

Tobacco Action Coalition of the Finger Lakes



Volume 1, Issue 3

November 1, 2011

Front Page News!

- **Seneca County Bans Smoking on all County Property**
- **TACFL Provides Education at Community Events**

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Ontario County votes YES on a law to ban tobacco use on all county owned and leased properties, effective 11/16/2011.

Seneca and Ontario County Public Health Directors talk about the new laws.

Seneca County Goes Smoke Free

October 17, 2011, Seneca County's law banning smoking on all county owned and leased properties went into effect. Initially presented to the Health Committee in early 2011, the law passed on September 27th. While the committee supported the efforts of Vickie Swinehart, Public Health Director, and the Board of Supervisors was split on the issue until the very end. On September 13th, a public hearing was held to allow

community members an opportunity to voice their concerns and/or support for the proposed law. Several residents, county workers, health professionals and tobacco control supporters attended the public hearing. In addition, many letters of support and petition signatures were received by the Clerk to the Board prior to the hearing. Based on projections that evening, the vote would be close, but leaned toward a no. On September 27th, the Board of Supervisors met at the historic

courthouse in Ovid. The vote for the proposed law was one of the first items on the agenda. Each board member expressed their views prior to their vote. At the finish, the Clerk tallied the weighted votes, and announced that the law had passed. A tremendous success for the County Health Department, who recognizes the current smoking rate in Seneca County at 29%. We applaud Vickie Swinehart and all who worked on this project. Now Seneca County will breathe easier.

TACFL Out and About

TACFL participated in four community events throughout the summer. In August, Project Coordinator, Jodie Pulkinen attended the Ginna Health and Safety event and educated employees about the dangers of secondhand smoke. Several employees voiced an interest in having a 100% tobacco free work environment. The Ontario Chamber of Commerce (Ontario, Wayne County), sponsored an honorary blood drive at Casey Park in Ontario. Program Director, Penny Gugino, attended the event along with several other health organizations. Attendees learned about the deceptive marketing prac-

tices of the big tobacco companies, and their methods for targeting youth. Many adults signed postcards supporting the reduction and removal of tobacco marketing in all non-adult only retail outlets. Seneca Falls Super Sidewalk Saturday was a lively event. Music on the street, vendors along the sidewalks, and visitors arriving both by car, and by boat along the canal. Many discussions took place with those visiting the TACFL booth about secondhand smoke exposure when walking along the sidewalk to patronize local businesses. For those allergic to smoke, or suffering from a chronic lung disease such as asthma, walking past someone who is smoking can turn a beautiful day into a horrifying visit to the emergency depart-

ment. By prohibiting smoking at least 25 feet from entryways, people entering businesses are not exposed to toxic secondhand smoke.



The Geneva Farmer's Market was a great experience, and again, patrons of the market expressed their concerns of shoppers walking around with lit cigarettes or cigars. The majority of community members stated that smoking should not be allowed in public places.

Point of Sale Tobacco Marketing

What do you see?

Adolescents see tobacco products, and with twice the recall of tobacco marketing than adults, are more likely to become smokers.



The tobacco industry spends billions of dollars annually (\$1.1 million each day in New York State alone) to market its deadly products in our stores including: paying retailers to prominently display tobacco products, in-store advertising, price discounts and other in-store promotions.

Exposure to tobacco marketing in stores is a primary cause of youth smoking:

- Studies show that exposure to cigarette advertising causes nonsmoking adolescents to initiate smoking and to move toward regular smoking.
- Studies show that even brief exposure to tobacco advertising influences adolescents' intentions to smoke.
- Young people are more likely to be influenced by cigarette advertising than by peer or parental smoking.
- The more tobacco retailers there are near their schools, the more likely children are to smoke.



The picture below represents how tobacco products can continue to be made available to adults, without impacting youth. All tobacco products are stored discretely in easily accessible cabinets, out of reach and sight of youth.



75% of teenagers shop at convenience stores at least once a week. The picture above represents what youth see each time they approach the counter to pay for their items.

Opposite page

Statement of Support to remove and reduce tobacco advertising

Statement of Support

Reducing Youth Exposure to Tobacco Marketing in Stores

WHEREAS, the tobacco industry spends approximately \$1.1 million per day to market its product in New York State;

WHEREAS, each year in New York State, 24,100 new youth begin smoking;

WHEREAS, tobacco companies place most of their advertising in convenience stores, where 75% of teenagers shop at least once a week;

WHEREAS, young people are almost twice as likely as adults to recall tobacco advertising;

WHEREAS, studies show that even brief exposure to tobacco advertising influences adolescents' intentions to smoke;

WHEREAS, 90% of smokers start before the age of 18;

WHEREAS, tobacco product displays in stores gives youth the impression that tobacco products are easily accessible;

And WHEREAS, exposure to tobacco marketing in stores is a primary cause of youth smoking,

THEREFORE, the _____ supports reducing tobacco marketing in stores to protect our youth.

Signature Date

Print Name Title

Organization

Address

City, State, Zip

Phone

FAX or mail signed copy to: Tobacco Action Coalition of the Finger Lakes
1595 Elmwood Avenue
Rochester, New York 14620
Fax (585) 442-4263

Champion Central

TACFL would like to recognize the following businesses and organizations who have signed Tobacco Free Outdoor Air policies!

Seneca County Smoke Free Law *Effective October 17, 2011*



Wee People Nursery School

Owner and Director, Sally Sanford completely supports a smoke free environment for the children who attend Wee People Nursery School. Sally knows firsthand the effects of secondhand smoke. Several years ago, Sally became ill and, after recovering, found herself sensitive to cigarette smoke. Wee People serves 42 children and their families, and is the only nursery school in Walworth, Wayne County.

Creative Choices Daycare

Director, Carol Cartwright believes that children should not be exposed to secondhand smoke and signed a policy prohibiting smoking on the entire grounds of the Creative Choices Daycare in Seneca Falls. The daycare serves approximately 35 children, and will now offer the children and their families an environment free of secondhand smoke, cigarette butt litter and the modeling of unhealthy behavior to children.

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