

Tobacco Program Airs New Secondhand Smoke Campaign

Ad Campaign Emphasizes Dangers of Secondhand Smoke Exposure

Secondhand cigarette smoke is unsafe and is linked to numerous forms of illness and disease, including asthma, Sudden Infant Death Syndrome (SIDS), heart disease and lung cancer.

That's why the Kentucky Department for Public Health (DPH) launched its new "Unsafe Campaign" in December to educate Kentuckians about the dangers of secondhand tobacco smoke and its potential effect on family members, friends, co-workers and passersby. The campaign is entirely federally funded by American Recovery and Reinvestment Act (ARRA) and Centers for Disease Control and Prevention grant dollars.

"Secondhand smoke is 100 percent unsafe, 100 percent of the time," said Steve Davis, M.D., acting commissioner for DPH. "Staying away from secondhand smoke exposure might seem like a no brainer, but our research has taught us that numerous Kentuckians are exposed to its dangerous toxins on a regular basis. We have to get the message out that this is harmful to your health and secondhand smoke should be avoided."

DPH is running television, billboard and radio advertisements geared at the general public to show the dangers of secondhand smoke – smoke from the burning end of a cigarette, cigar or pipe or the exhaled smoke from a smoker. The ads, which are running statewide, highlight the link between secondhand smoke and dangerous illnesses in both adults and children.

Kentucky's smoking rate remains the second highest in the country with 24.8 percent of the adult population identified as current smokers and secondhand smoke exposure is equally high. For example, according to DPH, 39.5 percent of Kentucky children from the ages of zero to 17 live with someone who smokes – the highest percentage in the country.

Secondhand smoke has become a major public health concern because it contains approximately 4,000 chemicals, many of which are known carcinogens, and is responsible for approximately 3,000 cases of lung cancer deaths among nonsmokers each year.

"According to a 2007 Surgeon General's report, there is no safe amount of secondhand smoke," said Irene Centers, manager of the health promotions branch in DPH. "What we wanted to accomplish with this campaign is to illustrate places where we're commonly exposed to secondhand smoke and point out some of the dangers."

The ads, produced by Louisville-based Doe Anderson, feature individuals being exposed to secondhand smoke in places such as residences, restaurants and cars, and carry the tag line, "Secondhand smoke is 100 percent unsafe, 100 percent of the time."

Centers emphasized that education plays an important role in the campaign, with the goal aimed at reducing Kentucky's rate of secondhand smoke exposure and helping people realize the issue isn't exclusive to smokers.

“Many people unknowingly put themselves at risk, allowing smoking in their homes and vehicles, or socializing with people while they’re smoking,” said Centers. “We’re trying to put an end to these types of practices.”

The secondhand smoke campaign is another project spearheaded by Kentucky’s Tobacco Prevention and Cessation (KTPC) Program, which also works to promote tobacco cessation in youth and adults. Community interventions for tobacco cessation are available through local health departments staffed with tobacco control specialists. In addition, all citizens of Kentucky have access to a toll free quit line (1 800 QUIT NOW) service.

Similarly, the program provides technical assistance along with the Kentucky Center for Smoke Free Policy at the University of Kentucky to assist communities in seeking smoke-free ordinances.

For more information on KTPC visit <http://chfs.ky.gov/dph/mch/hp/tobacco.htm> or call (502) 564-9358. Editor’s Note: The advertisements can be viewed here <http://www.youtube.com/user/KyTobaccoPrevCess>

(Post) Holiday Wellness Tip: Back on Track to Wellness

By Anya Armes Weber

Keep wellness in mind during and after the holidays with these tips brought to you by the CHFS Wellness Committee. This is the fourth and final in a series of wellness tips in the Focus.

For many of us, getting back on track to wellness after the holidays and a season of overindulgence is a tall order. Some people make New Year’s resolutions to be more fit or make smarter food choices. We have a better chance at success when we practice these good choices daily, but it’s easy to stop trying when we lose momentum.

Rather than letting feelings of guilt or negativity take over, personal trainer Paige Waehner offers these tips for staying motivated and continuing our good habits.

Get moving. Do this even when you don’t feel like it. Take a walk, do some light strength training or even try yoga. Just a few minutes of activity can boost your mood and your energy levels.

Drink water. An extra dose of water can help you get rid of the extra bloat and water retention.

Eat light and healthy. You can’t stop eating, so choose wisely. Select light fare such as salad, soup, sandwiches and fruit to give your body nutrients without overloading it with calories.

Make a plan. Don’t let your guilt end your good choices. Sometimes it can be a great motivator. Make a plan for both your eating and exercise. Even the act of planning can be reassuring -- just make sure you follow through.

Look toward the future. Think about the mistakes you made last year and what you can do to avoid those same mistakes in the future. This can also help you make good choices more consistently and not overindulge. Each healthy choice you make is a reminder of your commitment to being healthy and fit all year long.

DFI Kicks Off Centennial Celebration With 100 Money Smart Tips for Consumers

The Kentucky Department of Financial Institutions (DFI) is offering consumers 100 tips for being money smart in honor of the agency's 100 years serving Kentucky.

DFI traces its origin to the Banking Act of 1912, which was approved during the 1912 General Assembly regular session. The agency that is today called DFI first became operative on July 1, 1912.

“2012 marks the historic occasion of our centennial. For 100 years we’ve been protecting Kentuckians’ financial interests, and we will continue to do so into the future,” said Commissioner Charles Vice. “Kentucky financial institutions today remain safe, sound and strong with our oversight and guidance. At the same time, we want to help consumers make wise financial choices that will strengthen their personal financial situation and protect them from fraud.”

The following are a few of the tips from the list:

- Use bank and credit union accounts to keep your savings secure. Bank accounts are FDIC insured, and credit union accounts are NCUA insured.
- Follow a budget to gain control, reduce anxiety and build assets.
- Compare several different offers when selecting a credit card – “shop” for the best product to suit your needs.
- Check out your lender and mortgage loan originator using NMLS Consumer Access at www.nmlsconsumeraccess.org. Do not do business with an unlicensed lender.
- Avoid debt that does not help build long-term financial security.
- Pay yourself first – when you get your paycheck, put some money in savings before paying bills or spending the rest.
- Investigate before you invest. Research the product and understand what you are investing in.
- Call DFI’s Securities Division at (800) 223-2579 to check out your broker or adviser and the products he or she is selling.

Understand that *anyone* can be a victim of fraud. A recent study found that financially savvy people may be more at risk of being scammed in an investment fraud.

The complete list can be found on DFI’s website at <http://kfi.ky.gov>. In the Public section of the website, DFI offers a wealth of information – including brochures, games and links – to help consumers with banking, credit and investing.

DFI is an agency in the Public Protection Cabinet. It supervises the financial services industry by examining, chartering, licensing and registering various financial institutions, securities firms

and professionals operating in Kentucky. DFI's mission is to serve Kentucky residents and protect their financial interests by maintaining a stable financial industry, continuing effective and efficient regulatory oversight, promoting consumer confidence, and encouraging economic opportunities.

[100 Money Smart Tips for Consumers](#) [PDF 101KB]

Holiday Schedule for 2012

Below is a list of the remaining holiday observances for 2012.

- Good Friday, one-half day: Friday, April 6
- Memorial Day: Monday, May 28
- Independence Day: Wednesday, July 4
- Labor Day: Monday, Sept. 3
- Presidential Election Day: Tuesday, Nov. 6
- Veterans Day: Monday, Nov. 12
- Thanksgiving, fourth Thursday in November plus one extra day: Thursday, Nov. 22, Friday, Nov. 23
- Christmas, the 25th day of December plus one extra day: Monday, Dec. 24, Tuesday, Dec. 25
- New Year's, first day of January plus one extra day: Monday, Dec. 31, Tuesday, Jan. 1

Employee Enrichment

By Anya Armes Weber

Happy New Year! The beginning of a new year is a good time to set goals to improve upon your professional development. Website HotJobs.com recommends making these five resolutions to become more successful in your job.

Be willing to promote yourself. Don't think of it as bragging -- you should be able to proudly talk about your accomplishments. Make a list of what makes you invaluable to your office, as well as your recent responsibilities.

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Brush up on “hard” skills. Update your certifications, technical skills or language fluency. Your bosses – and potential bosses – will take note that you are keeping up with change and trying to better yourself.

Assess your “soft” skills. What kind of first impression do you make? Think about your handshake, posture and listening skills. Your appearance and body language matter, too. Polish those details to make more of your professional presence.

Work better with others. Realize that you are part of a team, and treat everyone you work with as a very important customer. When you share credit and consistently provide excellent service, you are on your way to becoming a leader.

See your failures as opportunities. It’s true that we can learn from our mistakes. If things don’t go as you planned, consider what went wrong and what you could have done better. You will know what steps to take for success the next time.