

The New Wave of Nicotine Addiction

The buzz around emerging tobacco products continues to grow as advertising seem to increase everywhere from store front windows to online banners along your favorite websites. E-cigarettes, hookahs and disposable e-hookahs, offer consumers a flavorful and trendy alternative to traditional cigarettes. None of these products are regulated by the FDA and are designed strictly for recreational purposes.

Little is known about the health implications of e-cigarettes and disposable e-hookah use because they are relatively new. One thing that is known is that they are **not** tobacco cessation products. While some have expressed using e-cigarettes to aid in cessation efforts, these products are not recommended and there is no scientific evidence of efficacy for cessation at this time. Consumers are encouraged to exercise caution when considering use of these devices and health-care providers must stay informed on this growing trend as new information emerges.



World No Tobacco Day 2013

On May 31st, 2013, Bronx BREATHEs in collaboration with Montefiore Medical Center, the Bronx Smoke-Free Partnership, American Cancer Society, and the Bronx Community Health Network (BCHN) celebrated World No Tobacco Day (WNTD). Sponsored by the World Health Organization, this year's theme for World No Tobacco Day was *Ban Tobacco Advertising, Promotion and Sponsorship*.

Councilman Andy King (right) has been a strong advocate for tobacco-free health initiatives and came out to the Montefiore Wakefield Campus to show his support. Councilman King signed onto the Bronx Smoke-Free Partnership's poster board petition in support of protecting youth from influential tobacco advertisements. He joined us in watching the Bronx Smoke-Free Partnerships original video *Through Our Eyes: NYC Kids on Tobacco Marketing* shared by Guillermo Flores (center). The video can be viewed on their YouTube channel at www.youtube.com/NYCSmokeFree.



"Bans on advertising, promotion and sponsorship are one of the most effective ways of reducing tobacco consumption. As more countries make progress towards implementing complete bans, the tobacco industry is increasingly using tactics such as brand extension, product placement and stealth marketing to sell its products."

-World Health Organization

Third-hand Smoke: The Lingering House Guest

Second-hand smoke exposure has long been a common concern for non-smokers. However, few people are aware of their level of exposure to tobacco related toxins. Often related to what is known as third-hand smoke, patrons can be exposed to toxins and particulate matter long after smoke has dissipated. Toxins remain after the cigarette is extinguished, even when smoke is not visible. This is due to particulate matter deposited in a layer onto soft surfaces and in loose household dust. This results in volatile compounds that “off-gas” for days, weeks, or even months based on level of smoke exposure.

In housing units that share ventilation systems, these fine particles left from tobacco smoke deposits spread to adjacent living spaces. It is no surprise that a recent article released on BlackDoctor.org showed that, “nonsmoking guest rooms in smoking hotels are as polluted with [third-hand smoke] as are some smoking rooms.”

According to the NYC DOHMH data, approximately 80 percent of Bronx residences have elected a smoke-free home policy. However, until all environments are fully smoke-free, there will be the chance that third hand smoke will be a lingering house guest.

We Can Help!

Bronx BREATHEs offers free tobacco cessation training services and technical assistance for health care providing organizations. We also supply patient literature and materials for distribution with helpful information on how to quit and stay quit.

If you are interested in scheduling a training for staff or other Bronx BREATHEs services please contact
(718) 430 - 8912 or shaniyya.pinckney@einstein.yu.edu

For more information visit www.bronxbreathes.org

SAVE THE DATE!

Wednesday, July 24th 2013

10:00 AM - 2:00 PM

**2nd Annual Beach Reach
Orchard Beach, Bronx NY**

THE NEXT GENERATION OF TOBACCO CONTROL

This spring Bronx BREATHEs worked with a group of high school students from the Einstein Enrichment Program's Teen Action Planning Project. The purpose of the project was to provide the students with health service experience and volunteer opportunities.

During their time with Bronx BREATHEs, the students learned about tobacco addiction/treatment, researching skills, and how to conduct a survey. They shared myths they heard about the emerging tobacco products, and they were able to share information learned with their peers. Big Tobacco has long targeted the youth to be the next generation of smokers. Together we can educate the youth to counteract the tobacco industry's mission of turning them into replacement smokers.

