



**SOUTHERN TIER TOBACCO
AWARENESS COALITION**

Chemung, Schuyler, and Steuben Counties

A Closer Look

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Reality Check Youth Participate in Advocacy Training

Reality Check members from Chemung and Schuyler counties joined together on Wednesday, August 30th for a daylong training at the Arnot Mall to bond, organize, and plan events to act against Big Tobacco. The Reality Check youth work hard to be leaders and activists in their communities and participate in the movement against tobacco use and the deceptive marketing practices of the tobacco industry.

In addition to planning local community events for the upcoming year, the Reality Check youth participated in an interactive training led by Casey Allen, the Project Coordinator for Schuyler County's Coalition on Underage Drinking and Drugs (SCCUDD) and Shelby Clark, WETM-TV Meteorologist and News Reporter. The training focused on communication and media interviewing skills to aid in their advocacy work around tobacco control. As part of the communications segment of the training, youth created and conducted a brief survey of local shoppers regarding their opinion on tobacco and tobacco use.

Tobacco marketing and sales in stores near schools is a particular concern because teens who pass by or shop at these stores are routinely exposed to pro-tobacco messaging. Furthermore, exposure to tobacco marketing in stores is a primary cause of youth smoking. In New York State, 51% of tobacco retailers fall within 1,000 feet of a school, so it is not surprising that youth are more likely to use tobacco, as well as purchase, when stores are located within a short distance of their schools.

The Reality Check program engages youth as leaders and activists in the movement against the tobacco industry. For more information about Reality Check, please contact Sunnie Smith, Reality Check Coordinator at 607-737-2858 or sunniesmith@co.chemung.ny.us.

Visit the STTAC website for more information: <http://www.sttac.org/reality-check>

STTAC Staff:

Stacy Hills, MS, MCHES
STTAC Director
shills@co.chemung.ny.us

Sarah Robbins, BS
Community Engagement Coordinator
sarahrobbins@co.chemung.ny.us

Sunnie Smith, MS
Reality Check Coordinator
sunniesmith@co.chemung.ny.us



Source: <https://www.tobaccofreekids.org/research/factsheets/pdf/0075.pdf>

STTAC
SOUTHERN TIER TOBACCO AWARENESS COALITION
 Chemung, Schuyler, and Steuben Counties

TOBACCO free OUTDOORS
 www.sttac.org

In Children, Secondhand Smoke

Causes Ear Infections, Asthma Attacks,

Respiratory Complications and SIDS.

Smoking Ban at School Bus Stops

It's that time of the year again; kids are heading back to school, which is an ideal time to remind everyone of a smoking ban at school bus stops. In 2013, Alderman John Buckley, who has since been appointed Deputy Mayor of Hornell, worked to pass a smoking ban at school bus stops to protect youth from the harmful effects of tobacco and secondhand smoke. According to the ban, smoking and all other tobacco use is prohibited within 30 feet of any and all school bus stops within the City of Hornell while students are present waiting to enter a school bus or discharging from a school bus. A school bus stop is defined as any location within the City of Hornell where a school bus stops to either pick up or discharge students going to or coming from school and/or school activities. It is important to note that a violation of this law will carry a fine of no less than \$50 and up to \$250 for each offense.

Let's start the school year off right and keep school bus stops tobacco free!

If you are interested in creating any type of tobacco free outdoor policy, please contact us at 607-737-2858. STTAC can help with policy development and we can provide free signage for your new policy.



E-Cigarettes Use is Banned on All School Grounds In NYS

Governor Andrew M. Cuomo today signed legislation (S.750 / A.611), which will immediately ban the use of electronic cigarettes on all public and private school grounds in New York State.

Empire State."

"Nicotine use in any form has shown to be damaging to teens and this measure will close a dangerous loophole that allows e-cigarettes to be used in New York schools," **Governor Cuomo said.** "This measure will further this administration's efforts to combat teen smoking in all its forms and help create a stronger, healthier New York for all."

Assemblymember Linda B. Rosenthal said, "School yards should be full of the laughter of healthy children, not e-cigarette vapor. Banning e-cigarette use on school grounds statewide will help reduce e-cigarette use rates among our young people and will protect the health and safety of their growing bodies. New York has taken the lead in protecting people against the dangers associated with e-cigarette use and exposure. I applaud the Governor for signing this legislation and look forward to this ban being expanded to include all public indoor spaces."

Prohibiting electronic cigarettes on all school grounds will diminish youth access to electronic cigarettes and help bolster New York's commitment to preventing childhood and teenage smoking. School grounds includes any building, structure and surrounding outdoor grounds contained within a public or private pre-school, nursery school, elementary, or secondary school's property, and any vehicles used to transport children or school personnel.

In March, the Governor [announced](#) a survey released by the New York State Department of Health, which found that e-cigarette use by high school students nearly doubled in the last two years, from 10.5 percent in 2014 to 20.6 percent in 2016. Additionally, a recent U.S. Surgeon General's report shows the number of high school students using e-cigarettes soared 900 percent between 2011 and 2015, becoming the most commonly used form of nicotine among youths.

Senator Patty Ritchie said, "Keeping our youth safe is a top priority, and by banning e-cigarettes on all school grounds, the Governor is helping in our efforts to establish healthier, stronger communities for our children to learn, grow and excel in. I am proud to support this new legislation to ban these toxic habits, as we protect the well-being of the next generation of leaders for the

Electronic nicotine and vapor delivery systems, which include e-cigarettes, vaping pens, e-hookah and similar devices, typically contain nicotine. Nicotine exposure during adolescence can cause addiction and harm the developing adolescent brain.

Source: <https://www.governor.ny.gov/news/governor-cuomo-signs-legislation-ban-use-e-cigarettes-all-school-grounds-new-york-state>

Your rental property is an investment. Don't let it go up in smoke.

In New York State, a majority of renters want to live in a smoke-free environment.

By not allowing smoking in your building, you are giving your tenants the clean environment they want and protecting yourself from risk of fire.

- Prevent smoking-related fires in your building by making it 100% smoke-free indoors.
- Enforce your smoke-free policy as you would any other rule.

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 of 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) policies.
- 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

Office Phone number:

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

We're on the Web, Facebook, Twitter and YouTube!
www.sttac.org
www.facebook.com/sttac
www.twitter.com/sttacny

Movie Star's Smoking in Movies – A Bad Idea

Written by: Keva Collier, MD, MBA, Preventive Medicine Residency at the University of Rochester

Going to the movies should be a family-friendly activity, but a report, released on July 7th, from the U.S. Centers for Disease Control and Prevention found that movie star's smoking in top-grossing movies is happening more than ever before. Research has shown that images of people smoking on the big screen are associated with more youth smoking.

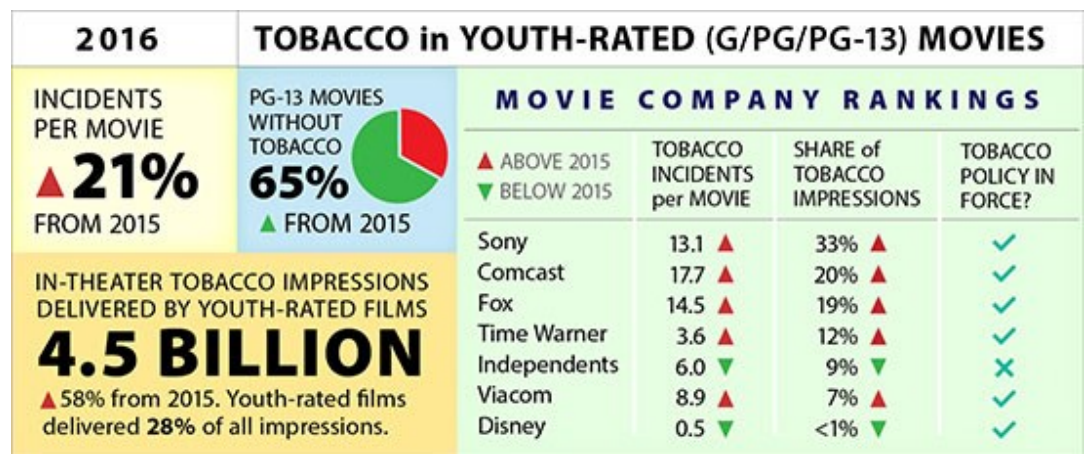
Young people who are heavily exposed to images of onscreen smoking are two to three times more likely to begin smoking than are young people who have less exposure. Nicotine addiction is very

powerful and can keep young people smoking into adulthood. Finding ways to protect children, such as designating movies that depict onscreen smoking with an R rating, is one way to limit and de-normalize tobacco use among youth.

If you smoke, contact your doctor and the New York State Smokers' Quitline at (866) 697-8487 or online at nysmokefree.com for help.

The full CDC report can be found here: <https://www.cdc.gov/mmwr/volumes/66/wr/pdf/mm6626.pdf>

Source: <https://www.cdc.gov/mmwr/volumes/66/wr/pdfs/mm6626.pdf>



Source: https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/movies/index.htm

New BRFSS Brief: Chronic Obstructive Pulmonary Disease (COPD)

A new report based on 2015 data from the Behavioral Risk Factor Surveillance System (BRFSS), an annual statewide telephone survey of adults developed by the Centers for Disease Control and Prevention and administered by the NYSDOH has been released. The brief report, "*Chronic Obstructive Pulmonary Disease, New York State Adults, 2015*" provides rates of Chronic Obstructive Pulmonary Disease (COPD) among NYS adults by demographic indicators including rates by Delivery System Reform Incentive Payment region.

Tobacco smoke is the primary cause of the development and progression of COPD. According to the report, **5.8% of NYS adults report being told by a health professional that they have COPD, an estimated 900,000 residents.** Rates of COPD are highest among adults who report living with disability (15.4%), current smokers (14.9%), individuals covered by Medicare (12.6%), adults aged 65 and older (12.6%), former smokers (9.4%), and individuals with low socioeconomic

status; i.e. adults with less than a high school education (9.1%) and those with an annual household income of less than \$25,000 (8.9%). In addition, rates of COPD among adults are highest among those living in Central New York (8.6%) and Western New York (8.2%) and lowest among those living in New York City (5.0%) and Long Island (5.0%).

Additional BRFSS briefs and other reports on chronic disease indicators are available on the NYSDOH Public Website:

BRFSS Briefs Page: <https://www.health.ny.gov/statistics/brfss/reports/>

Tobacco Reports Page: https://www.health.ny.gov/prevention/tobacco_control/reports_brochures_fact-sheets.htm

COPD Information Page: https://www.health.ny.gov/diseases/chronic/copd/fact_sheet.htm