than non-users, and,  
Whereas, Spit tobacco increases a person’s risk of cancers of the lip, tongue, cheeks, gums, floor and roof of the mouth, throat, larynx and esophagus,  
Therefore: I, \_\_\_\_\_, as representative of the Town Council of (town), do hereby declare the week of February 19–25, 2012, as Through With Chew Week and Thursday, February 23, 2012, as the day of The Great American Spit Out and, in so doing, urge citizens to make publicly known the dangers of spit tobacco use and do also urge spit tobacco users to demonstrate to themselves, their friends, and their families that they can quit for the day of the Great American Spit-out.

Dated this \_\_\_\_\_ day of (month), 2012. Signature\_\_\_\_\_

# GREEN RIBBON

## ACTIVITY

**T**he green ribbon activity is a great way for health care providers and other interested community advocates to bring state and national awareness to the problem of spit tobacco use. The green ribbon commemorates the memory of a loved one who died as a result of tobacco addiction.

Health care providers and other partners can distribute the cards with the green ribbon to families who have lost a loved one to tobacco or to anyone who is interested in raising awareness about the dangers of spit tobacco. People can wear the green ribbon to honor an individual or simply to raise awareness. The more people who wear the ribbon, the more conversation is generated by people or patients asking about the ribbons and their significance.

Tobacco-Free Wyoming Communities (TFWC) programs can make or buy enough of the ribbons/cards for distribution. TFWC program managers can bring the green ribbon/cards when they distribute the health care packets to nurses and allied health care providers they are working with for Through With Chew Week.

**Directions:** Download the PDF from [www.throughwithchew.com](http://www.throughwithchew.com) (under the “media” tab, then “downloadable materials”)

- (1) Add in your program’s contact information.
- (2) Make copies.
- (3) Take a piece of green ribbon six inches in length, fold it over and make a loop. Then pin it to the bottom center of each card. You can buy the ribbon in spools in craft departments or craft stores (usually about 10 yards in each spool).
- (4) If you don’t want to make the ribbons, you can order self-stick awareness ribbons from [www.TobaccoFreeEarth.com](http://www.TobaccoFreeEarth.com) (click on the Tobacco Prevention tab, then search under Promotionals for “The Tobacco Ribbon Pin”) or *Drug Prevention* magazine (available in packages of 100). You can also order metal green ribbons if you prefer to have a longer-lasting version.



# GREEN RIBBON CARDS

The front and back of the card shown below can be adapted to make your own green ribbon cards. A downloadable PDF file is available at [www.throughwithchew.com](http://www.throughwithchew.com).



**T**his ribbon is designed to raise awareness of the death and disease caused by tobacco products. It can be used to commemorate the memory of a loved one lost because of his or her addiction to tobacco.

Spit tobacco is not a safe alternative to cigarettes. It contains 28 known carcinogens and is linked to cancers of the mouth, tongue, throat, esophagus, stomach, and bladder. In Wyoming, young males use spit tobacco at a rate that's nearly *twice* the national average, and females use at a rate that is *three times* the national average.

Through With Chew Week is designed to raise awareness of the dangers of spit tobacco, prevent people from starting to use, and encourage users to quit. Wear this ribbon to help.

Your address goes here with the ribbon on top of it.

Through With Chew Week: February 20-26, 2011  
The Great American Spit Out: February 24, 2011

To help end  
your addiction  
to tobacco,  
contact:

Wyoming  
**QUIT  
TOBACCO  
PROGRAM**

WY.QUITNET.COM or  
1.800.QUIT.NOW

Sponsored by the Wyoming Department of Health,  
Mental Health and Substance Abuse Services Division,  
with funds from the Wyoming Tobacco Settlement Trust.



[www.throughwithchew.com](http://www.throughwithchew.com)

# LETTER TO BUSINESSES

Consider using this letter to ask businesses to participate in TWCW.

(Business rep)  
(200 Roman Street)  
(Any town, USA 84101)  
Dear (Business rep):

Are you concerned about loss of productivity? Are you concerned about health insurance costs for your employees who use tobacco and their dependents, whose health is also negatively affected? (Name of County) Tobacco Prevention wants to help you address all of these issues and to ensure that your workplace has resources available for employees who are ready to quit.

The Wyoming Department of Health's Substance Abuse Division, in partnership with the Wyoming Through With Chew Program, is sponsoring its seventh annual Through With Chew Week February 19–25, 2012 and the Great American Spit Out on Thursday, February 23. (Name of County) Tobacco Prevention would like to partner with your company. During this time, we would like to work with your business to create awareness about the dangers of tobacco use and provide you with cessation tools that will help your employees.

Spit tobacco use in the United States is higher among people who are employed in blue collar occupations and service/laborer jobs. Nearly one out of every five adults in Wyoming smoke (19%), and spit tobacco use statistics show that Wyoming adult males use this type of tobacco at almost twice the national average (15%).

As a Wyoming employer, we hope you'll join us during Through With Chew Week, February 19–25, 2012 and highlight to your employees and the community that your company cares about health. (Name of your county) Tobacco Prevention invites you to contact us as a local, community resource, which is ready to help you address tobacco use at the workplace. We have tobacco cessation materials and programs available, including tobacco-free business tool-kits, posters, brochures, and media materials specific to your workplace. Please contact us at (contact information) to get involved during Through With Chew Week.

Thank you,

Program Manager

# PAYCHECK INSERTS

**P**aycheck inserts can be used by any business to encourage Through With Chew Week awareness and to assist users in their cessation efforts. Make sure that local cessation services and the Wyoming Quit Tobacco Program are included.

**LIVE LONG.**  
**Quit Tobacco.**

Left: Front of card  
Below: Back of card



**First Warning Sign of Cancer:**



**Spit Tobacco:  
Not a Safe Alternative.**

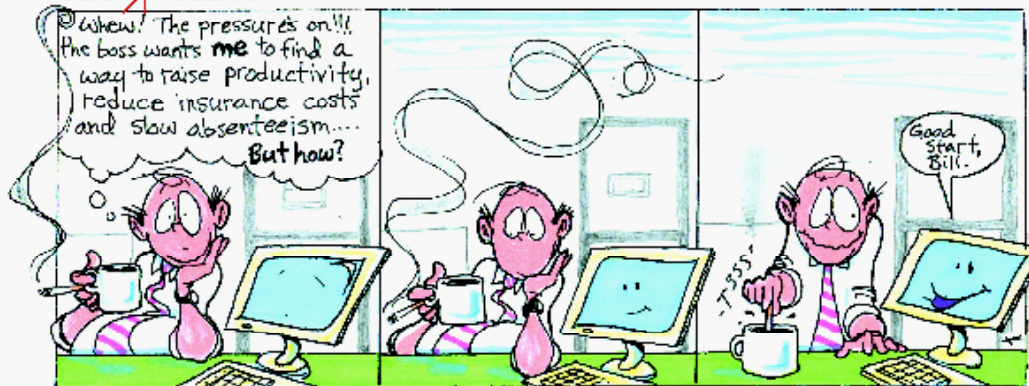
PAYCHECK INSERTS



# BUSINESS CARTOONS

**T**hese cartoons are the first three in a series of nine cartoons that describe the steps required for a business to go tobacco-free. They may be downloaded from [www.throughwithchew.com](http://www.throughwithchew.com) (Go to "Programs" tab and click on "Business Collaborations"). You can use them as part of your collaborations with businesses.

## The <sup>Tobacco-Free</sup> Office



**Save money AND help your employees' health.**

Encourage them to quit tobacco. Let them know there are free services at

**1-800-QUIT-NOW.**  
[www.1-800-quit-now.com](http://www.1-800-quit-now.com)

For information on how your business can benefit by being tobacco-free, log on to [www.throughwithchew.com](http://www.throughwithchew.com)

Sponsored by the Smoking Department of Health, Substance Abuse Division, with funds from the Smoking Tobacco Settlement.

## The <sup>Tobacco-Free</sup> Office



**Save money AND help your employees' health.**

Encourage them to quit tobacco. Let them know there are free services at

**1-800-QUIT-NOW.**  
[www.1-800-quit-now.com](http://www.1-800-quit-now.com)

For information on how your business can benefit by being tobacco-free, log on to [www.throughwithchew.com](http://www.throughwithchew.com)

Sponsored by the Smoking Department of Health, Substance Abuse Division, with funds from the Smoking Tobacco Settlement.

## The <sup>Tobacco-Free</sup> Office



#3 in a series of 9

**Save money AND help your employees' health.**

Encourage them to quit tobacco. Let them know there are free services at

**1-800-QUIT-NOW.**  
[www.1-800-quit-now.com](http://www.1-800-quit-now.com)

For information on how your business can benefit by being tobacco-free, log on to [www.throughwithchew.com](http://www.throughwithchew.com)

Sponsored by the Smoking Department of Health, Substance Abuse Division, with funds from the Smoking Tobacco Settlement.

# RESTAURANT MATERIALS

**R**estaurants make great business partners. Ask your local family-style or fast-food restaurant(s) to use the placemats shown below. They provide educational and cessation information, reference the pattern of spit tobacco use among family generations, and entertain youngsters.

Table tents are also practical for a variety of venues, including restaurants, businesses, health care offices and schools. You can set them up during your presentations.

**Create family memories that will last for generations.**

**Sharing activities**—like fishing, hiking, or reading—with your family is one of the most important things you can do. The things they learn will last a lifetime. And remember, **kids do what they see, not what you say.**

*Keep Big Tobacco out of the picture.  
Your family needs you with them.*

**LIVE LONG.  
Quit Tobacco.**

**WYOMING  
QUIT  
TOBACCO  
PROGRAM**  
WITH YOUR FAMILY, FORM UP  
A SMOKE-QUIT TEAM

**First Warning Sign of Cancer:**

**Spit Tobacco: Not a Safe Alternative.**

**Start**

BAKE BIKE COOK FISH GOLF  
PLAY READ RIDE WALK RODEO

Paid with Wyoming Department of Tobacco Settlement Trust

**Placemat**

**Table Tent**

**BUSINESS MATERIALS**



# PIZZA BOX STICKERS

**Y**ou can also collaborate with the food industry by using pizza box stickers. Local restaurants, pizza delivery services and other food service providers can reach countless people and inform them of Through With Chew Week with these stickers. This activity provides an opportunity to form lasting relationships with community businesses and even assist them in promoting policy change.

Just ask the business if it is willing to promote Through With Chew Week by affixing informational stickers to its to-go boxes, food trays or grocery bags.

Here is an example:



# FAITH-BASED LETTER

**T**his activity is designed to collaborate with faith-based communities to encourage them to endorse and promote Through With Chew Week to their congregation. By partnering with these entities, the congregations can gain awareness about the problems associated with spit tobacco use and can share resources for cessation.



Reverend  
200 Roman Street  
Anytown, USA 84101  
February 1, 2012

Dear Reverend:

The Wyoming Department of Health's Mental Health and Substance Abuse Services Division, together with Wyoming Through With Chew, is sponsoring its annual Through With Chew Week, February 19–25, 2012 (and the Great American Spit Out on Thursday, February 23). We invite your church to participate.

In Wyoming, tobacco use is higher than the national average and kills over 700 residents each year. Our clergy and churches are burying fathers, mothers, brothers and sisters who were addicted to tobacco at an early age.

Each year in Wyoming, approximately 1500 youth under the age of 18 will start using tobacco and may develop a lifelong addiction that can end their lives prematurely.

Nearly one out of every five adults in Wyoming smokes (19%). Spit tobacco use statistics show that 21% of Wyoming male high school students use spit tobacco, one of the highest use rates in the nation. Nearly 90% of all tobacco users started using as teens or pre-teens. The five major U.S. smokeless tobacco manufacturers spent collectively \$251 million on smokeless tobacco advertising and promotion. Tobacco is the only product that – when used as the manufacturer intends – kills. The annual health care cost in Wyoming due to tobacco-related diseases is \$148 million.

Tobacco use is an urgent crisis of health and morality facing our nation and the world, and we hope the faith community will rise to meet the challenge by carrying on the tradition of caring for those in need and speaking out on important moral issues, to help protect our children from tobacco addiction. Specifically, we would like your church to endorse "Through With Chew Week" and "The Great American Spit Out" and participate in one or more of the following activities.

# FAITH-BASED LETTER (CONT.)

## LETTER, PAGE 2

1. Provide information to your congregation on Sunday, February 14, 2012. Enclosed are some samples.
2. Include information about "Through With Chew Week" in your church bulletin.
3. Invite our staff to present an educational program to your congregation.
4. Include your name in a newspaper ad endorsing "Through With Chew Week" and participation.

Faith leaders can spread the message about tobacco prevention, which can prevent children from starting and support youth and adults in trying to quit. In Wyoming, we are fortunate to have free services that help people break their addiction to tobacco. We have enclosed a description of these programs for you to use in your bulletin as a means of relaying these helpful services to your congregation.

Let your voices be heard! Challenge lawmakers and community leaders to make youth tobacco prevention a priority. Encourage community leaders to set a good example for our youth with tobacco-free environments. Together we can make a difference.

We will follow up this letter with a phone call.

Sincerely,

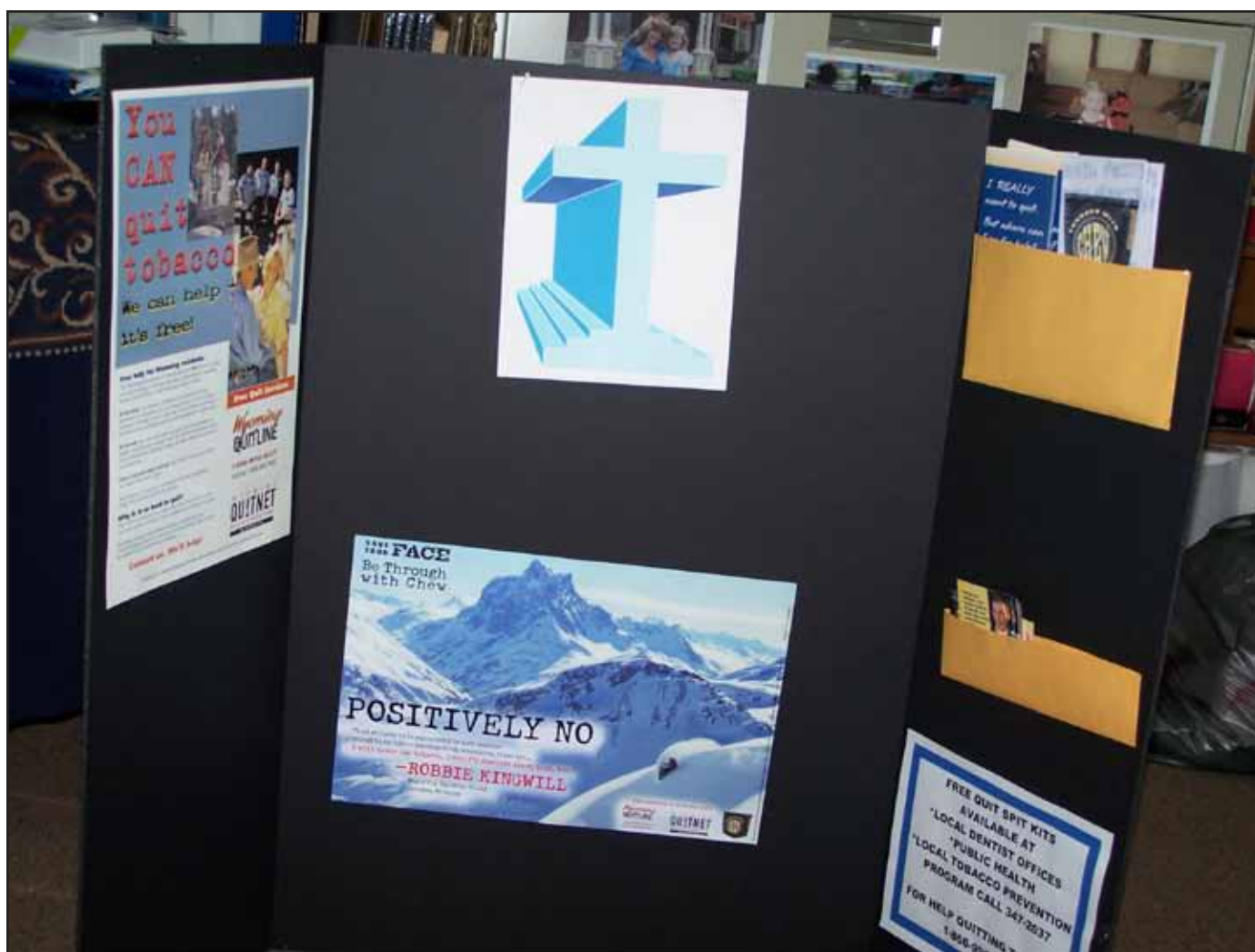
Program Manager



# FAITH-BASED BULLETIN

## SAMPLE

Through With Chew Week is February 19–25, 2012 and the Great American Spit Out is on Thursday, February 23. This is an awareness week to encourage you to stop using tobacco products. Free programs are available to you by calling 1-800-QUIT-NOW (1-800-784-8669) or going online to [wy.quitnet.com](http://wy.quitnet.com). Information on these services can be found in the back of the church on the bulletin board or by calling your local tobacco prevention program at \_\_\_\_\_ (local number here). Kick the habit for good. God Bless.



# YOUTH ACTIVITIES

**T**he following activities are just some examples of great ways to collaborate and work with youth groups. They provide young people with an opportunity to take action while learning more about the tobacco industry and health effects of tobacco. All of these activities can be “maximized,” meaning that the desired outcomes can extend far beyond the activities themselves. They can help educate the other students as well as the community and they nearly always can garner media attention.

## TOBACCO AD TEARDOWN FOOTWORK

Retail stores are a major focus of tobacco industry advertising. Tobacco Ad Teardown is a project that focuses on reducing tobacco industry advertising at retail outlets. This project is designed to build relationships with retailers by first educating them about the ways tobacco advertising affects adults and youth and then encouraging them to reduce their advertising in and around the store for a limited time.

Youth from any organization can team up with tobacco prevention and control staff, learn about the way advertising affects them and then offer a free clean-up at the outlet that has decided to remove its storefront and/or point-of-purchase advertising. This activity can be initiated during Through With Chew Week by simply approaching retail stores and beginning the education process. (For details, go to [www.throughwithchew.com](http://www.throughwithchew.com))





# SPIT TOBACCO INGREDIENT DISPLAY

**C**onsider constructing a spit tobacco ingredient display. Once constructed, the ingredient display provides a very powerful, visual message. The display can be located in high-traffic areas throughout your community, such as lobbies, school hallways or grocery stores. Of course, be sure to get advance permission to put the display on view.

Here are some useful facts that can aid in the construction of the display. Remember, youth are helping with the display, so maximize the moment and teach them about the harmful effects of spit tobacco.

## WHAT IS IN SPIT TOBACCO?

**Chemicals: Here are a few of the ingredients found in spit tobacco:**

- Polonium 210 (radioactive compound)
- N-Nitrosamines (cancer-causing)
- Formaldehyde (embalming fluid)
- Nicotine (addictive drug)
- Cadmium (used in car batteries)
- Cyanide (poison)
- Arsenic (poison)
- Benzene (petroleum product used to make DDT)
- Lead (nerve poison)

Check out the American Dental Association's website for more ingredients. ([www.ada.org](http://www.ada.org))

## FOR A POSTER BEHIND/BY THE DISPLAY:

The chemicals contained in spit tobacco is what gives a user a "buzz." They also make it very hard to quit. Why? Every time you use spit tobacco your body adjusts to the amount of tobacco needed to get that buzz. Then you need a little more tobacco to get the same feeling. As your tolerance levels increase, so does the need to increase the amount of nicotine to feel an effect.

**Note:** Nicotine is a poison. It kills bugs that try to eat tobacco plants. It is even sold as an insect killer. One or two drops of liquid nicotine will kill a person. (ETR Associates, 2004, [www.etr.org](http://www.etr.org), About Spit Tobacco)

# MAKE YOUR OWN SPIT

Adapted from RAZE:  
Tearing Down Tobacco Lies  
[www.razewv.com](http://www.razewv.com)

**I**n this activity, teens give a presentation of what is in spit tobacco. A blender and the various ingredients (all household items, mocked up to look like hazardous items) are used in this presentation. Make Your Own Spit can be done at school (at a sporting event) or at any community event (at the entrance to a rodeo). Make Your Own Spit can even be done outside a Wal-Mart in the parking lot.

These presentations should be 3-5 minutes, with approximately 5 minutes of questions afterward. Ideally, this presentation would be done many times throughout one day.

## WHAT YOU NEED

Obviously we don't want you to use any of the "real" ingredients in your demonstration. **ONLY USE THE ALTERNATIVE INGREDIENTS SUGGESTED BELOW.**

- Water (formaldehyde)
- 7-Up (benzene)
- Brown sugar (arsenic)
- Gray cake-decorating balls (lead)
- Shredded beef jerky (tobacco leaves)
- Blender
- Table
- 5 containers (to hold all 5 ingredients)
- Labels for the containers: "Formaldehyde," "Benzene," "Arsenic," "Lead," "Tobacco." (Remember, you'll only use harmless substitutes for these products.)
- Empty "spit" container to present the final product after blending

## SET UP

Put the five harmless ingredients into each of their own containers with labels on them. Place the ingredients to the left and right of the blender, which should be in the middle of the table. If you have a banner or sign for your group, place it either on the table front (if small sign) or behind your head on the side of a building or some other structure.

## SUGGESTED SCRIPT

Hi, my name is \_\_\_\_\_ and I'm from \_\_\_\_\_ (name of youth group or tobacco prevention and control group).

Step right up and see what ingredients are in spit tobacco. Big Tobacco calls it "smokeless tobacco" so it sounds like it's harmless. Guess again!

## MAKE YOUR OWN SPIT, CONT.

This is the story Big Tobacco doesn't want you to hear. Look at these ingredients.

First, you start with tobacco. We've picked a beauty, "Copenhagen." (Put beef jerky in blender.)

But, Big Tobacco doesn't stop there.

You've got lead. That's right; lead is in spit tobacco. How many of you read every day about the dangers of lead poisoning? It can lead to brain damage and even death if taken in large quantities or over a long period of time.

(Put cake-decorating balls into blender.)

But, Big Tobacco doesn't stop there.

Spit tobacco also contains benzene. Never heard of benzene?

Well, it is a highly flammable substance that is used in gasoline and paints...and long-term exposure is linked to leukemia. It can cause vomiting, rapid heart rate and red blood cells reduction in your body.

(Add 7-Up to blender.)

But, Big Tobacco doesn't stop there.

Did you know that arsenic is also in spit tobacco? Arsenic. The chemical of choice for murderers and mystery writers. It's used in rat poison and can cause vomiting, abnormal heart rate and death.

(Add brown sugar to blender.)

But, Big Tobacco doesn't stop there.

You've got formaldehyde. This stuff is used to preserve dead animals. It's an embalming fluid and, you guessed it, it's in "spit" and "chew" products.

(Add water to your blender.)

Big Tobacco doesn't stop there. They add another 15 to 20 ingredients. Some we know about and some we don't, because they refuse to tell anyone what other ingredients are included in spit tobacco.

But, you wouldn't have a tobacco product if you didn't have this one last ingredient. What do you think it is?

Nicotine. It's not bad enough that all those dangerous chemicals are in spit tobacco. No, Big Tobacco has to hook you on it so they can slowly rot out your gums, throat, cheeks and mouth.

(Blend ingredients and put concoction into a "spit" container.)

So, why does Big Tobacco include so much bad stuff in "spit?" Why don't you ask them?

And if you don't think it's a problem in Wyoming...think about this: 30.6% of Wyoming high school students say they've tried spit tobacco in the past 30 days. That's double the national average of 15.1%.

# SPIT TOBACCO MAKEOVER

**T**he Spit Tobacco Makeover activity is really fun, especially for younger groups. The makeover activity is designed to be entertaining as well as informative about the harmful effects of spit tobacco.

Give a presentation to an elementary, middle or even a high school group, about the harmful effects of spit tobacco and tobacco industry marketing tactics. Encourage students to come up with counter marketing ideas or other youth-generated activities.

After the presentation, ask the students if they could imagine themselves with rotten teeth, gum disease and any other harmful effects from using spit tobacco. Then give the students some “Billy Bob Teeth” (disgusting, fake teeth). Take before and after photos of what they would look like if they used spit tobacco.

“Billy Bob Teeth” can be purchased from many novelty or discount stores; however, if you don’t have the funding to purchase them, you can get creative with Halloween makeup or any other safe, non-toxic, household items.

**Before**



**After**



# SPIT TOBACCO JEOPARDY

## PREPARING THE GAME BOARD

To make the pieces for the game, photocopy the sheet (next page) two times: once with the answers visible and once with the answers covered. The sheet with no answers is the actual gameboard. On the other sheet, cut the squares apart and write the number of points for each question on the back of each answer. Then laminate both the gameboard and the separate answer squares. You can then tape or velcro the answer squares to the gameboard, with the point values showing. When a team answers correctly, it gets to keep the card.

## HOW TO PLAY THE GAME

Allow 25 minutes to set up, explain rules and play the game.

Set up game. Review rules with the students before beginning.

Divide group into two teams.

Ask each team to select one member to be the speaker. This person will select the category and give the answer (e.g., "R.I.P. for 50 points"). Ask speaker to raise his/her hand. This will be especially important when trying to determine if a correct response was given during the game.

The point value represents level of difficulty for each question (i.e., 50 is least difficult, 150 is more difficult, 250 is the most difficult).

If a team picks a question and misses, it loses the points and the other team gets a chance to answer for those points. If the other team misses, it does not get a point deduction.

Limit 5 seconds for answer. One person must answer in the form of a question.

Game ends when time is up.

The team with the most points wins.

## POST-GAME DEBRIEFING

Allow 5 minutes. After the game, review and summarize the session. The group should have learned more about spit tobacco in a fun way. Ask if there were any surprises or new things that they learned.



# SPIT TOBACCO

# JEOPARDY

## GAME BOARD

Burning A Hole In Your Pocket	You're So Vain	R.I.P.	Can't Give It Up	Media Mania	Not Just Spitting in the Wind	Waiting To Expectorate
<b>50 POINTS</b> The tobacco industry makes the most money—\$250 million each year—selling tobacco to this age group (with the lowest income). <b>What are minors?</b>	<b>50 POINTS</b> Spit tobacco wears this protective substance off of teeth, often leaving them stained brown and yellow. <b>What is enamel?</b>	<b>50 POINTS</b> The number one preventable cause of Death in the United States. <b>What is tobacco use?</b>	<b>50 POINTS</b> 50% of tobacco users between the ages of 18 and 29 that say they want to do this. <b>What is quit?</b>	<b>50 POINTS</b> He is the only cast member of the hit show Friends who is not addicted to tobacco. <b>Who is David Schwimmer?</b>	<b>50 POINTS</b> These are the types of smokeless tobacco. <b>What are oral snuff, looseleaf, plug, and nasal snuff?</b>	<b>50 POINTS</b> This substance, found in tobacco, has been found to be as addictive as heroin and cocaine. <b>What is nicotine?</b>
<b>100 POINTS</b> After spending hundreds of millions of dollars on a failed PR campaign to convince us they've changed, tobacco giant Phillip Morris has changed its corporate name. <b>Who is Altria?</b>	<b>100 POINTS</b> One of the gross early warning signs of oral cancer, characterized by a white, leathery patch in the mouth. <b>What is leukoplakia?</b>	<b>100 POINTS</b> In the U.S., the tobacco industry must recruit 1,178 new tobacco users each day to replace those who do this. <b>What is die?</b>	<b>100 POINTS</b> Tobacco is sometimes included in this category of drugs because they are known to lead to other drug use. <b>What are gateway drugs?</b>	<b>100 POINTS</b> In 1990, the tobacco industry paid for advertising exposure in 100% of films in this rating. <b>What is PG-13?</b>	<b>100 POINTS</b> There are 28 chemicals in smokeless tobacco known to cause this life threatening disease. <b>What is cancer?</b>	<b>100 POINTS</b> Which populations in Wyoming are most affected by spit/chew use. <b>Who are 18-24 year old males OR 35-44 year old males?</b>
<b>150 POINTS</b> For the cost of chewing a can a day for one year you buy this many pairs of Nikes. <b>What is 15?</b>	<b>150 POINTS</b> Chewing tobacco, known to cause mouth cancer, can result in the surgical removal of what part of the body? <b>What is lips, tongue, and gums? (answer must be one of these)</b>	<b>150 POINTS</b> Tobacco use is known to cause this mysterious death in infants. <b>What is SIDS?</b>	<b>150 POINTS</b> 90% of tobacco users start before this age. <b>What is 19 years old?</b>	<b>150 POINTS</b> Despite public outrage, for decades this group has managed to intentionally advertise their highly addictive, deadly product to children. <b>Who is the tobacco industry?</b>	<b>150 POINTS</b> Holding a dip or chew in your mouth for 30 minutes exposes you to as much nicotine as smoking this many cigarettes. <b>What is 3?</b>	<b>150 POINTS</b> California is currently the only state that requires warning labels on this tobacco product, which is a growing problem among young adults. <b>What are cigars?</b>
<b>250 POINTS</b> The current method of taxing smokeless tobacco products. <b>What is weight-based taxes?</b>	<b>250 POINTS</b> Even with gum these may still be tell tale signs of a chewer. <b>What are stained teeth and bad breath?</b>	<b>250 POINTS</b> The number of patients diagnosed with oral or pharyngeal cancer who die from it. <b>What is 8,000 deaths?</b>	<b>250 POINTS</b> What percentage of Wyoming adult males use spit tobacco. <b>What is 14.9%</b>	<b>250 POINTS</b> The name of the guy who talks to kids about the dangers of tobacco and uses a rope in his presentation. <b>Who is Cowboy Ted Hallisey?</b>	<b>250 POINTS</b> He was the quarterback for the Dallas Cowboy who quit chewing tobacco and is now a spokesperson for a tobacco prevention campaign. <b>Who is Troy Aikman?</b>	<b>250 POINTS</b> List 3 poisonous household products that contain chemicals also found in spit tobacco. <b>What are candle wax, nail polish remover, floor cleaner, toilet cleaner, disinfectant, rat poison, gasoline additive, mothballs, etc...</b>

# LETTER TO FAMILIES

**C**onsider collaborating with a school in your district, your entire school district, or other education venues to spread the word about Through With Chew Week. Request that students return this letter with a parent or guardian's signature, showing that it was read by them.



Dear Family:

Wyoming has one of the highest rates of smokeless tobacco use in the nation with 15% of adult males and 21% of male high school students—almost twice the national average—currently using spit tobacco. The \_\_\_\_\_ County Tobacco Use Prevention Program is conducting an educational campaign for Through With Chew Week, February 19–25, 2012, with the message that chewing tobacco is not a safe alternative to smoking. Smokeless tobacco use can cause oral cancers, dental disease, high blood pressure, nicotine addiction, and a variety of other health problems. Included in this week is the Great American Spit Out, set for Thursday, February 23, a day users can target as a quit date.

In an effort to help detect early signs of oral cancers and help spit tobacco users quit, several local dentists are offering free oral cancer screenings to chew or dip users who are concerned about their health and want information about quitting. The following dental offices have offered to conduct free screenings: Dr. Really Niceguy, DDS ~ 222-0636, Gillette Dental Care ~ 222-6061, Sally No-Spit, DDS ~ 578-2167. People are asked to call during the week of February 19–25 to schedule an appointment for a screening to be conducted in the coming weeks. These dentists will also provide information and resources to help users quit.

We are hoping you will help spread the word about this important health issue. Enclosed are handouts about smokeless tobacco. Please take the time to talk to your child about the dangers of spit tobacco use.

Best Regards,

Program Manager

Parent Signature \_\_\_\_\_

# EXTREME MAKEOVER

**T**his event is specifically geared toward raising community awareness through school youth groups. It allows students to create and model physical representations of the hazardous effects of smokeless and spit tobacco use. Examples of those hazards include but are not limited to: cancerous tumors, facial lesions, and surgical scars.

During the initial creation of these hazardous representations students receive education from group coordinators and or prevention specialists on the association of tobacco use with their specific hazard (i.e. cancerous tumors, facial lesions, etc.). On a specified day during Through With Chew Week, students model their creations throughout their classes and school day. Many teachers will allow these youth group members time to speak about their representative hazard and its association to spit/smokeless tobacco. Simply having the students wear the models will generate talk among their classmate that should effectively reach beyond the school day and into the homes of the local community. The event is also a great opportunity for free or earned media.

## WHAT YOU NEED:

1. Twenty or more dedicated students.
2. Notecards for students

Notecards will be used for students to record information on the factual link between smokeless or spit tobacco use and the hazardous effect they choose to create and model. (Have students be prepared to talk about their hazard, its link to tobacco, and related program talking points. This is vital to the event's success and effective media coverage)

3. Inexpensive Make-Up

Make-up will be used to help create lesions, facial discoloration, surgical scars, etc. (It will need to be applied on the morning of event before school)

4. Inexpensive Skin-Colored Panty Hose
5. Loose Cotton, Small Balloons, or other fillers
6. Clear Elastic

7. Pictures of Facial Deformities Caused by Smokeless or Spit Tobacco Use

Pictures will be used to help students identify and create representations of tobacco-related deformities.



### WHAT TO DO:

Share pictures of tobacco related deformities with students. Review each represented hazard and its link to smokeless/spit tobacco. Have students identify the hazard they want to create. Use notecards for students to write down important information and to create talking points.

Cut pieces of the pantyhose so that they may be stuffed with the loose cotton, balloons, etc., to create a representation of a cancerous tumor. Tie the ends to keep the material inside and use pieces of clear elastic to make bands so students may wear the representations on their faces.



While students are creating their representations, provide educational facts or a presentation on the hazards of tobacco use.

Inform principals, teachers, and school personnel of the event. On the day of the event, meet with participating students in the morning to apply make-up, cancerous tumor representations, etc. Have students attend their normal classes and talk with their classmates about why they are wearing the representations and the realistic nature of the hazards of tobacco use.

Invite local media to attend and prepare an overview of the event for local media providers.

Images from [www.tobacco-facts.info/oral\\_cancer.htm](http://www.tobacco-facts.info/oral_cancer.htm)

# MORE YOUTH ACTIVITIES

- 1.** Visit local schools and give presentations to youth on the dangers of spit tobacco and on tobacco industry tactics. Involve youth in activism, such as approaching local decision makers about making changes in their community. They may want to encourage officials to create an ordinance or policy that prohibits tobacco industry advertising at local rodeos, convenience stores, sporting events, etc.
- 2.** Encourage youth to write to decision makers to request policy change. Believe it or not, adults actually listen to kids, who are often wise beyond their years. This can influence decision makers in our fight against the tobacco industry and its proponents. A letter-writing campaign could be an effective way to make change in your community.
- 3.** Conduct a mock town council meeting. Youth can play both sides—as decision makers and themselves. Have them practice how they can bring their issue to a town council meeting and have their voices heard! Youth can also get involved by attending a town council meeting or getting on the agenda for community tobacco issues such as industry sponsorship, ordinance or tax.
- 4.** With the help of youth, set up the spit tobacco display (see page 33) at a school and give out rubber bracelets or black ribbons that they can wear during Through With Chew Week. When asked what the ribbon is, the youth can share the message of Through With Chew Week. This is a great idea for the day of the Great American Spit Out.



# MORE YOUTH ACTIVITIES

**5.** Utilize youth in radio ads. Help youth create messages that can be recorded and used in radio ads to promote Through With Chew Week. You can use these ads on local radio stations. Youth have fun with this activity, and the community loves it!

**6.** Conduct a “Ghost Out Day.” In this activity, participants “bring to life” a deadly statistic. Youth research how many deaths are caused by tobacco every year in their state. Once the number of deaths is determined, youth are recruited to “die” throughout the day and become ghosts. As ghosts, the youth are not allowed to speak (except to teachers and other adults), thus making it seem like they are not there. If asked, the ghosts can hand out business cards with facts about the dangers of tobacco on one side and quit information on the other.

Groups can help identify the “ghosts” in a number of ways. Consider trying one of the following:

- Black t-shirts numbered from one to the total number of tobacco deaths in your state.
- Black numbered stickers
- Black hats (with school’s permission)



**Part of a Tobacco Ad  
Teardown activity**

# QUIT SPIT KITS

**Q**uit Spit Kits are designed to maximize Through With Chew activities. Quit Spit Kits help those who are interested in quitting chew/spit tobacco. These kits are wonderful tools to supply to health care providers who participate in Through With Chew Week and assist patients in their cessation efforts. Use the poster to indicate where your spit kits will be available.

Below is a list of possible items provided to Tobacco-Free Wyoming Community Program Managers. Feel free to add items. Use your imagination and be creative!

6x10 Zip Lock Bag

Quit Spit Kit Label

Information on Quit Spit services

Through With Chew Brochure

American Cancer Society “Cold Hard Facts” Brochure

Mirror for self evaluation

4x9 Rack Card with instructions for checking yourself and for quitting

Replacement chew samples and information

Toothbrush, mints, and toothpicks with cessation info

Carabiner keychain with cessation information

Evaluation card

**Other suggested items:** sugarfree gum, sunflower seeds, jerky, dental floss, chap stick, etc.



# SUMMERTIME THROUGH WITH CHEW

**T**he goal of Summertime Through With Chew is to extend the fight against spit tobacco year 'round. Wyoming remains among the states with the highest use rates of spit tobacco. Wyoming is rich in history, culture, and tradition. Rodeo culture is ever present in all or most Wyoming communities. Rodeo athletes, often considered daring, tough, and heroic, serve as role models to young people who attend such events. A tradition often associated with rodeo and the cowboy way is the use of spit tobacco; sadly, using spit tobacco is more dangerous than rodeo itself. Project Aware is a perfect summertime Through With Chew activity.

Wyoming offers a diverse range of outdoor activities, such as camping, fishing, hiking, biking, and golfing. Unfortunately, spit tobacco is popular among these activities, and the smokeless tobacco industry continues to focus its advertising on people who enjoy them. Consider promoting or sponsoring a special event in your community around one of these activities.

Summertime Through With Chew activities help raise awareness about the prevalence of spit tobacco use in your community, how to counteract the tobacco industry and the dangers associated with spit tobacco use.



SUMMER ACTIVITIES

# SUMMERTIME ACTIVITIES

## SUMMERTIME ACTIVITIES IDEAS:

**Tobacco Sponsorship Monitoring/Tracking:** Visit local rodeos, state fairs and other events that may have tobacco industry advertising and sponsorship. Record what you see by taking notes about what kinds of advertisements, free samples of tobacco products and sponsorships are taking place. The tobacco industry may be in violation of the Master Settlement Agreement. This needs to be reported to the Attorney General's office. Taking pictures is a great way to do this!

**Summertime "Quit Spit Kits"** and other information: Set up a booth, have free oral screenings by the dental community at an event or simply hand out Quit Spit Kits at rodeos, sporting fields and stadiums, golf courses, etc.

**Counter-Advertising Campaign:** Place anti-tobacco advertisements in the local media, local venues, summertime events, etc. Just putting up a banner with your local tobacco prevention organization's name is a form of counter advertising. You may be able to purchase a spot to place your banner at your local high school or other athletic field for the entire season for very little money.

Please check [www.throughwithchew.com](http://www.throughwithchew.com) to download the Sponsorship Tracking Guide materials and to look for other summertime activity resources.

**Project AWARE** **Event Observation Form**  
Working Toward Safer Events

**Event Name:** \_\_\_\_\_  
**Location:** \_\_\_\_\_  
**Date:** \_\_\_\_\_  
**Time:** \_\_\_\_\_

**Observer Name:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_  
**Email:** \_\_\_\_\_

**Event Description:** \_\_\_\_\_  
**Event Type:** \_\_\_\_\_  
**Event Location:** \_\_\_\_\_  
**Event Time:** \_\_\_\_\_

**Event Sponsorship Status:** \_\_\_\_\_  
**Event Sponsorship Details:** \_\_\_\_\_



# THROUGH WITH CHEW WEEK

## MEDIA ACTIVITIES

**C**ommitting to do Through With Chew Week takes a lot of work. Do not let the effort go unnoticed by local and state media. Below is a suggested list of media options ranging from activities that require minor amounts of work and involvement (letters to the editor) to those that are more involved and time-consuming (press conferences).

### LETTERS TO THE EDITOR

Coordinate a group of volunteers to write letters to the editor. Make sure letters are submitted to local and statewide papers. Provide the volunteers with:

- Spit Tobacco Talking Points
- Email addresses and mailing addresses for newspaper
- Word-length limits for newspaper
- Designated time to send in letter

### EDITORIAL

Find an expert (such as a doctor, cessation counselor, parent, or tobacco program manager) to submit an editorial (a factual article/opinion piece) to local and statewide newspapers. (Contact the newspaper to gauge interest and determine word length). Possible topics:

- Personal stories of achievement (quitting spit tobacco)
- Tragedy (a death due to spit tobacco)
- Stories of the human spirit (overcoming obstacles)
- Stories of tobacco industry manipulation/advertising
- Interviews of survivors, users, chewers, cowboys, coaches, physicians
- Policy issues surrounding spit tobacco
- Information about new products on the market, such as Taboka and Camel Snus

### PAID MEDIA

Use TWC media pieces (or design your own) for radio, newspaper, or television. Run the ads two weeks prior to TWC Week and during TWC Week.

### EARNED MEDIA

Gather partners together to hold a press conference. Highlight youth taking a stance against Big Tobacco or chewers who have quit. Invite a national expert to speak about spit tobacco. Make sure all speakers are coordinated and have talking points. Send out a media advisory about the press conference several days prior. On the morning of the press conference, distribute a press release. Relate the TWC Week press conference to a current event, such as spit tobacco policy change (school policies, taxes, Master Settlement Funding.) Contact local radio talk shows or television news shows to suggest an interview with an expert. PSA's are another great way to spread the word. Consider having youth create them.



# PRESS INFO

**W**yoming Through With Chew will write and distribute a statewide press release for 2012. You can contact your local newspaper and radio stations and request that these announcements be placed at no cost.

## RADIO SPOTS

These 15-second spots can be used as filler by radio announcers or announced during the calendar/coming events portions of the broadcast.

Through With Chew Week will be held February 19–25. The Great American Spit Out will be on Thursday, February 23. Quit for a day or quit for good! Pick up your FREE Quit Spit Kits at \_\_\_\_\_.

Want to quit using chewing tobacco? Join us for Through With Chew Week February 19–25, and the Great American Spit Out on Thursday, February 23. FREE Quit Spit Kits may be picked up at \_\_\_\_\_.

Through With Chew Week will be held February 19–25. The Great American Spit Out will be on Thursday, February 23. For more information, please call your local tobacco prevention and control program at \_\_\_\_\_.

Through With Chew Week will be held February 19–25. The Great American Spit Out will be on Thursday, February 23. For FREE help quitting tobacco, call 1-800-QUIT-NOW or log on to [wy.quitnet.com](http://wy.quitnet.com).

The Great American Spit Out will be on Thursday, February 23. Plan ahead and have this be your quit date. You can quit for a day or quit for good! And to make it easier, pick up a FREE Quit Spit Kit at \_\_\_\_\_.

## NEWSPAPER CALENDAR SECTION

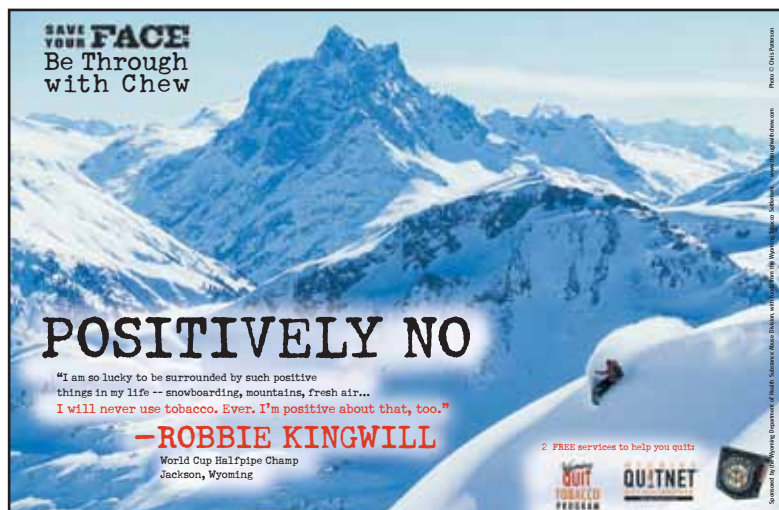
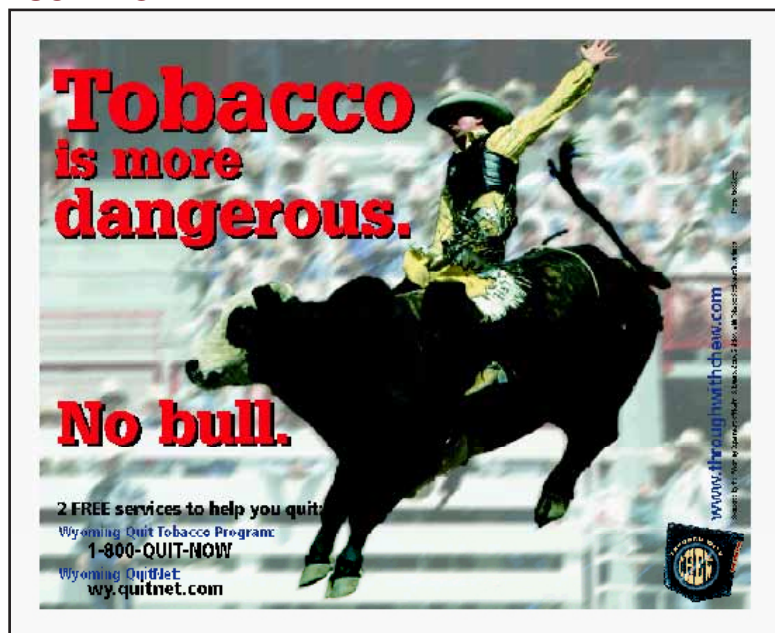
Fill in the blanks and submit this to your local newspaper to publish in the calendar or events section of the paper.

Through With Chew Week will be held February 19–25, 2012 with the Great American Spit Out on Thursday, February 23. Quit for a day or quit for good! There are many resources to help you quit tobacco. FREE Quit Spit Kits may be picked up at \_\_\_\_\_. For FREE help quitting tobacco, call 1-800-QUIT-NOW or log on to [wy.quitnet.com](http://wy.quitnet.com). For more information, please call your local tobacco prevention and control program at \_\_\_\_\_.

# PRINTED MATERIALS

**W**hat follows are examples of the printed materials that Wyoming Through With Chew has produced. Digital versions of these materials may be downloaded from [www.throughwithchew.com](http://www.throughwithchew.com) (click on “Media” then “Downloadable materials”). Additional materials may be found at <http://wdh.state.wy.us/SAD/TWCMedia.asp>.

## POSTERS



## BROCHURES



TWC Brochure

■ bad breath ■ tooth decay ■ gum disease ■  
formaldehyde ■ lead ■ polonium ■ cancer  
arsenic ■ cadmium ■ jawbone loss ■ cyanide ■



**Chewing tobacco is not a safe alternative to cigarettes. It's deadly. Thousands of spit tobacco users die from oral cancer every year. If you think chewing tobacco is safe, you don't know spit.**

**Check yourself:**  
Check yourself monthly for early signs of cancer. To begin, find a mirror and good lighting.

**Face and neck:** Do both sides of your face and neck look the same? Gently press your jawbone for lumps.

**Check, lips and gums:** Pull down your lower lip. Are there white or red patches or sores that bleed easily? Look very carefully at where you place your tobacco. Do you see changes in color or rough areas? Squeeze your lip and cheek between your fingers. Are there lumps or soreness?

**Roof of the mouth:** Tilt your head back and open wide. Look for discoloration, sores, lumps or swelling.

**Floor of the mouth:** Put the tip of your tongue on the roof of your mouth. With one finger, mass around the floor of your mouth. Do you feel sores, lumps or swelling?

**Tongue:** Stick your tongue out. Grab it with a paper towel and move it from side to side. Look for any color changes or lumps.

If you see these signs, see a doctor **right away**. Be sure to tell your dentist that you use spit tobacco.

Check Yourself Rack Card



### Here's How to Quit Spit

- 1 Get a Quit Day.
  - 2 Call 1-800-QUIT-NOW for counseling and free or low-cost medications to help you quit. Or quit right now! Call 1-800-QUIT-NOW for more support and resources.
  - 3 Use Nicotine Replacement Therapy (NRT). Nicotine replacement therapy (NRT) can help you quit by replacing the nicotine you need to quit. NRT is most effective if you use it for 8-12 weeks. Because their products contain nicotine, they can help you quit.
  - 4 Use Nicotine Patches. Nicotine patches (2 mg to 4 mg) or nicotine lozenges (2 mg to 4 mg) can be used as needed with the patch for additional control of withdrawal symptoms and cravings.
  - 5 Use a replacement when you're not using nicotine. Use a replacement when you're not using nicotine. Use a replacement when you're not using nicotine.
  - 6 Avoid your old habits for an old habit.
- Now call 1-800-QUIT-NOW to learn more about your quit day. And remember your Quit Day is your last day to use spit.

Gruen Quad-fold Quit Card

# PRINTED MATERIALS

## MATERIALS FOR AMERICAN INDIAN & ALASKAN NATIVE POPULATIONS



American Indian Poster



American Indian Brochure



American Indian Pregnant Chewer Brochure

# EVALUATION

**T**here are many resources available to learn about evaluation. Refer to [www.managementhelp.org/evaluatn/evaluatn.htm#anchor52599](http://www.managementhelp.org/evaluatn/evaluatn.htm#anchor52599) for a quick, easy-to-understand reference (the information below is from this site). You will also find information about other types of evaluation on this site. Determine which is best for your community. It is important to conduct some kind of evaluation with all activities conducted during TWCW so that TWC staff can measure the effectiveness of various activities. For additional technical assistance, please inquire at [www.throughwithchew.com](http://www.throughwithchew.com).

## WHAT IS OUTCOMES-BASED EVALUATION?

### A Basic Definition

Outcomes evaluation looks at impacts/benefits/changes to your clients (as a result of your program's efforts) during and/or after their participation in your programs. Outcomes evaluation can examine these changes in the short, intermediate and long term.

## COMMON MYTHS TO GET OUT OF THE WAY BEFORE YOU START PLANNING

**MYTH:** Evaluation is a complex science. I don't have time to learn it!

No! It's a practical activity. If you can run an organization, you can surely implement an evaluation process.

**MYTH:** Evaluation is a one-time activity.

No! Outcomes evaluation is an ongoing process. It takes months to develop, test and polish — however, many of the activities required to carry out outcomes evaluation are activities that you're already doing or you should be doing. Read on ...

**MYTH:** Evaluation is a whole new set of activities. We don't have the resources.

No! Most of these activities in the outcomes evaluation process are normal management activities that need to be carried out anyway in order to evolve your organization to the next level.

**MYTH:** There's a "right" way to do outcomes evaluation. What if I don't get it right?

No! Each outcomes evaluation process is somewhat different, depending on the needs and nature of the organization and its programs. Consequently, each organization is the "expert" at their outcomes plan. Therefore, start simple, but start and learn as you go along in your outcomes planning and implementation.



# OUTCOMES EVALUATION

## **MYTH: Funders will accept or reject my outcomes plan**

No! Most funders will work with you to polish your outcomes, indicators and outcomes targets. Especially if your organization or program is new, then it is very likely that you will need some help to develop and polish your outcomes plan.

## **MYTH: I always know what my clients need. I don't need outcomes evaluation to tell me if I'm really meeting their needs or not**

You don't always know what you don't know about the needs of your clients – outcomes evaluation helps ensure that you always know the needs of your clients. Outcomes evaluation sets up structures in your organization so that you and your organization are very likely focused on the current needs of your clients. Also, you won't always be around – outcomes help ensure that your organization is always focused on the most appropriate, current needs of clients even after you've left your organization.

## **ADDITIONAL METHODS FOR EVALUATING THROUGH WITH CHEW WEEK:**

Number of calls to WQTP from chew users

Number of participants on QuitNet

Number of dentists participating in free oral screenings

Number of free oral screenings completed

Number of health care providers participating in TWC activities

Number of churches or congregations participating in TWCW

Number of schools and/or districts participating

Number of articles appearing in print media (paid and earned)

Number of radio ads (paid and earned)

Number of businesses participating

Number of television ads or interviews conducted regarding TWCW

Number of spit kits distributed (correlate to inquiries to increases to WQTP and QL)

Number of policies changed for a day, the week or longer (ex: business says it will be tobacco free for Great American Spit Out)

Number of new collaborations created for/during TWCW

Number of new contacts created for/during TWCW

# FOR ADDITIONAL INFORMATION

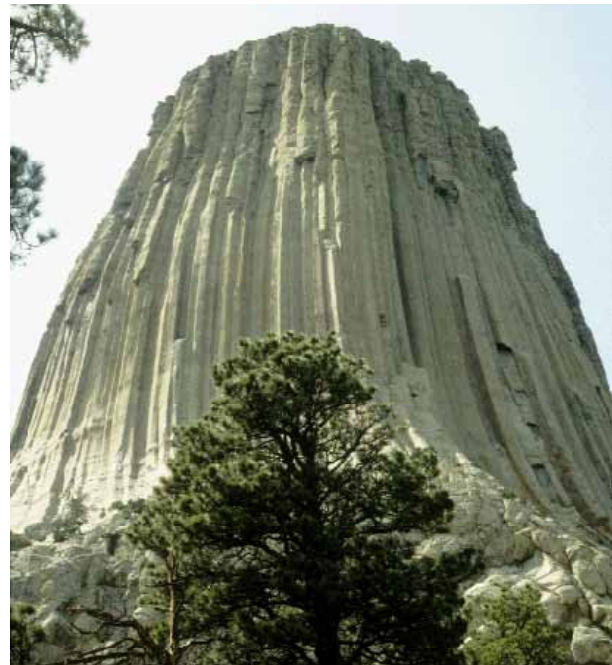
## Please contact:

Wyoming Through With Chew  
Niki Sue Mueller, Program Director  
Box 2631  
Jackson, WY 83001  
**[nikisue@throughwithchew.com](mailto:nikisue@throughwithchew.com)**  
**[www.throughwithchew.com](http://www.throughwithchew.com)**  
Phone: 307-203-2669, Fax: 307-733-6374

Wyoming Through With Chew  
Deborah Schiltz, Project Coordinator  
**[deborah@throughwithchew.com](mailto:deborah@throughwithchew.com)**  
Phone: 307-267-6720

Wyoming Through With Chew  
Mark Hicks, Project Coordinator  
**[mark@throughwithchew.com](mailto:mark@throughwithchew.com)**  
Phone: 307-745-8484

Wyoming Through With Chew  
Candida Odde, Project Coordinator  
**[candida@throughwithchew.com](mailto:candida@throughwithchew.com)**  
Phone/fax: 307-444-4038



To join Stopspitusa-talk, a national list serve dedicated to reducing and eliminating the harmful effects of spit tobacco, follow these simple steps.

1. Go to **[smokefree.net](http://smokefree.net)** and register as a user.
2. Send an email to: **[stopspitusa-talk@smokefree.net](mailto:stopspitusa-talk@smokefree.net)**. Briefly describe your role in tobacco control in the text area of your email.
3. The Stopspitusa-talk list serve manager will review your request.



Sponsored by the Wyoming Department of Health, with funds from the Wyoming Tobacco Settlement. [www.health.wyo.gov](http://www.health.wyo.gov)  
Cover photo by Jonathan Imhoff.

**TOOLKIT  
2012**

**THROUGH WITH CHEW WEEK**  
FEBRUARY 19–25, 2012 • [WWW.THROUGHWITHCHEW.COM](http://WWW.THROUGHWITHCHEW.COM)