

STTAC

**SOUTHERN TIER TOBACCO
AWARENESS COALITION**

Chemung, Schuyler, and Steuben Counties

A Closer Look

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This July, Take Back Your Freedom From Tobacco

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This July, take action to declare your independence from tobacco use. It is well known that tobacco use is a strong addiction, often dictating lives, taking away individual control, and being at the mercy of cravings and the need for nicotine. Many tobacco products are engineered in a way to be highly addictive to keep customers coming back for more. Today's cigarette for example, delivers more nicotine and delivers that nicotine more quickly than ever before. A common misconception is that filtered cigarettes are safer, but they too are every bit as addictive as non-filtered cigarettes. Other ways tobacco products are designed for addiction include:

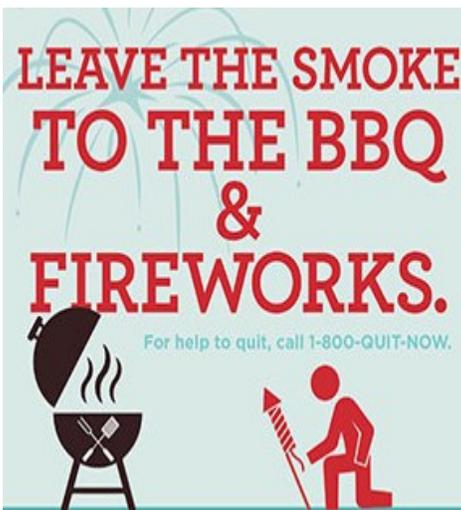
- They effect reward centers in the brain.
- Ingredients other than nicotine are added to increase and sustain the addicting properties of tobacco products.

- Adolescents are especially sensitive to nicotine, and are more easily addicted than adults.
- Marketing tactics like advertising cigarettes as light, tar free, or organic have tricked some consumers into thinking these versions of tobacco products are safer.

Tobacco use is an addiction that often takes many attempts to quit. So, why not use July to declare your independence from tobacco use, both in attempting to quit, and if you have never been a smoker, declaring that you will never be one. Also, take this opportunity to educate youth, be it your children or other family, to declare their independence and to never be a tobacco user either.

Find out what is being done in your community to reduce tobacco use by visiting STTAC.org, and if you are looking for quitting support visit nysmokefree.com.

Don't Let Tobacco Ruin Your Summer Festivals!



Summer is here and festivals are in full swing. During the summer months many of us visit local festivities with our families while school is out. Often times these festivities are held to promote the use of parks, along with other outdoor areas and get families moving and outside. It is all too often, though, at these events that we are exposed to the unhealthy and dangerous effects of second hand smoke. In addition, adults and even more so children, run the risk of being burned by either the end of a lit cigarette or by a cigarette that is being ashed. With large crowds that these festivals draw, it is often hard for nonsmokers and youth to remove themselves from a position where they are being exposed to someone's secondhand smoke. This is also

the reason why burns are frequently encountered with the large number of people. It is too easy for someone to accidentally bump into another with a lit cigarette or to ash their cigarette overtop of a shorter child without being aware. Having a smoke free policy at these festivals would make for a more healthy and family friendly environment, allowing more people to enjoy what communities have to offer.

If a municipality that organizes events and festivals is interested in implementing a policy, contact Teresa Matterazzo at tmatterazzo@co.chemung.ny.us to find out more information and to acquire smoke free signage.



Plain & Graphic Tobacco Product Packaging.

It is a fact that tobacco product marketing attracts new customers. For that reason, the tobacco companies fight any type of efforts communities impose to decrease the appeal of tobacco products. Recently in Britain, they have put forth an effort to require cigarettes to be sold in plain packages. It is no surprise, though, that two of the world's biggest tobacco companies, Philip Morris International and British American Tobacco, are suing the British government to try and block this regulation from passing. Plain packaging, or packaging that illustrates health consequences is slowly gaining momentum in tobacco control, and for good reason. A study recently published shows that pictures on cigarette packs, instead of just text message warnings, have more advantages in respect to conveying the health risks of tobacco use. Picture warnings also strengthen the intention of individuals to quit. Unfortunately, the tobacco

industry will do everything in its power to try and prevent these regulations, threatening costly lawsuits and threats to invoke trade treaties, particularly in less developed countries. Fortunately the English government states, "we will not allow public health policy to be held ransom by the tobacco industry." And we have seen success with packaging requirements in other places like Australia and Canada.

In the United States, the Food and Drug Administration issued a rule in 2011, which would require picture warnings on tobacco products to depict the consequences of tobacco use. The tobacco companies, however, sued them to block the order of these images.

With more research and countries pushing for this type of tobacco control, we are in high hopes of seeing this addressed again.



Sources:

Jolly, David. Tobacco Giants Sue Britain Over Rules on Plain Packaging. NY Times. May 22, 2015. http://www.nytimes.com/2015/05/23/business/international/tobacco-plain-packaging-philip-morris-british-american-cigarettes.html?ref=topics&_r=0

York, Kyle. Analysis Shows Advantage for Picture-Based Cigarette Pack Warnings Over Text Warnings. Medical Press. May 7, 2015. http://medicalpress.com/news/2015-05-analysis-advantage-picture-based-cigarette-text.html?utm_source=Tobacco+Cessation+Digest+June+2015&utm_campaign=TC+Digest&utm_medium=email



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, 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).

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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

Welcome To STTAC, McKenzie!



STTAC would like to welcome McKenzie Richardson aboard. McKenzie started working at STTAC on July 6, 2015 as our Program Assistant and we are so excited that she decided to come work with us. McKenzie recently graduated from Corning Community College with her Associate degree in Liberal Arts. Before coming to STTAC McKenzie worked several jobs with the Chemung County Youth Bureau. Please help us welcome McKenzie to our Coalition!

Shareholders Vote on Tobacco Depictions in Movies



Last month in Oakland California, Time Warner, the parent company of Warner Bros. movie studio, became the first company to consider and vote on the issue of smoking in movies. Trinity Health, a non profit healthcare provider, and As You Sow, a shareholder advocacy non profit, submitted the resolution.

The company considered the 2012 U.S. Surgeon General report that concluded "there is a causal relationship between depiction of smoking in the movies and the initiation of smoking among young people." and which according to the CDC, giving R ratings to future movies with smoking incidence could prevent one million deaths of children alive today.

As You Sow CEO stated, "This is a historic opportunity for Time Warner. For the first time, shareholders will be informed that the company's products are putting millions of children at risk."

This is also due to the fact that Walt Disney also recently implemented a policy that would prohibit smoking in all future films.

In 2010, Time Warner aimed to eliminate smoking from it's youth rated films, but was found to account for 5.6 billion impressions of tobacco use in 2013 . Those impressions equates to 44% of all tobacco impression delivered by top grossing youth rated films.

As Program Manager of As You Sow states, "this crisis is an opportunity for the company to demonstrate its leadership and its commitment to health."

Smoke Free Movies is an initiative of the Southern Tier Tobacco Awareness Coalition that our Reality Check Youth group tackles and has seen much success in. Reality Check has recently launched a state wide website you can check out at realitycheckofny.com.

Source: <http://www.prnewswire.com/news-releases/in-a-first-shareholders-vote-on-tobacco-depictions-in-movies-with-as-you-sowtrinity-health-proposal-at-time-warner-300101875.html>



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