

STTAC

**SOUTHERN TIER TOBACCO AWARENESS
COMMUNITY PARTNERSHIP**

SERVING CHEMUNG, SCHUYLER AND STEUBEN COUNTIES

A Closer Look

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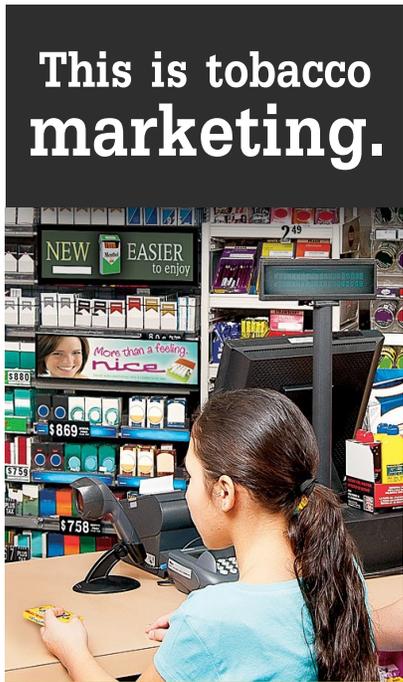
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—Surgeon General's 50th Anniversary Report Has Been Released!—

On January 17, 2014, the Department of Health and Human Services released the 32nd report of the Surgeon General focusing on tobacco and health. This week marks fifty years since the first of those 32 reports was published. This new report documents that smoking causes even more diseases, kills even more people and costs the nation even more in medical bills and other economic losses than has previously been reported. There are three clear conclusions from this report:

- Despite remarkable progress, tobacco use continues to have a devastating impact on the health of the nation, an even greater impact than previously believed. Each year, smoking kills 480,000 Americans – causing about one out of every five deaths in the U.S. It costs the nation at least \$289 billion in medical bills and lost productivity. If we don't make more progress, 5.6 million children under age 18 alive today will die prematurely from smoking-caused disease.
- Cigarettes are more deadly today than they were 50 years ago because of actions taken by the tobacco industry. The report concludes that smokers' risk of death from all causes, compared to those who never smoked, has gone up significantly over the past 50 years. It also finds that today's cigarette smokers have a much higher risk of lung cancer and chronic obstructive pulmonary disease than smokers in 1964, despite smoking fewer cigarettes. The report concludes that changes to the design and composition of cigarettes is the only reasonable explanation for the increased risk of lung disease.
- All of the deaths, diseases and costs caused by tobacco use are entirely preventable by implementing proven strategies. This report leaves no doubt that we know what to do to end the tobacco epidemic – maintain the high cost of tobacco, enact comprehensive smoke-free air laws, conduct hard-hitting mass media campaigns, fully fund state tobacco control programs, ensure that health systems/insurers provide tobacco users with access to effective treatments, and effectively implement the Food and Drug Administration's regulatory authority over tobacco products, including graphic warning labels.

As Acting Surgeon General Boris Lushniak noted repeatedly in his remarks, "Enough is enough." We must redouble our efforts to reduce the use of tobacco products and prevent new users from starting. And we must be vigilant about the tobacco industry and its attempts to market to a new generation of potential customers. I look forward to working with all of you on the challenge to end the tobacco epidemic.



It's a fact:
Kids who see it are
64% more likely
to start smoking.

Source: Henriksen, Schleiher, Feighery and Fortmann. Pediatrics: The Official Journal of the American Academy of Pediatrics, July 19, 2010. DOI: 10.1542/peds.2009.3021

Join Us for Kick Butts Day!

STTAC is partnering with the Elmira Jackals for Kick Butts Day! Come to our sponsored game on Friday, March 14th at 7:05 PM at the First Arena in Elmira. Proceeds from tickets purchased in advance online or through the Jackals box office with the promo code "SADD" will aid Students Against Destructive Decisions (SADD) of Southside High School.

Kick Butts Day is an opportunity to stand up against Big Tobacco and its marketing tactics that promote youth smoking. We hope to see you there!

CVS Stops Sale of Tobacco!

CVS Caremark, will become the first chain of national pharmacies to take tobacco products off its shelves as of October 1. CVS is taking a bold step forward for public health that will hopefully set an example for other pharmacies and chains across the nation. The American Medical Association said, "We commend CVS for putting public health ahead of their bottom line and recognizing the need for pharmacies to focus on supporting health and wellness instead of contributing to disease and death caused by tobacco use." Read the full story at <http://goo.gl/DBeWBM>.

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

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www.youtube.com/sttacny



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.

Protect the hearts
you love from
secondhand smoke!



There's **no safe**
level of exposure
to secondhand
smoke.

Upcoming Trainings & Events

The next Collaborative Conference Call topic will be about **Pregnancy & Cessation** and will be held on:

- March 5th
- 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



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— American Heart Month & Tobacco —

February is American Heart Month. When you think about your heart or even heart disease you may not think about tobacco, but you should.:

- According to the American Heart Association, cigarette smokers have a higher risk of developing cardiovascular disease.¹
- Smoking damages your body and can lead to heart disease. It robs your body of some of your good cholesterol, temporarily raises your blood pressure, increases the blood's likelihood to clot, and makes it more difficult to exercise.¹
- Each year secondhand smoke causes more than 3,000 deaths in nonsmoking adults in New York State, most from heart disease and lung cancer.⁵
- Each year about 38,000 people die from heart and blood vessel disease caused by other people's smoke.⁶
- Nonsmokers who are exposed to secondhand smoke at home or at work increase their risk of developing heart disease by 25–30 percent.⁴

We now know that smoking bans and smoke-free laws are one of the most cost-effective ways to prevent heart attacks.² There is convincing evidence that public health interventions to reduce secondhand smoke exposure have significant health benefits. In the first year alone after expansion of the Clean Indoor Air Act (CIAA) in New York, It was estimated that there were approximately 3,800 fewer hospital admissions for heart attacks resulting in an estimated cost savings of \$56 million.³ This is why it is important to protect both adult and children from the dangers of secondhand smoke. inside and outside.

If your business or municipality is interested in creating a Tobacco-Free policy Southern Tier Tobacco Awareness Community Partnership (STTAC) can help. STTAC can provide assistance with policy development as well as **FREE SIGNAGE**, while supplies last. For more information you can contact SITAC at 607-937-9922 or by email at Coordinator@sttac.org.

Sources: ¹http://www.heart.org/HEARTORG/GettingHealthy/QuitSmoking/QuittingSmoking/How-Cigarettes-Damage-Your-Body_UCM_322735_Article.jsp
²<http://www.globalsmokefreepartnership.org/heart/data/index.html>
³http://www.health.ny.gov/prevention/tobacco_control/reports/statshots/volume6/ciaa_2013_10_year_report.pdf
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⁵<http://www.ny.smokefree.com/Subpage.aspx?P=60&P1=6020&E=>
⁶http://www.heart.org/HEARTORG/GettingHealthy/QuitSmoking/QuittingSmoking/Why-Quit-Smoking_UCM_307847_Article.jsp