

We posted new T-Free Zones, so enter our workplace in the prize drawing! \*  
 We had T-Free Zones prior to receiving this mailing, so enter us in the drawing!  
 Please do NOT include our organization in any T-Free Zone advertising.

**YES!**

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Business /Org. \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

## The Price of Tobacco Addiction in New York State\*

Deaths caused by smoking (NYS)	25,500/ yr
Adults currently suffering with a smoking illness (NYS est.)	500,000
State tax on cigarettes (NYS)	\$1.50/ pack
State Medicaid payments for treating smoking illness (NYS)	\$8.45/ pack
Industry spending on cigarette marketing (U.S.)	\$36 million/ day

## How Tobacco Free (T-Free) Zones help fight tobacco addiction

- 1. Keeps the air smokefree**  
 Any amount of secondhand smoke is a health risk, especially for children and those with heart or lung disease. Use T-Free Zones to show safe areas around building entries and other outdoor areas.
- 2. Supports those who want to quit**  
 About 16,000 Tompkins County adults are regular smokers. Half say they want to quit.† T-Free Zones provide a no smoking area that can help smokers control the urge to have a cigarette.
- 3. Helps teens beat the tobacco trap**  
 We cannot afford another generation of tobacco addiction. Yet, tobacco use is still promoted as socially desirable and free spirited. Your T-Free Zone builds support for teens' struggle to make healthy choices even with the tobacco industry marketing machine in their face.



Your Partner for a Healthy Community



**Tobacco Free Tompkins**  
[www.tompkins-co.org/tobaccofree](http://www.tompkins-co.org/tobaccofree)  
 607-274-6712

\* CDC, FTC (2007)  
 † 2006 survey  
 (6/2007)

T-Free Zone Registration  
 Tobacco Free Tompkins  
 TCHD  
 401 Dates Drive  
 ITHACA, NY 14850

41¢ First Class  
 Postage  
 Required

Tompkins County Health Department  
 401 Dates Drive  
 Ithaca, NY 14850



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

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*



Please Keep this Area  
**Smoke Free**  
 & Tobacco Free

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

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

Tobacco Free Tompkins  
 Tompkins County Health Department  
[www.tompkins-co.org/tobaccofree](http://www.tompkins-co.org/tobaccofree)

SPECIAL GUIDE FOR TOBACCO RETAILERS

## The first step for every worksite

Post T-Free Zone stickers to indicate a voluntary no smoking area.

Provide a clear, smoke-free path for anyone entering or leaving your business.

Suggested locations:

- Primary entrance and exit
- Docks and service doors
- Picnic areas
- Self-serve areas (special product displays, outdoor vending, air hose, pay phones)



## Give employees who smoke or dip the tools to help them quit

Tobacco use is an addiction that often requires a comprehensive plan to quit successfully. Free cessation services are available through the NYS Smokers' Quitline. Call toll free:

**1-866-NY-QUITS (1-866-697-8487)**

## Pick the level that's right for you

1. **Put up T-Free Zone stickers.**
2. **Register** your T-Free Zone(s) and join the growing list posted on our website.
3. **Adopt** a business policy or pledge for a long-term commitment to fight tobacco addiction in Tompkins County. Call for more info.

For stickers, registration or information about policies and pledges, call 607-274-6712 or visit [www.tompkins-co.org/tobaccofree](http://www.tompkins-co.org/tobaccofree)

## Next steps for tobacco retailers

Point-of-Purchase (POP) advertising is a major influence on a teen's decision to try tobacco. POP ads also encourage underage sales attempts. Here's what you can do to reduce the number of signs and ads that promote tobacco at your store:

1. **Remove branded outdoor tobacco ads.**  
Use only black & white price signs, max. size 6 sq. ft.
2. **Remove tobacco signs from store entrance.**  
Example: tobacco-branded Pull/Push signs, hours, etc.
3. **Remove branded window signs that face out.**  
Move window signs at least 20 ft from doors.
4. **Move tobacco ads away from candy or toys.**  
Move 5+ ft from displays and above children's eye level.
5. **Reduce the number of branded shelf strips.**  
Use only b&w price signs.
6. **Tell your tobacco rep you want to cut back on advertising to help fight teen tobacco addiction in Tompkins County**

## Teens and Tobacco Ads

Preventing teen tobacco use is critical to controlling the cost of tobacco addiction



Tobacco ads have more influence than peer pressure on kids' decision to smoke

Kids recall tobacco ads at twice the rate of adults

Of all kids who try cigarettes, 1/3 become regular daily smokers while in high school.

Almost all high school smokers say they'll have quit within five years, but 3 out of 5 are still regular smokers after 7 years.

## What are your tobacco sales goals?

How much advertising do you really need to convey pricing to current smokers? After that, the more ads you display, the more you contribute to a teenager's decision to try smoking. High volumes of retail advertising also drives sales to those trying to quit. Is that a goal you want to support?

## How does your store compare?

A recent survey counted window ads at local stores that sell tobacco products: **of all signs counted, over 1/3 were for tobacco products.**

## Count the tobacco ads at your store

COUNT ADS BY TYPE	YOUR STORE
<i>Outdoor tobacco ads</i>	
<i>Window ads facing out</i>	
<i>Door signs and stickers</i>	
<i>Indoor displays &amp; shelf strips</i>	
<b>TOTAL tobacco ads</b>	



## Join the growing list of participating businesses and organizations

**MAKE THE TOBACCO FREE CHANGES** that are right for you. Then register to be eligible for free promotions and prizes.\*

**HERE'S HOW:** check the actions that your store is taking. Use this card or register online at [www.tompkins-co.org/tobaccofree](http://www.tompkins-co.org/tobaccofree).

### Changes we have made:

- T-Free Zone sticker at our main entrance
- Posted other doorways and/or outdoor areas as T-Free Zones
- Removed/Reduced outdoor tobacco ads
- Removed tobacco ads from store entrance
- Removed/Reduced indoor tobacco ads
- Moved tobacco ads at least 5 feet from candy and toy displays
- Other \_\_\_\_\_

### Additional change ideas for businesses and non-profit organizations:

- Only magazines with no tobacco ads in our customer waiting area(s)
- Refuse donations from tobacco companies
- Prohibit tobacco industry involvement at our annual events
- No tobacco promotions or co-sponsored events
- Other \_\_\_\_\_

- I have questions about implementing these changes. Please contact me.*
- Please send additional T-Free Zone decals: # of front stick \_\_\_\_; # of back stick \_\_\_\_*

\*A random drawing from eligible registrations will be held for prizes provided by Tobacco Free Tompkins. Look for details on the TFT web site, [www.tompkins-co.org/tobaccofree](http://www.tompkins-co.org/tobaccofree).

(6/2007)

Detach Here for Mailing