

Montefiore Goes Smoke-Free

March 23rd 2011, Montefiore Medical Center will declare a Smoke-Free Campus Policy. All properties owned, leased, or operated by the Medical Center will be designated smoke-free areas. The policy applies to all Montefiore associates, patients, and visitors. By committing to a smoke-free campus policy, Montefiore, the largest healthcare provider and teaching organization in the Bronx shows its dedication to the health and well-being of its employees, patients, visitors, and local communities. It has been proven that limiting the number of places where people can smoke encourages smokers to quit. As the largest employer in the Bronx, NY employing an estimated 17,000 associates and providing care to over one third of all Bronx residents, this shift is bound to have a tremendous impact.

Montefiore's plan to transition into a Smoke-free campus was first broadcasted internally on November 18th 2010, the date of the American Cancer Society's annual Great American Smoke Out. In a letter from the President and CEO, Steven M. Safyer, MD, it was announced that Montefiore would go smoke -free this March by extending the no-smoking zones beyond the 25-foot perimeters to include entire hospital campuses, public areas such as garages, common areas in residential buildings and community based sites. President Safyer stated, "We want everyone who comes to us for care to experience a healthy, tobacco -free environment and for our community to be free of health burdens associated with smoking."

This time last year, in sync with Kick Butts Day on March 24, 2010, Montefiore Medical Center kicked off "To Your Health!" – A Worksite Wellness Program. The program offered Tobacco Cessation workshops at all major Montefiore locations. In this same time frame Montefiore's Office of Community Health established a Tobacco-Free Campus Task Force, chaired by Director Peter Selwyn, MD, MPH. The Task-Force made up of associates from across the medical center worked diligently to assess the unique needs of the complex health system. Then with the support of community partners, including the Bronx BREATHEs staff, the Task Force presented recommendations on steps to create a tobacco-free campus at Montefiore. On Wednesday, March 23th, Kick Butts Day 2011, Montefiore celebrates the culmination of its efforts and officially declares a smoke-free Campus!

"We want everyone who comes to us for care to experience a healthy, tobacco-free environment and for our community to be free of health burdens associated with smoking."

**Steven M. Safyer, MD
President and Chief Executive Officer**



Bronx BREATHEs proudly supports Campaign for Tobacco-free Kids in sponsoring Kick Butts Day 2011! This year we will be teaming up with our community partners to feature Kick Butts Day activities across the Bronx at over ten locations. In the tradition of Bronx BREATHEs tabling efforts we will be providing literature on the dangers of tobacco use and how to quit smoking, free nicotine patches and gum, and for the first time coupons and information for Chantix.

Kick Butts Day 2011!

Free Nicotine Patches and Gum and Chantix Coupons!

With many of the event locations featured at Montefiore sites we are happy to help celebrate Montefiore's launch of their smoke-free campus. Hats off to Montefiore for a job well done! We would also like to welcome four new organizations to the list of Kick Butts Day sites, St Barnabas Hospital, Morris Heights Health Center, Urban Health Plan, and the South Bronx Asthma Partnership (SOBRAP) at Bronx Lebanon Hospital. Thank you for joining us as we take action against Big Tobacco and empower our youth for a smoke-free future.

Kick Butts Day is a national day of activism to support our youth to stand out, speak up and seize control against Big Tobacco. Sponsored by Campaign for Tobacco-free Kids, Kick Butts Day offers over 2000 events nationwide each year. This year Bronx BREATHEs is working to make Kick Butts Day in the Bronx bigger than ever. We hope that you will join us in our mission to work towards a Bronx free from the burdens of Tobacco use. For information on Kick Butts Day 2011 please visit www.kickbuttsday.org

Please see reverse side for Flyer and event locations



We will be sponsoring Tobacco Cessation efforts at 14 locations. Please join us to receive

FREE Nicotine Patches and Gum* and Quit Smoking Literature

Wednesday March 23, 2011

10:00 AM - 2:00 PM

Kick Butts Day 2011 is a day of activism that empowers youth to take action against tobacco use at more than 2,000 events nationwide. This year, **Bronx BREATHES** will be collaborating with our community partners to sponsor events at 14 locations across the Bronx. Please come out to a site near you.



Montefiore Medical Center Moses Division
Inside Food Pavilion
111 East 210th Street, Bronx NY

Montefiore Medical Center North Division
Area Outside Cafeteria
600 East 233rd Street, Bronx NY



Montefiore Medical Center Jack D. Weiler Hospital
4th Floor Cafeteria
1825 Eastchester Road, Bronx NY

Morris Heights Health Center
85 West Burnside Ave. Bronx NY
70 West Burnside Ave. Bronx NY



Children's Hospital at Montefiore Main Lobby
3415 Bainbridge Ave, Bronx NY

West Farms Family Practice
1055 East Tremont Ave, Bronx NY



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

Bronx East
2300 Westchester Ave, Bronx NY



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

St. Barnabas Hospital Center
4422 3rd Ave Bronx, NY



Bronx Lebanon Hospital Center
Main Lobby
1615 Grand Concourse, Bronx NY

Urban Health Plan
1065 Southern Blvd, Bronx NY
1515 Southern Blvd, Bronx NY



For more information, visit www.bronxbreathes.org or call (718) 430-8912

*Limited Quantities Available - NRT provided NYSDOH Tobacco Control Program