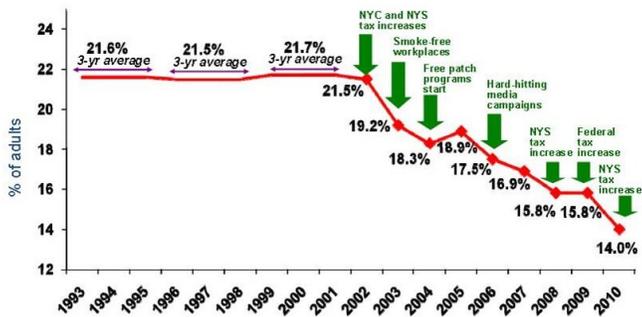


Breath of Fresh Air

New York City Reports Substantial Smoking Rate Decline

**Adult Smoking in NYC Down 35%
Since 2002**



The 2010 NYC smoking prevalence is down to 14 percent, representing 850,000 adult smokers. This is an 11 percent decrease from 2009, accounting for 100,000 fewer smokers. This drop can be attributed to the collective efforts of tobacco control initiatives across the New York City Department of Health and Mental Hygiene, the New York State Department of Health and Community Based Organizations.

With a focus on prevention and cessation, initiatives city wide aggressively worked on policy, treatment, and health system changes. The 2010 decline is the largest since the 2002-2003 declines immediately following the passage of NYC's Smoke-Free Air Act and the 2002 NYC cigarette tax increase.

For many years New York City had seen a smoking rate below the National Average. In the years leading up to 2002 the smoking rates across the nation showed a steady decline and approached NYC's rate of 21.5 percent which had remained relatively stagnant. If no action were taken the NYC smoking rates were at risk of exceeding the national average. In 2002 New York began efforts to prevent this from happening and has since seen great success with an overall 35% decrease.

The Bronx CAN!

Senator Gustavo Rivera and Bronx Borough President Ruben Diaz JR, realizing that out of 62 counties in New York State, the Bronx ranked 62nd, came up with a way to spark a much needed change in the community. On June 11th they launched the Bronx C.A.N. (Change Attitudes Now) Health Initiative to both raise awareness and educate the community on healthier lifestyles. The initiative serves to promote healthier eating, increased physical activity, while also addressing other lifestyle changes in terms of drugs, alcohol, and tobacco use.

The initiative consisted of monthly check-ins for all participants up until National food day on October 24th. During this time participants were able to be weighed, have their blood pressure and cholesterol level taken, among other testing indicators of achievement in goals set by them. They also were able to bear witness to cooking demonstrations for healthier eating. Senator Gustavo Rivera himself joined in on the challenge and vowed to lose 20-25lbs during the initiative, as a sign that he also can relate to the barriers faced with eating right and exercising regularly. On October 24th we shall see if everyone made progress toward their goal, but this is a start of positive change in the Bronx.



Left: Bronx BREATHE Program Manager
Barbara Hart Right: Senator Gustavo Rivera

MEDICAID CAN HELP YOU QUIT SMOKING

ASK YOUR DOCTOR NOW

Medications are covered for Medicaid enrollees including Medicaid Managed Care and Family Health Plus members:

- Nicotine patch, gum, nasal spray, inhaler
- Zyban® (bupropion)
- Chantix® (varenidline)

Quit smoking today. Ask your doctor for help.

ACCESSNYC
 NYC
 Michael R. Bloomberg
 Mayor of New York City

Made possible by funding from the Department of Health and Human Services. Zyban® is a registered trademark of GlaxoSmithKline. Chantix® is a registered trademark of Pfizer, Inc.

Focus on Medicaid

- 19.1% of NYC smokers are Medicaid enrollees (CHS 2010)
- Medicaid smoking prevalence is higher than general population (19.2% vs. 14.0%; CHS 2010)
- Very good smoking cessation benefits are available to help smokers quit
 - Up to 6 months of NRT or other quit smoking medications
 - Up to 6 counseling sessions (in a 12-month period) from an eligible Medicaid provider

What's the Buzz with Smokeless?

As it becomes harder and harder to find a public place in NYC where smoking is permitted, more people are making the decision to quit smoking. The tobacco industry is trying to maintain its consumers by aggressively marketing smokeless tobacco products. This summer, in response to the Smoke-free Parks and Beaches ordinance, Camel released ads featuring a play on popular NYC landmarks. One ad depicted an image of the Empire State Building portrayed using snus cans and read, "NYC smokers rise above the ban."



It is important for consumers to understand that smokeless tobacco products, such as snus, are NOT a safe alternative to cigarettes. These products are not designed to be used for tobacco cessation. Smokeless tobacco products contain chemicals not regulated by the FDA and their use can lead to oral cancers, sores and lesions. Consumers must not be swayed by tobacco advertising. Don't just be smoke-free. Make the choice to be tobacco free!

GREAT AMERICAN SMOKE OUT 2011

Look out for the Bronx BREATHES team on November 17th as we join up with the American Cancer Society to help create a world with more birthdays.

We will be at the following locations dispensing Tobacco Cessation literature, promotion materials and FREE Nicotine Patches and Gum to smokers looking to quit.

Montefiore Medical Center

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

North Division
 Outside Cafeteria
 600 East 233rd Street, Bronx NY

Jack D. Weiler
 4th Floor outside Cafeteria
 1825 Eastchester Rd, Bronx NY



Help create a world with less cancer and more birthdays.



For help to quit smoking please contact the NYS Smokers' Quitline at **1-866-697-8487**
 For information on Bronx BREATHES please visit www.bronxbreathes.org