

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

* CDC, FTC (2007)
† 2006 survey

(6/2007)



Tobacco Free Tompkins
www.tompkins-co.org/tobaccofree
607-274-6712

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
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We cannot afford another generation of tobacco addiction

Tobacco Free Tompkins
Tompkins County Health Department

www.tompkins-co.org/tobaccofree

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

41¢ First Class
Postage
Required

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 workplace.

Suggested locations:

- Main entrance and walkway
- Docks, service doors & exits
- Picnic and walking areas
- Outdoor vending and retail displays along building face
- Near windows and vent intakes



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)

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.

Rally to fight tobacco addiction

CIGARETTE PROMOTIONAL SPENDING in the U.S. has nearly doubled since 1998, to \$13.1 billion in 2005. A community-wide effort is needed to counterbalance the far-reaching, and often subversive tobacco marketing messages. Here's how you can help break the cycle:

Retail advertising

Over 80% of tobacco's 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 amount of tobacco advertising, branded signs and displays in and around their store and parking area.

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.

Pick the T-Free 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 policy or pledge to establish your organization's long-term commitment to fight tobacco addiction in Tompkins County.

For stickers, registration or information about policies and pledges, visit www.tompkins-co.org/tobaccofree

Cigarette smoking causes about one-fifth of all deaths in the U.S. — nearly 440,000 people every year.

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.

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.

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 worksite is taking. Use this card or register online at 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
- Only magazines with no tobacco ads in our customer waiting area(s)
- Other _____

Changes we plan to make or are considering (including pledges or policies):

- Refuse donations from tobacco companies
- Prohibit tobacco industry involvement at our annual events
- No tobacco promotions or cosponsored events
- Other _____

For Tobacco Retailers:

- 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 _____

I have questions about implementing these changes. Please contact me.

Please send additional T-Free Zone stickers: # of front stick ____; # of back stick ____

Detach Here for Mailing

THE TOBACCO INDUSTRY has long known of the addictive nature and health risks of tobacco use. Yet, they have successfully sustained an image as responsible corporate citizens that are simply responding to demand for a product adults use by choice. NOT SO, said a U.S. Federal Court, which in August 2006, ruled that U.S. cigarette manufacturers violated the Racketeer Influenced and Corrupt Organizations Act (RICO) by systematically defrauding the American public over the past 50 years.

*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.

(6/2007)