



# Tobacco-Free Healthy Schools Project (TFHSP)

Western Suffolk BOCES

LIRSSSC

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## Upcoming Events and Trainings

### Teens as Teachers—Suffolk

8:00—2:00 p.m., 10/29/2009

### Teens as Teachers—Nassau

8:00—2:00 p.m., 10/30/2009

### 'Myths, Lies, 1/2 Truths, & Fairy Tales' training

8:30—12:30 p.m., 11/13/2009

### TFHSP Orientation, 10/27/09

Westchester, 8:00—9:30 a.m.

### TFHSP Orientation, 12/1/09

Long Island—8:00-10:00 a.m.

<http://lirsssc.wsboces.org>

## National Campaigns:

### SADD Red Ribbon Week

10/23/2009—10/31/2009

### SADD Wipe Out Smoking

Month—November

### Great American Smoke Out

11/19/2009

### Through With Chew Week

2/14/2010—2/21/2010

### Great American Spit Out

1/18/2010

### Kick Butts Day 3/24/2010

### World No Asthma Day

5/4/2010

### World No Tobacco Day

5/31/2010

## “We’re Watching” Statewide Media Campaign

Young people learn from watching adult role models. Knowing youths' perceptions of adult behaviors helps us understand how good a job we're doing.

“We’re Watching” a new statewide media campaign launched on October 1st, aimed at educational decision-makers, is intended to provide that feedback. The media campaign makes the compelling

case for strongly enforced school comprehensive tobacco-free policies.

“We’re Watching” uses students to deliver its message. The first advertisement depicts a student whose watchful eyes implore adults to consider consistency of actions to words. It reminds that policy applies to everyone.

The “We’re Watching” campaign is sponsored by



the School Policy Partnership, a program of the New York State Department of Health Tobacco Control Program. The campaign ads will be appearing in such popular educational publications as: NYSCOSS Council-Gram; School Administrator; and EdWeek.

## Reports of Electronic Cigarettes (e-cigarettes) on High School Campuses

The electronic cigarette (e-cigarette) is one of the latest health trends to emerge on high school campuses in recent months, concerning educators and tobacco control specialists alike. Long Island schools have reported students bringing them to “smoke” during the school day on school property.

Patented in China in 2003, this battery operated device emits a nicotine vapor with the help of a computer chip. In addition to nicotine delivery, this vapor also provides a flavor and physical sensation similar to that of inhaled tobacco smoke while no combustion is actually involved in its operation.

Available online and in mall kiosks, e-cigarettes have generated over \$100 million in sales according to the American Legacy Foundation. In addition to tobacco and coffee, flavors such as apple, strawberry, banana, and bubble gum remind us that these products are being marketed towards young people. According to the American Lung Association, products available online do not require age verification. The Food and Drug Administration is currently blocking imports

but the product is still available at this time.

Preliminary studies are reporting that e-cigarettes contain traces of toxic substances and carcinogens according to the Food and Drug Administration. One analysis found that several of the cartridges contained detectable levels of nitrosamines, tobacco-specific compounds known to cause cancer and diethylene glycol, a common ingredient in antifreeze. With limited research available, any claims that e-cigarettes are safer than normal cigarettes are unfounded. Nor is there any evidence that they are an effective tobacco cessation tool, as some claim.

School Tobacco Policy Specialists at Western Suffolk BOCES are continuing to provide TFHSP schools with the most current and relevant product information and assisting schools to upgrade their tobacco policies to respond to this and other changing tobacco trends.

# SCHOOL TOBACCO CONTROL CHAMPIONS RECOGNIZED

**Nassau and Suffolk Superintendents Recognized by Tobacco Action Coalition of Long Island (TACLI) at Woodbury Country Club on May 29, 2009**

**Suffolk:** Dr. Ellen Best-Laimit, Babylon; Dr. Judith A. Wilansky, Cold Spring Harbor; Dr. James A. Feltman, Commack; Mark Nocero, Eastport-South Manor; Dr. Charles Murphy, Sagem; Dr. J. Richard Boyes, Southampton; Anthony Cacciola, West Babylon; Dr. Paul Casciano, William Floyd; Wally Lace, St. John the Baptist Diocesan HS; Dr. Thomas Shea, South Huntington; Dr. Beth Blau, West Islip.

Insert: Karyn Kirschbaum (Suffolk), TFHSP specialist with Dr. Paul Casciano, Superintendent William Floyd School District at the TACLI Luncheon



**Nassau:** Dr. Laurence W. Aronstein, Glen Cove; James Parla, Island Trees; Dr. Herman Sirois, Levittown; Dr. Anna Hunderfund, Locust Valley; Charles Cardillo, Manhasset; Ed Zero, Nassau BOCES; Dr. Herb Brown, Oceanside; Principals Christopher Korolczuk, Center for Community Adjustment; Paul Lomtevas, Woodward Children's Center.

Insert: TFHSP Specialists Kelly Brown (Westchester) and Gail Volk (Nassau) with former Winston Man (2<sup>nd</sup> from left) David Goerlitz, and the Lower Hudson Valley School Policy Coordinators at POWR Luncheon



**Annual Hudson Valley Breath of Fresh Air Recognition Event**

**Westchester County Schools** were honored on May 28, 2009 at the POWR (Putnam, Orange, Westchester, Rockland) Recognition Luncheon along with hospitals, local businesses, and legislators for their commitment to Tobacco Control. The Tobacco-Free Healthy Schools Project recognized Lakeland CSD, Carol & Frank Biondi Education Center, and New Rochelle H.S. Ms. Julie Leghorn, a junior at New Rochelle H.S. was this year's TFHSP honoree for her hard work and dedication to tobacco control.

Insert: Kelly Brown of TFHSP with Julie Leghorn, New Rochelle H.S. at POWR Luncheon



## FDA Regulation of Tobacco Products

President Obama and the United States Congress enacted a new law granting the U.S. Food and Drug Administration (FDA) the authority to regulate tobacco products on June 22, 2009. The Family Smoking Prevention and Tobacco Control Act represents the strongest action the federal government has ever taken to reduce tobacco use.

The new law places restrictions on the tobacco industry's marketing tactics used to entice youth to initiate tobacco use including the banning of *candy* and *fruit-flavored* cigarettes.

The law also requires the tobacco industry to include larger, more effective health warnings on tobacco products, tobacco companies to disclose the contents of tobacco products, and banning the use of misleading terms such as "light" and "low-tar". It also empowers the FDA authority to require changes in tobacco products, such as the removal or reduction of harmful ingredients (CFTFK, *FDA Authority over Tobacco* Retrieved July 28, 2009 from <http://www.tobaccofreekids.org/reports/fda/index.shtml>).

### NOTE TO ADMINISTRATORS

As school districts and wellness committees increasingly focus their attention on the prevention of chronic diseases such as **obesity, juvenile diabetes, and asthma**, please be aware that the tools and environmental strategies utilized to address tobacco policies that support norm changes can be adapted to meet your needs of encouraging healthy life style behaviors among all youth.

The Tobacco-Free Healthy Schools Project (TFHSP) is part of a state-wide effort of the New York State Department of Health's Tobacco Control Program. The program addresses the importance of comprehensive tobacco policies in school systems to reduce youth initiation and exposure to second-hand smoke.

Please do not hesitate to contact us at:

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