

Magic Valley Tobacco Free Coalition



is supported by:
**South Central
Public Health District**
Prevent. Promote. Protect.

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To join the
Magic Valley
Tobacco Free
Coalition
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Advocating for Tobacco-Free Environments



Who Are We?

We are high school and college students focused on preventing tobacco use. We educate children, teens, and adults on the health dangers associated with tobacco. We work to change tobacco related policies in our cities, counties, state, and country to make them healthier places to live. We have been in existence since 1994.

Educational Opportunities

Peer Teaching Opportunities with TATU (Teens Against Tobacco Use) through American Lung Association

Media Advocacy Training
and Experience

Youth Leadership Training

Policy Advocacy
Training

Accomplishments

Campaigned for FDA bill allowing regulation of tobacco companies

TATU presentations to schools



Kick Butts Day

Red Ribbon Week

Smoke FREE:

Bowling Alleys Statewide

St. Luke's Magic Valley Medical Center campus

College of Southern Idaho campus

Twin Falls County Fair

Smoke Free Day

Mustard Tree Wellness Clinic campus

Awards Received

2004, 2006, 2007, 2008 Finalists for National Youth Advocate of the Year Award for the Campaign for Tobacco Free Kids

2006 Appreciation Award from Tobacco Free Idaho Alliance, Idaho's statewide coalition

2007 and 2008 Youth Health Heroes Award from South Central Public Health District

Tobacco Facts

Smoking kills more than 440,000 Americans each year, which is more than alcohol, cocaine, heroin, homicides, suicides, car accidents, fires, and AIDS combined!

Evidence indicates that tobacco companies manipulate nicotine levels in cigarettes to hook smokers.

Nicotine is one of the most addictive substances.

Almost 90% of adult smokers began before the age of 18.

Tobacco use by pregnant women is responsible for an estimated 1,700 deaths from SIDS yearly.

Up to 53,000 people die each year from second hand smoke, even though they never touched a cigarette in their life.

