



# Sorting through the smoke:

Covering tobacco and  
health in your  
community

## A FREE WORKSHOP FOR KENTUCKY JOURNALISTS

Prestonsburg – Mountain Arts Center – July 17

These free workshops come at a critical time for health issues in Kentucky. Recent studies have confirmed that Kentucky continues to lead the nation in smoking, as measured by percentage of adults who smoke. And we're second in youth smoking. (For your county's percentages, see the back page.)

These data have huge implications for the health of our communities, and not just because smokers get sick. Tobacco use affects everyone in Kentucky, because the resulting cost of health care puts burdens on employers and the state budget, sapping resources that could be used in more productive ways. And smokers affect their neighbors, via secondhand smoke.

Because there are so many smokers, one of the more controversial topics you are likely to cover is a proposed local ordinance to limit smoking in public places. If it hasn't been suggested in your county already, it probably will be. Half the states already have strong smoke-free laws that apply to restaurants, and the No. 1 tobacco state of North Carolina is about to pass one. More than 20 Kentucky cities and counties have passed local measures, more are considering it, and more are likely to as the number of tobacco farmers dwindles.

We want to help prepare you to cover the huge issues of tobacco and health on a local level, so we have scheduled these regional workshops to discuss the evidence, the impacts and the controversies; to hear opposing views on smoke-free laws; and to share ideas on how to cover these controversial but hugely important subjects. The workshops are **free of charge**.

Sponsored by the Institute for Rural Journalism and Community Issues and Kentucky Youth Advocates

# Meet the Speakers



**Al Cross** is director of the **Institute for Rural Journalism and Community Issues**, based at the University of Kentucky. His faculty appointment is in the Extension Title Series, reflecting what he has long said is his short job description, "extension agent for rural journalists." His awards include a share of the Pulitzer Prize won by The Courier-Journal staff in 1989 for coverage of the nation's deadliest bus crash. Before joining The C-J, he was a weekly newspaper editor and manager in Monticello, Russellville and Leitchfield. He served as the elected president of the national Society of Professional Journalists and remains a member of SPJ's Ethics Committee and a director of the Society's Sigma Delta Chi Foundation.



**Audrey Darville** is a tobacco treatment specialist for **UK Healthcare** at the University of Kentucky and is enrolled in the Ph.D. program in nursing at the university. Audrey is the lead professional serving Hope Clinic and Pharmacy, a free clinic in Danville for the uninsured in Central Kentucky. She is a recipient of The NPHF/Pfizer Community Innovations Award in 2008. She holds an M.S. degree in nursing and is an Advanced Registered Nurse Practitioner.



**Ellen J. Hahn** is a professor in the College of Nursing and the College of Public Health at the University of Kentucky. She directs the Tobacco Policy Research Program and the Clean Indoor Air Partnership, including the **Kentucky Center for Smoke-free Policy** in the College of Nursing. The center has assisted many of the 20 Kentucky communities that have gone go smoke-free. She is the principal investigator on a five-year research project on rural communities, funded by the National Heart, Lung and Blood Institute. Her research on alcohol, tobacco, and other drug prevention with young children and families has been reported in a variety of national professional journals. She received her B.S. in nursing from Case Western Reserve University, M.A. from The Ohio State University and M.S. and Ph.D. from Indiana University.



**Jeffery Talbert** is an associate professor in the University of Kentucky **College of Pharmacy** and director of its Research & Data Management Center, and is also on the faculty of UK's Martin School of Public Policy. His expertise is health research and policy, focused on health outcomes using large databases. For the past 12 years, he has directed a quality and health outcomes project for the Kentucky Medicaid program. He chaired the Department of Health Management and Policy at the University of North Texas Health Science Center at Fort Worth. He received B.S., M.A., and Ph.D. degrees from Texas A&M University. He also has research interests in health policy, Medicaid modernization and pharmaceutical policy.



**Jim Waters** is director of policy and communications at the **Bluegrass Institute for Public Policy Solutions**, a free-market think tank in Lexington and Bowling Green. He has written articles for numerous national publications, including The Wall Street Journal. He travels extensively, promoting liberty, free markets, and smaller government via Kentucky media outlets. He was the business reporter and editorial page editor for the Daily News of Bowling Green, specializing in economic development issues, tax policy, and national, state, and local elections. He is an advocate of limited government and private-property rights, including restaurant owners who want to determine smoking policies for their establishments.

# Schedule of Events

for all dates:

May 15 at Ephraim McDowell Memorial Hospital in Danville

May 29 at Trover Clinic in Madisonville

July 17 at Mountain Arts Center in Prestonsburg

**10 a.m.** Welcome: Al Cross, Institute for Rural Journalism & Community Issues

**10:15 The financial impacts of Kentucky's high tobacco use:** Jeff Talbert, associate professor, UK College of Pharmacy, and director of its Research and Data Management Center

**10:45 The implications for youth of Kentucky's high tobacco use:** Paul Kiser of Kentucky ACTION, the statewide tobacco-control coalition (invited)

**11:15 Public health approaches to tobacco use:** Audrey Darville, tobacco treatment specialist, UK Healthcare, University of Kentucky

12:00 LUNCH

**1:00 Effects of second- and third-hand smoke and the effects of smoke-free laws and regulations on local health and economics:** Ellen J. Hahn, director of UK Center for Smoke-Free Policy and professor in the College of Nursing and the College of Public Health

**1:30 Effects of smoke-free laws and regulations on personal freedom, property rights and other implications:** Jim Waters, Bluegrass Institute for Public Policy Solutions

**2:00 Question-and-answer session** with Ellen Hahn and Jim Waters, moderated by Al Cross, Institute for Rural Journalism and Community Issues

**2:30 Taking it Home to the Newsroom:** Roundtable discussion of story ideas, approaches and sources, moderated by Al Cross

3:00 ADJOURN

# Where does your county stand on smoking?

County	Adult Rate	Youth Rate	County	Adult Rate	Youth Rate	County	Adult Rate	Youth Rate
<a href="#">Adair</a>	33%	30%	<a href="#">Graves</a>	26%	23%	<a href="#">Mercer</a>	28%	25%
<a href="#">Allen</a>	29%	25%	<a href="#">Grayson</a>	34%	30%	<a href="#">Metcalf</a>	35%	31%
<a href="#">Anderson</a>	28%	24%	<a href="#">Green</a>	29%	25%	<a href="#">Monroe</a>	28%	24%
<a href="#">Ballard</a>	29%	26%	<a href="#">Greenup</a>	23%	21%	<a href="#">Montgomery</a>	29%	26%
<a href="#">Barren</a>	34%	30%	<a href="#">Hancock</a>	22%	19%	<a href="#">Morgan</a>	27%	24%
<a href="#">Bath</a>	30%	27%	<a href="#">Hardin</a>	25%	22%	<a href="#">Muhlenberg</a>	27%	24%
<a href="#">Bell</a>	24%	21%	<a href="#">Harlan</a>	31%	28%	<a href="#">Nelson</a>	21%	19%
<a href="#">Boone</a>	30%	26%	<a href="#">Harrison</a>	28%	25%	<a href="#">Nicholas</a>	35%	31%
<a href="#">Bourbon</a>	29%	25%	<a href="#">Hart</a>	33%	30%	<a href="#">Ohio</a>	28%	25%
<a href="#">Boyd</a>	23%	20%	<a href="#">Henderson</a>	34%	31%	<a href="#">Oldham</a>	24%	22%
<a href="#">Boyle</a>	36%	32%	<a href="#">Henry</a>	21%	19%	<a href="#">Owen</a>	25%	22%
<a href="#">Bracken</a>	28%	25%	<a href="#">Hickman</a>	24%	22%	<a href="#">Owsley</a>	33%	30%
<a href="#">Breathitt</a>	20%	18%	<a href="#">Hopkins</a>	28%	25%	<a href="#">Pendleton</a>	25%	22%
<a href="#">Breckinridge</a>	30%	26%	<a href="#">Jackson</a>	28%	24%	<a href="#">Perry</a>	28%	25%
<a href="#">Bullitt</a>	35%	31%	<a href="#">Jefferson</a>	23%	20%	<a href="#">Pike</a>	31%	27%
<a href="#">Butler</a>	29%	26%	<a href="#">Jessamine</a>	21%	19%	<a href="#">Powell</a>	35%	31%
<a href="#">Caldwell</a>	27%	24%	<a href="#">Johnson</a>	27%	24%	<a href="#">Pulaski</a>	21%	19%
<a href="#">Calloway</a>	27%	24%	<a href="#">Kenton</a>	34%	30%	<a href="#">Robertson</a>	29%	26%
<a href="#">Campbell</a>	29%	26%	<a href="#">Knott</a>	32%	29%	<a href="#">Rockcastle</a>	32%	29%
<a href="#">Carlisle</a>	28%	25%	<a href="#">Knox</a>	27%	24%	<a href="#">Rowan</a>	26%	23%
<a href="#">Carroll</a>	35%	31%	<a href="#">Larue</a>	28%	24%	<a href="#">Russell</a>	26%	23%
<a href="#">Carter</a>	30%	27%	<a href="#">Laurel</a>	24%	21%	<a href="#">Scott</a>	24%	22%
<a href="#">Casey</a>	21%	18%	<a href="#">Lawrence</a>	30%	26%	<a href="#">Shelby</a>	20%	18%
<a href="#">Christian</a>	20%	18%	<a href="#">Lee</a>	29%	26%	<a href="#">Simpson</a>	23%	20%
<a href="#">Clark</a>	27%	24%	<a href="#">Leslie</a>	34%	30%	<a href="#">Spencer</a>	25%	22%
<a href="#">Clay</a>	33%	30%	<a href="#">Letcher</a>	25%	22%	<a href="#">Taylor</a>	36%	32%
<a href="#">Clinton</a>	29%	26%	<a href="#">Lewis</a>	35%	31%	<a href="#">Todd</a>	28%	25%
<a href="#">Crittenden</a>	32%	28%	<a href="#">Lincoln</a>	33%	30%	<a href="#">Trigg</a>	27%	24%
<a href="#">Cumberland</a>	22%	20%	<a href="#">Livingston</a>	23%	20%	<a href="#">Trimble</a>	29%	25%
<a href="#">Daviess</a>	22%	19%	<a href="#">Logan</a>	35%	31%	<a href="#">Union</a>	32%	29%
<a href="#">Edmonson</a>	35%	31%	<a href="#">Lyon</a>	27%	24%	<a href="#">Warren</a>	29%	26%
<a href="#">Elliott</a>	33%	29%	<a href="#">Madison</a>	26%	23%	<a href="#">Washington</a>	20%	18%
<a href="#">Estill</a>	27%	24%	<a href="#">Magoffin</a>	28%	25%	<a href="#">Wayne</a>	29%	26%
<a href="#">Fayette</a>	27%	24%	<a href="#">Marion</a>	27%	24%	<a href="#">Webster</a>	29%	25%
<a href="#">Fleming</a>	29%	26%	<a href="#">Marshall</a>	28%	25%	<a href="#">Whitley</a>	28%	25%
<a href="#">Floyd</a>	30%	27%	<a href="#">Martin</a>	24%	21%	<a href="#">Wolfe</a>	26%	23%
<a href="#">Franklin</a>	30%	27%	<a href="#">Mason</a>	22%	20%	<a href="#">Woodford</a>	27%	24%
<a href="#">Fulton</a>	27%	24%	<a href="#">McCracken</a>	20%	18%	<a href="#">Kentucky</a>	29%	25%
<a href="#">Gallatin</a>	33%	30%	<a href="#">McCreary</a>	35%	31%	<a href="#">USA</a>	21%	23%
<a href="#">Garrard</a>	36%	32%	<a href="#">McLean</a>	27%	24%			
<a href="#">Grant</a>	34%	30%	<a href="#">Meade</a>	25%	23%			
			<a href="#">Menifee</a>	28%	25%			

Source: **The Health of Kentucky: A County Assessment**, Kentucky Institute of Medicine, Lexington, 2007; via the Foundation for a Healthy Kentucky's Web site, [www.kentuckyhealthfacts.org](http://www.kentuckyhealthfacts.org).

\*Percentage of adults who smoke tobacco products regularly. Authors' analysis of data from Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention, 1997-2004.

\*\* Percentage of high school and middle school students who smoke tobacco products regularly. Authors' analysis of data from Youth Tobacco Survey and Youth Risk Behavior Survey , 2001-2002.

