



Sorting through the smoke:

Covering tobacco and
health in your
community

THREE FREE WORKSHOPS FOR KENTUCKY JOURNALISTS

Danville – Ephraim McDowell Hospital – May 15

Madisonville – Trover Clinic – May 29

West Liberty – Appalachian Regional Hospital – June 5

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



Amy Barkley of Louisville regional coordinator for the **Campaign for Tobacco-Free Kids**. Before joining the Campaign in 2000, Amy served as a project manager and consultant for the statewide tobacco-control coalition, Kentucky ACTION . She was executive director of the Kentucky-based the Coalition for Health and Agricultural Development, from 1995 to 2004. CHAD was a leader in establishing dialogues between tobacco farmers and health advocates. She was an aide to state Rep. Anne Northup and worked on Northup's winning congressional campaign in 1996. Before coming to Kentucky, she was a TV and radio journalist in Virginia and North Carolina.



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

June 5 at Appalachian Regional Hospital in West Liberty

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: Amy Barkley, regional coordinator, Campaign for Tobacco-Free Kids (Danville event only: Paul Kiser of Kentucky ACTION, the statewide tobacco-control coalition)

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

*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.

