

Winter 2010

Great American Smokeout 2010

Thursday, November 18, 2010, Bronx BREATHEs conducted outreach to provide quit smoking literature, nicotine replacement patches and gum to smokers seeking help to quit. Similar to activities featured on Kick Butts Day and World No Tobacco Day, Bronx BREATHEs joined with Bronx Community Health Network, Montefiore Medical Center and Albert Einstein College of Medicine to provide this service at Montefiore's three main hospitals, the Forchheimer building of the Albert Einstein campus and a selection of Montefiore Medical Group clinical sites. The newest edition to Bronx BREATHEs supported GASO activities are those put forth by the South Bronx Asthma Partnership (SOBRAP)



From 9am to 3pm SOBRAP showcased healthcare resources for smoking cessation in the front lobby of Bronx Lebanon Hospital Center's Concourse division. The event was spearheaded by Shoua Xiong, Program Coordinator for the Community Health Education Center (CHEC) and Sivani Nattama, Program Coordinator at SOBRAP. Bronx BREATHEs assisted by conducting basic tobacco cessation training for the SOBRAP associates who facilitated these efforts and provided smoking cessation literature, materials promoting the New York State Smokers Quitline and a supply of nicotine patches and gum for distribution.

Representatives from SOBRAP and the CHEC disseminated information on the truth about tobacco products, effects of smoking on the environment and on asthma. Physicians offered counseling and nurses provided tools for smoking cessation including how to access the Quitline. Pharmacy students, under the guidance of Dr. Monica Mehta, counseled on medications and proper use toward successfully quitting. The event was a huge success, with over 100 people in attendance.

NRT Available at BCHN MMG Sites

An on-site supply of nicotine replacement therapy (NRT) patches and gum is being made available to each of the Montefiore Medical Group clinical sites affiliated with the Bronx Community Health Network (BCHN). NRT is not covered by many insurance plans. The patches and gum provided are free to all smoking patients interested in quitting. This initiative is made possible by funding from the NYS DOH Tobacco Control Program. Having the NRT as an on-site resource will hopefully empower staff to promote tobacco cessation in patients. A week long activity of tabling will kick off in early 2011, to inform patients of the new service and promote utilization of the NRT supply. Each site will feature tabling activities one day out of the week offering counseling and NRT to smokers. Partnering sites include:



Comprehensive Health Care Center (CHCC)
305 East 161st Street, Bronx NY

Family Health Center (FHC)
360 East 193rd Street, Bronx NY

Comprehensive Family Care Center (CFCC)
1621 Eastchester Road, Bronx NY

University Avenue Family Practice
105 West 188th Street, Bronx NY

West Farms Family Practice
1055 East Tremont Ave Bronx, NY

Spot Light

“Smoking is an important health problem leading to well documented illnesses and deaths. In New York, where families live in close quarters, even one smoker will expose an entire family to second hand smoke, and can deleteriously influence others to smoke by example. Outpatient primary care medical clinics such as the Bronx Lebanon ACN are an important resource to educate and bring about positive changes in our community.”

— Dr. Tricia Chan, Bronx-Lebanon ACN
Fax-to-Quit Leader

Fax to Quit Leaders

7/01/2010 - 12/31/2010

NAME	Fax to Quit Referrals
Tricia Chan	53
Shadi Nahvi	22
Rasik L. Patel	18
Dr. Akella	16



Schedule a Training

Bronx BREATHEs trains health professionals in evidence based Tobacco Cessation best practices.

For more information on Fax-to-Quit or to schedule a training please contact
Shaniyya Pinckney at
shaniyya.pinckney@einstein.yu.edu
718-430-8912

Smoke Free Parks and Beaches

September 15, 2010 Mayor Bloomberg announced plans to expand the Smoke Free Air Act (SFAA) to include parks and beaches. The SFAA initially Banned smoking in virtually all workplaces and indoor recreational venues. An amendment to the City's 1995 Clean Indoor Air Act (CIA), extended to all restaurants and most bars regardless of seating and size. Forbidding smoking in some outdoor areas, including under overhangs and in outdoor restaurant and bar seating areas, if more than 25%. The new law would prohibit smoking in parks, beaches, marinas, boardwalks and pedestrian plazas.

Smoke-free outdoor air policies promote a cleaner, safer environment for families and children while helping to reduce the cost of cigarette butts and tobacco product litter clean-up. Bronx BREATHES along with the NYC Coalition for Smoke-Free City and our community partners support Mayor Bloomberg, Speaker Quinn, and the New York City Council for introducing legislation that will protect the health of all New Yorkers. A smoking ban at NYC parks and beaches is good public policy. There is NO safe level of secondhand smoke exposure for the residents of New York City! Help build support for City Council Intro 0332-2010 to prohibit smoking in pedestrian plazas, parks, and beaches

For more information on Smoke Free Parks and Beaches please visit at www.nycsmokefree.org



**For help to quit smoking please call the New York State Smokers Quitline at 1-866- NY-QUITS (697-8487)
Or visit www.nycsmokefree.com**

Protect Our Youth from Harmful Tobacco Marketing

~Courtesy of Broome County Cessation Center

Tobacco companies use strategic placement of tobacco product displays as their most effective marketing tool. These product displays consist of large cases containing colorful tobacco products, back lit headers and advertising and are appropriately called "powerwalls". They are placed in prime retail space, behind the cash register, so they will receive maximum visibility. Tobacco companies spend 90% of their marketing budget at this "point of sale" because they know this is an effective way to reach the youth they need as new smokers to replace smokers who either quit or die from their addiction.

Do tobacco product displays impact an adolescent's decision to smoke? The simple answer is yes. Studies have revealed that even brief exposure to tobacco advertising influences adolescents' intentions to smoke. Each day, more than 4,000 kids try smoking for the first time and another 2,000 kids become regular smokers. It is not by coincidence that 85% of these kids prefer three of the most heavily advertised brands (Marlboro, Camel, and Newport). Seventy-five percent of teenagers shop in convenience stores at least once a week, the same place where tobacco companies strategically place the majority of their marketing money. Coincidence?

This issue affects everybody. In the United States, cigarette smoking and smokeless tobacco together are the single leading preventable cause of death. Twenty-five thousand New York State residents die from tobacco related illness every year. Even if you aren't personally affected by the ravages of tobacco related illness, your pocketbook pays a price. New York State alone spends over \$8 billion each year on healthcare costs directly related to smoking. This means that each New York State resident pays approximately \$894 in state and federal taxes to pay for government expenditures to treat smoking related illness.

If we are serious about reducing youth tobacco use, we must address tobacco product displays. Several countries have banned the display of tobacco products. International studies have revealed that tobacco product display bans is an effective means of reducing youth smoking. To reduce youth smoking, it is imperative that members of the community get involved and help to educate and spread awareness concerning this important issue. Make your voice heard and contact elected officials regarding this serious problem.