

Breath of Fresh Air

A Bronx BREATHEs Quarterly Newsletter

Spring 2010



Meet the Bronx BREATHEs Team

Working with Health Care Professionals to promote a smoke-free Bronx community.

Bronx BREATHEs' mission is to promote Tobacco Cessation by providing training and technical assistance to health care institutions, to help Bronx providers to better identify and assist smokers willing to quit. As one of 19 state-funded Tobacco Cessation Centers, we provide community education to increase awareness of free local services and the New York State Smokers' Quitline.



From the left: Alvin "Hal" Strelnick, MD; Shaniyya Pinckney; Barbara "Bobbi" Hart, MPA; Claudia Lechuga, MS; Shadi Nahvi, MD,MS and David Lounsbury, PhD

The Bronx BREATHEs team consists of Dr. Alvin (Hal) Strelnick, principle investigator, two co-principle investigators Dr. David Lounsbury and Dr. Shadi Nahvi; Barbara Hart, Program Manager; Claudia Lechuga, Research Associate and Shaniyya Pinckney, Public Health Detailer. This group of individuals brings together a diverse spectrum of experience forming a team that is well equipped and eager to serve the community.

Trainings are conducted by all members of the Bronx BREATHEs Team and are tailored to focus on specific needs of the audience. Training can be provided during departmental Grand Rounds, staff meetings or for small groups by appointment. Bronx BREATHEs also offers a variety of tobacco cessation materials, both provider and patient centered. Bronx BREATHEs wants to work with you to help patients become smoke free and stay smoke free.

Bronx BREATHEs in the Community



"Healthy Heart, Healthy Brain" Press Conference

From the left: Shaniyya Pinckney (Bronx BreatheS), Eleanor LARRIER (CEO of BCHN), Bronx Borough President Rubin Diaz Jr., Tami Williams (CHCC Health Educator), Helen Perovsik (CHCC Health Educator)

The best way to stay in tune with the needs of the community is by maintaining an active presence. Bronx BREATHEs more than services the Bronx, we are the Bronx. This is our community, where we live work and play. Bronx BREATHEs is committed to the fulfilling our mission and fostering a healthier life for our families, neighbors and friends.

Tobacco use remains the leading cause of heart disease. In light of this fact, Bronx BREATHEs wore red in support of the *Healthy Heart, Healthy Brain* campaign sponsored by the American Heart Association (AHA) and Bronx Community Health Network (BCHN).

You can find Bronx BREATHEs participating in a variety of community events. Mark your calendars with three specific days focused on Tobacco Cessation. The first is **Kick Butts Day**, held the 4th Wednesday in March. This Year Bronx BREATHEs teamed up with Albert Einstein College of Medicine, Montefiore Medical Center, the American Cancer Society and Bronx Community Health Network to sponsor events at nine locations through out the Bronx. The World Health Organization (WHO) declares **World No Tobacco Day (WNTD)** each year on Memorial Day. Join Bronx BREATHEs as we recognize WNTD on June 1st, (please see event highlight for details). Then to wrap up the year there is the **Great American Smoke Out** sponsored by the *American Cancer Society*, held on the third Thursday each November. Bronx BREATHEs provides education, but we also learn from our community. Come out to show your support and join the fight against Tobacco.

Spot Light

Fax to Quit Leaders
9/01/2009 -12/31/2009

<u>NAME</u>	<u>Fax to Quit Referrals</u>
Rasik Patel, MD	62
Jean Macenat, MD	50
David Hersenson, MD	49

For more info: Claudia Lechuga (718) 430-4069

Event Highlight

WORLD NO TOBACCO DAY 2010

Tuesday, June 1st
10:00am—2:00pm
FREE Nicotine Patches and Gum!

Join us at four locations:

Montefiore Medical Center Moses
Division
Food Pavilion
111 East 210th Street, Bronx NY

Jack D. Weiler Hospital
4th Floor Cafeteria
1825 Eastchester Road, Bronx NY

Montefiore Medical Center North Division
Area outside Cafeteria
600 East 233rd Street, Bronx NY

Albert Einstein College of Medicine
Forchheimer Main Lobby
1300 Morris Park Ave, Bronx NY

Schedule a Training

Bronx BREATHEs trains health professionals in evidence based Tobacco Cessation best practices.

To schedule a training please contact
Shaniyya Pinckney at
shaniyya.pinckney@einstein.yu.edu

Refer a site and receive a free Barnes and Noble Gift Card!

Visit Bronxbreathes.org for details

A letter from the Program Manager

Barbara Hart, MPA

For the Bronx BREATHES team, 2009 was a very exciting year. We began the year with a new Principal Investigator, a new Manager and new staff. We moved from Montefiore Medical Center's Emergency Department to Albert Einstein College of Medicine of Yeshiva University's Department of Family and Social Medicine. We introduced the new Bronx BREATHES team to the community by participating in local activities in every venue possible.

The Bronx BREATHES team met with 24 Bronx organizations to inform them of the services that we provide and plan trainings.

- We conducted 29 trainings for Health Care Provider Organizations and Community-Based Organizations [2 Federally Qualified Health Centers, 3 voluntary hospitals, 6 Medical Group sites, 2 Community-Based Organizations.]
- Bronx BREATHES created partnerships with two Health Plans (that will lead to an additional 200 Health Care Providers to train and work with in 2010).
- We trained 846 clinicians (160 MDs, 100 RNs, 54 PAs, 24 health educators, 12 MSWs, 10 midwives, 323 medical students and 163 administrative staff).
- Bronx BREATHES distributed 119,527 pieces of tobacco cessation literature.
- We met with two of our Bronx Legislators
- Bronx BREATHES published 2 Letters to the Editor and 1 Op Ed article.
- The Principal Investigator had 2 TV interviews discussing the Bronx smoking cessation efforts.

This year has begun with newly proposed legislation that if enacted will have a major impact on improving the public health of the Bronx community. These are extraordinary times for New York State. Never before has the state had such large deficits and been faced with insufficient resources to pay for education and health care. The projected budget shortfalls threaten our public health gains, all of our public health programs and the funding of our many contractors and partners. We will need to strategically educate the public and key stakeholders, partners, and elected officials so that they are aware of the excellent work that the tobacco control program is doing in New York and the loss of services if funds are not restored to the budget.

WIN! WIN! WIN!

Improved Health for Children and Adults

Taxes that increase the price of unhealthy items, such as cigarettes or alcohol, are one of the most effective ways to reduce their purchase and use. While cigarette taxes are a proven strategy to decrease smoking, evidence that taxes on sugar-sweetened beverages will reduce their consumption and decrease obesity is emerging.

New York needs to take the lead in implementing these important initiatives to improve the health of New Yorkers.

- Every 10 % increase in the price of cigarettes will reduce youth smoking by about 7 % and overall cigarette consumption by about 4 %.
- A \$1 increase in the NY cigarette would prevent 106,500 children from becoming future smokers . For every three children prevented from becoming smokers, one smoking-related death is averted.

Increasing cigarette taxes and levying taxes on sugar-sweetened beverages are WIN, WIN, WIN solutions for New York - a health win that reduces smoking, decreases obesity and diabetes, improves health and saves lives; a fiscal win that raises revenue and reduces health care costs; and a political win that is supported by New York citizens.

Public Support for Tobacco and Soft Drink Taxes

In national and state polls , there is overwhelming public support for tax increases on soft drinks, especially if the revenue generated are used to help prevent youth from smoking and reduce childhood obesity.

In New York, 59% of adults support a \$1 increase in the cigarette tax. If revenue from the tax is used to help smokers quit, 77% of New Yorkers support a tax increase

Higher Revenue for New York State

Revenue raised through these taxes will go to the New York State Health Care Reform Act (HCRA) Resources Fund to support health care and health related initiatives, such as health promotion, tobacco control, and obesity and other chronic disease prevention programs.

- Taxes on cigarettes and sugar sweetened beverages are a reliable source of revenue for states.
- A \$1 increase in the New York cigarette excise tax would create \$200 million in new annual revenue for the State.
- New Yorkers are already paying dearly for the medical costs associated with treating obesity, diabetes and tobacco related disease. The portion of our state and federal taxes that goes to pay for treatment of obesity-related diseases is estimated at \$771 per NY household and for treatment of smoking-related diseases is \$822 per NY household.