

## Creating Tobacco-Free Outdoor Areas

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Community Partnership (STTAC)

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## Learning Objectives

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- Discuss importance of tobacco-free outdoor areas
- Determine key stakeholders and community support
- At the end of this session, participants will be able to identify agencies or organizations that they can partner with to gather support for tobacco-free outdoor areas

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- Who has heard about tobacco-free outdoor areas?
- Who has visited a tobacco-free outdoor area?

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**New York State Department of Health Tobacco Control Program (NYTCP)**

- Began in January 2000
- Evidence-based and promising strategies
- Envisions a tobacco-free society for all New Yorkers

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**Southern Tier Tobacco Awareness Community Partnership (STTAC)**

- Modality within NYTCP
- Work within Chemung, Schuyler, and Steuben Counties
- Coalition

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**Goals**

- Decrease social acceptability of tobacco use
- Eliminate exposure to secondhand smoke
- Prevent the initiation of tobacco use among youth and young adults
- Promote cessation from tobacco use

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**Goals**

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- Enhance the lives of those living in New York by providing healthier places to work, live and play

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**Do the Research**

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- Understanding of the outdoor areas:
  - Types
  - Locations
  - Purpose
  - Decision-makers
  - Observational surveys

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**Do the Research**

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- Types
  - Parks
  - Playgrounds
  - Beaches
  - Walking paths

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**Do the Research**

- Location
  - Surrounding neighborhood
  - Convenience

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**Do the Research**

- Purpose
  - What does the area offer?
    - Equipment
  - History

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### Do the Research

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- Decision-makers
  - Who owns the area?
    - Municipality
    - Community organization
  - Who utilizes the area?

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### Do the Research

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- Observational Surveys
  - Visit
    - Fall and Spring
  - Data collection
    - Evidence of tobacco-use
    - Pictures

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### Do the Research

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- Understanding of the communities
  - Tobacco use
  - Population demographics
  - Previous collaborations

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**Do the Research**

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- Tobacco use
  - Community Surveys
- Population demographics
  - % of youth under 18
- Previous collaborations

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**Do the Research**

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- What we found
  - One municipality currently had a policy
  - Narrowed our target group
  - Evidence of tobacco use at majority of parks and playground areas
  - Many great little parks

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**Importance**

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- Children model adult behavior
- Cigarette butt litter
- Secondhand smoke exposure

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**Importance**

- Children model adult behavior
  - Tobacco use in family-friendly places models unhealthy behavior and normalizes the use of tobacco

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**Importance**

- Cigarette butt litter
  - Most common form of litter
  - Made up of plastic like cellulose acetate fibers and can take decades to decompose
  - Clean up of tobacco litter is costly to taxpayers

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**Importance**

- Cigarette butt litter
  - Not properly extinguished can cause fires
  - Within an hour of contact with water, begin leaching chemicals
  - Potential poisoning if ingested

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## Importance

- Secondhand smoke exposure
  - Surgeon General declared that there is no safe level of secondhand smoke
  - Contains more than 4,000 substances
  - Class A Carcinogen

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## Importance

- Secondhand smoke exposure
  - Small amounts can trigger allergies, asthma attacks
  - A person sitting or standing next to a smoker can breathe in wisps of smoke that are many times more concentrated than normal background air pollution levels

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## The American Cancer Society

- The Accidental Smoker
  - The amount of smoke a non-smoker inhales in a variety of situations.
    - Sitting behind a smoker in an open-air stadium for three hours = **1** cigarette. <sup>9</sup>

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## The Results Show:

- During smoking, outdoor tobacco smoke levels may be as high as indoor tobacco smoke levels. <sup>10</sup>
- Being upwind from a smoker outdoors does not eliminate the chemicals from the air. <sup>11</sup>

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## Community Education

- Target audience
- Research Findings
- Key Messages

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### Community Education

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- Target audience- who has a vested interest?
  - Advocates
  - Parents
  - Decision-makers

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### Community Education

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- Research Findings
  - Evidenced based
  - Create program strategies and activities

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### Community Education

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- Key Messages
  - Relevance
  - Impact
  - Localize

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## Community Mobilization

- Creating an action
- Finding a "Champion"
- Media

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## Community Mobilization

- Creating an action
  - Pledge of support
  - Contacting decision-makers
  - Earned media

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## Community Mobilization

- Pledge of support

**WHO IS PICKING UP THE CIGARETTE BUTTS IN OUR PARKS AND RECREATION AREAS?**




■ Cigarette butts are the most littered item in America.  
 ■ Cigarette butts contain toxic chemicals.  
 ■ Cigarette butts can take up to 10 years to decompose. You never know who will pick them up.

**YOU CAN MAKE A DIFFERENCE!**  
 Help create tobacco-free outdoor areas.





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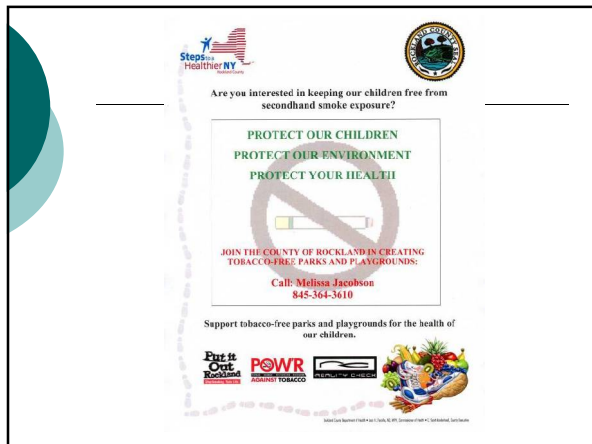
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### Community Mobilization

- Contacting decision-makers
  - Phone
  - Letter
  - Meeting

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### Community Mobilization

- Earned media
  - Letters to editor
  - Radio & TV appearances

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**Community Mobilization**

- Finding a "Champion"
  - Looking outside the box

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**Community Mobilization**

- Media



**Keep your butts off  
our playgrounds!**

TobaccofreeNYS.org

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**Policies**

- Community Awareness
- Enforcement

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**Policies**

- Community Awareness
  - Celebration Event
  - Media

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The image displays three tobacco-free zone signs. The first sign on the left is black with white text and a red circle with a slash over a cigarette icon. It reads 'YOUNG LUNGS AT PLAY!' and 'THIS IS A TOBACCO-FREE ZONE'. The middle sign is light blue with a white box containing the text 'Thank you for not smoking.' Below this is the 'STTAC' logo and the text 'SOUTHERN TOBACCO ABUSERS COMMUNITY PARTNERSHIP: Clearing, Enforcing and Shaping Change'. The third sign on the right features a photograph of two children playing on a red slide and reads 'Tobacco-free Parks & Playgrounds'.

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**Policies**

- Enforcement
  - Signs

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### Summary

- Outdoor recreation areas should be places that people can breathe fresh air and exercise smoke free
- Tobacco-free policies reduce secondhand smoke exposure and eliminate cigarette butts so families can enjoy outdoor activities in a healthy environment

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## Summary

- Support for tobacco-free policies is growing.
- Currently over 180 municipalities in New York State have passed regulations restricting tobacco use in outdoor areas.

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## Questions

- Thank you
- Cassie Coombs



Chemung, Schuyler, and Steuben counties

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