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A Closer Look

STTAC



**SOUTHERN TIER TOBACCO
AWARENESS COALITION**

Chemung, Schuyler, and Steuben Counties

**REALITY CHECK**

*The Southern Tier Tobacco Awareness Coalition (STTAC) seeks to build
healthier communities through tobacco-free living in*

Chemung, Schuyler, & Steuben, NY.



Tobacco Marketing Impacts Youth



Every day in New York State, the tobacco industry spends more than half a million dollars to market its products in places where children can see them using bright, bold colors and large signs. Research shows stores popular among adolescents contain almost three times more tobacco marketing materials compared to other stores in the same community.

Whether you're a parent or not, smoker or non-smoker, we can all agree that tobacco marketing's influence on our children is outrageous. Together we can make positive change here in the Southern Tier to curb the number of kids under 18 who become new daily smokers and make our community a healthier place to live, work and play.

It's our responsibility as a community to protect our children from tobacco

marketing and put an end to this pediatric epidemic. We encourage the community to help raise the alarm about the tactics of the tobacco industry to recruit youth to become the next generation of replacement smokers. To learn about local efforts to protect youth from the deceptive and manipulative marketing tactics of the tobacco industry, call (607)737-2858 or [Email Us](#).

Visit www.SeenEnoughTobacco.org to learn more.

Sources:

1 <https://tobaccocontrol.bmj.com/content/13/3/315.full>

2 https://www.tobaccofreekids.org/problem/toll-us/new_york

Back to School Without E-Cigarettes!



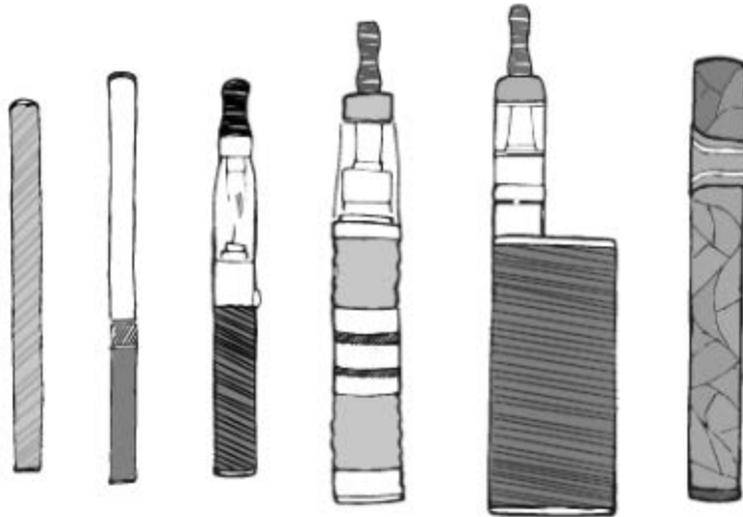
E-cigarettes have quickly become the most commonly used tobacco product among U.S. middle and high school students, and USB-shaped e-cigarettes are increasing in popularity. As kids prepare to return to school this year, parents

and other youth influencers (e.g. teachers, coaches, faith leaders, health care providers) can learn about the risks of e-cigarettes among young people by reading the CDC feature article: [Back to School Without E-cigarettes](#).

Why are E-cigarettes Unsafe for Kids, Teens, and Young Adults?

- Most e-cigarettes contain nicotine—the addictive drug in regular cigarettes, cigars, and other tobacco products.
- Nicotine can harm the developing adolescent brain. The brain keeps developing until about age 25.
- Using nicotine in adolescence can harm the parts of the brain that control attention, learning, mood, and impulse control.
- Each time a new memory is created or a new skill is learned, stronger connections – or synapses – are built between brain cells. Young people's brains build synapses faster than adult brains. Nicotine changes the way these synapses are formed.
- Using nicotine in adolescence may also increase risk for future addiction to other drugs.

Learn about e-cigarettes shaped like USB flash drives, including JUUL, and actions that parents, educators, and health care providers can take to protect kids, by clicking [HERE](#).



Source:

¹ <https://www.cdc.gov/features/ecigarettes-back-to-school/index.html>

Community Members Have Seen Enough Tobacco

Community members in the Southern Tier continue to demonstrate that they have seen enough tobacco! STTAC attended several community events throughout the month of August, including Wisner Park Market, the Elmira East Side Farmers' Market, and Chemung County Strong Kids Safe Kids. We asked community members to tell Big Tobacco what they really think.

Here is some of what they said:

- Smoking causes your breath to be short and you lose precious time with babies.
- When I was young I loved smoking, now I can't breathe.
- Don't start (smoking)!

Together we can create tobacco-free environments that reduce exposure to

secondhand smoke and tobacco marketing and protect the health of future generations from Big Tobacco.



WHAT'S HAPPENING THIS MONTH:

Thursday, September 6 -

Presentation to the Village of Montour Falls Board

Saturday, September 15 -

Steuben County Strong Kids Safe Kids

Sunday, September 30 -

Regional Reality Check Youth Training at Orenda Springs



Here in New York State, tobacco companies spend more than a half a million dollars every day to place promotions in stores where kids can see them. And the more they see, the more likely they are to start smoking.

[TAKE ACTION: CLICK HERE TO SIGN THE PETITION](#)

STTAC Contacts

Sarah Robbins, Program Director

SarahRobbins@chemungcountyny.gov | (607)737-2028 X73480

Michelle Larimore, Community Engagement Coordinator

MLarimore@chemungcountyny.gov | (607)737-2028 X73482

Samantha White, Reality Check Coordinator

SPWhite@chemungcountyny.gov | (607)737-2028 X73483

Nicole Evans, Program Assistant

NEvans@chemungcountyny.gov | (607)737-2028 X73481

Our mailing address is:

Southern Tier Tobacco Awareness Coalition

103 Washington Street

Elmira, NY 14901

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