



A T F N

Adirondack Tobacco Free Network

Spring 2012 Newsletter

www.clintonhealth.org/atfn.html

News from the Adirondack Tobacco Free Network

Play

Learn

Work

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Tobacco Free

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Public Health
Prevent. Promote. Protect.



ATFN Holds Press Event for Surgeon General's Report Release on Youth Tobacco Use

On March 8th, 2012, the Surgeon General released a report on teen smoking, the first report to focus on youth and tobacco use since 1994. One of the major issues addressed in the report was how tobacco marketing in convenience stores, pharmacies and other retail locations targets and influences youth. Currently, the United States is falling far short of our national youth smoking goals.



Key findings/recommendations of the report :

- More than **600,000** middle school students and more than **3 million** high school students in the United States smoke cigarettes.
- Nearly **a million and a half U.S. kids** under age 18 will try their first cigarette this year.
- Every tobacco-related death is replaced by **two new smokers** under the age of 25.
- The younger kids are when they try tobacco, the **more likely** they are to get addicted.
- **3 out of 4 teens** who smoke will continue smoking into adulthood—even if they intend to quit in a few years.
- More than **a million dollars an hour** is spent to market tobacco products in this country.

To promote this important release, the Adirondack Tobacco Free Network along with Reality Check held a press event at Plattsburgh City Hall. At this event, local cardiothoracic surgeon, Dr. Anne Cahill, spoke about the devastating effects of smoking she sees every day with her patients. She emphasized that smoking is more addictive to youth than adults and is still the leading preventable cause of death in the US. Reality Check youth members talked about how much money is spent on tobacco advertising to get them addicted. They want to see change and are standing up against Big Tobacco.

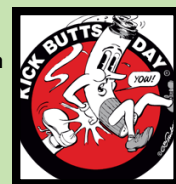
The event raised awareness about the importance of communities taking steps to reduce youth exposure to tobacco marketing in stores. According to the Campaign for Tobacco Free Kids, nearly 90% of regular smokers start smoking before the age of 18 and there are 22,500 New York State children under 18 who become new daily smokers each year. Although NYS is making progress in reducing youth smoking, there is still a tremendous amount of work to be done to continue to protect our children.

The Surgeon General's report is available at <http://surgeon.general.gov>.

NATIONAL KICK BUTTS DAY

March 21st, 2012 was national Kick Butts Day and a day for youth to speak out against big tobacco companies. This year, almost 1,200 different events were held across the United States to promote youth taking action.

families enjoyed face-painting, balloon animals, several different anti-tobacco games with prizes for all players, and a clown.



Champlain Centre Mall celebrated this day by promoting their decision to go tobacco-free on May 31st, 2102. The mall devoted a wall for kids to draw on as a "Tobacco Memorial Wall," pictured right. Kids and their



ATFN, Reality Check, and the North Country Tobacco Cessation Center provided information and promotional giveaways.

For more information, visit www.kickbuttsday.org or www.champlaincentre.com.

THIS IS TOBACCO MARKETING.

Kids who see it are more likely to smoke.



ATFN recently launched a new media campaign that addresses point of sale advertising and how it increases the chances that kids will start smoking. Point of sale advertising is when tobacco products are highly visible where other items are purchased, such as by registers in convenience and grocery stores and pharmacies.

Many people are unaware that these types of displays function as tobacco product marketing. However, in 1998 the Tobacco Master Settlement Agreement was enacted, which severely limited how tobacco products could be advertised. This forced tobacco companies to devise new ways to continue marketing their products towards children.

Research has shown that kids who shop at stores with tobacco marketing two or more times per week are 64% more likely to start smoking than their peers who don't. This is a startling statistic and one that can easily be changed. In fact, five years after the implementation of display regulations in Canada, the Propel Centre for Population Health Impact reported a 10% decrease in smoking rates for children ages 15-19, indicating a possible correlative relationship. Display regulations include covering up tobacco products where they are sold.

The new media campaign simply states that our kids have seen enough. It is time to start making changes in the visibility of tobacco products in areas that children frequent. This will help decrease youth smoking rates, which will in turn decrease the overall population of regular smokers.

Encourage children to speak up and say that they have seen enough. Check out the new media campaign at www.tobaccofreenys.org.

Reminder to all municipalities ...

Summer is coming! Are your parks and playgrounds tobacco-free? Join the 20 other municipalities that have taken steps toward creating healthier communities through tobacco-free outdoor policies.

Give ATFN a call at 565-4993 or send us an e-mail at atfn@co.clinton.ny.us to get more information.

We provide signs!

ONE PERSON DIES EVERY SIX SECONDS WORLDWIDE DUE TO TOBACCO USE AND EXPOSURE

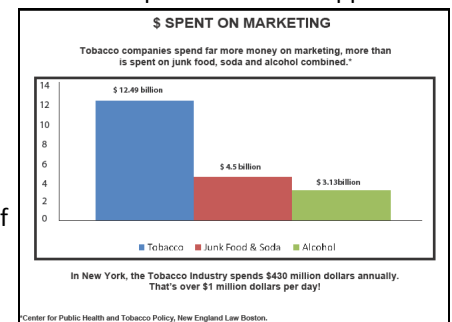


Ten years ago, the World Lung Foundation (WLF) and the American Cancer Society released the first Tobacco Atlas report that includes worldwide statistics and

information that illustrate the devastating toll that tobacco products have on human health. Recently, the fourth edition of the Tobacco Atlas was released, concluding that if the current trends continue, a billion people will die in this century as a result of tobacco use and exposure. This number translates to one death every six seconds.

Public health efforts have made some monumental strides over the past decade with policy work and health education to attempt to reduce smoking rates around the world. However, the tobacco industry regularly fights these accomplishments by challenging anti-tobacco policies, tobacco-free outdoor legislation, and marketing restrictions.

Unfortunately, many tobacco companies have the upper hand when it comes to finances. In 2010, the profits of the world's six biggest tobacco firms were equal to the combined earnings of Coca-Cola, Microsoft and McDonald's—a total of \$35.1 billion.



The World Health Organization will be holding a convention with more than 170 countries to assist in decreasing smoking rates, limiting second-hand smoke exposure, and restricting promotion of tobacco products. As WHO director general Margaret Chan said, "We must never allow the tobacco industry to get the upper hand. Tobacco is a killer. It should not be advertised, subsidized or glamorized."

Information adapted from
www.msnbc.msn.com/id/46808526/ns/health-cancer

Find us on Facebook!

The Clinton County Health Department is welcoming the community to "like" us on Facebook for up-to-date tobacco control issues, as well other important Public Health information and events.

Find us at
www.facebook.com/clintonhealth

