

## Fall into the Quitters Circle

**"You can control the urge to smoke  
or you can let it control you."**

**- Lorraine L., Hostos Community College Student**

**Lorraine L.  
Hostos Community College  
of the City University of New York  
Student**

Lorraine started smoking at the age of 15. Two months ago she decided that she wanted to take control back of her life. Since then she has been tobacco-free. She has tried to quit before in the past but says this time is different because she has made a firm decision to stop.

Lorraine attends the cessation group offered at Hostos and finds it motivational, stating that it is an opportunity that should be available everywhere. She finds the biggest reward for being tobacco-free is the control she gained back.

### **Advice for future quitters:**

**"Take it one day at a time. When you're trying to quit [it's] scary. When you break it into manageable steps it doesn't seem so intimidating"**

**Aubrey G.  
Montefiore Medical Center  
Employee**

After being a smoker for 12 years Aubrey is happy to have quit for over a year. Aubrey used all three steps of the nicotine patch and also used nicotine gum. He says that the patch helped him to quit. Though the gum took some getting used to he also found it helpful.

Aubrey was smoking two packs a day and spending about \$11.00 per pack. Since quitting he has saved over \$600 per month from not purchasing cigarettes. He hopes to not pick up the habit again.

### **Advice for future quitters:**

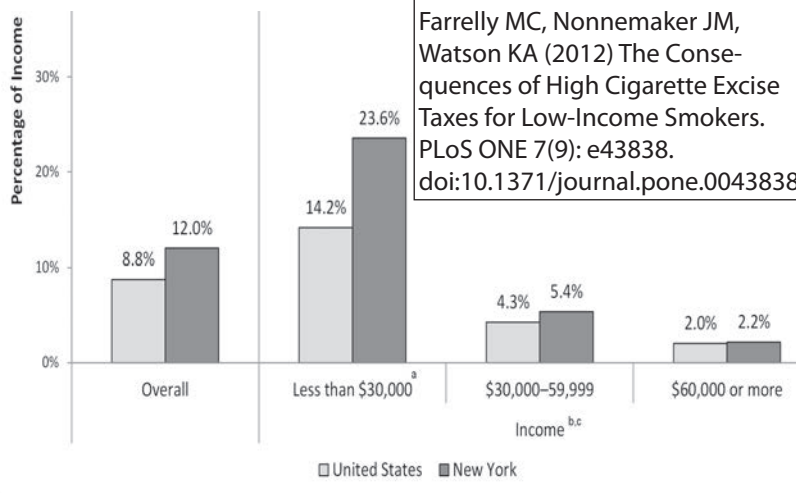
**"...Not the first day but the second day is the hardest...After you make it through the second day, the third day get[s] a little bit easier"**

**Montefiore Medical Center and the  
City University of New York (CUNY)  
have tobacco-free campus policies.**

**Tobacco -free environments support  
smokers who are trying to quit. For  
information on developing a tobacco-  
free campus and training on ways to  
help smokers quit successfully please  
contact [breathes@einstein.yu.edu](mailto:breathes@einstein.yu.edu) or  
call (718) 430 - 8912**

## Low Income Communities Disproportionately Bare the Burden of Tobacco

A study done by the Research Triangle Institute (RTI) highlighted the burden of high cigarette excise taxes on low-income smokers. Showing that although these taxes are effective in reducing cigarette smoking, they can impose a significant financial burden on low-income smokers. It was found that smokers living in New York who make less than 30K a year spend about 23.6% of their income on cigarettes. This is almost twice the national average of 14.2%. The most recent census report states that 28.4% of Bronx residents live below the poverty level. Having the highest smoking rate in the city at 16.2% and as high as 19% in some Bronx neighborhoods, it is imperative to focus smoking cessation support services in these communities.



# First Annual Beach Reach

On August 8th, 2012 Bronx BREATHEs conducted our first annual Beach Reach. It's been over a year since NYC declared Smoke-Free Parks and Beaches. Joined by Councilman James Vacca and Juan Rios from Highbridge Community Life Center, Bronx BREATHEs hit the beach to offer support for Bronx beach goers. Free starter kits of nicotine patches and gum were given to smokers interested in quitting. Literature on the benefits of promoting smoke-free environments and on how to quit smoking was distributed to those passing by. One school teacher was happy to take a poster to display in her classroom. We are happy to work together with the community for a cleaner healthier smoke-free Bronx.



## The 4th Annual Bronx Educational Forum

### COMBATING THE BURDEN OF TOBACCO THROUGH COLLABORATION AND PROGRESSIVE POLICIES

Friday, October 12, 2012  
9:00 AM - 1:00 PM  
Hostos Community College  
Multipurpose Room  
(Savoy Manor) 2nd Floor  
120 East 149th St.  
Bronx, NY 10451

Keynote Speaker  
**Bronx Borough President Ruben Diaz Jr.**  
Featuring a Panel Discussion by the  
Center for Tobacco Products, FDA  
Office of Compliance and Enforcement  
Office of Policy  
Office of Regulations  
Office of the Center Director

## Upcoming Bronx Events

**Making Strides Against Breast Cancer**  
of Bronx, NY  
Sunday, October 21, 2012  
One Orchard Beach, Bronx NY  
Walk begins at 8:00 AM  
For more info  
[www.makingstrideswalk.org](http://www.makingstrideswalk.org)

**Great American Smokeout**  
Thursday, November 15, 2012  
Free Patch and Gum  
Bronx BREATHEs Tabling 10:00 AM - 2:00 PM  
Montefiore Hospital Divisions:  
Moses - Inside Cafeteria- 111 East 210 Street, Bronx NY  
Weiler - Outside Cafeteria- 1825 Eastchester Rd., Bronx NY  
Wakefield- Outside Cafeteria- 600 East 233rd Street, Bronx NY

For help to quit smoking please contact the NYS Smokers' Quitline at 1-866-697-8487  
For information on Bronx BREATHEs please visit [www.bronxbreathes.org](http://www.bronxbreathes.org)