# Breath of Fresh Air



### One Year Smoke-Free With NYC Parks and Beaches

May 23rd marked the first anniversary for smoke-free New York City Parks and Beaches. The Bronx Smoke-Free Partnership coordinated an anniversary celebration in Tremont Park. Community based organizations and local residents came out to show their support. Senator Gustavo Rivera, long time supporter of smoking cessation efforts spoke on the success of the ban. Bronx BREATHES was happy to be in attendance providing information on tobacco cessation services and techniques to participants.

"Smoking is still the leading preventable cause of death in New York City, and People can be exposed to significant levels of second-hand smoke even outdoors," said Health Commissioner Dr. Thomas Farley. "A year since the implementation of the City's smoking ban in parks and beaches, these beautiful public spaces are cleaner and safer for everyone"

New York City has also quietly stepped up enforcement of the smoking ban this spring. Between January and April more tickets were issued then in all of 2011. Though the law has been promoted as a mostly self-enforced, 108 summonses were issued in that short time. While only 84 were issued between May and December of 2011.





### SPOTLIGHT.

### Montefiore Medical Center Earns Bronze Star

Congratulations to Montefiore Medical Center for earning the Bronze Star in the NYC Tobacco-Free Hospitals Campaign. Montefiore is the first hospital in the Bronx and the second in New York City to earn this distinction. We look forward to seeing continued efforts from Montefiore Medical center in tobacco cessation implementation in their sites. It will be very exciting to see them get the first Silver Star in the campaign. For more information visit http://www.nyctobaccofreehospitals.org/

### Legislation for Smoking Ban within 100 feet of School Entrances

June 18th Senator Gustavo
Rivera and Assembly Member
Jeff Dinowitz passed S 6854-B/A
10141-B in both the State
Senate and State Assembly. This
legislation bans smoking within
100 feet of school entrances and
exits. It is the first of Senator
Rivera's health bills that was developed from dialogue with
health partners and community
members during the 2011 Bronx
CAN Health Initiative.

## Legislation for Smoking Policies in Residential Buildings

April 18th Mayor Bloomberg introduced legislation in the City Council that would require residential buildings in New York City to adopt a smoking Policy and disclose it to prospective tenants and owners. The legislation does not state whether residence should permit smoking or not. Bloomberg stated, "This does not prohibit anything. It just gives people the right to know before they sign a lease." Under the proposal, potential renters and apartment buyers would be informed of a building's smoking policy.



### Bronx BREATHES in Action

This spring Bronx BREATHES has been busy engaging health care providers and community based organizations to spread the word on the benefits of smoke-free living. On May 1st Bronx BREATHES partnered with The Children's Hospital at Montefiore to acknowledge World Asthma Day. About 40, first and fifth grade students from St. Ann's School on Bainbridge Ave, came to the hospital. The students received information on how to manage asthma symptoms, how to minimize triggers such as second-hand smoke, and participated in physical fitness activities. The event sent the message that children with Asthma can lead healthy lives too.

May 31st was the World Health Organization's *World No Tobacco Day*. As part of our annual tradition, Bronx BREATHES provided free nicotine replacement (NRT) gum and patches to smokers looking to quit. The NRT was distributed at the Montefiore Hospital locations. Bronx BREATHES will be at these same locations again for the Great American Smokeout on November 15th.

June 2nd marked this year's first check-in for the Bronx CAN Health Initiative. The event featured a variety of activities including Yoga and Zumba sessions, supporting the theme June is for Physical Fitness. Organizations came together in St. James Park tabling with information on healthy habits and promoting local Bronx services. Bronx BREATHES was proud to be among the group, dispensing information. Participants and those passing by were very pleased with the activities and enjoyed the beauty and fresh air of the revived park environment.

### **Bronx CAN Check in: June 7th in St. James Park**







Upcoming
Bronx
Summer
Events

### Bronx CAN Check-in:

Health Care focused on Nutrition Saturday, July 7, 2012 1:30 pm- 3:30 pm St. James Park 2530 Jerome Ave

### BCHN Health Fair

National Health Center Week
Tuesday, August 7, 2012
11:00 am - 3:00 pm
Poe Park
Grand Concourse at E.192nd St.



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