



*The Southern Tier Tobacco Awareness Coalition (STTAC) seeks to build healthier communities through tobacco-free living in Chemung, Schuyler, & Steuben, NY.*

***Elmira College and Reality Check of Chemung, Schuyler, Steuben Counties Partner for the Great American Smokeout***



The American Cancer Society's Great American Smokeout originated in 1976 as a day where tobacco users all across the United States are encouraged to be tobacco free. Every year, on the third Thursday of November, smokers across the nation take part in the Great American Smokeout by making a plan to quit or planning in advance to quit. According to the American Cancer Society, "By quitting – even for 1 day – smokers will be taking an important step toward a healthier life and reducing their cancer risk."

On a local level, STTAC and Reality Check youth from Chemung, Schuyler, and Steuben Counties partnered with the Elmira College Men's Hockey Team on November 16<sup>th</sup> to host a night of education. Youth assembled a display, "Airing Big Tobacco's Dirty Laundry," that featured direct quotes written on a clothesline of t-shirts from the tobacco industry such as "Younger adult smokers are our only source of replacement smokers...". In response to the tobacco industry, the youth created an impactful display to declare that they are not replacement smokers with a wall of statements. Some statements read "I am #NotAReplacement, I am an Advocate." And "I am #NotAReplacement, I am an Artist." Teens from Reality Check of the Southern Tier also obtained signatures of support for a tobacco-free Elmira College Campus from spectators. A total of 125 signatures were collected.

The Southern Tier Tobacco Awareness Coalition and Reality Check focus on improving the health of the community through tobacco-free policy change, community mobilization, and education. For more information about STTAC or Reality Check, please contact the office at (607)737-2858.

Source:

The Great American Smokeout <https://www.cancer.org/healthy/stay-away-from-tobacco/great-american-smokeout.html>

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## ***Tobacco-Free Trivia Night at Carey's Brew House in Honor of the Great American Smokeout***



In celebration of the Great American Smokeout, STTAC partnered with [Carey's Brew House](#) and [DJ Bulldog Bob](#) for their weekly trivia night. Along with a tobacco-free themed trivia question each round, DJ Bulldog Bob incorporated important tobacco statistics throughout the night to educate that tobacco remains the leading cause of preventable death and disease in New York State. Community members were educated on the importance of creating a tobacco-free environment for individuals trying to quit smoking and signed a banner for a tobacco-free City of Corning.

Source:

Extinguishing the Tobacco Epidemic in New York <https://www.cdc.gov/tobacco/about/osh/program-funding/pdfs/new-york-508.pdf>

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## ***There's No Place Like (a Tobacco-Free) Home for the Holidays***



During the holidays, people often gather with family and friends. This is an opportunity to encourage and support tobacco users in their effort to quit by promoting a tobacco-free environment. Parents, grandparents, aunts, uncles and friends have the opportunity to impact the kids in their lives by setting an example of a tobacco-free lifestyle and reminding them that the use of tobacco, including cigarettes, e-cigarettes and other tobacco products, is harmful.

Making sure that your home is smoke-free protects friends and family, including children, pregnant women, the elderly, and those living with disabilities from the health harms caused by secondhand smoke. This holiday, don't let your home be filled with secondhand smoke. Secondhand smoke is known to contain over 250 toxic or cancer-causing chemicals. Exposure can cause children to develop ear infections, bronchitis and even trigger asthma attacks. Non-smoking adults regularly exposed to secondhand smoke can also develop tobacco-related illnesses, such as emphysema. New Yorkers are well aware that living in a smoke-free home is one of the best things they can do for their family's health and to protect their property; The vast majority do not allow smoking in the home.

Unfortunately, for residents of apartments and other multi-unit housing, the decision to have a smoke-free home is not theirs alone. Secondhand smoke drifts from neighboring apartments and creates unhealthy living conditions for everyone in the building.

If you rent and are exposed to unwanted secondhand smoke from a neighboring tenant, you have the right to ask your landlord to protect you and your family. No-smoking policies benefit both tenants and landlords.

An increasing number of apartment owners are choosing to go smoke-free to reduce fire risk, save on maintenance costs and to improve tenant health. The Southern Tier Tobacco Awareness Coalition (STTAC) is a local organization that can provide free resources for both tenants and landlords. To learn more about smoke-free housing, contact STTAC at (607)737-2858.

Sources:

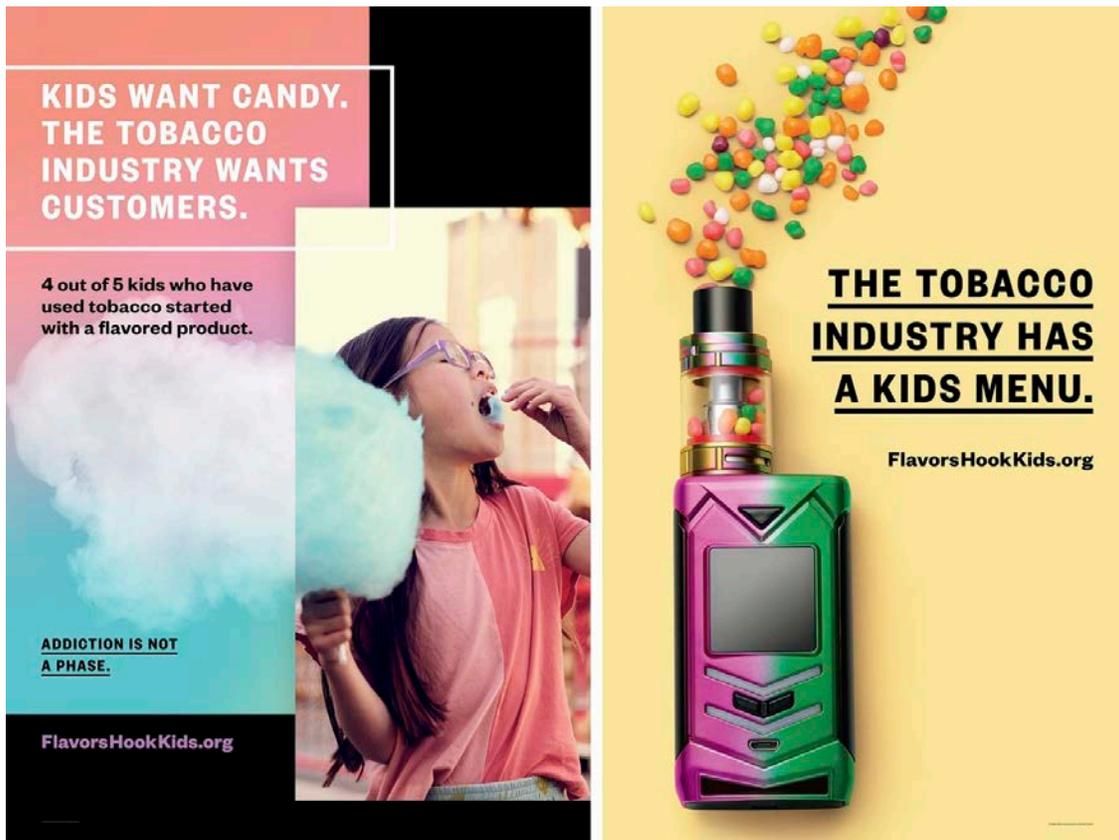
<sup>1</sup> Holiday Season an Opportunity for Tobacco-Free

Living <http://www.nwhealth.org/News%20Releases/NR%20171218%20Holiday%20season%20an%20opportunity%20for%20tobacco-free%20living.pdf>

<sup>2</sup> <http://www.tobaccofreenys.org/>

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## ***The FDA Unveils New Steps Preventing Youth Access to Flavored Tobacco Products and Announces Plans to Ban Menthol in Cigarettes and Cigars***



More than 20 percent of high school students use electronic cigarettes, risking nicotine addiction, lung damage and the temptation to try traditional smokes, U.S. health officials reported last month. Between 2011 and 2018, the number of high school teens who started vaping, as e-cigarette use is called, increased from 220,000 (1.5 percent) to just over 3 million (20.8 percent), according to the U.S. Centers for Disease Control and Prevention. "These new data show that America faces an epidemic of youth e-cigarette use, which threatens to engulf a

new generation in nicotine addiction," Alex Azar, U.S. Secretary of Health and Human Services (HHS), said in a news release.

Those startling statistics have prompted federal health officials to take action. The U.S. Food and Drug Administration commissioner Dr. Scott Gottlieb has announced that his agency was seeking to stop the sale of flavored e-cigarettes other than mint and menthol flavors to minors. His proposals include having stores that sell vaping products make them available only in age-restricted areas. In addition, Gottlieb called for stricter age verification for e-cigarettes sold online. He said he was also starting the bureaucratic process for banning menthol in all combustible cigarettes, and to ban flavors in cigars. This is a longer-term process and one likely to be fought every step of the way by the tobacco industry, which has succeeded for years in protecting menthol products from regulation. "More than half (54 percent) of youth smokers ages 12-17 use menthol cigarettes, compared to less than one-third of smokers ages 35 and older," Gottlieb said. "We will advance a Notice of Proposed Rulemaking that would seek to ban menthol in combustible tobacco products, including cigarettes and cigars," he added.

The NAACP welcomed the proposed menthol ban. "For decades, data have shown that the tobacco industry has successfully and intentionally marketed mentholated cigarettes to African Americans and particularly African American women as 'replacement smokers' (and) that menthol smokers have a harder time quitting smoking," the organization said in a statement.

Tobacco Control advocates praised the moves, while questioning how easy it would be to enforce them. For one thing, vape products are sold in a variety of outlets, said Matthew Myers, president of the Campaign for Tobacco-Free Kids. "(Gottlieb) doesn't define age-restricted, in-person locations. For this to have any effect, that has got to be a very vigorous definition."

There is a lot of conversation right now about the role of flavors in attracting and retaining consumers, rising rates of youth tobacco use, and the health inequities resulting from tobacco industry marketing. While we wait for the FDA Rulemaking process to progress, there are policy solutions that local governments can utilize to address this public health problem. It is important that we address the problem of tobacco use on a local level. To learn more about how communities can protect themselves from tobacco and the devastating consequences, contact STTAC at (607)737-2858 or [sarahrobbins@chemungcountyny.gov](mailto:sarahrobbins@chemungcountyny.gov).

Sources:

<sup>1</sup>FDA Restricts All Flavored E-Cigarettes; Moves To Ban Menthol

<https://www.nbcnews.com/health/health-news/fda-restricts-all-flavored-e-cigarettes-moves-ban-menthol-n936471>

<sup>2</sup> FDA's Deeming Regulations for E-Cigarettes, Cigars, and All Other Tobacco Products

<https://www.fda.gov/tobaccoproducts/labeling/rulesregulationsguidance/ucm394909.htm>

<sup>3</sup> Flavors Hook Kids - California Tobacco Control Program

<https://www.flavorshookkids.org/>

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**WHAT'S HAPPENING THIS MONTH:**

**Thursday, December 6 from 10am-12pm -**

*STTAC Coalition Meeting - Corning Community College Health Education Center*

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Here in New York State, tobacco companies spend more than a half a million dollars every day to place promotions in stores where kids can see them. And the more they see, the more likely they are to start smoking.

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