

# STTAC

**SOUTHERN TIER TOBACCO AWARENESS  
COMMUNITY PARTNERSHIP**

SERVING CHEMUNG, SCHUYLER AND STEUBEN COUNTIES

# A Closer Look

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## The Quit & Stay Quit Monday Program can help...

- It's a **FREE** online program for smokers who want to quit.
- Text and phone support offers help
- **Dial 2-1-1** to sign up or scan below!



## —Surgeon General's Report 50th Anniversary—

January 2014 marks the 50th anniversary of the first Surgeon General's Report on Smoking and Health.

Fifty years after the release of the first Surgeon General's Report on Smoking and Health, remarkable progress has been made. Since 1964, smoking prevalence among U.S. adults has been reduced by half. Unfortunately, tobacco use remains the leading preventable cause of disease, disability, and death in the United States.<sup>1</sup>

Since that report came out, significant changes have taken place and many new tobacco laws have been enacted, including the **Public Health Cigarette Smoking Act of 1969** which prohibited cigarette advertising on television and radio.<sup>2</sup> According to the Surgeon General's 25th Anniversary report, this

helped cut American smoking rates in half as tobacco marketing has been identified as a cause of smoking. The report also states, "To maintain our momentum towards a smoke-free society, we must focus our efforts on preventing smoking initiation and encouraging smoking cessation among high-risk populations."<sup>3</sup>

New York's Tobacco Control Program has taken their queue from the original report and works diligently to protect youth from tobacco marketing through promotion of Point of Sale (POS) policies and focuses cessation interventions for those with poor mental health and those of low socio-economic status. Help us make the outcomes of the next Surgeon General's Report positive!



**2014 Surgeon General's Report on Smoking and Health is coming soon!**

Sources:

1. <http://www.surgeongeneral.gov/initiatives/tobacco/>
- 2 [http://www.cdc.gov/tobacco/data\\_statistics/by\\_topic/policy/legislation/](http://www.cdc.gov/tobacco/data_statistics/by_topic/policy/legislation/)
3. <http://profiles.nlm.nih.gov/NN/B/B/X/S/>

## —New Smoking Policy for Chemung County Health Center—

On November 12, 2013 the Chemung County Legislature passed a new Smoke-Free Outdoor Policy.

The policy states:

- WHEREAS, the Administrator of the Chemung County Health Center recommends that no outdoor smoking be permitted on the Health Center Campus, including the parcel on which the Peter Chalk Pavilion is located, by any individuals, including residents and their visitors (with the sole exception of one resident who had smoking privileges prior to August 17, 2012); and
- WHEREAS, the County Executive and

Health and Human Services Committee have recommended that the Chemung County Legislature adopt the Outdoor Smoking Policy for the Chemung County Health Center Grounds, including the parcel on which the Peter Chalk Pavilion is located, in accordance with New York State Public Health Law S1399-o.

For more information on the policy please visit: <http://goo.gl/rVY7fL>

If any municipality or worksite is interested in creating a tobacco free policy please contact STTAC at 937-9922 or by email at [Coordinator@sttac.org](mailto:Coordinator@sttac.org). STTAC can provide worksites and municipalities with sample policies and ordinances, as well as free signage for your grounds while supplies last.

## Southern Tier Tobacco Awareness Community Partnership (STTAC)

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**We're on the Web, Facebook, Twitter and YouTube!**

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

**STTAC has two main initiatives:**

- To educate the public on the benefit of reducing and eliminating tobacco Point-Of-Sale (POS) marketing, which influences our youth to use tobacco products.
- To educate the public on the benefits of having Tobacco Free Outdoor (TFO) policies, which includes tobacco free worksites, parks, vehicles, entryways and other public outdoor areas.

## Upcoming Trainings & Events

### Denormalizing and Treating Tobacco in Addiction Services Collaborative Conference Call

**Speaker: Tony Klein, MPA, CASAC, NCACII**  
Manager, Outpatient Services, Unity Chemical Dependency, Rochester, New York

- January 8, 2014
- 12:00 Noon – 1:00 PM

The Cessation Center at Arnot Health will reimburse for lunch up to \$50.00 (excluding desert and soda). Just fax a copy of the sign in sheet along with the receipt to 737-4530.

To register or get more information call The Cessation Center at Arnot Health: 607-737-7007 ext. 7938 or email: [adomines-ke@arnothealth.org](mailto:adomines-ke@arnothealth.org)



### Upcoming Tobacco Holidays:

#### **Kick Butts Day:**

March 19, 2014, for more information please visit: <http://goo.gl/LnnML>



#### **World No Tobacco Day:**

May 31, 2014, for more information please visit: <http://goo.gl/MrRvG>



## —Paid Media Campaigns & Cessation Behaviors Among Adult Smokers—

***Paid media campaigns are associated with cigarette consumption and cessation behaviors among adult smokers in New York***

The New York Tobacco Control Program has focused its paid media on evidence-based messages that incorporate strong emotional content and graphic images. Research indicates that highly graphic or emotional content is more effective at increasing population-level cessation behaviors among adult smokers than less hard-hitting content. For this analysis, media markets were categorized as high, medium and low dose based on cumulative past-year media gross rating points. Data from the New York Adult Tobacco Survey were combined for years 2003-2011.

- During the 2003-2011 time period, smokers in high-dose media markets reported smoking an average of 11.1 cigarettes per day (CPD) compared to 14.2 CPD among smokers who live in low-dose media markets. This is a statistically significant difference.
- From 2003-2011, 60.7% of adult current smokers in high-dose media markets reported making a quit attempt compared to 51.2% of smokers in low-dose media markets, a statistically significant difference.
- Additional analyses (not shown) indicate that these effects persist when controlling for pre-existing differences between cigarette consumption or quit attempts by media markets.

**Average daily cigarette consumption and quit attempts by paid advertising dose, 2003-2011**

