



**SOUTHERN TIER TOBACCO  
AWARENESS COALITION**

**Chemung, Schuyler, and Steuben Counties**

# A Closer Look

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*—Hornell Housing Authority Goes Smoke Free!—*

**Hornell, NY** – The Hornell Housing Authority of Steuben County has decided to go Smoke Free. For the safety and health of their residents, as well as their building structures, as of October 1st Hornell Housing Authority has implemented a 100% smoke free indoor policy, and an outdoor smoke policy that limits smoking to a designated area on each of their three main complexes and single family homes. The Policy was unanimously approved by the seven member Housing Authority Board of Commissioners and subsequently approved by the Dept. of Housing and Urban Development in June 2014. The Policy will cover all 158 of the Authority’s Public Housing apartments.

The smoking policy has been put in place by Hornell Housing Authority for health concerns and legal and financial reasons. There is no safe level of secondhand smoke and secondhand smoke easily migrates from one unit to another through doorways, cracks, electrical lines, plumbing, and ventilation systems. Children and elderly are especially susceptible to the effects of secondhand smoke. It can increase risk of premature death, respiratory problems, ear infections, lung cancer, and heart disease. Legally, a smoke free policy is beneficial because no court to date has upheld that there is any legal right to smoke in federally subsidized housing, nor is the right to smoke inside or outside a state or federal constitutional right. Also, it can be possible for non-smokers to bring legal action against owners and smoking tenants for breach of covenant of quiet enjoyment, negligence, nuisance, and breach of warranty of habitability, and under the Fair Housing Act and the Americans with Disabilities Act if tenants have lung or respiratory issues. Lastly, savings to the Authority will also result as there will be fewer instances of burned counter tops, floors, and carpets, as well as less labor and materials will be needed to rehab a unit after smoking occupants move out. Fire risk and destruction from water and smoke will also be greatly reduced.

Hornell Housing Authority started their process to go smoke free in January of this year. Communication with their tenants was key in their process. Tenants were involved in the process

from the beginning when Hornell started with a survey to get tenants input about a smoke free policy. The clear majority of tenants preferred a smoke free environment. Residents were also involved in the process going through. Hornell Housing Authority Director, Jason Sackett, met with the resident council every other week to discuss concerns.

One major encouragement for the Authority stated by Jason Sackett was that even just after collecting the survey he had tenants calling his office to tell him that they had quit because of the possibility of a smoke free policy.

“At least 20 other Housing Authorities in New York State have adopted smoke free policies and we are also proud to institute the policy. Clearly, smoking and the use of Tobacco not only damages the apartments, but allow for unnecessary exposure of harmful second hand smoke to residents, resident’s children, staff, and authority contractors.”

“Moving forward, enforceability of the Policy will also be key. All residents and applicants will be required to sign lease addendums recognizing the policy. Although the Policy was just recently instituted, the Housing Authority wait list has not been impacted and occupancy levels are still stable. There was definitely a shock value to rolling out the policy, but just as restaurants and bars have adjusted to going smoke free, our residents will adapt and be healthier and safer for going smoke free. At the end of the day, we must protect the health and safety of our residents and safeguard taxpayer investment in our assets.” *Quoted from Hornell Housing Authority Jason Sackett.*

STTAC, Southern Tier Tobacco Awareness Coalition, will be providing the Hornell Housing Authority with free signage and would like to commend them for taking action to protect the health of their community.

If you would like more information on creating a tobacco-free housing policy please contact Teresa Matterazzo, Community Engagement Coordinator, at either [tmatterazzo@co.chemung.ny.us](mailto:tmatterazzo@co.chemung.ny.us) or 607-737-2858.

THIS IS **TOBACCO** MARKETING

www.sttac.org

Our Kids Have **SEEN** Enough!

Tobacco free NYS.org

*It's a fact:*

Kids who see it are  
64% more likely  
to start smoking.

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

## *-New Smoke-Free Policy for Steuben County Grounds! -*

On October 22, 2014 a nicotine/ smoke-free policy went into effect for Steuben County NY. According to the policy Outdoor smoking and nicotine use is prohibited within 100 feet of the main entranceway of the Steuben County Office Building; this includes all building openings including doorways, air or ventilation intake systems, and entryways. Smoking and nicotine use is also entirely prohibited in the courtyard area. Smoking and nicotine use will only be allowed in a designated area on the front sidewalk of the building, adjacent to the public parking lot, leading to East Steuben Street as indicated by a benched and signed area.

The Steuben County's nicotine / smoke-free policy was developed to protect from tobacco use and secondhand smoke, an established cause of cancer and respiratory and cardiovascular diseases. The policy also states that there is no safe amount of secondhand smoke.

STTAC, Southern Tier Tobacco Awareness Coalition, will be providing the Steuben County with **free signage**.

If you would like more information on creating a tobacco-free entryway or grounds policy please contact Teresa Matterazzo, Community Engagement Coordinator, at either [tmatterazzo@co.chemung.ny.us](mailto:tmatterazzo@co.chemung.ny.us) or 607-737-2858.

**STTAC can also provide free signage to support any new tobacco-free policy, while our supplies last!**



## *—What is Smoke-Free Media?—*

Big Tobacco has known the power of the media for decades and has a long history with the entertainment industry. The tobacco industry uses tobacco imagery and brand identification on screen to both normalize and glamorize tobacco use.

web, Big Tobacco spends more and more cash on internet marketing. There are currently no state or federal laws regulating how the tobacco industry markets on the web. This gives the industry free range to target youth in new stealthy ways through buzz/viral marketing.



Teens consume more media than ever, watching an average of almost 11 hours of media in any given day. The media youth consume is often completely unregulated, giving the tobacco industry direct access to teens' daily lives.

The tobacco industry uses the media to target youth by having their favorite actors and actresses light up on both television and movie screens. Research shows that the more smoking youth see on screen, the more likely they are to start smoking.

With anonymous posting as easy as the click of a mouse, the tobacco industry can easily claim innocence while recruiting new replacement smokers for the 1200 Americans they lose daily to tobacco related illnesses.

Reality Check aims to expose the tobacco industry and de-normalize and de-glamorize tobacco use on screen through smoke-free media initiatives. For more information on how you can get involved contact our Reality Check Coordinator by phone at 737-2858 or by email at [SarahRobbins@co.chemung.ny.us](mailto:SarahRobbins@co.chemung.ny.us)

As teens spend more and more time on the

**Why are drugstores and pharmacies still selling TOBACCO products?**

It's time to end this practice. Show your support.

Tobacco free NYS.org



# SOUTHERN TIER TOBACCO AWARENESS COALITION

Chemung, Schuyler, and Steuben Counties

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:**

**Physical & Mailing Address:**

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Elmira, NY 14901

**Elmira Office Phone number:**

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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](http://www.sttac.org)
- [www.facebook.com/sttac](http://www.facebook.com/sttac)
- [www.twitter.com/sttacny](http://www.twitter.com/sttacny)
- [www.youtube.com/sttacny](http://www.youtube.com/sttacny)

## Community Updates & Events:

### —The 2014 Great American Smokeout—

*Great American Smokeout Spotlights Pressing Need to Help those with Low Income, Less than High School Education or Poor Mental Health*

The Reality Check Youth group will be doing a butt pick-up on Thursday November 30, 2014 in recognition of the Great American Smokeout in Elmira to encourage a critical look at tobacco disparities and solutions to end the tobacco epidemic. Tobacco use is still the leading cause of preventable disease and death in New York State taking nearly 24,000 lives annually. Tobacco is not an equal opportunity killer – with the most vulnerable and underprivileged New Yorkers bearing the heaviest burden.

Vulnerable New Yorkers use tobacco at nearly twice the rate of the general population. Research shows that the poor are more likely to smoke, less likely to be successful quitting and more likely to lose their lives to lung cancer.<sup>1</sup> Quitting smoking is the single most important step someone can take to improve his or her health and re-

duce his or her risk of cancer. The Southern Tier Tobacco Awareness Coalition (STTAC) together with the American Cancer Society encourages smokers to join the many thousands around the nation quitting for the Great American Smokeout this Thursday.

Reality Check of STTAC and Health System Change of the Finger Lakes are part of the New York State Tobacco Control Program, a statewide effort to help people quit and prevent youth from initiating tobacco use.

For more information about the event or how to get involved with Reality Check please contact Sarah Robbins by email at [sarahrobbins@co.chemung.ny.us](mailto:sarahrobbins@co.chemung.ny.us) or by phone at 607-737-2858.

### —Chemung County Board of Health Approved Two Tobacco-Free Pharmacy Resolutions of Support—

On September 23, 2014 the Chemung County Board of Health voted on and approved two resolutions of support in regards to Tobacco-free Pharmacies in Chemung County. The first resolution to be approved resolved that the Chemung County Board of Health supports ending the sale of tobacco products in all pharmacies and stores that contain a pharmacy department and recommends to the Chemung County Legislature that they investigate and pursue legislation that would affect the same. The second resolution to be approved resolved that the Chemung County Board of Health supports ending the sale of tobacco products in all pharmacies and stores that

contain a pharmacy department and recommends that the same be communicated to all local pharmacies seeking their voluntary cooperation in ending the sale of tobacco products at their establishments.

If you would like more information on these resolutions you can visit the Chemung County Board of Health page and read resolutions in the minutes from the September meeting: <http://www.chemungcountyhealth.org/usr/BOH%202014/boh09232014minutes.pdf>