

Sustaining our Success

New York State Tobacco Control Program Rochester Area UPDATES

Volume 2, Issue 3

March 2007

The New York State Tobacco Control Program is at work in your neighborhood and in your community.

Rochester Area Partners are among 150 community-based partners, funded by the New York State Tobacco Control Program, working to save lives and save dollars

Our Program goals...

Eliminate exposure to secondhand smoke

Decrease the social acceptability of tobacco use

Prevent the initiation of tobacco use

Promote cessation from tobacco use

-Counties Served-

Chemung, Livingston, Monroe, Ontario, Seneca, Schuyler, Steuben, Wayne & Yates

Community Partnership Updates

The **Tobacco Action Coalition of the Finger Lakes (TACFL)** will be surveying a total of 400 community members in Seneca, Wayne, Yates & Ontario Counties to identify current levels of perception, behavior and opinions regarding point of purchase advertising (POP) at convenience stores in their communities. TACFL will use this data to identify where the greatest need for intervention is within these counties. We will be asking all community members in those "hot spot" areas to join with us and get advertisements reduced, removed or rearranged in an effort to prevent youth from becoming future smokers.

The **Livingston County Tobacco Control Coalition** encourages everyone to be aware of the recent verdict in the Department of Justice lawsuit against cigarette manufacturers. "The Verdict Is In: Findings from United States v. Philip Morris" consists of seven brief reports on Judge Gladys Kessler's key findings. This report, prepared by the Tobacco Control Legal Consortium, refers to the "seven pillars of fraud" that cigarette manufacturers continue to perpetuate, continue to lie about: 1) hazards of smoking, 2) addiction, 3) nicotine levels, 4) light cigarettes, 5) marketing to youth, 6) secondhand smoke, and 7) suppression of information. To view the above summary reports go to <http://www.tobaccolawcenter.org/dojlitigation.html>.

The **Southern Tier Tobacco Awareness Community Partnership (STTAC)** kicked off their tobacco-ad free magazine campaign February 2nd and 3rd at Elmira's First Arena. Through a partnership with the Elmira Jackals, a minor league professional hockey team, attendees were treated to a variety of educational opportunities. The Cessation Center provided materials for those seeking quit opportunities, Reality Check developed a wall poster explaining the impact of tobacco ads on youth initiation of smoking and encouraged people to provide their signature to show their support of tobacco ad-free magazines, and STTAC provided colorful LED glow sticks imprinted with the phrase "Light up the night, Not another cigarette" to the first 1,000 people in attendance each night.



Sustaining Our Success

Livingston County Tobacco Control Coalition

Linda Motz
2 Murray Hill Dr.
Mt. Morris, NY 14510
585-243-7524
LMotz@co.livingston.ny.us

Check out these websites:

Web addresses of partners:

Schuyler County *Reality Check*
www.realitychecksc.org

Southern Tier Tobacco Community Partnership
www.sttac.org

Tobacco Cessation Center @ ArnotHealth
www.arnothealth.org/tobaccofree

School Policy Program:
www.gvboces.org/StudentSupportServices/SSSindex.html

New York State Smokers' Quitsite
www.nysmokefree.com

Greater Rochester Area tobacco Cessation Center
www.cvhpinstitute.org/tcc

Livingston County Department of Health
www.co.livingston.state.ny.us/doh_tobacco.php

Reality Check Project Updates

Wayne County Reality Check:

On December 12, 2006 The Town of Arcadia became the second municipality in Wayne County to sign a smokefree movie resolution joining the Town of Marion who signed in November. Town Supervisor Joe DeSanto allowed Wayne County RC Coordinator and youth to speak to the town board and a captive audience on hand. The town board unanimously agreed to sign a resolution and join several other municipalities across the state to get smoking out of youth viewed movies. Supervisor DeSanto not only agreed to sign the resolution but gave the audience a speech about the harmful effects of smoking and encouraged them to quit smoking if they are smokers and to never start if they do not currently smoke. The resolution includes 4 parts, which are: Rate New Smoking Movies R, Certify No Pay-Offs, Require Strong Anti-Smoking Ads and Stop Identifying Tobacco Brands. Youth hosted a Free Movie Viewing the week of Feb 18th at Showplace 6 in Newark to create community awareness to the dangers of smoking in youth viewed films.

Student Support Services Update

Webster Thomas High School is committed to creating a safe and healthy school environment for their staff and students. As part of their agreement to examine their district's tobacco free policy, Webster Thomas will be filling out an observational checklist that will aid in assessing the effectiveness of the current policy. The assessment will help begin the dialogue around the policy and highlight areas of strength and areas in need of improvement, if any. Other campuses in the district will soon be following Thomas' lead on this issue.

MidWest Student Support Services Center works with schools in ten counties to increase the number of districts with comprehensive no tobacco policies. Through the hard work of High School Health Educator Mark Kress and his district wide committee, Livonia Central School District passed a revised No Tobacco Use Policy. The planning process for communicating the improved policy to students, staff and community has begun.

Cessation Center Updates

The **Tobacco Cessation Center at ArnotHealth** would like to share some comments from tobacco-users who were affected by our work to change hospital policies, provide staff training, technical assistance, and offer stipends to implement a process to address tobacco use in hospitals.

"When I went in the hospital, I knew I wouldn't be able to smoke so I decided that's when I would quit.... It's awesome, now I have time to rock my new daughter and hold her since I don't have to take the time to smoke and I don't stink of tobacco either. I have more money too, which I can use because I don't have a job." *Tierrah Lent (age 20) of Big Flats*

"The Tobacco Cessation Center at Arnot Health helped me as a Steuben County Public Health Educator by offering University of Pittsburgh training, which led to my certification as a tobacco cessation specialist. The center also offers regular opportunities to gain additional knowledge of the best practice techniques that are proven to be effective and have enabled me to be successful in helping tobacco users quit the habit." *Lorellie Clark, Steuben County Public Health Nurse Educator.*

"The Arnot Ogden tobacco cessation classes (supported by the Tobacco Cessation Center at ArnotHealth) helped me understand how to use medications so they were most helpful. The group support and class discussions helped me become more determined." *Rae McDermott, Elmira, 5 years smoke free now!*