



Your Partner for a Healthy Community

Alice Cole, R.N., M.S.E.
Public Health Director

401 Harris B. Dates Drive
Ithaca, New York 14850

June 2007

Dear Colleague;

A few weeks ago, the Tompkins County Legislature took a major step for public health by passing a resolution in support of smoke-free entrances — designated as Tobacco Free (T-Free) Zones — for all buildings where county business is conducted. I actively supported that resolution, and now I am asking for your commitment to create smoke-free entrances and other tobacco prevention efforts at your offices.

The TC Health Department introduced T-Free Zones last summer. You may have seen door stickers at businesses around the county. Posting a T-Free Zone sticker at your doorway would convey a respectful request to not smoke within a responsible distance from an area where patients or staff come and go. Though endorsed by a legislative resolution, the program depends on voluntary compliance.

Smoking remains the #1 preventable cause of death and disease. As physicians and primary health care providers, we must be leaders in the local effort to protect individuals from exposure to secondhand tobacco smoke. It's a safety issue, (a smokefree entryway is a little like de-icing your walks during the winter months to prevent falls).

While the T-Free Zone provides the most public face of local tobacco use prevention, the full scope is much broader. An overview of Tompkins County activities funded by the state Bureau of Tobacco Use Prevention is enclosed. Among these, the TEAM-ACT tobacco cessation center and the NYS Smokers' Quitline are particularly relevant to your practice.

TEAM-ACT works with provider offices in two ways: (1) to develop practice policies based on the CDC's Clinical Practice Guidelines (CPG) for Treating Tobacco Use and Dependence and, (2) to establish processes for making referrals to the Quitline. The CPG-Quitline combination offers practitioners the most up-to-date, cost-effective approach to identify and treat patients who use tobacco.

I have met with TEAM-ACT physician representative Deb Lysczek, and can commend her on-site training services to you as a refresher course to a practice-wide approach to using the "5-A's" and Fax-to-Quit. TEAM-ACT provides some funding to offset your costs. You may reach Deb at 607-765-5684 or Deborah_Lysczek@uhs.org to explore her services further.

In our 2006 survey of Tompkins County adults, half of the 16,000 smokers want to quit. We have a wealth of state-funded, evidence-based resources available to facilitate that goal. Consult the enclosure for ideas and contact information, and please make use of these resources.

Sincerely,

A handwritten signature in black ink, appearing to read "W. Klepack", written over a white background.

William Klepack, M.D.
Medical Director

Enclosures

NYS Bureau of Tobacco Use Prevention and Control

**Funded partners covering
Tompkins County**

State program modality	Agency and contact	Address and phone
Community Partnership	Tompkins County Health Department Tobacco Free Tompkins <i>Ted Schiele, Coordinator</i>	401 Dates Dr. Ithaca 14850 274-6712
Youth Action Partner	Cornell Cooperative Extension of Tompkins County Reality Check <i>Gayraud Townsend, Coordinator</i>	615 Willow Ave. Ithaca 14850 272-2292
Cessation Center	United Health Services Hospitals TEAM-ACT <i>Deb Lyszczek, Physician's Representative</i>	33-57 Harrison St. Johnson City 13790 765-5684
School Policy Program	TST-BOCES School Tobacco Policy Program (STOPP) <i>Rich Couch, Coordinator</i>	555 Warren Rd. Ithaca 14850 257-1551
NYS Smokers' Quitline	Roswell Park Cancer Institute	Buffalo, NY 1-866-NY-QUITS (1-866-697-8487)

(June 2007)

DRAFT STRATEGIC PLAN GOALS (BTUPAC, Jan. 2006)

1. Eliminate exposure to secondhand smoke
2. Decrease the social acceptability of tobacco use
3. Promote cessation from tobacco use
4. Prevent initiation of tobacco use among youth and young adults
5. Build and maintain an effective tobacco control program infrastructure
6. Contribute to the science of tobacco control



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Tobacco Free Tompkins

www.tompkins-co.org/tobaccofree

Everyone pays the price for tobacco addiction. Everyone can help fight it.

❑ Magazine and newspaper advertising

Ads in fashion magazines link smoking with style and youth expression. In sports magazines ads link spit tobacco to toughness and success.

WHAT TO DO: In studio or professional office waiting areas, only display publications that do not accept tobacco ads. Request “no tobacco ad” editions when subscribing.

❑ Funding nonprofit organizations

Tobacco companies appeal for hearts & minds by funding community arts, social services, education and research. Yet their August 2006 conviction on federal racketeering charges reveals an ongoing culture of deceit and fraud.

WHAT TO DO: Demonstrate your organization’s commitment to socially responsible funding; adopt a policy or pledge to refuse donations from the tobacco industry.

❑ Sponsoring community events

For years, tobacco companies have buddied up to entire communities by sponsoring and vending at annual festivals, rodeos, concerts and sporting events.

WHAT TO DO: Ask if tobacco industry actions match your community’s hopes and values. Adopt a policy or pledge to prohibit tobacco industry involvement at your annual events.

❑ Tobacco promotional events

To attract the 18-25 age group, tobacco companies sponsor bands and giveaways at bars and taverns, and at independent fraternities and sororities.

WHAT TO DO: Local bars and Greek councils can adopt a policy or pledge to prohibit co-promotions with tobacco companies.

❑ Retail advertising

Over 80% of tobacco’s \$13.1 billion 2005 U.S. marketing budget went into retail promotions. Tobacco retailers in our area average more than 17 branded signs per store.

WHAT TO DO: Retail owners and managers can reduce or eliminate the tobacco ads, branded signs and displays in and around their store.

Tobacco Free Zones

1. Keep the air smokefree
2. Support those who want to quit
3. Help teens beat the tobacco trap

We cannot afford another generation of tobacco addiction

