



SOUTHERN TIER TOBACCO AWARENESS COALITION

Chemung, Schuyler, and Steuben Counties

A Closer Look

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Local Youth Cleaned-Up Our Parks

Elmira, NY – For the seventh year in a row, Elmira youth ages 12-15 cleaned up local Elmira parks as part of a Community Service Project, which took place on Monday, August 3rd. The youth are enrolled in the Chemung County Youth Bureau’s summer parks program, known as ‘The Spot’. “The Community Service Project is a key component to ‘The Spot’ program,” said Kevin Adams, Youth Program Coordinator for the Chemung County Youth Bureau. “It is important for today’s youth to be involved in their community; to be a productive member of their community. It is our hope they will realize the personal satisfaction which volunteering can bring and, will in turn, become adults that also give back to their community.”

This year the Spot program teamed up with another local teen group, Reality Check, in order to help bring attention to the number one littered item in the United States, cigarette butts. Prior to the cleanup, Reality Check provided a presentation focusing on the impact litter has on the environment, with an emphasis on tobacco waste. The health risks of tobacco use and exposure to secondhand smoke are well known. It is also known that the leading causes of death in the United States are lung and heart diseases, which are both highly associated with tobacco use and exposure. But the harm reaches beyond tobacco use and secondhand smoke. Tobacco waste can be seen everywhere in our communities. We see cigarette butts on streets, in parks, on sidewalks, on benches, and just about everywhere. Most people may see a few at a time, and

ignore the issue, but the accumulation of cigarette butts more negatively effects the environment. Most littered cigarette butts are filtered, and collect the toxic and harmful chemicals from when the cigarette was smoked. The filtered cigarette butts leave behind the non-biodegradable plastic filters that last for years. Recent research shows that cigarette butts leach out harmful chemicals into aquatic environments, are accidentally consumed by animals and children, and degrade our living environments.

It is also important to note that this environmental impact is a social injustice to communities that are already burdened with a higher density of tobacco retailers and targeted tobacco marketing. Populations in low socioeconomic, urban, and rural communities are susceptible to these unfair practices by the tobacco industry. By raising awareness about the burden of tobacco product waste in our community, we also create a foundation which supports strong tobacco control policies, and in turn, can directly improve the overall health of our community.

Reality Check is a youth program in Chemung, Schuyler, and Steuben Counties for teens 13-18. To learn about how you can get involved with Reality Check, please contact Sarah Robbins at 737-2858 or sarahrobbins@co.chemung.ny.us.

To make your municipality or park smoke-free contact Teresa Matterazzo at 607-937-9922 or tmatterazzo@co.chemung.ny.us. STTAC can provide free “no-smoking” signs when you develop a smoke-free grounds policy!

STTAC Staff:

<p>Stacy Hills, MS, MCHES STTAC Director shills@co.chemung.ny.us</p>
<p>Sarah Robbins, BS Reality Check Coordinator sarahrobbins@co.chemung.ny.us</p>
<p>Teresa Matterazzo, MS Community Engagement Coordinator tmatterazzo@co.chemung.ny.us</p>
<p>McKenzie Richardson, AS Program Assistant Mrichardson@co.chemung.ny.us</p>



Smoke-Free Media: The Facts

Smoke-Free Housing

Not Just a Growing Trend Across the U.S.
A SMART BUSINESS DECISION!



Cigarette-caused fires are the **#1** reason for fire death in the US.



SAVE MONEY

Avoid the maintenance costs caused by smokers



Secondhand smoke has more than **4,000** toxic chemicals the seep from unit to unit



Apartments that **smell** of secondhand smoke are harder to rent

SmokeFreeHousing.org

FACT: Changing to a smoke-free housing policy will reduce damage to your bottom line

STTAC can help with the development a new tobacco-free housing policy.

STTAC.org



The tobacco industry uses the media to target youth by having their favorite actors and actresses light up on both television and movie screens. Research shows that the more smoking youth see on screen, the more likely they are to start smoking.

As teens spend more and more time on the web, Big Tobacco spends more and more cash on internet marketing. There are currently no state or federal laws regulating how the tobacco industry markets on the web. This gives the industry free range to target youth in new stealthy ways through buzz/viral marketing.

With anonymous posting as easy as the click of a mouse, the tobacco industry can easily claim innocence while recruiting new replacement smokers for the 1200 Americans they lose daily to tobacco related illnesses.

Media Consumption

- In 2010, youth viewed an average of almost 11 hours of media content in a single day.
- The amount of media teens consume has increased steadily since 2004.
- 11-14 year olds have higher levels of media consumption than older teens.

Movies

- Smoking in movies recruits 187,000 new teen smokers every year. 60,000 of them will die prematurely due to tobacco related illnesses.
- The Surgeon General concluded that there is a causal relationship between depictions of smoking in the movies and smoking initiation among young people.
- According to researchers at the University of California at San Francisco, there were nearly 1,900 portrayals of smoking and other tobacco usage among the 134 highest-grossing films at the box office in 2011.
- Among youth rated films (G, PG, PG-13), there was a 36 percent increase in "tobacco incidents in 2011."
- PG-13 films account for nearly two-thirds of the smoking scenes adolescents see on the big screen.

- The worst movie studio offenders were those studios that had smoke free movie policies in place and had agreed to self-regulate.

Television

- A 2007 study showed 40% of popular shows viewed by teens 12-17 contained at least one depiction of tobacco use. These shows averaged 4.4 tobacco depictions per hour.
- More tobacco use is depicted in TV-PG shows (50%) compared to shows with a more mature TV-14 rating (26%).
- Exposure to tobacco on television is more common in shows targeting young children.
- In 2001, young teens (12-14) were more likely to report having seen smoking on screen than were young adults (18-24).
- Studies show that the more smoking teens 10-15 see on TV, the more likely they are to smoke.
- Nearly all teens (95%) ages 12-17 in the US see tobacco use on television in the context of movie trailers.
- A 2009 study showed that exposure to movie trailers on television increased the attractiveness of smoking among youth who had experimented with cigarettes.

Internet

- The industry spent over 130 times as much on internet advertising in 2008 as they did in 1998.
- A 2010 study found that British American Tobacco employees were taking advantage of social networking sites to create fan pages accessible by youth.
- In 2004, 34.1% of middle school students and 39.2% of high school students reported seeing ads for tobacco products on the internet.
- Between 2000 and 2004, exposure to pro tobacco messages declined in every channel studied except for the internet.

For more information visit: <http://www.realitycheckofny.com/smoke-free-media/>

Source: Reality Check of New York, <http://www.realitycheckofny.com/sfm-facts>

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:

- 103 Washington Street
 Elmira, NY 14901

Elmira Office Phone number:

- Main Line: 607-737-2858
- Director: 737-2028 ext.73482
- Reality Check Coordinator: 737-2028 ext.73480
- Community Engagement Coordinator: 737-2028 ext.73483
- Program Assistant: 737-2028 ext.73481

Corning Office Phone number:

- 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

Tobacco Retailer Number, Density & Location: Effects on Youth and Other Vulnerable Populations

The overwhelming majority of adult tobacco users began using tobacco and became addicted by the age of 18. If a person has not started using tobacco by then, he or she probably never will. In New York, 12.6 percent of high school, and 3.3 percent of middle school students are current tobacco users.

The number, density and location of tobacco retailers significantly affect adolescent tobacco use. Research indicates that adult tobacco use is also influenced by these factors. Additionally, studies show that the number and density of tobacco retailers serving vulnerable populations are disproportionately high and influence high tobacco use rates in these communities.

Increased numbers and density of tobacco retailers translates to increased tobacco use.

- There are currently over 20,000 tobacco retail stores in New York State – approximately one for every 210 kids.
- The more tobacco retailers, the greater the access for young people and the more likely young people are to obtain and use tobacco products.
- Additionally, increased density of tobacco retailers is correlated with increased tobacco use, including youth smoking.
- Despite this — or likely because of this — there is a higher concentration of tobacco retailers in areas with high proportions of minors.
- Despite this — or likely because of this — there is a higher concentration of tobacco retailers in areas with high proportions of disadvantaged residents.□
- Accordingly, reducing tobacco retailer density is a viable policy for reducing the prevalence of youth tobacco use.

Youth are more likely to use tobacco when tobacco retailers are located within a short distance of their schools.

- In New York State, 51% of tobacco retailers are located within 1,000 feet of an elementary or secondary school.
- Tobacco advertising is more prevalent inside of tobacco retailers located near schools.
- Youth exposure to tobacco advertising can lead to an increase in youth initiation of smoking, especially when tobacco retailers are located near schools.
- When several tobacco retailers are located near a school, youth may be more likely to experiment with smoking and purchase their own cigarettes.
- Schools with higher rates of student smoking tend to be surrounded by a larger number of tobacco retailers in the neighborhood around the school.

A retail licensing system regulating the number of tobacco retailers and their location can reduce youth tobacco initiation.

- Local governments can limit and gradually reduce the number of retail outlets, without hurting existing local businesses, by restricting the issuance of new licenses (renew only existing licenses).
- Local governments could also utilize a licensing system in conjunction with zoning ordinances to restrict tobacco retailers from areas frequented by children, such as near schools, libraries, playgrounds, and youth-oriented businesses (e.g., video arcades) and residential areas.

Link showing distance between local schools and tobacco retailers by county:

<http://www.sttac.org/tobacco-retailers-and-schools#.VeSOzPNVhBc>

If you or your municipality would like more information or are interested in implementing a tobacco retailer zoning or licensing law, please contact **Teresa Matterazzo at tmatterazzo@co.chemung.ny.us or by phone at 607-937-9922.**

Source: Center for Public Health and Tobacco Policy Change, TOBACCO RETAILER NUMBER, DENSITY & LOCATION Effects on Youth and Other Vulnerable Populations, http://www.tobaccopolicycenter.org/documents/Number%20Density%20Location_Oct%202013.pdf