



SOUTHERN TIER TOBACCO AWARENESS COALITION

Chemung, Schuyler, and Steuben Counties

A Closer Look

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—Elmira Housing Authority Goes Smoke-Free!—

On January 1, 2015 the Elmira Housing Authority (EHA) went smoke-free! According to their newly adopted policy, all 478 EHA apartments must be smoke-free, meaning no one can smoke in any of the individual apartments or any of the apartment buildings. Their policy also states that there can be no smoking within 25 feet of any building entrance.

The EHA has 3 apartment complexes, Hoffman Plaza, Bragg Towers, and Flannery Apartments. The decision to go smoke-free came about because of strong recommendations from the Department of Housing and Urban Development (HUD) for all Public Housing Authorities (PHA) to go smoke-free. HUD has also provided a smoke-free tool kit for PHA to provide assistance with the adoption of a new smoke-free multi-unit housing (SF-MUH) policy.

There are many reasons HUD recommends the adoption of SF-MUH policies. Exposure to smoke, whether direct or secondhand, causes adverse health outcomes such as asthma and other respiratory illnesses, cardiovascular disease, and cancer. The 2010 Surgeon General's Report – *How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease* supports this statement by explaining that low levels of smoke exposure, including exposure to secondhand smoke, lead to a rapid and sharp

increase in dysfunction and inflammation of the lining of blood vessels, which are implicated in heart attacks and strokes. Additionally, the report states that cigarette smoke contains more than 7,000 chemicals and compounds. Hundreds of these chemicals and compounds are toxic and at least 69 cause cancer. In addition to the health reasons for adopting a SF-MUH policy there are also safety reasons.

The United States Fire Administration (USFA) indicates smoking as the number one cause of preventable home fire deaths in the United States. Furthermore, about 1,000 people are killed every year in their homes by fires caused by cigarettes and other smoking materials. The USFA states 25 percent of people killed in smoking-related fires are not the actual smokers; of this percentage, more than one third of these victims were children of the smokers, and 25 percent were neighbors or friends of the smokers. In addition to the negative health effects of secondhand smoke, smoking is a proven hazard to physical structures.

If you are interested in more information about SF-MUH you can contact Teresa Matterazzo by email at tmatterazzo@co.chemung.ny.us or by phone at 607-737-2858. You can also visit the HUD website at <http://portal.hud.gov/hudportal/HUD?src=/smokefreetoolkits1>.

—NY State Parks Ban on Smoking Has Been Reinstated—

A New York appeals court has reinstated a ban on smoking in state parks, dismissing a challenge by a group of smokers who said the restriction was enacted illegally.

A five-judge panel of the Albany court on Wednesday, December 31, 2014, said the state Office of Parks, Recreation and Historic Preservation had the authority to enact the 2013 rule, which banned smoking at beaches, picnic areas and other outdoor areas at more than 200 parks

and historic sites.

For more on this story you can visit: <http://goo.gl/F76HYB>

The case is NYC C.L.A.S.H. v. New York State Office of Parks, Recreation and Historic Preservation, New York State Supreme Court, Appellate Division, Third Department, No. 519023.

(Reporting by Daniel Wiessner)

This is tobacco marketing.



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

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



Your patients trust you.
They need your guidance.

**DON'T BE SILENT
ABOUT SMOKING**

TalkToYourPatients.org

—Newburgh Council Approves Tobacco Licensing Law—

CITY OF NEWBURGH – Newburgh's City Council approved what may be the state's toughest local licensing requirement for stores selling cigarettes, cigars, e-cigarettes and other tobacco and tobacco-related products on Monday.

Beginning March 1, convenience stores, gas stations and other retailers selling tobacco products will have to apply for a city license. Those applicants will have to meet a number of criteria, including passing an inspection to ensure they meet building and maintenance codes.

Supporters predict the licensing requirement will strengthen efforts to prevent tobacco retailers from selling tobacco products to minors. It passed over protestations from store owners and the state Association of Convenience Stores.

"It's the least we can do," Councilwoman Genie Abrams said.

Newburgh now joins New York City and other municipalities in requiring tobacco sellers to get a local license in addition to their state license. New York City also raised its smoking age to 21. Newburgh considered banning sales to anyone under 19 but stuck with the state age limit of 18.

What passed is a law covering tobacco- and nicotine-containing products ranging from cigarettes, cigars and chewing tobacco to snuff and bidis, a form of cigarette popular with natives of India.

It bans tobacco sales within 1,000 feet of a school's property line, although retailers currently located closer than 1,000 feet will be exempt from that requirement.

Applicants for a license would have to have their shops inspected by the fire and police departments. The city would have the power to request a search warrant if owners refuse an inspection.

To receive a license, retailers would have to meet a set of criteria and pay a fee that has yet to be set by the city.

Among the application requirements: They must be free of building, fire or property-maintenance code violations, not have violated any state laws covering the sale and display of tobacco products, and not be delinquent on city fees or fines.

Mayor Judy Kennedy said the law will aid efforts the city has undertaken to convince bodegas and other store owners to make cosmetic improvements.

"This law actually puts a little teeth into that, so that if you don't do it, you're going to lose your license to sell cigarettes," she said.

By Leonard Sparks
Times Herald-Record
<http://goo.gl/Xn7wLq>

—Physicians Play a Key Role in Getting their Patients' to Quit—

More than 82 percent of adults in the U.S. have contact with a healthcare professional every year resulting in one billion physician office visits and opportunities to deliver tobacco dependence treatment.¹ A Health Care Provider can greatly improve the likelihood someone will quit smoking. In fact, the Centers for Disease Control and Prevention (CDC) says that a doctor's advice and assistance more than double the odds that a tobacco user will quit successfully.

The use of approved smoking cessation medications at least doubles a tobacco user's chances of successfully quitting² and many of the medications including

the patch, gum and lozenges are covered by Medicaid plans. A Health Professional can provide a range of support and treatment for quitting including counseling, and prescribing medications to address cravings and withdrawal symptoms.

For additional support, tobacco users can also contact the New York State Smokers' Quitline at 1-866-NY-QUITS or www.nysmokefree.com. The Quitline can offer a variety of resources and support including phone coaching, automatic quit messages to your mobile, landline or email, and a free starter kit of nicotine patches for eligible smokers.



New York State Smokers' Quitline

1-866-NY-QUITS (1-866-697-8487)

1. National Ambulatory Medical Care Survey: 2010, Summary Tables, Table 1, 9, 13, http://www.cdc.gov/nchs/data/ahcd/names_summary/2010_namcs_web_tables.pdf

2. Which Quit Smoking Medication is Right for You, Smokefree.gov, <http://smokefree.gov/explore-medications>

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.
- 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.
- Eliminate pro-tobacco imagery from youth-rated movies and the internet.

STTAC Contact Information:

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- Reality Check Coordinator: 737-2028 ext.73480
- Community Engagement Coordinator: 737-2028 ext.73483
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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

Community Updates & Events:

—International Week of Action: Movie Stomps—

Reality Check is joining youth around the world to create awareness about the way Hollywood encourages youth to smoke during the International Week of Action (February 15 to February 21), which coincides with the week leading up to the 87th Academy Awards.

For over 10 years, Reality Check has been working to get Hollywood to eliminate smoking in youth rated movies with an “R” rating. According to the Surgeon General’s 2014 Report, youth who are exposed to images of smoking in movies are more likely to smoke; those who get the most exposure to on-screen smoking are about twice as likely to begin smoking as those who get the least exposure. The report further states that actions that would eliminate the depiction of tobacco use in movies could have a significant effect on preventing youth from becoming tobacco users. PG-13 movies are the biggest concern since they accounted for nearly two-thirds of the smoking scenes adolescents saw on the big screen in 2012.¹

To celebrate this year’s International Week of Action, Reality Check will be hosting a Movie Stomp event in each of the three counties, Chemung, Schuyler, and Steuben. These Movie Stomps will be youth-hosted Reality Check Movie Nights, and are a time for teens to talk with friends about Hollywood and Big Tobac-

co. Youth from around each of the 3 counties will be watching movies with high rates of tobacco depictions, learning about product placements and smoking in films, and exploring tobacco marketing tactics. During each scene with tobacco imagery, the audience will be stomping their feet in order to bring attention to the unnecessary tobacco use on screen.

For event dates, times and locations please see below. In the coming month, Reality Check youth will be reaching out to local youth groups in their communities, inviting them to the Movie Stomp event in their county. If you know of any youth groups or have youth that are interested in attending, please contact our Reality Check Coordinator, Sarah Robbins at (607)737.2028 x73480 or by email sarahrobbins@co.chemung.ny.us for more details regarding this exciting event.



Smoking in movies kills in real life.

Movie Stomp Details

| Movie Theater/ Location | Date | Time | Movie Playing |
|--------------------------|--------------------|--------------------|------------------|
| Elmira Height Theater | Friday (2/20/15) | 6:30pm— 9:30pm | Rango (Rated PG) |
| Watkins Glen Theater | Saturday (2/21/15) | 1:00pm— 4:00pm | Rango (Rated PG) |
| Palace Theater (Corning) | Sunday (2/22/15) | 12:00am— 3:00pm | Rango (Rated PG) |