

The Tobacco Free Times

Why Colleges Should Go Tobacco-Free

By Christopher Bradley

This academic year has provided a multitude of challenges as each college has been charged with putting together a plan to protect the health of their students and the communities in which they reside. Most notably, over 680 SUNY Oneonta students have tested positive for COVID-19 since the start of the fall semester, leading to the decision to send students home for the remainder of the semester. Local colleges have continued testing, isolating those who have tested positive, and providing distanced learning to reduce the spread of Covid-19, but they will need to continue adjusting their environments to protect the health of their communities.

One article arguing for tobacco-free colleges stated, "Just as handwashing and social distancing help prevent the spread of the coronavirus, eliminating tobacco use is critical to reducing risk factors that



make individuals vulnerable to the virus." Colleges can limit this risk further by adopting a tobacco-free policy to protect the health of their students, staff and visitors.

Recently, U.S. Rep. Raja Krishnamoorthi, who chairs the House Committee on Oversight and Reform's Subcommittee on Economic and Consumer Policy, and Senator Dick Durbin urged the US Centers for Disease Control and Prevention (CDC) to update its Covid-19

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The Signs Have It!

By Jennifer Hill

Check out the Village of Cooperstown's new Tobacco-Free signs in the following parks: Lakefront, Council Rock, Pioneer, Fairy Spring, Three Mile Point, and Badger Park. The best part is, Tobacco Free Communities Delaware, Otsego & Schoharie gave the signs to Cooperstown's Parks & Recreation Department for FREE!



In addition to the free signs, TFC-DOS provide FREE assistance in developing tobacco-free policies for local governments, worksites and multiunit apartment buildings. Signs can be customized with your logo and message.

Pictures above show No Smoking/No Vaping signs in Cooperstown's beautiful Lake Front Park, left, and on Pioneer's Park's Information kiosk, right. Cooperstown's Parks & Rec recently ordered the free signs from TFC-DOS and installed them in Village Parks. The signs reflect the Village's extension of its no-smoking ordinance for its parks to include no vaping. [Contact Jennifer Hill, Community Engagement Coordinator at Jennifer.Hill003@sph.com](mailto:Jennifer.Hill003@sph.com) for more information.

The Scary Truth about Tobacco Marketing

By Christopher Bradley



The average of a new smoker in New York State is 13 years old. This frightening fact is the exact reason Seen Enough Tobacco day is October 13th. Seen Enough Tobacco day (SET) is a New York State tobacco awareness day that youth and communities utilize to highlight the billions of dollars tobacco companies spend to entice youth to start using their products.

In the 1950s, the tobacco industry targeted the African American community with marketing for menthol cigarettes through the sponsorship of community and music events as well as magazine advertising. They continue to target African Americans today with retail environment advertisements and youthful imagery that are disproportionately placed in communities of colors.

The outcome of these advertisements can be seen in the identified preference for Newport being higher among African American youth smokers (69.1%) because of the targeted marketing by the tobacco industry. This is not a surprise as young people are almost twice as likely as adults to recall tobacco advertising, and it makes them more likely to smoke.

Partners across New York State will use Seen Enough Tobacco Day to raise awareness of the manipulative marketing strategies used by the tobacco industry to attract youth to replace the 480,000 people who die each year of cigarette smoking. [Connect with Youth Engagement Coordinator Christopher Bradley at christopher.bradley@sphp.com](#) to learn how to raise awareness of this issue in your community.

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guidance for college and university campuses to promote becoming tobacco-free for the fall semester.

In a September 3rd letter, Krishanmoorthi and Durbin cited a Stanford University-led study published in the Journal of Adolescent Health in August, which found young people who have used e-cigarettes are five to seven times more likely to be diagnosed with Covid-19 than those who do not use them."

"Following the Stanford study, the University of Nevada, Las Vegas (UNLV) announced that it was banning tobacco use on campus in the fall, including smoking, vaping, and chewing tobacco. In making that decision, UNLV took into account that if someone is smoking, vaping, or chewing tobacco, they cannot be complying with requirements to wear a mask," the two lawmakers wrote.

All colleges in Delaware, Otsego, and Schoharie



counties have the opportunity to further protect the health of their students by going tobacco-free. They would be joining the growing list of at least 2,511 100% tobacco-free campus sites across the country. For more information and resources in pursuing a tobacco-free campus contact [Community Engagement Coordinator Jennifer Hill at Jennifer.Hill003@sphp.com](#).