

# Breath of Fresh Air

## CUNY Going Smoke-free!

City University of New York (CUNY) campus' will be tobacco-free as September 4, 2012. This will mean that tobacco will be prohibited on all grounds and facilities including indoor and outdoor spaces, playing fields, parking lots etc. Bronx BREATHES is proud to be working together with our local CUNY campuses to make this step.

Bronx Community College is working diligently and has made great progress in developing a comprehensive approach to the coming quit date. Hostos is ahead of the curve and went smoke free on March 1st, 2012. Seen in the picture to the right is Barbara Hart, Bronx REATHES Program Manager; Senator Gustavo Rivera and Carlos Molina, VP for Continuing Education & Workforce Development at Hostos. Similarly, Lehman College has set an early quit date of July 1st , 2012. The CUNY policy applies to all tobacco products including smoke-less and even the e-cigarettes.

## Light Smoking is Still Smoking

A light smoker is considered to be someone who smokes fewer than 10 cigarettes per day (less than half a pack). These types of smokers make up 34% of all New York City's Daily smokers. It is not uncommon for persons who smoke smaller amounts of cigarettes to underestimate the health consequences of smoking. However, the reality is that even as few as one or two cigarettes per day increase the risk of having a heart attack as well as other complications from smoking.

In an effort to reach this population the New York City Department of Health and Mental Hygiene launched a campaign targeting light smokers. From Dec. 27, 2011 through January 15, 2012, NYCDOHMH sponsored a free Nicotine Patch and Gum Giveaway. Ads were run reminding smokers of the free services of the New York State Smoker's Quitline which is a year round service.



### Schedule a Training

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

For more information on Refer-to-Quit or to schedule a training please contact Shaniyya Pinckney at [shaniyya.pinckney@einstein.yu.edu](mailto:shaniyya.pinckney@einstein.yu.edu)  
718-430-8912



---

## Take a Walk in Our Shoes

On October 18th the Bronx Smoke-free Partnership and the American Lung Association sponsored Take a Walk in Our Shoes a Tobacco Advertising tour. Together with Bronx youth they toured the surrounding neighborhood of the Highbridge Community Center, which is located on Ogden Ave and West 163rd street. In attendance, showing their support were Senator Gustavo Rivera and New York State Assembly member Vanessa Gibson.



Michael Seilback of the American Lung Association in New York shared with participants that, “there are 11,500 licensed tobacco retailers in New York City. Seventy –five percent of those are within 1000 feet of a school.” The walking tour gave a first-hand look at what young people see in many communities in the Bronx on their way to and from school. The youth spoke out and said they are simply tired of it!

**To view the video of the Bronx *Take a Walk in Our Shoes* Tobacco Advertising tour visit:**

**<http://www.youtube.com/user/NYCSmokeFree>**

---

## From Great American Smoke Out to Kick Butts Day

On November 19, 2011 Bronx BREATHEs tabled at each of the three Montefiore Medical Center hospitals offering Nicotine Replacement Therapy Patches and Gum to smokers looking to quit and also supplied supportive quit smoking literature. Seventy-five two week supply kits of Nicotine Replacement were dispensed.

Look out for Bronx BREATHEs activities on Kick Butts Day Wednesday, March 21, 2012. Kick Butts day is a national day of activism fighting back against Big Tobacco’s efforts to target the youth in an attempt to obtain new smokers. Traditionally, Bronx BREATHEs has worked together with our partners throughout the Bronx to sponsor activities. These activities aim to prevent youth from becoming smokers, help smokers to quit, educate the community about the dangers of second and third hand smoke and inform the public of the free resource available to them in the Bronx.



---

**BRONX**  
**BREATHEs**

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)**

---

# The 3rd Annual Education Forum

## Addressing Health Disparities with Comprehensive Tobacco Control Programs

October 7, 2011 Bronx BREATHEs in collaboration with the Bronx Smoke-free Partnership, the NYC Coalition for a Smoke-free City, the American Lung Association in New York, The American Heart and Stroke Association, The American Cancer Society and Hostos Community College held the 3rd Annual Educational Forum: Addressing Health Disparities with Comprehensive Tobacco Control Programs.



From the left: Barbara Hart, Bronx BREATHEs; Senator Gustavo Rivera; Hal Strelnick, MD, Bronx

The keynote address was given by Commissioner Dr. Thomas Farley, NYCDOHMH. In his address the Commissioner highlighted “Be Tobacco-free” as the one of the ten priority interventions of Take Care New York 2012. NYC’s five-point plan for Tobacco Control includes taxation, legal action, cessation, education and evaluation. These efforts are reflected in the rising price of cigarettes through excise taxes, comprehensive smoke-free Air laws such as the passing of smoke-free parks and beaches, institutional policies such as CUNY’s going smoke-free in September 2012, and ongoing cessation programs NYC’s free Nicotine Patch and Gum giveaways.

Other speakers included Dr. Carlos Molina of Hostos Community College, who presented the welcome address and a panel of speakers covering Tobacco Cessation efforts on the local, state and federal levels. The panel featured Janit Bliss and Julia Geronimo from the Throggs Neck Community Action Partnership; Debra Pinkston, program director of Chronic Disease NYSDOH; from the federal level, Norma Harris, Center for Medicare and Medicaid Services (CMS) DHHS. Each of the panelist spoke briefly about the ongoing efforts around Tobacco Cessation in each of their areas. The panel then a discussed solutions to the challenges of tobacco cessation work. Questions and comments from the audience fostered further conversation which focused on next steps. The overall focus of the discussion reinforced Commissioner Farley’s earlier message on the need for a comprehensive approach to addressing the burden of tobacco use on our communities.



From the left: Robin Vitale, American Heart Association; Thomas Farley, Commissioner NYCDOHMH; Sheelah Feinberg, NYC Coalition for a Smoke-Free City





www.bronxbreathes.org  
breathes@einstein.yu.edu

## Gift of Knowledge Referral Form

Please complete the information below then print and fax to 718-430-8816  
Or save and send to [shaniyya.pinckney@einstein.yu.edu](mailto:shaniyya.pinckney@einstein.yu.edu)

**Refer Bronx BREATHESES for a provider training and receive a Barnes & Noble gift card! \***

**Bronx BREATHESES** is the Bronx's state-funded tobacco cessation center. We offer tobacco assessment and training services free-of-cost to health care providers in the Bronx. Our goal is to assist health care institutions with designing and implementing tobacco control policies and enable practitioners to properly assess and assist their patients to quit smoking through training and support. For information please log onto [www.bronxbreathes.org](http://www.bronxbreathes.org)

### Your Contact Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Number \_\_\_\_\_ E-mail \_\_\_\_\_

Institute (check one)

Montefiore

AECOM

Other \_\_\_\_\_

Training Date \_\_\_\_\_ Training Location \_\_\_\_\_

### Information of Referred

Name \_\_\_\_\_ Title \_\_\_\_\_

Number \_\_\_\_\_ E-mail \_\_\_\_\_

Site Name \_\_\_\_\_

Why do you feel this site would benefit from Bronx BREATHESES' services? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*Gift card given upon completion of training