

CROSS ROADS

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Spotlight On Our Community

The Borough of Oakland is pleased to announce that Karin Kennedy Dubowick, the Board of Health Secretary, has received a National Public Health Week Recognition Award from the Bergen County Health Department. Ms. Dubowick was honored at a ceremony on April 8th. According to National Public Health Week Coordinator Michele Hart-Loughlin: "Ms. Dubowick makes a conscious effort to support public health in Oakland and consistently exceeds job related expectations by taking extra steps to assure that her community has access to essential health-related information." This is the first time Bergen County has made such an award in conjunction with National Health Week. Congratulations Karin on a job well done!



In this photo, Ms. Dubowick (2nd from right) accepts her award from (l-r) Bergen County Director of Health Services Hansel Asmar and Freeholders Julie O'Brien and Vernon Walton.

The Mayor's Message

Spring has arrived and we now look forward to warmer weather, outdoor fun, the onset of baseball season and festive activities. For the most part this past winter was fairly mild and uneventful. This is good news for the Borough's budget since each storm costs the Borough money in material and manpower.

The Mayor and Council have formally introduced the 2008 Budget. As always, we are focused on trimming the budget to keep costs down while trying to maintain the level of services that the residents of Oakland have come to expect. In these trying fiscal times this is quite a challenge. The objective of keeping taxes down is further complicated by the state significantly reducing state aid allocations to municipalities while still requiring unfunded state mandates. The budget status is still in a state of flux until the issue of state aid is decided. Once final state numbers are fixed, we will present a final budget for public hearing and adoption.

Thus far the Mayor and Council have pursued grants for road improvements, sidewalk improvements, open space, historic preservation, smart growth planning and Highlands planning assistance. We stand committed to aggressively pursue any and all grants that are available to our town that will benefit our community. We hope to hear from the various funding agencies by the end of spring whether we are successful.

I am pleased to announce that a major commercial development has commenced at the corner of Route 202 and West Oakland Avenue. Working with the developer, this project has been

designed to complement our adopted Downtown Improvement Plan. The



site development includes extensive improvements to the public streetscape and incorporates architectural design elements that will provide for an outstanding gateway into our downtown area. I wish to emphasize that all the costs of these improvements will be borne solely by the developer and not by the borough. While I understand the concern that has been expressed by some in our community about the removal of trees from the site, I want to assure everyone that this parcel did not have unique environmental features that required special attention and the property will be extensively landscaped. Further, this development will bring a badly needed ratable into our community that will help to off set our rising tax burden. Our plan and hope is that this project will jump-start the renaissance of our downtown that we have been planning for.

Finally, I wish to introduce and welcome to our community our new business administrator, Richard Kunze. Richard officially started as our business administrator in April. He comes highly qualified and experienced in the area of municipal management and I look forward to working with him in continuing to improve upon the management of our municipal government to provide our community the highest level of service at the most affordable cost.

The Municipal Budget Process and This Year's Tax Impact

The process of creating an annual budget in many ways is not much different from what many residents do when they create a budget for their own spending needs. The Finance Committee begins by reviewing what, and where, we have spent money in previous fiscal years, as well as the revenues we have raised in those years. The next stage is to accumulate budget information from all of our Department Heads through submissions made to our Business Administrator. Each submission we get from each Department Head includes an outline of their priorities for the upcoming fiscal year. The Governing Body, as well as all Department Heads, have goals and objectives that they would like to achieve during the fiscal year and the budget creation process needs to align those goals and objectives so that we have a well thought out and formulated plan for spending taxpayer monies in a fair and responsible manner.

As Finance Chairman, I start the process by reviewing budget worksheets with the other members of the Finance Committee who are Councilman Chris Visconti, our Business Administrator and CFO. The budget sheets contain the details, by department, of where we spent money and provides the background and trending for municipal spending by categories such as: repairs and maintenance, professional services, fuel costs, office supplies, insurance costs, etc. Working with our municipal auditor, we also forecast revenues for the upcoming fiscal year.

In early January, the Governing Body passes a Temporary Budget, which represented approximately 25% of the prior year's budget. This procedural move allows us to operate our municipal operations in the current fiscal year even though we have yet to finalize, introduce and pass a budget for the current fiscal year.

Meetings are then held all of our major departments, such as Police, Fire, the Department of Public Works, Public Library, etc. These meetings are open to the public and are a discussion with the major Department Heads on their line item requests based on three basic categories of spending: A – spending that is required by contractual or State or Federal statute surrounding services, B – spending that supports essential services, and C – spending that does not directly impact essential services. The Department Heads are required to supply the Governing Body with detailed support for all spending line items for which they are requesting budget dollars; whether they are asking for an increase or not.

The Finance Committee provides guidance to the Governing Body on the amount of budget money that can be practically supportable based on two factors: A – anticipated

revenues for the upcoming fiscal year, and B – the amount of money needed to be expended to support the ongoing service levels of the Borough. The Governing Body, along with our Auditor, will discuss the recommendations and make final adjustments to the budget.

Once final budget adjustments are made, the budget is introduced at a council meeting and advertised to the public. After introduction, the budget is sent to the State for review. The public then gets to review the budget and ask questions about its contents at a public hearing. After the final public hearing, the budget will be voted on and adopted by the Governing Body. The final budget cannot be adopted until the review process with the State is completed.

For 2008, the Borough has adopted a \$17.378 million budget up 7.5% from last year's \$16.164 million budget. The amount to be raised by local taxes, the amount all of us contribute towards the budget, increased \$979,000 over last year's level.

The Municipal tax rate will increase by 3.4 cents from 46.4 cents to 49.8 cents per \$100 dollars of assessed value. This means the owner of a home assessed at the Borough average of \$484,000 will pay \$2,411 or \$164 dollars more than last year's \$2,247 municipal tax bill. This figure does not include School, County or Open Space taxes.

The major items affecting the budget this year are a \$170,000 reduction in revenues related to cuts in State Aid, a \$449,000 increase in Payroll costs of which \$244,000 relate to accrued time payouts for retired employees, a \$324,000 increase in Debt Service costs, a \$311,000 increase in Pension Contributions, a \$177,000 increase in insurance costs and a \$47,000 increase in for Fuel. Offsetting these increases were increases in our Misc. Revenues of \$405,000 as well as \$94,000 in cuts in various spending line items.

Also included with this budget are the adoptions of our Water and Sewer utility budgets. The \$1.885 million Water budget includes a 5% increase in water rates for all subscribers of the system. The \$365,000 Sewer budget also includes an increase in fees that calculated out at 4% for the users of this utility service.

The goals of the Mayor & Council and all Department Heads are to control the growth of spending while still being able to provide essential services to our community. As your Finance Chairman, I can assure you that we are working together to achieve this goal and the decision we make are done so with not only an eye on today, but an eye on the future as well.

Councilman Frank Di Pentima

Thanks to the generosity of long time residents Larry and Ronnie Levine, this flower pot, and forty-nine more just like it, will grace the downtown area this spring and summer. The Levines are also donating the funds to purchase flowers for the pots. Of the donation, Assistant Superintendent of the DPW Anthony Marcucilli said, "We can't thank Mr. and Mrs. Levine enough for all they do for our town. They are great supporters of Oakland, and we appreciate it very much."



Environmental Commission Update:

The Oakland Environmental Commission continues to work on issues that affect the future of your local environment here in Oakland. Commission members have been studying the Pinnacle project plans for several years, identifying areas of serious concern, and have written many letters and attended many local and state meetings to protect your environmental interests. The Commission will continue to monitor this important issue since the final outcome will have a serious impact on the Borough of Oakland and the environment. Additionally, the Commission continues to apply for grants to obtain funding for projects to make Oakland a more "Green" Community. After months of preparation and planning with the PTO of Dogwood, a joint project to beautify a path behind Dogwood School was recently completed. The project included the planting of trees, wild grasses and other flora along a path behind the school. Commission member and PTO member Nancy Krause obtained the funding and coordinated the efforts of the Oakland DPW, Shade Tree Commission, and members of the Board of Education, plus the on hand involvement of over 300 students to complete the project. Other upcoming projects include a joint effort with Oakland Recycling Coordinator Eugene MacMahon to not only increase environmental awareness of recycling, but also increase awareness of the increase costs to tax payers of Oakland by those residents NOT recycling properly. The Commission is also working on a project to promote the use of re-usable bags for things like grocery shopping, etc. Hopefully this will help to reduce the need for those thin disposable plastic bags seen everywhere. The Environmental Commission is looking for local community groups or businesses to partner with the Commission in order to sponsor the purchasing and distribution of the re-useable bags. Partnerships could include putting the logo of the local group or business on the bags which will be distributed free or at minimal costs to Oakland residents. If your group or business is interested in working with the Commission on this project, please contact Mark Ostapczuk at ostapmark@optonline.net.



Sports Corner

IHHS Boys Varsity Bowling Team - Best Ever

What was one of the most successful teams in the history of Indian Hills High School that no one has heard about? – The 2007-2008 Boys Varsity Bowling Team. According to Coach M. Michels, the Team was the first in school history to go to the state finals. This year's team, lead by co-captains Mathew Ortiz and Eric Ostapczuk (three and four year letter winners respectively) won their Division for the third straight year ("Three-peat" champs!), placed 2nd in their division at the County Tournament, First in their Group Sectionals and also rolled more 200 games than any other team in school history. Matt Ortiz also finished with a 209 average and was named to the 2nd Team All County. The Team also has a bright future next year with returning juniors, Ryan Chiariello, Jake Morin, and Matt Krzysik. Including the girl's varsity and a combined junior varsity squad, in total, more than 20 students participated in the program this year. With the graduating seniors, more players will be needed next year and anyone interested should contact Coach Michels in the fall.



Meet the new Oakland Borough Administrator - Richard Kunze

Shortly after I was hired by the Mayor and Council and started work in March, I was approached by the Crossroads staff and asked to write a short article for the newsletter introducing myself to the Oakland community. What a great resource and a great way to share information with the public! I am quickly learning what a wonderful town this is and have already seen the hard work and dedication of our staff and volunteers.

My professional background is in local government and I have over 10 years of experience in the field of Public Administration. Prior to Oakland, I held the position of Township Administrator in West Milford. Utilizing my experience along with my knowledge, skills and training, I will be working closely with the Mayor and Council on achieving their vision for the Borough. It is also my constant goal to make your local government run as efficiently and effectively as possible and that we excel in meeting the needs of the community.

Delivering a high level of customer service is particularly important to me and so I would appreciate your feedback, comments and suggestions. Please feel free to send me an email (boroadmin@oakland-nj.com) or to give a call at 201-337-8111 x. 205.

The Oakland Volunteer Fire Department

Chief Peter Sondervan, President Edward Proskey and the membership of the Oakland Volunteer Fire Department, would like to use this month's issue of Crossroads to thank the community for your continued support over the years and to briefly help you understand what we do with your donations and how much of our time goes to better serve you.

Every October, your volunteers ask for your support in helping us to better serve you, our friends and neighbors. Over the years, your generous donations, along with the support of our Mayor and council, has helped us in becoming one of the best trained and equipped departments in the State of New Jersey. In the past, your donations have assisted us in purchasing state of the art equipment and vehicles.

More recently, we have upgraded the radio room and kitchen at Company 1, on Yawpo Avenue. Both these rooms are of vital importance to us and the community. During a large scale emergency, Company 1 is used as the operations center for the Borough's emergency services, which include Fire, Police, OEM and First Aid Squad. Recent large scale events where the radio room and kitchen were put to use were the flooding of 2006, 2007 and the power outage of 2002. Company 1 is also a designated shelter for residents displaced during these type of incidents. In addition to large incidents, the radio room is used by the fire department every time we are dispatched to an incident, no matter what type. By doing this we are able to free up the Police Dispatcher's, so they can handle other emergencies within the Borough.

Each member of the Oakland Volunteer Fire Department, is just that, a volunteer. We all reside in town. We have our own families, in addition to our brothers and sisters in the Fire Department. The majority of us have careers, some are retired and some are students. We all share a common goal, which is to make Oakland a safer place for us, our families and our neighbors. In order to do this, each one of us, at the entry level (Firefighter I), must go through over 150 hours of training at the Bergen County Fire Academy. The training and certifications we receive through the State are the same as career Firefighters, the big difference is we do this on our own time. Although not required, each member eventually will continue their firefighting education by taking an advanced course (Firefighter II), which is an additional 72 hours of training. Members who decide to move up in the ranks must take a course known as Fire Ground Officer Development, which is another 42 hours of training. Our training, however, does not stop there. Throughout our volunteer career, we take refresher courses, driver training courses, rescue, pump and aerial operator courses. We will spend countless hours away from our families to protect and serve our extended family, in an effort to give back to the community we love and call home, Oakland.

We would also like to take this time to congratulate Ex-Chief Steven Milano, Ex-Assistant Chief Daniel D'Elia and Assistant Chief Robert Knapp for completing 25 years of dedicated service. And finally, we want to congratulate Firefighter Frank Adami, who was honored this past month by the Oakland Knights of Columbus with their prestigious Shield Award. Frank was recognized by them for over 35 years of dedicated service to the residents of Oakland. Again, thank you for your continued support.

Emergency Responders Request Right-of-Way

In an emergency police cars, ambulances and fire trucks display their warning lights and sound their sirens to get the right-of-way. First Aid Squad and Fire Department volunteers responding from their homes utilize a different system to get the right-of-way in an emergency. New Jersey law allows for emergency service volunteers to display a flashing or rotating BLUE light in their personal vehicles when they are responding to an emergency, but they are not permitted to sound a siren. Residents should remain alert for vehicles displaying their blue lights.

All residents are reminded that New Jersey law requires them to pull their vehicles to the right and STOP for all emergency vehicles displaying their warning lights / sirens and vehicles displaying a blue light.

Remember, the person they are going to help may be your family member, friend or neighbor and every second counts!

News from the Oakland First Aid Squad:

At the annual John Robert Walker Memorial Oakland First Aid Squad Officer's Installation dinner this past January, Jeff Marcheso was installed as Captain for the third time in the past four years. Officers this year also include Senior Lieutenant David Meyer, and Lieutenants Joe Ventrella, Katie Scully, and Peter Aivars. Nancy DeVries was elected Secretary for another year. In 2007, the Oakland First Aid Squad answered a record 889 calls. The ambulances traveled a combined total of over 17,000 miles and members spent a total of over 1100 hours on calls serving Oakland and nearby towns. The Squad also "recorded" two CPR saves in 2007. The individual member answering the most calls in 2007 was again Arnold Ludke who responded to over 200. Also recently, Bill Staggs was named by the Ramapo Valley Knights of Columbus as the winner of their annual "Shield Award".



Pictured are new "senior members" of the OFAS. From left to right: David Hutsebaut, Farzee Persaud, David Carpenter and Steven Lisica.

News From Oakland Schools

The Superintendent's Message

Dear Oakland Residents:

As the school year draws to a close, we see how eventful a year it has been! Filled with challenges and accomplishments, the year ends with a stronger school district than when the school year opened and a district of which you, a resident of Oakland, can be justifiably proud.

In the following pages of this edition of *Crossroads*, you will "catch a glimpse" of our students' many achievements, and you will obtain a sense of our schools' dynamism. Every day, in the classrooms of all of our schools, teachers and students strive to be the best that they can be and they work hard to bring honor to the District, to the community of Oakland, and to their families. Our students and teachers are assisted and encouraged by an excellent support staff, as well as a caring community that advocates for its children. We are proud that the Borough of Oakland is becoming well-known throughout the State and, indeed, nationally. In the articles contained in this newsletter, you will learn about the numerous times that Oakland's students successfully competed in regional, State, and National competitions! Additionally, please know that our students continue to outscore students in similar towns on Statewide tests. These results clearly indicate that our children are meeting the Curriculum Standards that the State has established for New Jersey's students.

As summer approaches, please know how busy our schools will be during July and August. For the third year, the Recreation Commission will be utilizing the Valley Middle School and the Dogwood Hill School as sites for the Recreation Summer Camp. Additionally during July, Heights School will be the home of our District's *Safetytown* program for children who will be entering kindergarten in September. At Dogwood Hill, our Preschool three and four year old children will once again continue their learning through July. Also, the *Threshold* Program will once again offer reinforcement in language arts literacy and math for students completing Kindergarten and Grade 1. Students in Grades two through seven will have enrichment learning opportunities available to them as part of the District's *Summer Enrichment Program*, which will be located at Valley Middle School. Finally, students in our elementary special programs will participate at Dogwood Hill in unique summer learning activities. As you can well see, our schools are more and more becoming twelve month centers of learning, as well as community centers in general.

Our eyes are beginning to turn to the 2008/2009 school year as we begin to make plans for continuing the development of our educational program. Introducing technology to enhance the learning of students continues to be a priority. In so doing, the Board's funding partners, including each school's P.T.O. and the Oakland Education Foundation, will embark on the introduction of interactive whiteboards, called SMARTboards, into our classrooms. From the experiences of the many school districts that already use SMARTboards with students, there is increased student motivation and achievement. We look forward to the potential and excitement of SMARTboard technology in our schools.

Finally, thank you for your support of our schools' budget. As I've said many times, "your support means everything to us." Have a good summer!

Sincerely,

Dr. Richard G. Heflich
Superintendent



DOGWOOD HILL ARTWORK PUBLISHED

Congratulations are in order for two students at Dogwood Hill School who had their artwork published by the State of New Jersey. Andrea Reyes, a fourth grade student, and Rebecca Pak, in fifth grade, both had artwork which was selected to be included in the calendar published by the Department of Children and Families and the New Jersey Task Force on Child Abuse and Neglect.

Rebecca's picture is an illustration of two hands clasped in friendship in front of a Valentine's Heart. Appropriately, it was chosen for the month of February. Across the top of the picture, Rebecca added, "We help each other!"

Andrea's picture shows four children of different national and ethnic backgrounds sharing a song together on a sunny day. Its caption reads, "We help one another by respecting our diversity."

A special note of thanks goes to Ms. Lori Devanna, art teacher at Dogwood Hill School. Ms. Devanna brought the opportunity of submitting the artwork to the students. Last school year both girls were invited to the Governor's Mansion to receive a certificate recognizing their accomplishment. It is a testament to the work of Ms. Devanna that two children from the same school have artwork selected to be included.

Congratulations to Rebecca and Andrea!



"OEF Fundraiser - A True Success!"

The Oakland Education Foundation was established in 1993 to provide funding for things that would enhance the educational experience of the students of Oakland without burdening the taxpayers any further. The Foundation is made up of concerned parents, educators and members of the community. Over the years the Foundation has provided such things as a state of the art science lab at Valley Middle School, a weather station that rotated among the elementary schools, computer carts with laptops that all students have access to and scholarships for graduating seniors, to name just a few. This year we held our 6th annual Dinner Dance Gala on March 28th at the Brownstone in Paterson. Once again with the support of many volunteers as well as the businesses of the community we were able to raise over

\$25,000. This year we will be using those funds to support the school district's technology initiative. Smart Boards will be purchased for each of the three elementary schools and the middle school. We would like to thank everyone who supports our endeavors in big ways and small.

Thanks, Dr. Lane

It will not be the same this September at the Valley Middle School for, when the bell rings to begin the 2008-2009 school year, a familiar face will be missing. In fact, one can say that face the missing face is the one that has defined VMS as one of finest middle schools in Bergen County.

Dr. Christopher Lane came to the Oakland Schools in 1987 as the Valley Middle School Vice Principal, a position he held until 1992. After a brief stint as a principal in Franklin Lakes, Dr. Lane came home to Oakland in 1994 and was named the principal at Dogwood Hill Elementary School and served in that position from 1994-1997. Then, in 1997, Dr. Lane was named the principal at Valley Middle School. During the past 14 years, Dr. Lane has touched the lives of thousands of Oakland's most precious gifts, its children. He has led the Valley Middle School with quiet, professional dignity. He has been a role model for the students, showing them how to have pride in all they do, and to always strive to be the best they can be. He led his staff in the same manner, letting them teach our children in ways that helped them succeed in every State mandated test that was thrown at them. However, he never let his teachers lose sight that there was more to teaching than just success in tests. Dr. Lane's teachers were constantly challenged to come up with strategies that would reach even the most difficult learner, while always being there for the teachers to guide them in the most successful direction.



Dr. Lane has decided to begin a new chapter in his life, even after the Board of Education did whatever they could to convince him to stay another year. Words cannot do justice to describe how much Dr. Lane will be missed by the Oakland School community. It will just not be the same to walk into VMS in September and not see the smiling, secure, smile of Dr. Lane greet you - that smile that made you feel that your child was in safe hands, and was going to come home a bit smarter and wiser that afternoon than they were when they left in the morning.

Dr. Lane will never be forgotten. His legacy is one of fairness, wise decisions, and a passion for teaching and learning that will, hopefully, live forever in the hallways and classrooms of the Valley Middle School. Dr. Lane, we wish you the best of luck in wherever life takes you, and thank you for all you did for Oakland's children.

Jim Gaffney
Board of Education Trustee

Character Counts at Manito

For a variety of reasons—most of them obvious—a child's formal education tends to focus on academic achievement at the peril of neglecting crucial social and emotional needs. Included in the latter is the necessity of teaching our children the importance of being good and decent human beings. After all, it is said that, "Ability can take you to the top, but it takes character to keep you there."

During the past school year, Manito Elementary School students have not only been learning about good character; they have been applying the lessons they have learned to the way they conduct themselves every day. The multifaceted program we have implemented highlights the six "pillars" of good character: Trustworthiness, Respect, Responsibility, Caring, Fairness, and Citizenship. A building character education committee has helped to plan and implement a variety of activities associated with each pillar and with special calendar events such as No Name-Calling Week and Earth Day. Throughout the year, we have highlighted a different Pillar every month. Teachers then integrated lessons based on that pillar into the regular curriculum at each grade level. With funding from our building P.T.O., we were also able to purchase the Project Wisdom program, which included a series of daily character-related messages that were read over the P.A. system each morning in order to establish a positive tone for the day.

Of course, at the heart of the program are the students. When teachers nominate students as "Pillars of Character," their accomplishment is celebrated during the morning announcements, they receive a certificate of recognition, their photograph is taken and placed on the Character Wall of Fame, and a congratulatory letter is sent home to their parents.

The key to our program lies in reinforcing positive behavior rather than punishing students for negative behavior. Has it been working? Since September, over 100 students have been nominated as Pillars of Character and almost every student in the building has been caught doing a random act of kindness. More importantly, words and phrases such as "Please," "Thank you," "Do you need some help?" "Excuse me," and "You're welcome," have become routine. Students are also holding doors for each other, resolving conflicts peacefully, and helping those in need in the community and around the world. Manito's character education program has helped to create an atmosphere of mutual respect and cooperation. Little things certainly do make a big difference.

Adam I. Silverstein
Manito Principal

Toy Team Advances to Nationals

Valley Middle School eighth grade Workshop students Allison Brustofski, Kacie Dubuque, and Gilbert Smolenski were selected to advance to the *Sally Ride Science TOYchallenge National Competition*. TOYchallenge is national toy design challenge for 5th-8th graders. Over 2000 students and 400 teams nationwide spent months brainstorming, researching, designing, building, and testing their creation. In the process, teams developed teamwork, self-confidence, and an understanding of the engineering design process.

The team will present their prototype of their entry in the Toys that Teach category at the East Coast Nationals. Their toy, WriteRite, teaches basic writing skills in a fun, innovative way. Their entry was inspired by a relative of one of the team members who is developmentally challenged.

The students felt very strongly about meeting the needs of children to successfully learn and play. The students visited classrooms for students with developmental disabilities and interviewed their teachers. They researched the developmental stages of child development and levels of emerging writing skills. They, also, consulted with Dr. Cabezas, the Director of Student Personnel & Special Services for the Oakland Public Schools.

This year, the East Coast Nationals will be held at the United States Patent and Trademark Office in Alexandria, Virginia on Saturday, May 17, 2008., and Valley Middle School's team will be there! The students and their coach, Judith Vihonski, are looking forward to the competition. The grand prize winner will receive an invitation to Space Camp® in Huntsville, Alabama, as well as a jigsaw puzzle trophy for the team. Each team member will also receive a Star Trophy and 2007 TOYchallenge medal.

Ms. Judith Vihonski
Workshop Coordinator/Team Coach

Oakland Communications Commission Accepting Resumes for Open Position

The Oakland Communications Commission (OCC) is currently accepting resumes for an open volunteer position on the Commission. The position is open to any Oakland resident over 18 years of age and preference will be given to website design or administration, television experience or publishing / editorial experience. Residents may send their resume and a letter of interest to the Oakland Communications Commission, Attn: Ron Lottermann, 1 Municipal Plaza, Oakland, New Jersey 07436 or via e-mail at communications@oakland-nj.org.

The OCC is responsible for overseeing the Borough website, television station (Channel 77) and Crossroads Newsletter and for establishing policies for utilizing the communication mediums by the Borough and residents. The volunteers help create, design and develop each of the three mediums for the Borough of Oakland.

A Message from the Oakland Board of Health

ATTENTION SMOKERS! You probably already know that, among other things, *smoking damages your heart and brain, reduces your quality of life, and shortens your life span*. Did you also know that in five years, a pack-a-day habit will burn through over \$11,000? Sure, quitting is tough, but you're tougher...especially now that you have help - *free access six days a week to one-on-one counseling and support via a toll-free number* and free access 24/7 to one-on-one counseling & peer support groups via the internet. Many other free services are available, including individualized treatment plans and referral services.* **What else could you do with over \$11,000? It's your choice.**

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