



SOUTHERN TIER TOBACCO AWARENESS COALITION

Chemung, Schuyler, and Steuben Counties

A Closer Look

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Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products

On March 12, the Institute of Medicine released a new report on the Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products. The committee was tasked with examining existing literature on tobacco use and using statistical modeling to predict likely public health outcomes of raising the minimum age for purchasing tobacco products to either 19, 21, or 25 years.

Here are some of the most important findings of the report.

1. This report concludes that boosting the tobacco sale age to 21 will have a substantial positive impact on public health and save lives by preventing or delaying initiation of tobacco use. Raising the age to just 19 would have minimal effect and raising it to 25 would give little additional effect and invoke other complications.
2. Raising the tobacco sale age will significantly reduce the number of adolescents and young adults who start smoking; reduce smoking-caused deaths in the future; and immediately improve the health of adolescents, young adults and young

mothers who would be deterred from smoking, as well as their children.

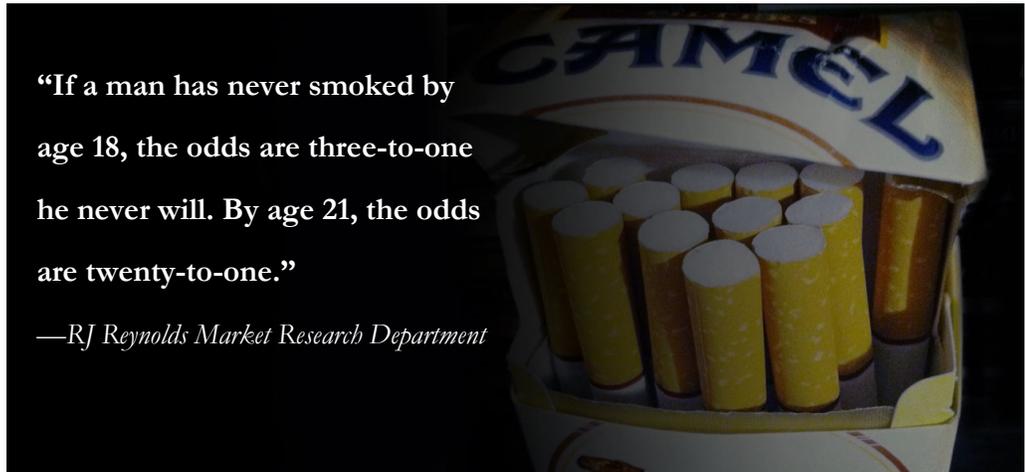
3. The greatest effect would be among adolescents 15-17 who would have a more difficult time obtaining cigarettes from older friends and classmates, the principal way underage youth obtain their tobacco now.
4. Raising the minimum age of legal access would reduce access to tobacco in high schools since almost no one of high school age could legally purchase tobacco products.

The report fulfills a directive to the FDA of the Family Smoking Prevention and Tobacco Control Act of 2009 which also requires the FDA to provide recommendations to Congress. The utility of the report however may be most apparent to states and localities that are considering raising the minimum legal purchase age. This report provides evidence that raising the age of legal access to tobacco is a worthwhile prevention strategy.

You can download the report for free at www.iom.edu/TobaccoMinimumAge.

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Picture source: tobacco21.org



Make your worksite grounds **Tobacco free**

Healthy employees & a healthy bottom line

Visit **STTAC.org** for more information.

Hollywood and Tobacco: New Spotlight on Smoking At The Movies

Launch of Revamped UCSF Website Ranks Actors, Directors, Top 10 Movies by Their Use of Tobacco

UC San Francisco is launching a revamped Smoke Free Movies website that offers the public unusual insight into Hollywood’s role in the global tobacco epidemic, projected to kill one billion people this century.

The site, which is updated every week, ranks film producers, directors, writers and actors by their on-screen tobacco footprint based on a database of more than 2,000 films released since 2002.

The site currently lists the five “smokiest” actors, directors, and producers since 2002 as:

Actors	Directors	Producers
Leonardo DiCaprio	Martin Scorsese	Grant Heslov
J.K. Simmons	George Clooney	George Clooney
Vince Vaughn	Clint Eastwood	Scott Rudin
Hugh Jackman	Peter Jackson	Brian Glazer
Viggo Mortensen	Quentin Tarantino	Graham King

The website also provides information about film companies. For example in the last three years, Time Warner accounted for 22% of all the tobacco impressions in top grossing films, followed by independent production houses (22%), Sony (17%), Fox (14%), Viacom (Paramount) (11%), Comcast (Universal) (8%), and Disney (6%).

There’s also a “Now Showing” feature revealing the tobacco content of top ten movies in theaters and on DVD each week.

For more information please visit the site at <http://smokefreemovies.ucsf.edu/>

Source: Elizabeth Fernandez , <http://smokefreemovies.ucsf.edu/>

American Cancer Society Study Proves Tobacco Control Programs Are Needed More Than Ever

The American Cancer Society has released a new study in The New England Journal of Medicine (February 12, 2015). The new study funded by the American Cancer Society has found that smoking’s toll on health is even worse than previously thought.

tobacco’s toll since they didn’t count deaths from diseases like breast and prostate cancer where the evidence is not as strong.

The abstract is available at:

<http://www.nejm.org/toc/nejm/372/7>. In addition to the abstract, there is a *New York Times* article (http://www.nytimes.com/2015/02/12/health/smokings-health-toll-worse-than-previously-thought-study-says.html?_r=0) and a *New York Times* editorial (<http://www.nytimes.com/2015/02/15/opinion/sunday/the-smoking-toll-gets-much-worse.html>) that summarize the key points of the study. The editorial also suggests that the study provides “ample reason to use every possible tool to help smokers quit”.

- This study finds five additional diseases attributed to smoking including infection, kidney disease, intestinal disease cause by inadequate blood flow, and heart and lung ailments not previously attributed to tobacco use.
- The study finds 60,000 additional deaths a year attributable to tobacco use. This brings the annual number of deaths in the U.S. attributable to tobacco to 540,000, which is nearly 1,500 every day.
- The researchers believe that 60,000 additional deaths may be under estimating

STTAC

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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.

STTAC Contact Information:

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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 2015: Not A Replacement!—



REALITY CHECK

For more pictures from our Kick Butts Day events please visit us at [facebook.com/RCsttac](https://www.facebook.com/RCsttac)

Prescription For Change: New York Pharmacy Facts

- There are approximately 4,300 licensed pharmacies in New York, including those located in independent pharmacies, hospitals, clinics, chain drugstores, discount and warehouse retail outlets and grocery stores.
- Currently, no tobacco products are sold at hospital or clinic pharmacies, Target and Wegmans stores and 85% of independent pharmacies.
- Currently 52% (2,236) of all pharmacies in New York sell tobacco.
- 99% (1,440) of large, chain drug stores in New York State are licensed to sell tobacco.

Detailed Breakdown of Pharmacies in New York State

Type of Pharmacy	# of Stores	Total # in NY	% of Tobacco Free Pharmacies	% of Pharmacies Sell Tobacco
INDEPENDENT (Too large to list)		1,935	85%	15%
HOSPITALS/CLINICS		231	100%	0%
DISCOUNT/WAREHOUSES		193	47%	53%
Kmart	36			
Wal-mart/Sams	95			
Target	62		(100% of Target stores)	
GROCERY		334	12%	88%
Tops	59			
Stop & Shop	42			
Price Chopper	39			
Pathmark	39			
Wegmans	35		(100% of Wegmans stores)	
Other	120			
SMALL CHAINS		176	40%	60%
Kinney Drugs	67			
The Medicine Shoppe	20			
Thriftway Pharmacy	10			
Other	79			
LARGE CHAINS		1,455	1%	99%
Rite Aid	640			
CVS	396			
Duane Reade	234			
Walgreens	185			
TOTAL PHARMACIES		4,324 <i>Licensed in NY</i>	2,088 <i>Tobacco Free</i>	2,236 <i>Sell Tobacco</i>

Now is the time to end tobacco sales at pharmacies in New York State.

Here's why:

"Pharmacies are the face of neighborhood healthcare. Americans rely on their neighborhood pharmacies and pharmacists as easily accessible and trusted points of care."¹

It is a conflict of interest for pharmacies, providers of health care, to also profit from the sale of harmful products such as tobacco, known to cause cancer, heart and pulmonary diseases.²

Tobacco sales in pharmacies raises ethical questions since tobacco is the only consumer product that, when used as intended, will kill at least one half of its long term users.³

Tobacco products are highly addictive and responsible for the preventable death of 25,400 people in New York each year.⁴

The Siena College Research Institute compiled data for this table on April 15, 2010 by comparing information from the New York State Department of Health and the New York State Department of Taxation & Finance. Pharmacy data was collected from the NYS Department of Health website. The New York State Department of Taxation & Finance supplied all retail locations with a tobacco license who were registered in New York State in 2009.

¹ National Association of Chain Drug Stores, Statement on Health Care Reform, November 19, 2008 Available at: <http://www.nacds.org/userassets/pdfs/newsrelease/2008/NACDS%20Finance%20Committee%20HCR%20Hearing%20Nov%202008.PDF> [Accessed: April, 13, 2010]
² Bero L, Corelli R, Hudmon K, Kroon L. Position paper on amending the San Francisco Health Code to prohibit pharmacies from selling tobacco products. July 14, 2008. Available at <http://www.no-smoke.org/pdf/Pharmacy%20UCSF-TobaccoSalesPositionPaper-v14-%28on%20letterhead%291.pdf> [Accessed: 05/12/2010]
³ State-Specific Smoking-Attributable Mortality and Years of Potential Life Lost --- United States, 2000---2004. MMWR Weekly. CDC, January 23, 2009/58(02):29-33. Table 1. Available at: <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5802a2.htm> [Accessed: May 5, 2010]