

## **The Adirondack Tobacco Free Network (ATFN) Program**

Each Year, secondhand smoke is responsible for 150,000 to 300,000 lower respiratory tract infections (such as pneumonia and bronchitis) in children younger than 18 months of age, resulting in 7,500 to 15,000 hospitalizations.

The Adirondack Tobacco Free Network is a grassroots coalition committed to reducing adolescent and adult use of tobacco through cooperative programs in prevention, cessation, advocacy, policy initiatives and community education. The Adirondack Tobacco Free Network (ATFN) consists of local organizations and individuals from Clinton, Essex and Franklin counties. Our purpose is to promote a tobacco-free environment.

### **ATFN Initiatives**

#### *Tobacco Free Outdoors*

Why do you want a tobacco free grounds policy?

The U.S. Environmental Protection Agency has classified secondhand smoke as a Class A Carcinogen, placing it in the same category as radon, benzene, and asbestos. Secondhand smoke contains more than 4,000 substances, over 40 of which are known to cause cancer in humans and many of which are strong irritants. The Surgeon General has declared that there is no safe level of secondhand smoke even small amounts of secondhand smoke can trigger allergies, asthma attacks and other breathing problems.

Tobacco litter is poisonous and puts children, pets and wildlife at risk. Our playgrounds, parks, and beaches should not be used as ash trays. Nearly all cigarette butts are made up of plastic like cellulose acetate fibers and can take decades to decompose. Within an hour of contact with water, cigarette butts can begin leaching chemicals such as cadmium, lead, and arsenic into the marine environment. Cigarette butts have been found in the stomachs of fish, whales, birds and other marine animals, leading to Ingestion of hazardous chemicals and digestive blockages. Cigarette butts not properly extinguished can cause fires.

Outdoor Recreational 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. Support for tobacco free policies is growing. Currently, over 200 municipalities in New York State have passed regulations restricting tobacco use in outdoor recreational areas.

It is important for businesses to think about adopting a policy for tobacco free grounds as well. Tobacco Free worksite policies support a healthier workplace by reducing exposure

to secondhand smoke, encouraging cessation, and by changing social norms regarding tobacco use.

These are the municipalities and businesses in the tri-county areas that have passed some type of policy regarding tobacco use.

Adirondack Medical Center	Town of Brighton
Alice Hyde Medical Center	Town of Jay
Advocacy and Resource Center	Town of Malone
City of Plattsburgh	Town of Moriah
CVPH Medical Center	Town of North Elba
Evergreen Valley Nursing Home	Town of Plattsburgh
Georgia-Pacific	Town of Ticonderoga
Inter-Lakes Healthcare	Town of Tupper Lake
Meadowbrook Nursing Home	Town of Waverly
Town of Beekmantown	Village of Rouses Point
Town of Blackbrook	Village of Saranac Lake

## **ATFN Initiatives**

### Point of Sale

Point of Sale (POS) is referred to tobacco advertising and promotion in retail stores where tobacco products are sold. The tobacco industry spends billions of dollars to market its deadly products in our stores including: paying retailers to prominently display tobacco products, in-store advertising, and price discounts. Exposure to tobacco marketing in stores is a primary cause of youth smoking. [Click here](#) to see an example of a store's "powerwall" of brightly colored ads.

Every day, our kids are exposed to a tremendous amount of tobacco marketing in our grocery stores, convenience stores and pharmacies. To protect our kids, we must reduce youth exposure to in-store tobacco marketing.

One way to reduce youth exposure to in store marketing is through a ban on the display of tobacco products. Stores will be allowed to sell tobacco products but the products will be placed in drawers and cabinets behind registers, out of the site of children. Many countries have adopted display bans including Canada. [Click here](#) to see an example of tobacco products placed in draws where youth can't see them.

To sign a postcard showing your support for protecting kids from tobacco marketing in stores [click here](#) and send it to ATFN, 133 Margaret St, Plattsburgh, NY 12901

## **How ATFN Accomplishes its Goals**

**Mobilization:** ATFN brings together community partners to establish attitudes and policies that support a tobacco-free norm.

**Counter Marketing:** Tobacco companies aggressively market their product to specific populations. ATFN utilizes media and other marketing strategies to project a positive, tobacco-free message to the community.

**Cessation:** ATFN promotes the NYS Quit Line along with other cessation services for those who strive to break free of tobacco addiction.

## **How is the ATFN Program Funded?**

The coalition is part of the Tobacco Control Program, funded by the New York State Department of Health through the New York State portion of the Master Settlement Agreement.

## **Contact Us**

To receive more information on Tobacco Free Outdoors, Point of Sale advertising, or help with quitting smoking, call or email us at:

ATFN Brochure

Tel: (518) 565-4993

Fax: (518) 565-4472

Email: [atfn@co.clinton.ny.us](mailto:atfn@co.clinton.ny.us)