

**St. Lawrence County  
Tobacco Free Community  
Partnership Members:**

- Tobacco Cessation Center of Northern New York
- Reality Check of St. Lawrence County
- St. Lawrence County Public Health Department
- St. Lawrence County Cancer Services Program
- St. Lawrence County Health Initiative- "SPORT" program
- Hermon-DeKalb Central School
- Seaway Valley Prevention Council
- SUNY Canton Health Center
- SUNY Potsdam College Health Educator
- Tobacco Control School Policy Partner

**25,000 lives** lost each year  
**\$6.3 billion** of our annual taxes to cover the costs caused by smoking

**AND IT STARTS IN OUR STORES.**  
When the tobacco companies advertise in stores, it's New Yorkers who pay. And we *all* pay—smokers and non-smokers alike. The saddest part is that our kids pay, too. They're the ones most influenced by tobacco marketing and in-store displays. **The more kids see, the more likely they are to smoke.**

Find out what's in store for our kids at [TobaccoFreeNYS.org](http://TobaccoFreeNYS.org)

**St. Lawrence County  
Tobacco Free  
Community  
Partnership**



COMMUNITY PARTNERSHIP  
ST. LAWRENCE COUNTY

**A Community Partner  
of the  
New York State Bureau of  
Tobacco Use Prevention  
& Control Program**



**Keep your butts off  
our playgrounds!**

[TobaccoFreeNYS.org](http://TobaccoFreeNYS.org)

**TOBACCO-FREE OUTDOORS**

**tfc tobacco FREE**  
COMMUNITY PARTNERSHIP  
ST. LAWRENCE COUNTY

**LIVE WELL, BREATHE EASY**

For more Information call:

**St. Lawrence County  
Tobacco Free Community  
Partnership**

C/O St. Lawrence County Public Health Department  
80 SH 310 Suite 2  
Canton, NY 13617-1476



Phone: (315)-386-2325 Fax: (315)-386-2744

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**(315) 386-2325  
Or  
1-877-239-8969**

**Website:**

<http://www.co.st-lawrence.ny.us/Departments/PublicHealth/TobaccoUsePrevention>

Check us out on Facebook:

<http://www.facebook.com/pages/St-Lawrence-County-Tobacco-Free-Community-Partnership/135708673132174>



## St. Lawrence County Tobacco Free . . .

is a **Community Partnership** grant administered by the St. Lawrence County Public Health Department. and funded through the New York State Bureau of Tobacco Use Prevention & Control Program.

### Vision:

**All St. Lawrence County residents live in a tobacco free environment .**

### Mission:

**Reduce morbidity and mortality and alleviate the social and economic burden caused by tobacco use.**

To achieve the program goals, the St. Lawrence County Tobacco Free Community Partnership seeks to implement evidence-based interventions and activities that accomplish clearly stated program objectives.

### 2010-2011 WORKPLAN OBJECTIVES

- Decrease the social acceptability of tobacco use
- Reduce the amount of tobacco advertising in the retail environment
- Reduce the number of retail outlets that sell tobacco
- Increase the number of regulations voluntary policies, and local laws, that prohibit tobacco use in outdoor areas including public parks, beaches, playgrounds, campuses, entryways and outdoor areas of business, and grounds
- Enhance communication and collaboration among community coalitions, tobacco control contractors, stakeholders and partners
- Promote the New York State Quitline



## New York State Bureau of Tobacco Control Program

### The Goals:

- Eliminate exposure to secondhand smoke.
- Decrease the social acceptability of tobacco use.
- Promote cessation from tobacco use.
- Prevent the initiation of tobacco use among youth and young adults.

### New York State Tobacco Control Community Partners

- Reality Check Youth Action Program
- Community Partnerships
- Cessation Centers
- School Policy Partners
- Colleges 4 Change
- New York State Quitline



### The tobacco companies are targeting teenagers...

*"We need to establish brand loyalty among 18 to 24 year olds because we can market them legally. Besides, that's who the younger kids look up to. If we can capture the young adult market, the kids will come along for free."*

From an RJ Reynolds document discovered during settlement trial.

**Help protect our youth by reducing use, advertisement and access of tobacco products among youth. Don't let Tobacco Companies take our future.**