

# Phoenix Alliance Newsletter

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Spring Retreat 2007; YLB members on the streets of Saint George Advocating their hearts out!

## Get Back Up

"The question in life is not whether you get knocked down. You will. The question is, are you ready to get back up... And fight for what you believe in?"

-Dan Quayle

Whether it's working through a tough class, paying our way through the college of our dreams, or trying to teach someone about the harmful effects of tobacco, we all have trials in our lives. And sometimes these trials are unbelievably difficult to overcome, but just like the above quote by former vice president Dan Quayle, the fact that we will fall down every now and again is not the true test in life. The real test lies in the ability to stand for what we believe in, no matter what.

We can learn so much from the "getting knocked down" part of living. The best way to learn is to experience both success and failure and pay attention to how much we learn from achieving a great success after a hard fall. If we can stick to the task, focus on what we believe in, and get back up when we fall down, success is not far off. A baby would never learn to walk if he just sat and cried the very first time he fell down and then refused to get up again, so what makes us think we can do the same? We've got to keep walking and falling down until our footing and our resolve are rock solid.

Being an advocate is a tough job; especially when we have to go up against a multimillion-dollar corporation and let our ideas be heard. But success isn't impossible to achieve, it only means it'll take a lot of dedicated people to make change happen. Already, because of the hard work, dedication, and persistence of anti-tobacco advocates all over the world, change is coming and so many changes are already here to stay. So much has been done for the cause and so much can still be done if we all remember that doing what we believe in may not be easy, but it'll be worth it in the end.

-Written by Candace Martindale

### Inside this issue:

- Smokeless tobacco: You know, the stuff you chew
- The FDA: What it is and why we care
- Spring Retreat at a glance
- Are you an Advocate??
- The new adult coordinator: What's her name again?
- The new, full force Southwest Chapter of the Phoenix Alliance

## Standing on the Shoulders of Giants



## The New Who???

Have you guys met our new adult coordinator? Her name is Andrea Deming. Her fun, bubbly personality will lead Phoenix Alliance to great places! Andrea's dedication and perseverance is just what P.A. needs to fight "Big Tobacco." She recently organized our awesome spring retreat in St. George; there we heard Andrea and Bre's spectacular vocals and saw her rock guitar hero. Other than karaoke and playing guitar hero, she also likes soccer and snowboarding. Last season she snowboarded at least once a week or more at Park City. Like almost everybody, her other talent is listening to music. What does she like, you ask? Her all-time favorite band is 311. Who doesn't like them, right! She is also in a co-ed soccer league where she totally takes the field and calls it her own.

Her love of fun, fighting "Big Tobacco" and being involved with youth make Andrea a great fit for the Phoenix Alliance. Andrea is someone you should all meet. She would love to see you guys at our next youth meetings and events! Hope to see you there!

-Written by Chelsey Wilson

## FDA Regulation

The Phoenix Alliance's current initiative is to gather 5,000 signatures to show support for FDA regulation of tobacco. Tobacco is the only consumer product not regulated by the Food and Drug Administration, which is horrendous! The FDA regulates consumer products by conducting product safety tests and ensuring products are labeled with precautions to protect health. The FDA can only go so far in regulating tobacco without crossing the line. If the FDA had authority from congress to regulate tobacco, it could do much more to limit the tobacco industry's tactics, such as:

We are progressing steadily on this year's initiative.

We are more than halfway to our goal of 5,000 signatures and hope to reach it by this

summer. Phoenix Alliance has done a remarkable job with the participants so far but we need more activists and members to help continue gathering signatures. Nonetheless, we are making a difference, hoping that soon the tobacco products will be fully regulated by the FDA.

-Written by Sky Thai

1. **Restrain advertisements and promotional plans.**
2. **End sales of flavored cigarettes.**
3. **Chemically reduce or, even better, eliminate nicotine.**
4. **Reveal the contents and components of tobacco products.**
5. **More detailed information on health warnings.**



The Youth Leadership Board at the Spring Retreat in St. George, April 28

## Spring Retreat

The spring retreat was held in St George on April 27-28. It was so fun. We met some new, amazing youth, had a few trainings, and did an awesome advocacy activity. Bre taught us how to be an advocate. Justin Francis told us what Big Tobacco is up to, which, by the way, is coming out with a spray to flavor your own tobacco. Dan did a training on how to work a booth at an event. He did a great job! On Saturday, we hit the streets with posters we had painted and shirts we made. We stood on the street and held our signs so people could see the facts about why the FDA needs to regulate tobacco. Even though it was really hot, we had a lot of fun.

-Written by Whitney Rutt

## Are You an Advocate?

When people ask you what an advocate is, the first word most people think of is "support." Well, that's not far off. But after our spring retreat, a few Phoenix Alliance members learned that it's a bit more than that. It's an argument for what you believe in. It's knowing the right words to say when someone wants to know what you are all about. It's what you do to support what you think.

There are plenty of ways to advocate, but not all of them get you as far as others. Getting in their faces is one way to go about it, but you risk losing their good sentiment. You sacrifice face and integrity for attention, which is something you never, ever want to do, especially not as part of an organization. But informing the public with an open mind and a clear objective is a sure-fire way to get things right. And if you know your stuff, and you truly know what you're fighting for, you won't go wrong.

Activists who attended the most recent retreat had help discovering new and improved methods to get the public's attention. We learned to work with our strengths and weaknesses, know who we're talking to, adapt to certain environments, and spread the word with the best techniques.

Being an activist is one of the most rewarding things you can do. When you stand for something, people look at you. And when people look at you, they think. If you can get people to think, there is no telling what you can do. A cause like ours can save lives.

-Written by Mike Whiteside



## YAYA...

stands for Youth Advocate of the Year Award sponsored by Campaign for Tobacco-free Kids. This year, your President, Whitney Rutt, was awarded regional winner for all of her hard work! She beat out 200 nominees from 11 different states and gets to go to Washington, D.C. to spend time educating our congressional representatives. Whitney has been a part of the PA for close to 4 years. She's been active in helping with Xtreme games, Tobacco on Hollywood, Smoke-free clubs, and this year's FDA initiative. Whitney has shown the same passion as all of you in trying to fight against the tobacco industry and help loved ones to quit. As part of Whitney's charm, she happens to be very shy and modest about



winning this award. But let me be the first to say, It's well-earned! Thank you, Whitney, for your hard work and dedication!

## The Southwest Chapter

New this year in collaboration with the Southwest Utah Public Health Department and the Southwest Behavioral Health Center, we now have an active group of 27+ youth working hard as the Southwest Chapter of the Phoenix Alliance. The Southwest Phoenix Alliance will work to support the statewide initiatives from year to year, as well as support local tobacco-related initiatives. As part of National Kick Butts Day (KBD), youth in St. George and Beaver posted 1,200 red sprinkler flags in prominent areas in town, along with signs that depicted tobacco related facts. The St. George youth endured the cold rain and honking cars along busy River Road, and the Beaver youth had to brave a few inches of newly fallen snow and freezing temperatures. In addition to the KBD activities, youth have also been working to support the proposal of outdoor smoking ordinances in Beaver, Hurricane, and St. George. In St. George, youth gathered one afternoon near a local skate park to pick up littered cigarette butts to present before the St. George city council. In less than an hour they gathered five quarts of butts. They also gathered more than 100 surveys on public opinions regarding the idea of an outdoor ordinance restricting smoking in public places. Phoenix Alliance members will appear before the St. George City council on May 24th to present the evidence collected, much the same way Beaver Phoenix Alliance members did on April 24. In that meeting, Caleb Paice shared with the Beaver City council his personal story of ending up in the hospital as a result of secondhand smoke exposure.

-Written by Jordan Mathis

## MPAA makes smoking bigger factor in ratings

An initiative the PA worked on a few years ago was to increase the ratings on movies with smoking. Now the Motion Picture Association of America (MPAA) has announced just that. However, critics said the move does not go far enough to discourage teens from taking up the habit. MPAA Chairman Dan Glickman and his group's ratings board, which previously had considered underage smoking in assigning film ratings, now will take into account smoking by adults as well. That adds smoking to a list of such factors as sex, violence and language in determining the MPAA's G, PG, PG-13, R and NC-17 ratings. Film raters will consider the pervasiveness of tobacco use, whether it glamorizes smoking and the context in which smoking appears, as in movies set in the past when smoking was more common. Some critics of Hollywood's depictions of tobacco in films have urged that movies that show smoking be assigned an R rating, which would restrict those younger than 17 from seeing them.



### Spit it OUT!

You don't smoke it. You don't swallow it. All you do is slosh it around your mouth and spit out the brown juices every few seconds. OK, so it actually is pretty disgusting. But so what? After all, it's called smokeless or chewing tobacco. It can't be as bad as inhaling tobacco smoke into your lungs, right? Wrong. Unfortunately, smokeless doesn't mean harmless. The fact is, chewing tobacco is every bit as dangerous as smoking it. What is Smokeless Tobacco? Smokeless tobacco, also called spit tobacco, chewing tobacco, chew, chaw, dip, plug, and probably a few other things, comes in two forms: snuff and chewing tobacco. The more immediate effects can disrupt your social life: bad breath and yellowish-brown stains on your teeth. Later though, just like smoking cigarettes, chewing smokeless tobacco can eventually rip apart your body and kill. It's that simple, really. There's no such thing as a "safe" tobacco product.  
-Written by Justin Francis

