



SOUTHERN TIER TOBACCO AWARENESS COALITION

Chemung, Schuyler, and Steuben Counties

A Closer Look

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—The 2015 Community Tobacco Survey Results are In!—

A survey using both landline and cellular phone random sampling of adult residents of Chemung, Schuyler, and Steuben Counties, New York is completed once every two years with a goal of collecting tobacco-related information on behalf of the Southern Tier Tobacco Awareness Coalition (STTAC). The data are intended to be used by STTAC to plan and educate on tobacco-related initiatives, as well as used to evaluate and assess impact and effectiveness of past initiatives.

In 2015 the study included 1,200 adults, with approximately 400 participants residing in each of the three represented counties. The survey instrument was constructed with approximately 25 survey questions, organized in ten separate sections of tobacco-related attitude, opinion, and behavior survey items. A sample of the finding from the survey can be found below.

The results show:

- 82.2% of STTAC region residents would be in favor of restricting or not allowing any smoking at all around building entryways.
- 74.8% of STTAC region adults think smoking should be restricted or not allowed at any a public park or outdoor recreation area.
- 75.2% of STTAC region adults would be in favor of a policy that prohibits smoking on the entire grounds of their workplace.
- 66.7% of STTAC region adults would be in favor of a policy that prohibits smoking everywhere inside their apartments/ buildings.

- 67.5% of STTAC region adults think that rental leases should be required to have a statement that describes whether smoking is prohibited on the premises.
- 53.7% of STTAC region adults think that pharmacies should not be allowed to sell tobacco products.
- 63.3 % of STTAC region adults would support tobacco retailers being required to keep tobacco products out of view from customers in stores.
- 79.7% of STTAC region adults agree that internet sites, movies, and TV shows that are intended for youth should not include tobacco use or images.

If you are interested in all the results of the 2015 Tobacco Community Survey, and are interested in hearing the survey administrator speak, please come watch his report-out with us. Joel Lalone, Survey Administrator and College Professor, will report the survey finding on March 27, 2015 at 11am at the Corning Senior Center.

To view the full report please visit our website: www.sttac.org to download your very own copy.

If your municipality, agency or business is interested in developing a tobacco-free grounds, tobacco-free worksite, smoke-free multi-unit housing policy, tobacco policy disclosure law, tobacco-free pharmacy law, or a point-of-sale tobacco marketing restriction law/ zoning law, you can contact STTAC for assistance. You can find us on the web at STTAC.org or call us at 607-937-9922 or 607-737-2858.



New York State Smokers' Quitline

1-866-NY-QUITS (1-866-697-8487)

TobaccofreeNYS.org
TOBACCO free OUTDOORS
 www.sttac.org

Smoke-Free Outdoor Areas
 help kids learn to live Tobacco Free!
 STTAC can provide **FREE** signs with the development of a new tobacco-free policy, (while supplies last)

—Disclosure of Smoking Policies in Multi-Unit Housing—

As evidence of the dangers of third-hand smoke (smoke that linger on objects after the cigarette has been extinguished) continues to build, combined with existing scientific research on the hazards of secondhand smoke, landlords are facing increasing expectations that they should inform prospective renters whether smoking is allowed on their property. Just as property owners are required to warn prospective renters or purchasers of buildings that contain lead-based paint or radon, some jurisdictions now require owners to notify renters or purchasers of a building's

smoking policy.

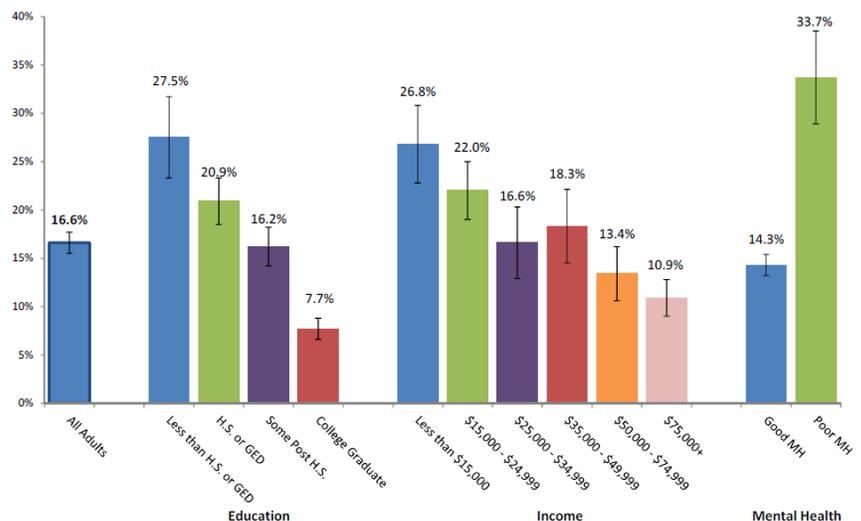
For more information about the concept of a smoking policy disclosure ordinance or statute, and benefits and concerns that authorities might want to keep in mind when considering such measures, please visit: the Tobacco Control Legal Consortium online at <http://goo.gl/v9YyzS>. You can also contact Teresa Matterazzo, STTAC Community Engagement Coordinator, at 937-9922 or by email at tmatterazzo@co.chemung.ny.us

—Adult Smoking Prevalence in 2013: Overall and Disparities—

An adult smoker 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. The chart below shows that disparities in smoking behavior exist among different groups.

- The prevalence of smoking for New York adults in 2013 is 16.6%.
- **Education:** Adults with less than a high school degree or GED have the highest prevalence of smoking (27.5%) while smoking prevalence is lowest among adults with a college degree or more (7.7%).
- **Income:** Rates of smoking prevalence are highest among adults with household incomes of less than \$15,000 (26.8%) and lowest among adults in households with more than \$75,000 in annual income (10.9%).
- **Mental Health:** Adults who report problems with stress, depression, or emotions on at least 14 of the previous 30 days are considered to have poor mental health. The prevalence of smoking is significantly higher among adults with poor mental health (33.7%) than among adults who do not have poor mental health (14.3%).
- There were no significant differences in smoking prevalence by race/ethnicity (not shown). Men smoked at a higher rate than women (19.3% vs 14.1%), as is the case nationally (not shown).

Disparities in Smoking Prevalence among New York Adults



* The smoking prevalence among those who did not provide any information about their income was 14.1%.

www.sttac.org

This is Tobacco Marketing!

Among youth who persist in smoking, 1/3 will die prematurely from smoking.
 www.seenenoughtobacco.org

WE'VE SEEN ENOUGH
 TobaccofreeNYS.org

STTAC

SOUTHERN TIER TOBACCO AWARENESS COALITION

Chemung, Schuyler, and Steuben Counties

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.
- 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.
- Eliminate pro-tobacco imagery from youth-rated movies and the internet.

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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

—Kick Butts Day: Not A Replacement!—



Tobacco kills 1,300 Americans every single day. That is 1,300 American consumers who are no longer purchasing products from tobacco companies. The tobacco industry understands the long-term effect of this daily loss of customers and, to keep replenishing its customer base, has marketed its products aggressively, particularly to youth. In fact, one tobacco industry document actually describes youth as “**replacement smokers.**” Why? Because Big Tobacco needs to replace their customers who become addicted and die from their products.

Despite recent successes in fighting Big Tobacco, we still see tobacco companies marketing their products to teens through point-of-sale advertising, new products designed to appeal to youth and innovative online strategies. Each day more than 2,800 kids under the age of 18 try smoking for the first time, and another 700 kids become regular smokers.

For Kick Butts Day 2015, local Reality Check youth will be hosting a Not A Replacement “selfie-statement” campaign. This campaign is designed to involve youth with any level of knowledge about Big Tobacco, from those just learning about the tobacco industry’s marketing tactics to those well versed in their tricks. Prior to the Kick Butts Day event, Reality Check

youth will be trained to be “Not A Replacement Activators” (a.k.a. youth activists), and will be taught about how tobacco companies continue to market their products toward youth.

At the Kick Butts Day event, there will be a Not A Replacement activation table located where other youth will see it. Youth who visit the table will learn about the basic tobacco industry history of marketing to youth. At the table, youth have the opportunity to personalize a “Not A Replacement Selfie Statement” with descriptions of who they are and what they represent. For example, “I am Not A Replacement, I AM a high school sophomore with a passion for art.” They can then take pictures of themselves holding their Selfie Statements. The photos can be shared to generate social media interest on Instagram, Facebook and Twitter accounts. Youth will be using the #notareplacement hashtag while posting and sharing pictures.

For more information on local, Not A Replacement “selfie-statement” campaigns please contact Sarah Robbins, Reality Check Coordinator, by phone at 737-2858 or by email at sarahrobbins@co.chemung.ny.us.