

CANV *Tobacco Education & Quit Smoking Program*

No one thinks about becoming addicted to nicotine when they have their first puff on a cigarette, but tobacco kills more people than AIDS, alcohol, homicides and car accidents combined. Cigarette smoking is the most devastating and preventable cause of disease and premature death in world history. The mortality rate in Napa County of tobacco related deaths is a high 59.6%, while the California mortality rate is 50.4%.

According to the Healthy Kids Survey distributed by the Napa Unified School District to 7th, 9th and 11th graders, 21.3% of Napa youth say that they will definitely or probably smoke a cigarette within the next year. The CANV Tobacco Education Program offers a Tobacco Free Prevention curriculum to at risk high school students who are on Juvenile Probation at all four Napa County Office of Education Court Community Schools. Classes are interactive and include topics such as the Long Term Effects of Smoking, Quitting Techniques, Resisting Peer Pressure To Smoke and the Tobacco Industry's Manipulative Advertising Techniques.

Through a concentrated merchant education effort to all 104 Napa County stores and campaigns by the CANV Tobacco Education Program to prevent youth access to tobacco products, the sales rate of tobacco products in Napa County to minors decreased from 60% in 2002 to 5.7% in 2007. The CANV Tobacco Education Program congratulates the merchants in Napa County for their response in preventing the sale of tobacco products to minors. The goal of the Tobacco Education Program is that there will be no sales of tobacco products to minors in Napa County.

In an effort to decrease secondhand smoke exposure for Napa County residents, the CANV Tobacco Education Program also worked collaboratively with restaurant owners to make their outdoor patio areas smoke free. A total of 25 restaurants in Napa County agreed to smoke free policies for their outdoor patio areas, and the CANV Tobacco Education Program became a statewide model for tobacco programs to adopt outdoor smoke free dining policies.

All of the CANV Tobacco Education Program's services are cost free and can be provided in English or Spanish. The Community Quit Smoking Program is a subsidized program offering structured classroom settings, nicotine replacement products and therapies, and support for people who want to become non-smokers. There is no cost to participants. Enroll today in our convenient classes held at the Queen of the Valley Hospital, Clinic Ole, and the Napa Valley Adult School.

- Increase successful quit rates
- Increase access to cessation services
- Decrease tobacco-related illnesses
- Stop tobacco use
- Counter pro-tobacco influences
- Reduce second hand smoke
- Encourage smoke-free environments
- Reduce teen access to tobacco
- Support smoke free policies for community organizations
- Collaborate with health organizations
- Merchant education training
- Reduce second-hand smoke
- Support smoke-free policies

Tobacco Education
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