



## Colorado's Youth Movement Against the Tobacco Industry Fact Sheet

### What is Get R!EAL?

Get R!EAL—*Colorado's Youth Movement Against the Tobacco Industry*—is a youth advocacy movement that gives Colorado youth a voice in the fight against Big Tobacco. Get R!EAL stands for "Resist, Expose Advertising Lies." Get R!EAL is funded by Colorado's Amendment 35 Tobacco Tax and administered through the University of Colorado, Denver.

### What is the purpose of this program?

The purpose of Get R!EAL is to fight back against Big Tobacco. For years, the tobacco industry has been targeting young people with cutting-edge advertising campaigns designed to promote images that entice young people to start smoking and chewing. Get R!EAL provides young people with the skills and information they need to develop partnerships within their community to counter tobacco industry advertising and advocate for local policy changes that de-normalize tobacco.

### Who is involved in this movement?

Community-based organizations, middle schools, and high schools throughout the state have established local Get R!EAL coalitions. In the spirit of youth empowerment, and to honor the skills, talents and insights of Colorado's young people, local coalitions are youth-led, with adult sponsors and Local Health Agencies supporting youth efforts and decision-making.

### How are local youth coalitions funded?

Get R!EAL coalitions receive mini-grant funds directly from the Get R!EAL program. This funding allows coalitions to design and implement a local policy initiative, and participate in Get R!EAL sponsored training event.

### What is the Local Policy Initiative?

In collaboration with community partners, Get R!EAL coalitions identify a local tobacco control concern and develop an education and policy plan to address the problem. To align with the direction of the State, all local policy initiatives should focus on youth access to tobacco or in strengthening Colorado's Clean Indoor Air Law by promoting smoke-free outdoor venues such as parks and trails. With their community partners, coalitions engage in advocacy activities ranging from community education campaigns to local policy change.

### What role do young people play in leading coalitions?

Through a youth development and youth empowerment approach, young people are encouraged to define and assume leadership roles. This means youth leaders are active in recruitment, marketing, planning, and implementation of coalition activities.

### What role do adults play in supporting the youth coalitions?

Experience has shown that an effective adult sponsor is crucial to establishing a successful youth coalition. At the beginning of each program year, Get R!EAL offers multiple interactive, informational one-day trainings to motivate

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## 15 Reasons Parks & Playgrounds in Alamosa Should be Tobacco-Free

1. Tobacco use is the leading cause of preventable death.
2. There is no safe level of exposure to secondhand smoke.
3. Secondhand smoke leads to many serious illnesses including asthma, respiratory infections and cardiovascular disease.
4. When children see adults smoking in family-friendly places such as parks and playgrounds, they see the behavior as acceptable and are more likely to mimic the behavior.
5. A critical component in addressing youth smoking is to create an environment in which tobacco use is not considered the norm in adult society.
6. Parks are about clean air, natural beauty and engaging in healthy activities.
7. Kids should be able to play without being directly exposed to the harmful effects of secondhand smoke.
8. Cigarette butts are the most common form of litter.
9. Cigarette butts are hazardous to children, animals and the environment: children who ingest discarded cigarette butts are at risk for toxic poisoning, choking or burning themselves.
10. Cigarette butt cleanup is costly to taxpayers.
11. In Colorado, 80% of the adult population doesn't smoke.
12. CO kids who become new daily smokers each year: 5,600.
13. Nearly 90% of adult smokers began at or before the age of 18.
14. It is common sense to protect children where they play and socialize.
15. This would help alleviate some of the trash pickup for the Parks Division, which is responsible for all City owned parks, pathways, and bikeways, which totals almost 170 acres.



# Why Parks & Playgrounds in Alamosa Should be Tobacco-Free –

## Second-hand smoke and dangerous litter

### Second-hand smoke issue:

1. According to the US Surgeon General, there is no safe level of exposure to secondhand smoke.
2. Secondhand smoke leads to many serious illnesses including asthma, respiratory infections and cardiovascular disease.
3. Parks are about clean air, natural beauty and engaging in healthy activities.
4. Kids should be able to play without being directly exposed to the harmful effects of secondhand smoke.

### Dangerous and costly litter:

5. Cigarette butts are the most common form of litter.
6. Cigarette butts are hazardous to children, animals and the environment: children who ingest discarded cigarette butts are at risk for toxic poisoning, choking or burning themselves.
7. Cigarette butt cleanup is costly to taxpayers.
8. This would help alleviate some of the trash pickup for the Parks Division, which is responsible for all City owned parks, pathways, and bikeways, which totals almost 170 acres.

# Alamosa Police Department

P.O. Box 1101 ● Alamosa, Colorado 81101

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JOHN JACKSON, CHIEF OF POLICE

April 30, 2009

To Whom It May Concern:

On behalf of the Alamosa School District, I am writing to express my support as Police Chief for the Alamosa Police Department for tobacco free parks and trails in Alamosa, which will protect the health and safety of everyone in Alamosa.

This proposal would not only help keep the parks and trails of Alamosa free of cigarette and tobacco litter, it would protect our citizens from secondhand smoke, which contains more than 4,000 chemicals and is classified as a Group A carcinogen by the EPA.

Tobacco free parks and trails in Alamosa would protect the health and welfare of Alamosa residents and visitors by reducing exposure to secondhand smoke, tobacco product related litter, and the risk of cigarette caused brush fires.

If I can be of further assistance in this endeavor please do not hesitate to call.

Sincerely,

John Jackson  
Chief of Police  
Alamosa Police Department



Police Headquarters  
2431 Main Street, #22  
Alamosa, Colorado 81101  
(719) 589-2548

“WE CARE”

Mailing Address  
P.O. Box 1101  
Alamosa, CO 81101  
Fax: (719) 589-5257

# Alamosa Public Schools

*"Committed to Excellence!"*



## Administration Office

209 Victoria Avenue  
Alamosa, Colorado 81101  
Telephone (719) 587-1600  
Fax (719) 587-1712

April 8, 2009

Dear Alamosa City Council Members:

On behalf of the Alamosa School District and Board of Education, I am writing to express my organization's support for tobacco free parks and trails in Alamosa, which will protect the health and safety of everyone in Alamosa.

This proposal would not only help keep the parks and trails of Alamosa free of cigarette and tobacco litter, it would protect our citizens from secondhand smoke, which contains more than 4,000 chemicals and is classified as a Group A carcinogen by the EPA.

Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined -- and thousands more die from other tobacco-related causes -- such as fires caused by smoking and smokeless tobacco use. In Colorado, 4,300 people die every year from tobacco-caused illnesses. According to the US Centers for Disease Control and Prevention's STATE system, annual healthcare costs in Colorado directly caused by smoking was \$1.31 billion

As a youth-focused initiative, supporting tobacco free parks and trails in Alamosa is consistent with Colorado State laws that protect minors from tobacco and tobacco products. It also strengthens the Clean Indoor Air Law and supports the recently enacted the "Teen Tobacco Use Prevention Act." Each year, 5,600 youth under the age of 18 become new daily smokers in Colorado. By supporting this amendment to our municipal code, the City of Alamosa is standing up for youth and creating an environment where tobacco use is not a normal, acceptable social activity.

Tobacco free parks and trails in Alamosa would protect the health and welfare of Alamosa residents and visitors by reducing exposure to secondhand smoke, tobacco product related litter, and the risk of cigarette caused brush fires.

The Alamosa School District strongly supports the Get R!EAL coalitions of Ortega Middle School and Alamosa High school and their desire to promote TOBACCO FREE parks and trails in Alamosa.

Sincerely,

Henry Herrera  
Superintendent

HH/bb



*Great Stories Begin Here*

3/23/2009

Dear Mayor Bervig:

On behalf of the Prevention Awareness Crew at Adams State College, I am writing to express my organization's support for tobacco free parks and trails in Alamosa, which will protect the health and safety of everyone in Alamosa.

The Prevention Awareness Crew is a group of ASC undergraduate students who advocate for and support healthy choices for college students. We raise awareness and promote responsible choices on alcohol, tobacco, other drugs, relationships, and work to prevent relationship violence and sexual assault. From our work with other campuses around the state and nation, we know that tobacco is a product that kills half the people who use it, when used as directed. Exposure to second-hand smoke and even the smell of smoke on someone's clothes (now called third-hand smoke) has been linked to various cancers and other detrimental effects on a person's health. We are very much in support of the proposal to make Alamosa's parks and trails tobacco-free.

As a youth-focused initiative, supporting tobacco free parks and trails in Alamosa is consistent with Colorado State laws which protect minors from tobacco and tobacco products. It also strengthens the Clean Indoor Air Law and supports the recently-enacted "Teen Tobacco Use Prevention Act." Each year, 5,600 youth under the age of 18 become new daily smokers in Colorado. By supporting this amendment to our municipal code, the City of Alamosa is standing up for youth and creating an environment where tobacco use is not a normal, acceptable social activity.

Tobacco-free parks and trails in Alamosa would protect the health and welfare of Alamosa residents and visitors by reducing exposure to second-hand smoke, tobacco product litter, and the risk of brush fires caused by cigarettes.

ASC's Prevention Awareness Crew strongly supports the Get R!EAL coalitions of Ortega Middle School and Alamosa High school and their desire to promote TOBACCO FREE parks and trails in Alamosa.

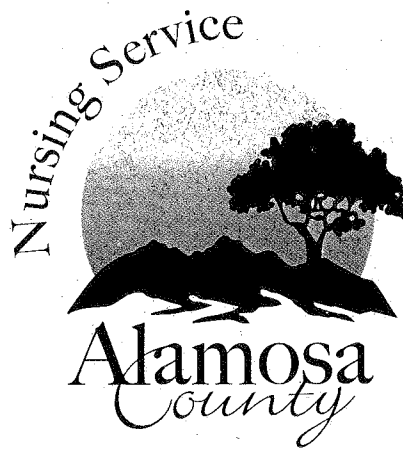
Sincerely,

Gregg Elliott, MA, LPC  
Director, Counseling & Career Center  
Adams State College

**COUNSELING & CAREER CENTER**

208 Edgemont Blvd. • Alamosa, CO 81102 • Fax: (719) 587-7522 • Phone: (719) 587-7746  
[www.adams.edu](http://www.adams.edu)

Friday, March 13, 2009



Dear City Council Member

On behalf of Alamosa County Nursing Service I am writing to express my organization's support for tobacco free parks and trails in Alamosa, which will protect the health and safety of everyone in Alamosa.

This proposal would not only help keep the parks and trails of Alamosa free of cigarette and tobacco litter, it would protect our citizens from secondhand smoke, which contains more than 4,000 chemicals and is classified as a Group A carcinogen by the EPA.

Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined -- and thousands more die from other tobacco-related causes -- such as fires caused by smoking and smokeless tobacco use. In Colorado, 4,300 people die every year from tobacco-caused illnesses. According to the US Centers for Disease Control and Prevention's STATE system, annual healthcare costs in Colorado directly caused by smoking was \$1.31 billion

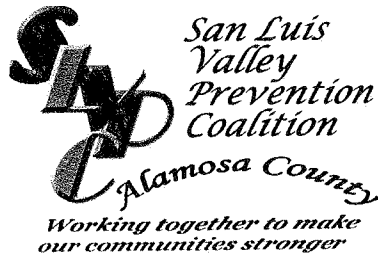
As a youth-focused initiative, supporting tobacco free parks and trails in Alamosa is consistent with Colorado State laws that protect minors from tobacco and tobacco products. It also strengthens the Clean Indoor Air Law and supports the recently enacted the "Teen Tobacco Use Prevention Act." Each year, 5,600 youth under the age of 18 become new daily smokers in Colorado. By supporting this amendment to our municipal code, the City of Alamosa is standing up for youth and creating an environment where tobacco use is not a normal, acceptable social activity.

**Tobacco free parks and trails in Alamosa would protect the health and welfare of Alamosa residents and visitors by reducing exposure to secondhand smoke, tobacco product related litter, and the risk of cigarette caused brush fires.**

Alamosa County Nursing Service strongly supports the Get R!EAL coalitions of Ortega Middle School and Alamosa High school and their desire to promote TOBACCO FREE parks and trails in Alamosa.

Sincerely,

Ola Bovin RN, BSN  
Alamosa County Nursing Service



April 8, 2009

Dear Members of the Alamosa City Council:

On behalf of The San Luis Valley Prevention Coalition of Alamosa County, I am writing to express my organization's support for tobacco free parks and trails in Alamosa, which will protect the health and safety of everyone in Alamosa.

The Prevention Coalition has been working to reduce youth substance abuse and to promote holistic healthy choices for our community since 2001. We are strongly in support of an ordinance to reduce secondhand smoke in our public parks.

This proposal would not only help keep the parks and trails of Alamosa free of cigarette and tobacco litter, it would protect our citizens from secondhand smoke, which contains more than 4,000 chemicals and is classified as a Group A carcinogen by the EPA.

Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined -- and thousands more die from other tobacco-related causes -- such as fires caused by smoking and smokeless tobacco use. In Colorado, 4,300 people die every year from tobacco-caused illnesses. According to the US Centers for Disease Control and Prevention's STATE system, annual healthcare costs in Colorado directly caused by smoking was \$1.31 billion

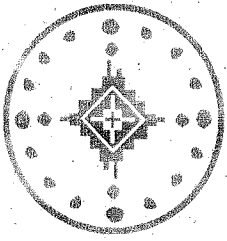
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**Tobacco free parks and trails in Alamosa would protect the health and welfare of Alamosa residents and visitors by reducing exposure to secondhand smoke, tobacco product related litter, and the risk of cigarette caused brush fires.**

The SLV Prevention Coalition of Alamosa County strongly supports the Get R!EAL coalitions of Ortega Middle School and Alamosa High school and their desire to promote TOBACCO FREE parks and trails in Alamosa.

Sincerely,

Julie Gejser, RN  
Chair of the SLV Prevention Coalition-Alamosa County



# VALLEY-WIDE HEALTH SYSTEMS, INC.

128 MARKET STREET, ALAMOSA, COLORADO 81101 • (719) 589-5161

February 18, 2010

Dear Alamosa City Council:

On behalf of Valley Wide Health Systems, Inc., we are writing to express our organization's support for tobacco free parks and trails in Alamosa, which will protect the health and safety of everyone in Alamosa.

As a health care organization, we are strong advocates for a healthy community and believe that removing smoke and tobacco litter from our parks would benefit not only those patients who utilize VWHS as their medical home but the greater community as well.

This proposal would not only help keep the parks and trails of Alamosa free of cigarette and tobacco litter, it would protect our citizens from secondhand smoke, which contains more than 4,000 chemicals and is classified as a Group A carcinogen by the EPA.

Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined -- and thousands more die from other tobacco-related causes -- such as fires caused by smoking and smokeless tobacco use. In Colorado, 4,300 people die every year from tobacco-caused illnesses. According to the US Centers for Disease Control and Prevention's STATE system, annual healthcare costs in Colorado directly caused by smoking was \$1.31 billion

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**Tobacco free parks and trails in Alamosa would protect the health and welfare of Alamosa residents and visitors by reducing exposure to secondhand smoke, tobacco product related litter, and the risk of cigarette caused brush fires.**

Valley Wide Health Systems, Inc. strongly supports the Get R!EAL coalitions of Ortega Middle School and Alamosa High school and their desire to promote TOBACCO FREE parks and trails in Alamosa.

Sincerely,

*Mymate Lee*  
Christine Hettinger-Hunt  
Cecily Mickelich

*Jackie T. Schantogian*  
*[Signature]*

*Richard Valdivia, MD*  
*[Signature]*  
Lennie Martin

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# Community Tobacco Survey

Please tell us what you think about tobacco-free recreational places for our community (like parks & trails) by answering the following questions.

1) What is the zip code or name of the city you live in now? \_\_\_\_\_

2) Do you think tobacco litter is a problem in our parks/playgrounds?  Yes  No

3) Would you favor a ban of tobacco products in all park areas?  Yes  No

Which outdoor areas should be tobacco free? (no smoking/no spit tobacco)

4) City parks  Yes  No  Don't know  Refused

5) Playgrounds  Yes  No  Don't know  Refused

6) Sports/Ball fields  Yes  No  Don't know  Refused

7) Skateboard parks  Yes  No  Don't know  Refused

8) Rodeo grounds  Yes  No  Don't know  Refused

9) Fairgrounds  Yes  No  Don't know  Refused

10) Walking/hiking trails  Yes  No  Don't know  Refused

11) Picnic areas  Yes  No  Don't know  Refused

12) Golf courses  Yes  No  Don't know  Refused

13) Campgrounds  Yes  No  Don't know  Refused

14) Dog parks  Yes  No  Don't know  Refused

15) What would help maintain tobacco-free parks? (check all that you like)

Signs  Fines  Patrol  Media  Public education

16) What is your age?  10 – 17  18 – 30  31 – 50  51+

17) Are you a... (check all that apply)  Parent  Grandparent

Youth leader/coach  Youth sports participant  Athlete

Tobacco user  Golfer  Former tobacco user

**Thank you for your time!**



Sponsored by Get R!EAL, Colorado's youth movement against the tobacco industry.

## Proposed Alamosa Code to Limit Smoking in Public Places

### **Summary:**

This is a draft example amending Alamosa's code based on Arvada's code. Currently, Alamosa's code was written before the Colorado Clean Indoor Air Act, and is preempted by it. The suggestions below either conform or are more restrictive than CCIAA. Stricter ordinances than CCIAA are permitted by Colorado law.

The amended code below prohibits smoking in all indoor and many outdoor public places (parks), including cigar bars, prohibits minors from entering tobacco stores, requires smoking to be at least 25-feet from any entrance or other means smoke could enter a building (including patios), prohibits minors from entering tobacco stores, and includes an enforcement, retaliation and penalty section. The penalty section is based on the Colorado Clean Indoor Air Act penalties.

### Draft of Amended Alamosa Code

#### **ARTICLE IV. OFFENSES AGAINST PERSONS\***

##### **DIVISION 2. SMOKING IN PUBLIC PLACES**

###### **Sec. 11-68. Definitions.**

The following words, when used in this chapter, shall have the meanings ascribed to them:

~~*Building* means any structure enclosed for protection from the weather, whether or not windows or doors are open. If a person leases or possesses only a portion of a building, the term building applies to the leasehold or possessory interest as well as to an ownership interest.~~

~~*Dwelling* means any place used primarily for sleeping overnight and conducting activities of daily living, including, without limitation, a hotel or motel room or suite or a hospital, hospice or nursing home room, but not the lobby, common elevator, common hallway, or other common area of a hotel, motel, hospital, hospice or nursing home lobby.~~

~~*Public*, when used to describe or identify a building, means a building which is wholly or partially accessible for use by the public at will during hours of patronage, whether or not the use by the public is for commercial or non-commercial purposes.~~

~~*Smoke or smoking* shall mean the combustion of any cigar, cigarette, pipe or similar article, using any form of tobacco or other combustible substance in any form, or the possession of any lighted cigar, cigarette, pipe or similar article, using any form of tobacco or other combustible substance in any form.~~

~~Tavern means an establishment licensed with a "tavern license" under the Colorado Liquor Code.  
(Ord. No. 10-2001, § 2, 9-19-01)~~

→ (1) *Public places* means any indoor or outdoor facility or area that is open to members of the public who enter such facility or area, including but not limited to parks, trails, golf courses, mercantile establishments, restaurants, taverns, theaters, financial institutions, educational facilities, hospitals, health care facilities and institutions, libraries, auditoriums, arenas, assembly or meeting rooms, public conveyances, governmental buildings, office buildings, restrooms, elevators, child care centers, outdoor customer seating areas, and waiting rooms of professional persons.

(2) *Smoke* or *smoking* means the possession of a lighted cigarette, cigar, or pipe containing tobacco or other organic burning matter, regardless of its composition, or the lighting of such cigarette, cigar, or pipe by any person.

(3) *Sports arena* means any indoor or outdoor sports pavilions, athletic fields, gymnasiums, swimming pools, roller and ice rinks, bowling alleys, and other similar places where members of the general public assemble either to engage in the physical exercise, participate in athletic competition, or witness sports events.

(4) *Tobacco business* means a sole proprietorship, corporation, partnership, or other enterprise engaged primarily in the sale, manufacture, or promotion of tobacco, tobacco products, or smoking devices or accessories, either at wholesale or retail, and in which the sale, manufacture, or promotion of other products is merely incidental.

#### **Sec. 11-69. Smoking prohibited within public buildings.**

~~(a) No person shall smoke within any public building, except:~~

~~(1) Within any dwelling this prohibition applies only to a lobby, common elevator, common hallway, or any other common area of a building containing attached dwelling units, hotel rooms or motel rooms; this prohibition does not apply to portions that are not public.~~

~~(2) In a designated smoking area posted as such in a tavern, as provided in section 11-70, "smoking areas in taverns";~~

~~(3) In a building or on property which is not subject to regulation by the city to the extent that the doctrine of sovereign immunity applies, such as a property occupied by the State of Colorado, the United States government, Alamosa County, or the Alamosa School District, and which was not designated as a no-smoking area by the manager of such area.~~

~~(b) Nothing in this chapter shall prevent an owner, lessee, primary manager or person in control of any place, including, without limitation, any motor vehicle, outdoor area, or dwelling, from prohibiting smoking completely in such place. Within a place so restricted, it shall be unlawful to fail, neglect, or refuse to abide by such a private prohibition.~~

~~(Ord. No. 10-2001, § 3, 9-19-01)~~

#### **→ Sec. 11-69. Smoking prohibited within public buildings.**

No person shall smoke within any public place or sports area as defined in this division or a cigar-tobacco bar as defined in section 25-14-203, C.R.S.

#### **Sec. 11-70. Smoking areas in taverns.**

The owner, lessee, principal manager, or person in control of a tavern may designate one (1) or more smoking areas or the entire facility as a smoking area so long

as the smoking permission, if any, is posted in accordance with the provisions of section 11-71 of this chapter.

(Ord. No. 10-2001, § 4, 9-19-01)

→ **Sec. 11-70. Smoke free public entrances.**

Smoking shall not occur within 25 feet of any public entrance to any premises to insure that smoke does not enter the enclosed premises through entrances, windows, ventilation systems or any other means.

(Ord. No. 4003, § 1, 6-5-2006)

→ **Sec. 11-71. Minors prohibited on premises.**

(a) It shall be unlawful for a person under the age of eighteen (18) years to be admitted to or be on the premises of a tobacco business.

(b) The owner, operator, manager, or other person who controls a tobacco business, shall post and keep at all times visible to the public in a conspicuous place on the premises, a sign to be provided by the city clerk's office which shall read as follows:

WARNING: It is illegal for any person under eighteen (18) years of age to be on the premises of this business, and upon conviction, a fine may be imposed.

**Sec. 11-71. Signs required to be posted.**

(a) To advise persons of the existence of the no-smoking prohibition established in this chapter, no owner, lessee, primary manager, or person in control of a public building shall fail to post signs as follows:

(1) Where smoking is prohibited in the entire facility, a sign using the words "No Smoking", or the international "no-smoking" symbol, shall be posted conspicuously either on all public entrances, or in a position clearly visible on entry into the building or establishment.

(b) To advise persons of the existence of "smoking permitted" areas in taverns, no owner, lessee, primary manager, or person in control of a tavern shall fail to post signs as follows:

(1) Where smoking is permitted in the entire tavern facility, a sign using the words "Smoking Permitted", or the international "smoking permitted" symbol shall be posted conspicuously either on all public entrances or in a position clearly visible on entry into the building or establishment.

(2) In a tavern where certain areas are designated as smoking areas pursuant to this chapter, a sign using the words "No Smoking Except in Designated Areas" shall be posted conspicuously either on all public entrances or in a position clearly visible on entry into the building.

(Ord. No. 10-2001, § 5, 9-19-01)

**Sec. 11-72. Additional responsibilities of proprietors.**

(a) No owner, lessee, principal manager, or person in control of a public building or establishment shall fail to:

(1) Ask smokers to refrain from smoking in any smoking-prohibited area;

(2) In a tavern, if smoking is allowed, affirmatively direct smokers to designated smoking areas.

(Ord. No. 10-2001, § 6, 9-19-01)

**Sec. 11-72. Violations declared.**

It shall be unlawful to violate any of the provisions of this division.  
(Ord. No. 10-2001, § 7, 9-19-01)

**→ Sec. 11-73. Enforcement.**

- (a) Enforcement of this division shall be implemented by the Alamosa Police Department.
- (b) Notice of the provisions set forth in this division shall be given to all applicants for a business license in the City of Alamosa.
- (c) Any person who desires to register a complaint under this chapter may initiate a complaint with the Alamosa Police Department.
- (d) Any owner, manager, operator, or employee of any establishment regulated by this division shall inform persons violating this division of the appropriate provisions thereof and request their compliance.

**→ Section 11-74. Retaliation**

It shall be unlawful for any person who owns, manages, operates or otherwise controls the use of any premises subject to regulation under this ordinance to fail to comply with any of its provisions.

**→ Section 11-75. Penalties (Arvada's penalties – Alamosa may want different ones)**

- (a) Any person who violates or any entity which violates any provision of this division shall be guilty of an infraction, punishable by:
  - (1) A minimum fine of \$200.00 for the first violation.
  - (2) A minimum fine of \$300.00 for the second violation.
  - (3) A minimum fine of \$500.00 for each additional violation of this division.
  - (4) Each day of continuing violation shall be deemed to be a separate violation.