



**SOUTHERN TIER TOBACCO
AWARENESS COALITION**

Chemung, Schuyler, and Steuben Counties

A Closer Look

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STTAC Night at the First Arena in Honor of the Great American Smokeout

The Southern Tier Tobacco Awareness Coalition (STTAC) and the Elmira Jackals are partnering for the 40th annual Great American Smokeout (GASO), a holiday created by the American Cancer Society in which smokers across the nation quit tobacco. Because cigarette smoking and tobacco use are acquired behaviors – activities that people choose to do – smoking is the most preventable cause of death in the state, claiming between 26,000 and 28,200 lives annually. During the game on Saturday, November 14th at 7:05 PM, local youth will be collecting support for tobacco-free initiatives and educating on how we can help our community become healthier by making tobacco-free goals. Currently, 90 percent of smokers begin by the age of 18, so local tobacco-free efforts will have a major impact on the health of residents in Chemung, Steuben and Schuyler counties now and in the future.

The New York State Tobacco Control Program, of which STTAC is a part, effectively reduces tobacco use, saves lives, and saves money. The 2003 expanded Clean Indoor Air Act, higher taxes, and the state’s comprehensive tobacco control program have contributed to a 73.1 per-

cent reduction of New York’s smoking rate among high school students from 27.1 percent in 2000 to 7.3 percent in 2014. Although NYS youth smoking rates are at their lowest recorded rates, 12,900 youth under 18 become new daily smokers each year and 107,000 NYS high school students currently smoke. Today, there are now more forms of dangerous products to choose from, and many teens are choosing flavored cigars, smokeless tobacco, hookahs, pipes, and electronic cigarettes (e-cigarettes/vapor pens). Join STTAC and the Jackals on Saturday, November 14th and make a tobacco-free goal to reduce youth initiation and support those who want to quit.



Come out and support STTAC and Local Reality Youth as we host STTAC Night, at the First Arena with the Elmira Jackals, in honor of the Great American Smokeout (GASO)!

WHEN: Saturday November 14, 2015

TIME: 7:00 PM until the hockey game ends

Sources: NYS DOH (Tobacco Control Program)

- https://www.health.ny.gov/prevention/tobacco_control/
- http://www.health.ny.gov/prevention/tobacco_control/reports/statshots/volume8/n3_tobacco_leading_cause.pdf

Prevalence of Cigarette Smoking, Use of Electronic Nicotine Delivery Systems, and Dual Use by Youth, Young Adults, and Adults in NYS, 2014

Electronic cigarettes (e-cigarettes), or electronic nicotine delivery systems (ENDS), are battery-powered devices that heat a solution of liquid nicotine and other chemicals creating an emission which is inhaled by the user. ENDS are not regulated by the U.S. Food and Drug Administration, and little is known about the contents of ENDS liquid. Likewise, their usefulness as a cessation device is unproven. According to the Centers for Disease Control and Prevention (CDC) Director Tom Frieden, M.D., M.P.H., “Nicotine exposure at a young age may cause lasting harm to brain development, promote addiction, and lead to sustained tobacco use.”¹ This is the first report on ENDS use in NYS.

- The prevalence of ENDS use among high school students (10.5%) and young adults (12.7%) is about twice as high as the prevalence of ENDS use among adults (5.7%).²
- There is no evidence that youth are substituting ENDS for cigarettes. In fact, more than half of high school students and young adults who smoke cigarettes also use ENDS, making dual use of cigarettes and ENDS the norm.
- Among the 7.3% of high school students who are current smokers, 56.5% also use ENDS.³ Among the 14.2% of young adult smokers (age 18-24 years), 54.9% use ENDS. Among the 17.3% of adult smokers (age 25 and older), ENDS use is significantly lower, at 24.0%.

Cigarette, Electronic Nicotine Delivery System Use, and Dual Use in NYS, 2014

Figure 1: Prevalence of Cigarette Smoking and ENDS Use by Age Group

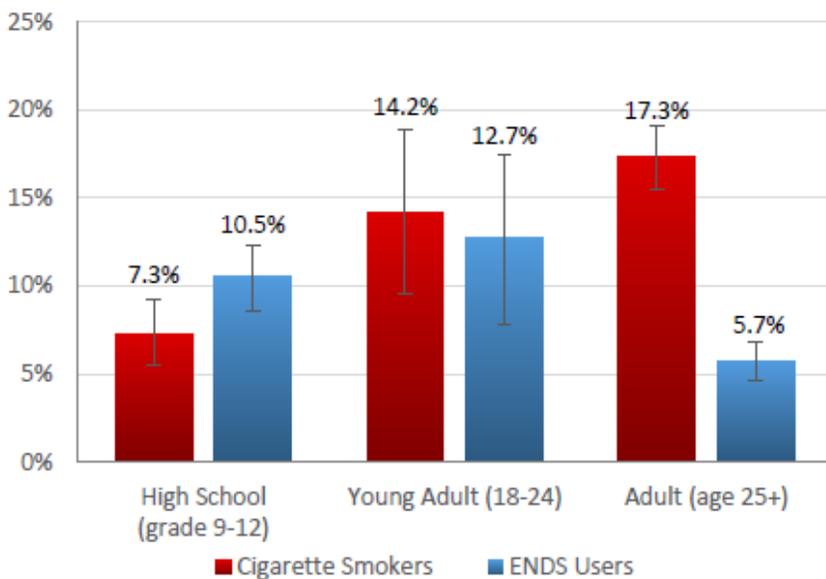
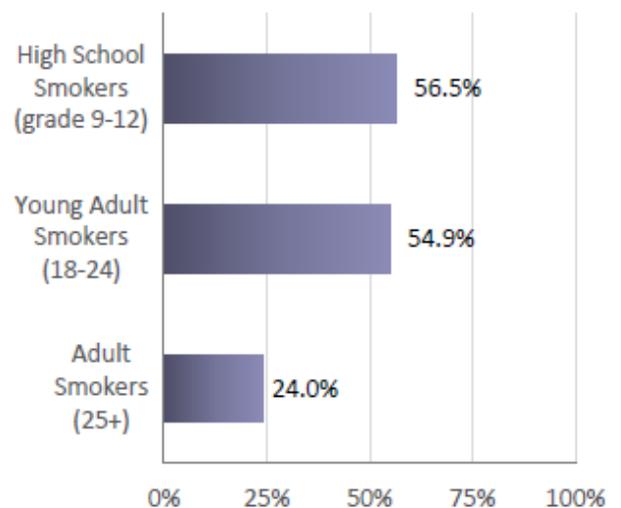


Figure 2: Percent of Cigarette Smokers who Also Use ENDS by Age Group



1. CDC. E-cigarette use triples among middle and high school students in just one year. [Press Release]. April 16, 2015. <http://www.cdc.gov/media/releases/2015/p0416-e-cigarette-use.html>. 2. ENDS use among high school youth is measured in the Youth Tobacco Survey (YTS) by an affirmative (non-zero) answer to the following question, “During the past 30 days, on how many days did you use electronic cigarettes or e-cigarettes such as blu, 21st Century Smoke, or NJOY?” ENDS use among adults is measured in the Adult Tobacco Survey (ATS) by an affirmative answer to the following question, “Do you now use Electronic Cigarettes or E-cigarettes, such as Blu or NJOY every day, some days, rarely, or not at all?” 3. Youth cigarette smoking is measured using the YTS, and is defined as an individual under the age of 18 smoking a cigarette on at least one of the past 30 days. An adult cigarette smoker, measured using the ATS for this report (it is also measured using the BRFSS), is an individual over the age of 18 who has smoked at least 100 cigarettes in their lifetime and currently smokes on at least some days.

Source: New York Youth Tobacco Survey, 2014; New York Adult Tobacco Survey, 2014. Contact the Bureau of Chronic Disease Evaluation and Research, New York State Department of Health at (518) 473-0673 or type ‘StatShot’ in the subject line of an e-mail and send it to tcp@health.ny.gov. Stat Shots can be accessed online at http://www.health.ny.gov/prevention/tobacco_control/reports/statshots/



The Southern Tier Tobacco Awareness Coalition (STTAC) seeks to build healthier communities through tobacco free living in Chemung, Schuyler & Steuben, NY.

STTAC has 4 initiatives:

- To reduce the impact of retail tobacco product marketing on youth, Point-of Sale (POS).
- To increase the number Tobacco Free Outdoor (TFO) policies, which includes tobacco free worksites, parks, vehicles, entryways and other public outdoor areas.
- To increase the number of smoke-free multi-unit housing (SF-MUH).
- Eliminate pro-tobacco imagery from youth-rated movies and the internet, Smoke-Free Media (SFM).

STTAC Contact Information:

Physical & Mailing Address:

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Elmira Office Phone number:

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- Reality Check Coordinator: 737-2028 ext.73480
- Community Engagement Coordinator: 737-2028 ext.73483
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- Main Line: 607-937-9922

We're on the Web, Facebook, Twitter and YouTube!

- www.sttac.org
- www.facebook.com/sttac
- www.twitter.com/sttacny
- www.youtube.com/sttacny

Smoking Materials are the Leading Cause of Fire Deaths in the United States

According to the National Fire Protection Association, smoking materials are the leading cause of fire deaths in the United States. Furthermore, the NFPA found in 2011, there were an estimated 90,000 smoking-material fires in the United States, which in turn caused 540 civilian deaths, 1,640 civilian injuries and \$621 million in direct property damage. To make matters worse, research shows that one out of four fatal victims of smoking-material fires are not the ones responsible for the fire. Lastly, most deaths result from fires that started in bedrooms (40%), or in living rooms, family rooms or dens (35%).

These numbers should not be this high, because fires that are started by smoking materials are 100% preventable. How? Keep smoking materi-

al away and out of reach of children, and never smoke in a home where oxygen is being used. However, the best way to prevent a fire caused by smoking materials is to smoke outside.

Many apartment complexes have a smoke-free policy, to help prevent disasters from happening, and to help keep their residents from the other harmful effects of smoking inside, including second hand smoke. Moreover, if you or someone you know is interested in implementing one of these policies, you can contact Teresa Matterazzo, Community Engagement Coordinator with the Southern Tier Tobacco Awareness Coalition at (607) 937-9922, (607)737-2028 ext.73483 or by e-mail tmatterazzo@co.chemung.ny.us.

Source: The National Fire Protection Association, <http://www.nfpa.org/>



Do you want to live in a smoke-free apartment?

FREE Smoking Cessation Program Open to All!

When: 10 sessions on: Mondays, November 23, 30, December 7, 14, 21, 28 (Quit Date), January 4, 11; Wednesday, December 30, and Tuesday, January 19

Time: 5:30—6:30 PM (time is flexible if group members want a change)

Location: Steuben County Office Building, 3 E. Pulteney Square, Bath, NY

Sign up: Registration form on www.steubency.org/publichealth - Healthy Lifestyles page, email Health Educator at loreleiw@co.steuben.ny.us, or call 607-664-2438 **by November 20 to receive a free turkey** by attending first session.