

TOBACCO
FREE Erie & Niagara

TOBACCO FREE ERIE & NIAGARA
Press Kit

Last Updated: October 2021

A Project of



CAI

Meet the Team



Stan Martin
Project Director

Stan Martin, MM, Project Director/Trainer at CAI, is responsible for the day-to-day coordination and implementation of several federally funded community-based participatory projects in New York State. He provides adult education training on population based health interventions, engaging state and community stakeholders in supporting local and state-wide initiatives.

These initiatives support community mobilization, engagement, Collective Impact 3.0, systems changes in policy and practices, which lead to social norm change. Since joining CAI in 2011, he has helped develop adult education training for CAI clients working on issues ranging from Tobacco Control, Cancer Prevention, Chronic Disease Prevention, Teen Pregnancy, WIC, School-Based Health to Healthy Eating and Active Living (HEAL). Before his post at CAI, he worked internationally in Toronto, Ontario on the Smoke Free Ontario strategy for more than two years to advance their Youth Action Alliance programs.

Prior to then, he was the Western Region Area Manager for the New York State, Department of Health Tobacco Control Program. Stan received his MM from the University of Phoenix, AZ and his BA in Liberal Studies from the State University of New York at Stony Brook, NY



Amanda Hucksell
Reality Check Program Manager

Amanda Hucksell, a WNY native, joined the CAI team in 2019 as the Reality Check Program Manager of the NYSDOH's Bureau of Tobacco Control Advancing Tobacco Free Communities grant which focuses on reducing the prevalence of tobacco and e-cigarette use among youth and preventing them from ever starting. Reality Check is a youth led movement in New York State that empowers youth to become leaders in their communities in exposing what they see as the manipulative & deceptive marketing tactics of the tobacco industry.

Amanda dedicated much time throughout her undergraduate program at Hilbert College, and prior, volunteering and interning with community organizations working to support underserved populations i.e., homelessness, adolescents and behavioral health, people with disabilities. She believes that young people are society's most valuable assets and dedicates her professional career to uplifting youth to become advocates and amplify their voices to create positive change in their communities. Amanda graduated in May 2019 with a Bachelors in Human Services.

Meet the Team



Rashawn Smalls
Program Manager

Joining CAI in August of 2020, Rashawn Smalls works as the Program Manager of Advancing Tobacco Free Communities. As part of a statewide Tobacco Control initiative, Rashawn works in Erie and Niagara counties and focuses on increasing the availability of tobacco free outdoor spaces, reducing exposure to secondhand smoke, and helping to create a healthier environment where people live, work, and play.

Rashawn holds a Master of Professional Studies degree (New York Theological Seminary) and remains committed to community services and justice. Embracing Shirly Chisolm's ethic that "service is the rent we pay for our stay on earth," he serves as a board member for Erie County Restorative Justice Coalition and mentors and educates young boys on the importance of developing healthy masculinity. "As a father, I am committed to creating a healthier, safer world for my son to inherit."



Krista Duvlos
Manager of Youth and
Community Engagement

Krista Duvlos joined the team in 2021 as a Manager of Youth and Community Engagement to End Tobacco Use. She is responsible for the day-to-day management of community and Reality Check work across both Erie and Niagara Counties as well as leads other tobacco grassroots work for a federal initiative. She strategizes on how to engage both decisionmakers and community members in meaningful ways that lead to effective policy change.

Krista is no stranger to tobacco prevention policy work and previously worked with Truth Initiative. In this role, she worked on the Tobacco-Free College Grant Program where she assisted college students and grant leads around the country in adopting and implementing comprehensive policies at their campuses.

Krista holds a Master's Degree in American Government from Georgetown University and a Bachelor's Degree in History and Political Science from Niagara University. Throughout her studies, she focused on civic engagement for youth and young adults. She believes empowering and elevating the voice of young people is critical in creating meaningful change in their communities and across the world.

2020 New York Tobacco PREVALENCE & POLICIES

By the Numbers

Adult Tobacco Rates:



New York State:

12.8%



Niagara County:

21.6%



Erie County:

16.3%



In 2020, **22.5%** of youth in NYS report using e-cigarettes

New York State
PASSED



3 POLICIES

forbidding retailers from accepting tobacco coupons, forbidding the sale of tobacco products at pharmacies, and the sale of flavored vape products across New York State.

Erie/Niagara County
PASSED



44 POLICIES

from Tobacco Free Erie & Niagara including 5 Multi-unit housing policies, 1 Tobacco Free Outdoors/Park policy, 36 worksite/campus policies, and 2 No Menthol Sunday policies that all increase the availability of Smoke Free environments.



Northland Workforce Training Press Conference with Mayor Byron Brown



WEBR 1410 Radio Interview



NT City Council Presentation



Nelson's Barbershop Tobacco-Free Policy

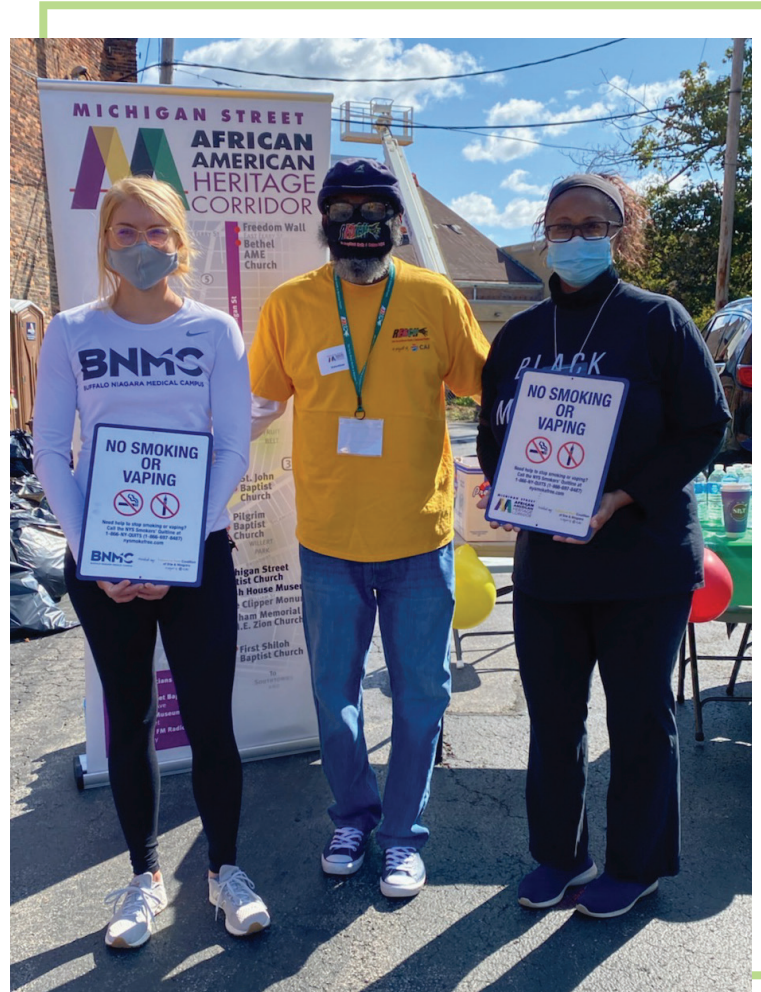


TOBACCO FREE Erie & Niagara

Michigan St. Clean Sweep September 2020

Tobacco Free Erie and Niagara partnered with local community Tobacco Action Group champions to raise awareness and education about the harmful effects to the environment caused by tobacco litter “cigarette butts” on the Buffalo Niagara Medical Campus (BNMC).

This led to the adoption and strengthening of BNMC tobacco free worksite policy, including new tobacco-free signage provided by TFCEN.





**Legislative Education Day 2019
Albany, NY**



**World No Tobacco Day
Chalk the Walk Event 2020**



**Seen Enough Tobacco Day
Buffalo & Niagara Falls 2021**



**Seen Enough Tobacco Day
Buffalo & Niagara Falls 2021**



Tobacco & vape companies have a long history of marketing their addictive products to young people and minority groups

Don't Let Big Tobacco Target **YOUR Generation**



**Interested in getting involved?
Join Reality Check**



@rc_erieniagara142



realitycheck@caiglobal.org



REALITY CHECK

IN REALITY CHECK YOU WILL:

- Be a voice for change in your community
- Expose Big Tobacco's deceptive marketing tactics/practices
- Connect with youth, plan events, and have fun!

Building a Tobacco Free Generation



@arc_erieniagara142



realitycheck@caiglobal.org

TOBACCO
FREE Coalition of
Erie & Niagara



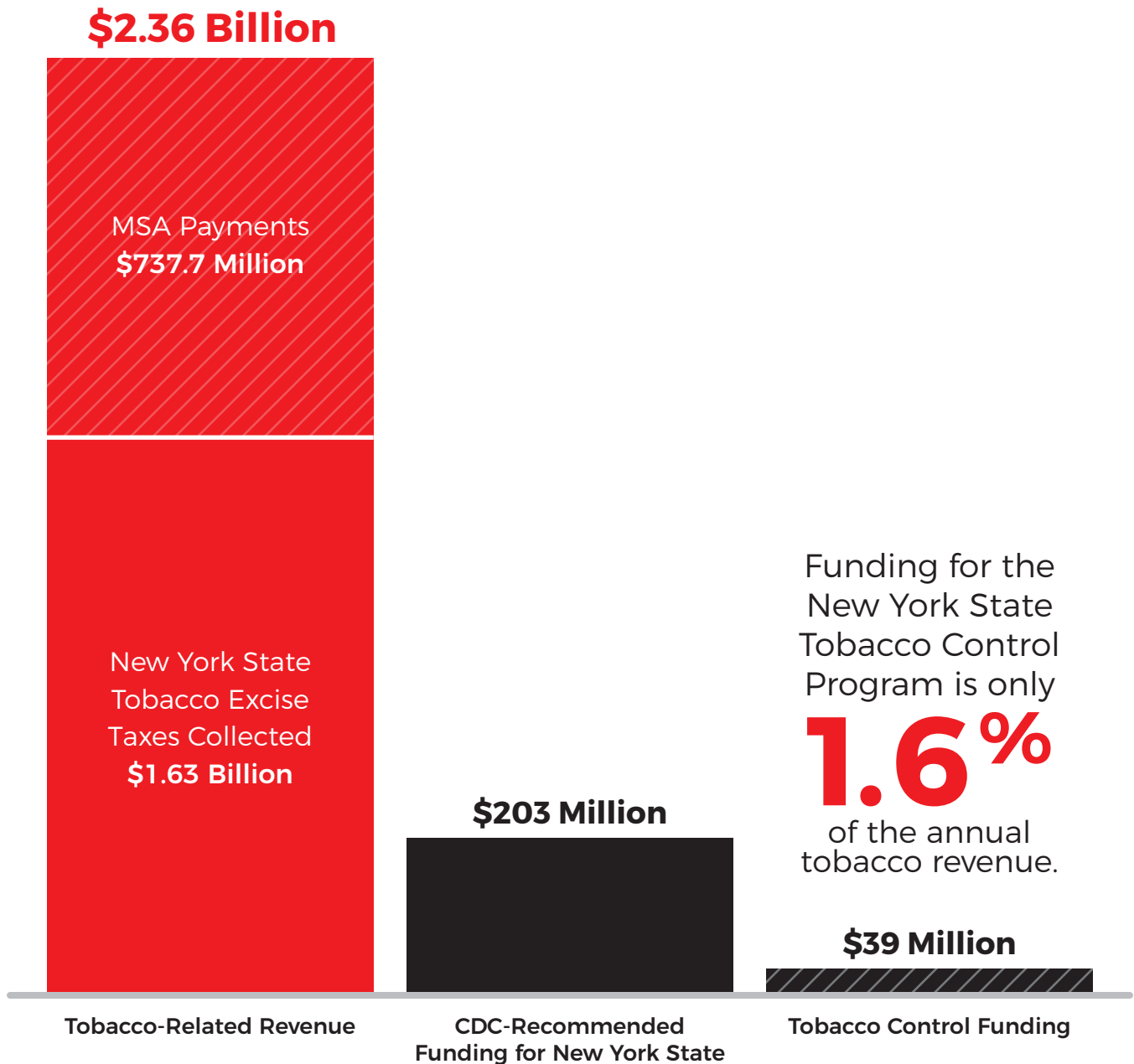
Free signage available for partners looking to adopt or strengthen policy.

Contact Rashawn Smalls at rsmalls@caiglobal.org to request signage.

Earned Media:

- [Michigan Street African American Heritage Corridor Goes Tobacco-Free, June 2020](#)
- [Northland Workforce Training Center Has New Partnerships for Students, September 2020](#)
- [Anti-smoking campaign aims to protect communities of color, October 2020](#)
- [City of North Tonawanda Regulating Smoking at City Parks, November 2020](#)
- [Campaign aimed at menthol-flavored tobacco marketing targeting Black communities May 2021](#)
- [The Dangers of Tobacco Use, A Medical Moment, July 2021](#)
- [How Addicting is Nicotine? A Medical Moment, July 2021](#)
- [What Can Smokers Do To Help Kick the Habit? A Medical Moment, July 2021](#)
- [Is Second Hand Smoking Dangerous? A Medical Moment, July 2021](#)
- [WNY youth stress dangers of menthol to community during tie-dye event, October 2021](#)

Tobacco Revenue vs. Tobacco Funding



Annual Revenue from Tobacco in New York State	
MSA payments	\$737.7 Million
New York State tobacco excise taxes collected	\$1.63 Billion
Total tobacco-related revenue	\$2.36 Billion

Annual Funding for Tobacco Control Program in New York State	
CDC-recommended funding for New York State	\$203 Million
Actual funding for Tobacco Control Program in New York State	\$39 Million
New York State Tobacco Control Program funding as a percentage of the annual tobacco revenue	1.6%

New York State Tobacco Control Program

Advancing Tobacco-Free Communities | NYS Smokers' Quitline
Health Systems for a Tobacco-Free NY | Health Communications
Surveillance, Evaluation and Research

**BIG TOBACCO
CAN'T HIDE
THE FACTS**



Our Mission

The mission of the New York State Tobacco Control Program (TCP) is to reduce tobacco-related illness, disability and death and to alleviate the social and economic burden caused by tobacco use in New York State. The TCP uses an evidence-based and policy-driven approach to improve public health by decreasing tobacco and e-cigarette initiation by youth, motivating adult smokers to quit and eliminating exposure to secondhand smoke and aerosol.



Progress

The TCP began in January 2000 and is built on a foundation of evidence-based strategies and best practices from the Centers for Disease Control and Prevention (CDC). The program has effectively:

- Implemented a comprehensive clean indoor air law
- Maintained community support for high tobacco taxes
- Increased access to effective cessation services
- Developed a strong youth action program



Funding

The CDC recommends that New York State invest \$203 million annually into its comprehensive tobacco control program. The CDC-recommended level is approximately 9% of the \$2 billion revenue that New York currently collects annually from tobacco taxes and Master Settlement payments. Since 2009, state budget cuts have slashed tobacco control funding by more than half to \$39 million. These cuts have impacted progress toward reducing tobacco-related death, disease and disability.

The TCP includes a network of statewide and local contractors who implement key programmatic strategies to denormalize and reduce tobacco and e-cigarette use:

Advancing Tobacco-Free Communities

Through community engagement and mobilization and youth action (Reality Check), promote change in the local environment to support New York State's tobacco-and e-cigarette-free norm to:

- Reduce the negative impact of tobacco product marketing and price promotions on youth and adults in the retail environment
- Increase the availability of tobacco-free outdoor environments
- Increase the availability of smoke-free multi-unit housing, especially public and affordable housing
- Encourage smoke-free movies and internet policies

Health Systems for a Tobacco-Free New York

- Engage with and assist medical and behavioral health care systems in integrating evidence-based tobacco dependence treatment into routine care policies and practices and build provider capacity to assist patients through education, counseling and FDA-approved cessation medications.

The New York State Smokers' Quitline

- Serves as a clinician treatment extender to provide cessation support via phone, web and text, and health insurance information to New Yorkers who want to quit smoking or vaping tobacco
- Provides free and confidential quit coaching to all New Yorkers who smoke or vape tobacco and free starter kits of nicotine replacement medications to eligible smokers and e-cigarette users

Paid Mass-Reach Health Communications

- Paid state and local media cessation campaigns are targeted to populations with high smoking rates, including those with lower income, lower educational attainment, Medicaid coverage and/or with serious mental illness
- Counter-marketing media campaigns expose the tobacco industry's manipulative and deceptive marketing practices and reduce the prevalence of tobacco and e-cigarette use

Surveillance, Evaluation and Research

- Ongoing surveillance and evaluation activities monitor program progress and impact and ensure that the state invests resources wisely, makes progress toward goals and undertakes program improvements as indicated

The Real Cost of Tobacco in New York State

Current Rates of Tobacco Use in New York State

Adults in New York who smoke ¹	12.8% (1.9 Million)
Percentage of adults in New York who smoke AND make less than \$15,000 per year ¹	20.0%
Percentage of adults in New York who smoke AND report frequent mental distress ²	25.5%
Percentage of adults in New York who smoke AND have less than a H.S. diploma or GED ¹	21.5%
High school students who smoke ³	4.8% (34,000)
High school students who use electronic cigarettes ³	27.5% (187,000)
Kids (under 18) who become new daily smokers each year ⁴	4,900

The Burden of Tobacco in New York State

Number of adults who die each year from smoking-related disease ⁵	28,200 Adults
Kids now under 18 and alive in New York who will die prematurely from smoking ⁴	280,000 Kids
Annual health care costs in New York directly caused by smoking ⁵	\$10.39 billion
Medicaid costs caused by smoking in New York ⁵	\$3.31 billion
Smoking-caused productivity losses in New York ⁵	\$7.33 billion
Residents' state & federal tax burden from smoking-caused government expenditures* ⁴	\$1,330 per Household

*Amounts do not include health costs caused by exposure to secondhand smoke, smoking-caused fires, smokeless tobacco use, or cigar and pipe smoking. Tobacco use also imposes additional costs such as workplace productivity losses and damage to property.

**BIG TOBACCO
CAN'T HIDE
THE FACTS**

Revised: 1/15/2020

¹ Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. BRFSS Prevalence & Trends Data [online]. 2018. [accessed Jan 07, 2020]. URL: <https://nccd.cdc.gov/BRFSSPrevalence>

² New York State Department of Health Bureau of Tobacco Control BRFSS Brief Number 1910 Cigarettes Smoking NYS Adults https://www.health.ny.gov/statistics/brfss/reports/docs/1910_brfss_smoking.pdf

³ Bureau of Tobacco Control StatShot Vol. 12, No. 1/Jan 2019 https://www.health.ny.gov/prevention/tobacco_control/reports/statshots/volume12/n1_electronic_sig_use_increase.pdf

⁴ Campaign for Tobacco-Free Kids https://www.tobaccofreekids.org/problem/toll-us/new_york

⁵ New York State Department of Health Bureau of Tobacco Control https://www.health.ny.gov/prevention/tobacco_control/



The **No Menthol Sunday pledge** is dedicated to educating the faith-based community and community members about “Big Tobacco” marketing tactics, vaping, and the role of flavors like menthol on black and brown communities in the city of Buffalo, New York. Efforts also include the promotion and accessibility of tobacco cessation supportive services.

Tobacco-Free Pledge

WHEREAS, Reduce the negative impact of tobacco product marketing and price promotions on youth and adults at the point of sale, including banning menthol flavoring; and

WHEREAS, Decrease secondhand smoke exposure in multi-unit housing, with an emphasis on policies that protect the health of low-income residents, including worksites; and

WHEREAS, Increase the number of local laws and voluntary policies that prohibit tobacco use in outdoor areas; and

WHEREAS, Promote access to effective tobacco cessation services, including the New York State, Smokers’ Quitline.

NOW, THEREFORE, BE IT RESOLVED THAT I, proclaim to protect my health, the health of my family, congregation, and the health of my community by advancing tobacco-free communities.

THEREFORE, BE IT FURTHERED RESOLVED THAT BY TAKING THIS PLEDGE I, hope to reduce tobacco disparities in minority populations and my faith-based community.



Projects of

