

Tobacco Action Coalition of the Finger Lakes



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Check out our website: www.smokefreefingerlakes.com



Ontario County Approves New Law



In late October, the Ontario County Board of Supervisors approved a law that prohibits tobacco use on all county-owned and leased properties, including county-owned vehicles, and playgrounds and structures in county parks (within 100 feet). With a vote of 17-4, the approval of this new law is an important community health issue. The Health and Medical Committee of Ontario County offered strong support in favor of the law's passage.

The Public Health Department is poised to assist those wanting to quit tobacco by offering smoking cessation classes. At a TACFL meeting held in December, Penny Gugino presented Alice Robeson with an Award in recognition of Ontario County's important decision to end tobacco use on County property. This law is also intended to protect children and adults from exposure to second-hand smoke.

We applaud Ontario County's efforts to become a healthier community!

Welcome, Helen Dunlap, Project Coordinator of TACFL! Helen joined TACFL on November 14th, bringing several years of experience in the field of health and wellness education and advocacy. She comes to the Program from the S2AY Rural Health Network, working as the Project Coordinator for the Healthy Living Partnership and Outreach/Recruitment Coordinator for the Cancer Services Program. Helen says of her new position, *"I am so excited to be a part of these great initiatives! I so strongly believe that prevention is the key component of good health. If we can help people in our communities to stop—or better yet—never start tobacco use, the healthier we all become!"*

Helen's major responsibilities with TACFL will be to coordinate the **"Tobacco-Free Workplace Initiative"** and work with business leaders to develop tobacco-free policies, to recruit and oversee health advocacy groups, and to help coordinate the **"Point-of-Sale Tobacco Marketing"** project and communicate with government decision-makers about the importance of reducing or removing tobacco marketing from non-adult only retail outlets.

Helen will be a true asset to TACFL.....Welcome Helen!



TACFL Welcomes Helen Dunlap

The Tobacco Action Coalition of the Finger Lakes (TACFL) is a grassroots coalition of local agencies and individuals working together to reduce the prevalence of tobacco use and to promote healthy communities. TACFL serves Ontario, Seneca, Wayne and Yates counties in New York State. The Coalition is funded by the New York State Department of Health Tobacco Control Program through a grant to the American Lung Association in New York.

New York State Tobacco Control Program

Saving Lives, Saving Money

Community Partnerships
Tobaccofreenys.org



Youth Action Programs
realitycheckofny.com



Cessation Centers
TalkToYourPatients.org

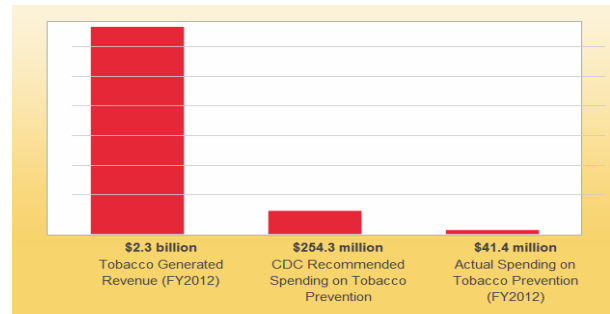


New York State Smokers' Quitline
nysmokefree.com



NYS Tobacco Control Program Tobacco Revenue - Prevention Spending

In light of recent publicity regarding New York state's investment in tobacco control, we thought it would be a good time to take a look at where we've been—and where we're headed as we continue to fight tobacco use. We do know that comprehensive, well-funded programs that prevent youth from initiating tobacco use, and provide support for existing tobacco users to quit, are proven to save lives and money. What we are not always aware of is how much funding these programs require, where the funding for these programs comes from, as well as how the revenue intended for certain programs is distributed. The graph to the right shows how tobacco generated revenue is more than adequate to fund New York State's Tobacco Control



Program at the Center for Disease Control's recommended levels.

Across the nation, funding for tobacco control has been slashed—despite collecting billions of dollars each year in tobacco revenues (that includes tobacco industry payments as set forth in the 1998 Master Settlement Agreement (MSA) and tobacco sales tax revenues). In New York State, the **CDC recommends spending \$254.3 million a year to have an effective, comprehensive tobacco prevention program.**¹ While tobacco revenues totaled an estimated \$2.3 billion in fiscal year 2012, New York invested only \$41.4 million for tobacco prevention and cessation (previous years; 2008-85.5 million, 2009-80.4 million, 2010-55.2 million, 2011-58.4 million).¹ This leaves New York state ranking 20th in the nation.¹

With 19.3% of American adults still smoking, tobacco use remains the nation's number one cause of preventable death.¹ **25,400 New York adults die each year from their own smoking.**¹ **The State lost an estimated \$8.17 Billion in health care costs and \$2.7 Billion in Medicaid costs as a result of tobacco use (2009).**² It is estimated that **389,000 youth under 18 and alive in New York today will ultimately die prematurely** from smoking.¹ In New York State, it is imperative that we offer a comprehensive approach to tobacco prevention.

A comprehensive tobacco control program saves lives and saves money.

¹ Campaign for Tobacco-Free Kids http://www.tobaccofreekids.org/facts_issues/

² American Cancer Society <http://www.cancer.org/acs/groups/content/@eastern/documents/document/acspc-030903.pdf>

Seneca and Ontario County Public Health Directors Discuss Laws Banning Smoking & Tobacco Use

Recently, both the **Ontario County** (OC) and **Seneca County** (SC) Public Health Directors took the time to discuss the recent laws that were enacted banning smoking and tobacco use in their respective counties. Their insight offers valuable information for others who may be considering new laws about tobacco use.

What caused you to propose a law banning smoking/tobacco on a County level?

(OC) We banned tobacco use on county property not across the whole county. Our adult smoking rate was at 20%...higher than the state and neighboring counties with the exception of Seneca. In addition, our cardiovascular disease rates and lung cancer rates were also higher.

(SC) The Board of Supervisors voted to adopt Local Law #3. The adult smoking rate is 29% vs. 19% for NY state. Death rates for lung and bronchus cancers are well above state and regional levels. Also health care costs have continued to increase, and prevention actions cost far less in the long run than treatment.

What has been the greatest challenge throughout the process?

(OC) Our Health and Medical Committee was very supportive of this initiative so it was surprising that several members of the Board of Supervisors were not in favor of the new law. The vote was 17 to 4.

(SC) The Seneca County Board of Health felt strongly that the county needed to address chronic disease and smoking rates. The challenge has been to educate the Board of Supervisors and residents of the need to change lifestyles and de-normalize smoking. Our message is anti-smoking—not anti-smoker, and adults need to model healthy behaviors for children.

Many people question the issue of enforcement, how are you dealing with that aspect of the law?

(OC) Our position is one of education and support. We are in the process of placing signs around our campuses and believe that enforcement will be self policing. Over time it will be the culture to not smoke on county property...it will be the norm just as not smoking indoors has become.

(SC) Even though the law is written to include penalties for not complying, the priority is education and providing support (smoking cessation classes, referrals for nicotine replacement therapy etc.) rather than "punishment". This law really becomes the responsibility of all citizens to enforce. It is important for individuals to speak up when they see someone smoking where it is prohibited.

What supports have been implemented to assist smokers who want to quit?

(OC) The public health educator is available to assist individuals with cessation. We offer cessation classes and one-on-one support for any employee who would like support. We are also available to assist community members with exploring cessation methods.

(SC) The Health Department Public Health Educator has offered, and will continue to offer, smoking cessation classes to County residents and county employees. We also encourage referrals to the NYS Smokers Quitline as there is the ability to receive some free Nicotine Replacement Therapy through their services. Education remains the key to encouraging and facilitating individuals to make their choice to quit smoking.

What advice would you offer to other counties who may be considering a similar law?

(OC) This is an important issue and one that public health should take on. Tobacco use continues to be the single largest preventable cause of disease, disability, and death. Public health officials need to be courageous in their diligence and commitment to improving the health of their communities. This process is lengthy and time consuming but improving the outcomes of our citizens is why we are in the business of public health. It is not always the most popular position for many are critical of this type of law but I believe it is the right thing to do. I am proud to have led this effort.

(SC) Persistence and perseverance will be integral to the success of any campaign to change behaviors. Discussions on prohibiting smoking on county owned/leased property is a very hot topic, because opponents state that this is just another example of "big brother/big government regulating what I can do". They also state that it is their "right" to smoke. Smokers need to be reminded that their smoking can have a detrimental or deadly effect on another individual's health. This should be a priority Public Health Issue in every community. I commend the Seneca County Board of Health for identifying this issue and for having the courage to pursue this local law. I also commend the Seneca County Board of Supervisors for acknowledging the effect that smoking has on the health and well being of **ALL** of the residents of Seneca County and having the courage and conviction to pass Local Law # 3 of 2011 .

Champion Central

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

Seneca County Health Department Recognized for Smoke-Free law

Bravo to the Board of Supervisors who recently voted to adopt a local law that bans smoking on all County owned and leased property. Tobacco use in Seneca County is a serious public health issue, and this decision will begin to de-normalize tobacco use, protect the children and adults of Seneca County from second-hand smoke, and promote positive role modeling by



Pictured from left to right: Penny Gugino-TACFL, Vickie Swinehart-Public Health Director, and Kerry VanAuken-Public Health Educator

adults in the community. At a recent TACFL meeting, the Seneca County Health Department Director, Vickie Swinehart, and Public Health Educator, Kerry VanAuken received an Award from Penny Gugino, TACFL Director, in recognition of their commitment to the health and wellness of Seneca County.

Making the Finger Lakes a Healthier place to live, work, and play.

Wee People Nursery School Signs Tobacco-Free Policy

Sally Sanford, Owner and Director of Wee People Nursery School in Walworth, Wayne County makes an investment in the health of the children of her school, and their families. Sally was excited to partner with TACFL in creating a 100% tobacco-free environment at her school.

Pictured at right; Sally Sanford next to Her "Young Lungs at Play" signage.



Catholic Charities of Wayne County

Catholic Charities of Wayne County implemented a 100% tobacco free policy for their office in Newark. Catholic Charities serves over 4,000 Wayne County residents annually. Pictured here is Tim Sullivan, Executive Director, along with staff members from left; Sharon VanLiew, Inga Rojas, Teresa Welch, and Sandy Thomas.



First Presbyterian Church & Creative Choices Daycare Go Tobacco-Free

There are two brand-new tobacco-free partners in Seneca County! Creative Choices Daycare and the First Presbyterian Church of Seneca Falls have instituted tobacco-free policies. Partnering with TACFL, tobacco use of any kind is now prohibited on the grounds and parking areas of these two neighboring properties. Deciding to be tobacco-free, they have created a more healthy environment for daycare children and Church members who will be protected from second-hand smoke. We applaud their innovative approach!



Pictured here is Carol Cartwright, Creative Choices Daycare Director, following the installation of their tobacco-free signage at the entrance to their shared parking area. Not pictured, Rev. Leah Ntuala, First Presbyterian Church.

Tobacco Action Coalition of the Finger Lakes

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