



## spotlight

### Ohio to File Lawsuit Against R.J Reynolds Tobacco

As a result of the violation of advertising regulations of the 1998 Master Settlement Agreement, attorney general offices in at least eight states, including Ohio, California, Pennsylvania, Washington Connecticut, Illinois, New York and Maryland, are planning to file a lawsuit against the R.J. Reynolds Tobacco Company. In the summer of 2007, R.J Reynolds ran a massive, nine-page foldout for Camel cigarettes in The 40th Anniversary issue of Rolling Stone magazine. The insert featured cigarette ads that book-end content on free-range music and independent record labels. Despite regulations from the 1998 master tobacco settlement between the tobacco companies and 46 states banning the use of cartoons in tobacco marketing, the ad included content illustrating a spread of an "Indie Rock Universe" with animals, imaginary figures and other cartoon-like sketches. AAYAT would like to thank Ohio Attorney General, Marc Dann, for his support in this issue and continuing to help make Ohio a tobacco-free for our youth. If you would like to thank Mr. Dann for his support of tobacco, you can write his office at: Ohio Attorney General Marc Dann, State Office Tower, 30 E. Broad Street, 17th Floor, Columbus, Ohio 43215-3428.

## Legislative Meet & Greet with Rep. Jay Goyal in Columbus



On Wednesday, December 19, Asian American Youth Against Tobacco (AAYAT) partnered with Asian American Community Services (AACS) to host a community Meet and Greet event with Rep. Jay Goyal of the 73rd Ohio House District in Mansfield. Held at the Clarion Hotel & Conference Center in Columbus, the evening began with a warm welcome from AACS Executive Director, Lhakpa Tsering M.A., who spoke briefly about the current tobacco and health services offered to Asian Americans in Central Ohio. Afterwards, a youth testimonial was presented by a former participant from Project TNT (Towards No Tobacco), a tobacco prevention program being implemented by AACS for Asian youth in grades 5-8. Project TNT is also funded by the Ohio Tobacco Prevention Foundation.

Kunal Parikh, a third-year youth intern from the Columbus AAYAT, had the honor of presenting, guest speaker, Rep. Jay Goyal's esteemed accomplishments and introduction. During his presentation, Rep. Goyal spoke to a full audience of parents and youth about his role as a legislator and the operations of the Ohio General Assembly. He also spoke about several pressures that he faced as an Asian youth growing up, and gave advice for youth to be successful in today's modern world. A native of Mansfield, Rep. Goyal was elected to serve as House Representative for

the 73rd District in November 2006 at the age of 26 and is one of the first Asian Americans to serve the honor in Ohio. During his freshman term at the Ohio House Representatives, Rep. Goyal has been appointed to Ways and Means, Public Utilities, Healthcare Access and Affordability, and the Financial Institutions, Real Estate and Securities committees- a testament to his work ethic and diverse background.

During the event, several interns from Columbus AAYAT presented a youth panel discussion about the pressure of being a youth and Asian American, their experiences with community service in AAYAT, and gave advice for other youth who are interested in getting involved in their community. Panelists included Columbus AAYAT interns, Eileen Liu, a senior at Worthington-Kilbourne High School, Marissa Liu, a sophomore at Worthington-Kilbourne High School, Kunal Parikh, a senior at Reynoldsburg High School, and mentor, Hans Li, a sophomore at The Ohio State University. Quyen Do and Tina Patrick from Cincinnati AAYAT were also present at the event. AAYAT would like to thank the following individuals for their hard work in making this event possible: Rep. Jay Goyal and his legislative aide, Annette Rex; Gothai Jayaraj, Shoma Smith, and Lhakpa Tsering from Asian American Community Services. AAYAT would also like to thank our Grant Manager, Dr. Surendra Bir Adhikari, from the Ohio Tobacco Prevention Foundation, for his attendance and support at the event.

If you are interested in contacting your local legislators to express your support for tobacco control issues in Ohio, please visit the Ohio General Assembly website at [www.legislature.state.oh.us](http://www.legislature.state.oh.us) to find information on your local representatives and their contact information.

# Tobacco Prevention Education with ICEP in Akron

– By Lan Klein, AAYAT Program Assistant

Throughout the month of November, AAYAT staff and youth presented the Stay Tobacco Free Athlete Mentor (STAMP) program to youth in grades 3-6 during after school sessions of the International Community Empowerment Program (ICEP) at Leggett Elementary School in Akron. The STAMP program is a 4 session tobacco prevention curriculum developed by the American Cancer Society of Ohio that teaching youth about the harmful effects of tobacco and the benefits of a tobacco-free lifestyle. The program consists of four 45-minute sessions that are led by a team of peer mentors and incorporate role playing, problem solving, educational games, and group discussion to help younger students explore their own attitudes and beliefs about the harmful effects of tobacco use. Ten youth participated in the program this year and younger children (grades PreK-2) also participated in select activities. The STAMP program has been implemented by AAYAT in after-school and summer programming for ICEP since 2003. For more information on the STAMP program, please contact AAYAT staff in your area at [www.aayat.org](http://www.aayat.org).

## Program Spotlight: ICEP

As ASIA's oldest program, the International Community Empowerment Program (ICEP) has been in existence since 1995. Funded by the Ohio Department of Alcohol & Drug Addition Services (ODADAS), the program aims to defer the onset of alcohol, tobacco and other drug use and violent behavior among immigrant children and their families (many of whom have limited English proficiency) living in inner city neighborhoods in Akron. ICEP program activities include: bi-lingual and bi-cultural homework assistance, prevention education, community service projects, performance arts, leadership training and development, summer camp experiences, and educational field trips. Teaching important life skills for self sufficiency is one of the core foundations of ICEP and moves participants towards success in school and beyond in life. For more information on the ICEP program, please contact Mao Vue, Project Director, at 330-535-3263 ext. 224 or via email at [mao.vue@asiainc-ohio.org](mailto:mao.vue@asiainc-ohio.org).

### Youth testimonials from ICEP about STAMP

Q: What did you like best about the STAMP program?

"I liked this program because we talked about the way tobacco damages your body and brain and played fun games."

– 5th grade student

"I loved playing the games. They were really fun."

– 3rd grade student

"I really liked learning about the price [and costs] of tobacco. I didn't know anything about that."

– 4th grade student

### Interested in quitting smoking? Need additional support to kick the habit?

Call the Ohio Tobacco Quit Line at 1-800-QUIT NOW to get personalized information and support to quit for good. The Quit Line is a FREE service offered by the Ohio Tobacco Prevention Foundation to all Ohians and is with assistance in English and Spanish. For assistance in other Asian languages, please call ASIA at 330-535-3263.

## STAMP Presentations in Dayton

The Dayton AAYAT chapter gave two STAMP presentations to middle school students in the Dayton area. One presentation was given at the Dayton Chinese School at Wright State University on Saturday, October 27, 2007. The other presentation was given to Centerville Middle School students at Laser Quest on Saturday, November 17, 2007. The presentations consisted of four STAMP lessons:



Dayton intern, Sagor Patel, presents a tobacco activity from STAMP on November 17.

### Lesson 1: Reasons Why People Smoke

The middle school students discussed how there are no good reasons to smoke and we played tobacco jeopardy. Tobacco Jeopardy consisted of questions about tobacco use and the dangerous chemicals.

### Lesson 2: Nicotine and the Brain

The students were taught that nicotine instantly causes addiction in the brain and the pernicious effects on the lungs. They were given the opportunity to examine the differences between a healthy lung and a smoker's lung using a real lung provided by an area physician. Participants also did jumping jacks with straws to demonstrate effects of emphysema of breathing in the lungs.

### Lesson 3: Different Types of Tobacco

We discussed chewing dip and snuff and other popular forms of cigarettes in Asia. Also we discussed the expenses of smoking. We opened a cigarette and showed them the repulsive contents.

### Lesson 4: "Big Tobacco" Advertising Tricks & Tactics

We discussed various tactics and lies used by the tobacco industry to lure youth into using their products. Youth examined current ads from magazines and created their own anti-tobacco messages for posters.

By Dayton AAYAT Interns

### Newsletter and Media Supports

Editorial Development: Jennifer Brindle, Joseph Hau, Office Management: May Chen and Staff Members, Contributing Writers: Statewide Interns and Members, Design and Graphics: JacQ Davis, Media Review: Surendra Bir Adhikari, PhD and Pam Knox, OTPF, Funded By: The Ohio Tobacco Prevention Foundation, Advisory & Distribution: State and Regional Advisors.

## stand Update: Project SUSO Remix

Starting in December, the stand movement in Ohio will be hosting a tobacco challenge to all youth **stand** teams throughout the state. All five AAYAT youth chapters will be taking on the nearly 80 **stand** teams from around the state to participate in teams challenges to increase awareness about the reach of "Big Tobacco" in local communities. Three to five challenges will be released each week with point values given to teams for each completed activity. Challenges include recording pictures of tobacco advertising at local gas stations and convenient stores, researching Ohio's laws about placement of tobacco advertising at point-of-sale locations, taking action in common areas where youth smoke regularly in their communities, and reporting local restaurants that are still not in compliance with Ohio smoke-free law. This is the second time that Project SUSO (Stand Up, Speak Out) has been offered to youth in Ohio through the **stand** movement. For more information on Project SUSO Remix and **stand**, visit [www.standonline.org](http://www.standonline.org).

## Special Announcements:

Congratulations to members of the Dayton AAYAT **stand** Team for achieving recognition as a "Gold" level team for 2007. Youth and staff worked very hard to complete the long list of required activities and outreach to achieve this status honor.

Congratulations is also in order for all members from AAYAT stand teams in Cleveland, Akron, Columbus, and Cincinnati for receiving recognition as "Bronze" level teams from **stand**.

## Helpful Resources

**stand** – [www.standonline.org](http://www.standonline.org)

Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL)

– [www.appealforcommunities.org](http://www.appealforcommunities.org)

truth campaign – [www.thetruth.com](http://www.thetruth.com)

Campaign for Tobacco Free Kids

– [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

Ignite – [www.ignitegeneration.org](http://www.ignitegeneration.org)

Centers for Disease Control and Prevention

– [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

World Health Organization

– [www.who.int/topics/tobacco/en](http://www.who.int/topics/tobacco/en)

The Photo Album of AAYAT

# PHOTO MOMENT



Members of Cleveland AAYAT sing Karaoke during a smoke-free event at Bo Loong Chinese Restaurant on November 17, 2007.



Members of the Dayton team pose for a picture during a Project SUSO activity in December.



Members of Columbus AAYAT "clowning around" after the Legislative Meet & Greet event on December 19, 2007.



Akron interns, Andy Xu and Hossen Hussien, pose with their Regional Coordinator, Aaron Rea, after the Beach relay at the Akron Chinese Christian Church on November 17, 2007.

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 2008 AAYAT Internship  
 Applications Now Available!

Visit us at [www.aayat.org](http://www.aayat.org)  
 or e-mail us at  
[info@aayat.org](mailto:info@aayat.org)



**WE ARE HERE FOR YOU**

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Asian American  
 Youth  
 Against Tobacco

Call and join us today by  
 contacting your  
 local AAYAT chapters.

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