



New Cigarette Warning Labels

Starting in October 2012, cigarette packaging and advertisements will feature larger and more graphic warning labels. As part of the 2009 Family Smoking Prevention and Tobacco Control Act, the warnings will feature images like diseased lungs, rotting teeth, a man on a ventilator and a mother holding an infant with smoke curling around them. Cigarette packages must now include warnings with large type and graphic images covering half of the front and back of each package. The top 20% of advertisements must be occupied by the new warnings.

While the rate of Americans who smoke has declined significantly since the 1970s, the declines have stalled in the last several years. It is estimated that 46 million US adults smoke cigarettes and that tobacco products are responsible for 443,000 deaths each year. The FDA estimates that the new labels will reduce the number of US smokers by 213,000 in 2013. Even though the new packaging won't be required until next fall, calls to a national smoker's quit line doubled the day the new images were previewed late last month. To read more and see previews of the images, click <http://www.msnbc.msn.com/id/43478041/ns/health-cancer/t/bad-teeth-corpse-new-cigarette-labels-revealed/>.

News & Updates

PRIDE2012 applications, forms and registration information are almost ready! Be watching your email, the PRIDE Facebook and this newsletter for more updates coming soon.

Incorporating Drug Education

Of the Four Pillars, drug education often receives the least amount of attention. Frequently, this happens because teams aren't sure how to incorporate it in an interesting way. At the Summer Retreat, advisors shared how their teams include drug education:

- Attend presentations given by a community organization
- Team members are actively involved in advocacy
- Members present on a topic at each meeting
- Have guest speakers at practices – substance abuse counselor, K9 officer and police dog, etc.
- Team has a committee that plans a drug education activity or speaker for each practice
- Team made posters with a "time" theme ("every 30 seconds...") and posted them next to each clock in the local middle school

What other ideas does your team have for incorporating drug education into your meetings?

CSAP Prevention Fellowship Program

The Center for Substance Abuse Prevention (CSAP) is now accepting applications for their 2011-2013 Prevention Fellowship Program. Those with an interest in professional growth in the field of substance abuse prevention are encouraged to apply and, if chosen, will be matched with mentors from participating state agencies. Applicants must have some college and work experience or a Bachelor's degree or higher. The deadline to apply is August 31. Visit <http://www.seiservices.com/samhsa/csap/preventionfellows/hip/default.aspx> for more information or to apply. Please feel free to pass this along to anyone who may be interested.

Conference Trivia

4. Conference didn't always have specific themes, but the earliest ones we have record of are "Triumph" or "Fight Back" in 1989 and "Building Bridges" in 1990.
5. Before arriving at its current name and spelling in 2004, Muzickfest was also called MusicFest, Muzickfeast, Street Fair, Beach Party and International Festival.
6. Two teams have been named PRIDE's Team of the Year twice: PRIDE of Newaygo County ('93 and '05) and Crawfordsville PRIDE ('96 and '06).