

Be Tobacco-free for 2013!

Tobacco control partner's across the nation have declared January "Cessation Month." Every year many smokers resolve to quit smoking for the new year. This makes January the perfect time to support those who wish to quit smoking. It is the month when the sale of cessation medications is highest. However, without support the majority of smokers making a quit attempt will relapse. Now is the time for all health care organizations and businesses to strongly promote tobacco cessation.

It is important that smokers looking to quit as well as health care providers are aware of free resources available to them. For help to quit smoking, New York residents can call the New York State Smoker's Quitline at 1 (866) NY-QUITS.

Another useful tool is the "Mondays Campaign." Organizations can use Monday to boost their smoke cessation programs through weekly check-ins with Quit Line counselors, online forums, and Monday motivator messages sent through e-mail, SMS and social media. For more information or to register visit www.mondaycampaigns.org/stay-quit

We Can Help!

Bronx BREATHEs offers free tobacco cessation training services and technical assistance for health care providing organizations. We also supply patient literature and materials for distribution with helpful information on how to quit and stay quit.

If you are interested in scheduling a training for staff or other Bronx BREATHEs services please contact (718) 430 - 8912 or shaniyya.pinckney@einstein.yu.edu

For more information visit www.bronxbreathes.org



Legislative Education Day 2013

On January 22, 2013, tobacco control partners from around the state will be in Albany hosting the annual Legislative Education Day. Teams composed of Bronx youth and Community Partners will visit the offices of all 14 Bronx state legislators to educate them about how a comprehensive state tobacco control program saves money and lives.

Previous years have been a huge success. To the left are pictures from Legislative Day 2012 (top) and Legislative Day 2011 (bottom). We look forward to 2013 being even more successful.

You can keep up with Legislative Day activities by logging on to Twitter and following the hashtag #LD13.

States Spend Less Than Two Percent of Tobacco Revenues to Fight Tobacco Use

On December 6th a coalition of public health organizations released "Broken Promises to our Children." This report showed that from 1998 through to 2013 US states will have collected \$25.7 billion in revenue but they will have spent less than two percent of it on programs to prevent kids from smoking and help smokers quit.

Total state funding for tobacco prevention this year (fiscal year 2013) amounts to just 12.4 percent of the \$3.7 billion the CDC recommends for all the states combined. It would take less than 15 percent of their tobacco revenues to fund tobacco prevention programs at CDC-recommended levels in every state.

"We know how to win the fight against tobacco, but it will require strong leadership and action by elected officials at all levels," said Matthew L. Myers, President of the Campaign for Tobacco-Free Kids. "The states have an obligation to use more of their billions in tobacco revenues to fight the tobacco problem. Their failure to do so makes no sense given the evidence that tobacco prevention programs save lives and save money by helping reduce health care costs."

The full report can be downloaded from www.bronxbreathes.org in the downloads section.

Will Big Tobacco Ever Apologize?

This past November, a U.S. District Court judge in Washington ordered the companies involved in the Master Settlement agreement to publicly acknowledge their intentional deception of the dangers of tobacco. In 2006 this same Judge ruled that Big Tobacco had violated federal racketeering laws and engaged in a long-term scheme to deceive the public about the risks of smoking and nicotine's addictiveness. Only time will tell if Big Tobacco will adhere to this order.

Smokeless Tobacco Sales on the Rise

According to the LA Times the tobacco industry spent \$444 million on marketing for smokeless tobacco products in 2010. Much of this money going to giveaways, coupons and point of sale advertising. This effective marketing has prompted a hike in sales at \$2.7 billion in 2010 alone.



Share Your Success Stories!

Are you a provider who has successfully helped a patient quit smoking?

Are you an ex-smoker yourself?

Bronx BREATHEs wants to hear your story!

Please submit your success story for a chance to be featured in our next newsletter. Submissions should be no more than 50 words giving a brief description of the motivation behind the quit attempt and what you found helpful on your journey to success. Please e-mail submissions by March 15, 2013 to shaniyya.pinckney@einstein.yu.edu