



## **FOR IMMEDIATE RELEASE**

# **Telling the Story of Secondhand Smoke's Impact to Diverse Populations**

*ECHO Minnesota and ClearWay Minnesota<sup>SM</sup>'s coproduction discusses secondhand smoke's impact in eight languages.*

SAINT PAUL, Minn., January 5, 2012 – Tobacco companies spent nearly \$200 million in Minnesota in 2008, targeting people based on factors including income, education level, ethnic background or lifestyle. The report *Unfiltered: A Revealing Look at Today's Tobacco Industry* gave examples of minority-directed tobacco advertising, and showed that rates of tobacco use among some ethnic communities are greatly outpacing those of the general and Caucasian populations.

ECHO Minnesota, in partnership with ClearWay Minnesota<sup>SM</sup>, has produced a unique television program warning that secondhand smoke should remain a public health priority for Minnesotans – particularly among Minnesota's ethnic communities.

“Secondhand smoke is harmful to all Minnesotans' health, but diverse communities experience some of the greatest harm,” said David Willoughby, Chief Executive Officer of ClearWay Minnesota<sup>SM</sup>.

*Secondhand Smoke in Our Communities* will air on public television stations across Minnesota, as well as online, beginning January 15, 2012. Each program will feature guests from Minnesota's ethnic communities with a goal of helping all Minnesotans understand the dangers of exposure to secondhand smoke. The program will be broadcast in eight languages, including low-literacy English, Spanish, Hmong, Somali, Karen, Vietnamese, Lao, and Khmer.

*Secondhand Smoke in Our Communities* is 20-30 minutes in length. It will air on *tpt's* Minnesota Channel (Comcast Channel 202 or 243, depending on location) and is available any time for streaming at [www.echominnesota.org](http://www.echominnesota.org). The broadcast schedule is as follows:

- **Jan. 15 at 7 p.m. in English** – Guests: Betsy Brock, Association for Nonsmokers, and Cathy Stephens, LAAMPP Fellow
- **Jan. 15 at 7:30 p.m. in Spanish** – Guest: Patricia Baker, LAAMPP Fellow
- **Jan. 22 at 7 p.m. in Hmong** – Guest: Thomas Yang, STEEP Project
- **Jan. 22 at 7:20 p.m. in Somali** – Guests: Mohamed Mohamud, Confederation of Somali Community in Minnesota, and Saeed Fahia, Executive Director of Confederation of Somali Community in Minnesota
- **Jan. 22 at 7:40 p.m. in Karen** – Guests: Misecal Htway, First Karen Baptist Church, and Saysay Eh, First Karen Baptist Church
- **Jan. 29 at 7 p.m. in Vietnamese** – Guests: Hien Nguyen, STEEP Project, and Tam Do, LAAMPP Fellow
- **Jan. 29 at 7:20 p.m. in Lao** – Guests: Monemany Daoheuang, STEEP Project, and Sunny Chanthanouvong, Executive Director of Lao Assistance Center of Minnesota
- **Jan. 29 at 7:40 p.m. in Khmer** – Guests: Rom Touy, Cambodian Health Educator, and Tonara Hing, St. Joseph's Bethesda

### About ECHO Minnesota

*Formed in 2004, the mission of ECHO is to leverage partnerships to deliver vital health, safety, emergency, and civic engagement information to help the ever-changing, diverse population integrate and become successful in our communities.*

### About ClearWay Minnesota<sup>SM</sup>

*ClearWay Minnesota<sup>SM</sup> is an independent, non-profit organization that improves the health of Minnesotans by reducing the harm caused by tobacco. ClearWay Minnesota<sup>SM</sup> serves Minnesota through its grant-making program, through QUITPLAN® Services and through statewide outreach activities including the LAAMPP Institute, a program that awards fellowships to members of diverse communities for tobacco control initiatives. It is funded with 3 percent of the state's 1998 tobacco settlement.*

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