

Hooked on Hookah

On March 20th, the Bronx County Medical Society awarded Bronx BREATHEs the first place honor for the poster presentation, "The Emergence of Hookah Use as a New Tobacco Epidemic in New York City." Joined by a pair of ambitious health interns, Bronx BREATHEs staff educated physicians on the dangers of the growing trend of Hookah use in NYC.

Until recently little was known of the dangers of hookah use for the consumption of tobacco. Recent studies have shown that a single 45 minute session of hookah smoking produces carcinogen levels equivalent to 100 cigarettes and sidestream smoke emitting about 30 times the amount of carbon monoxide as a single cigarette. This data suggests that regulation is necessary to protect the health of both first hand users and those exposed to the toxicants generated by the mass of smoke. Currently hookah use is growing in New York restaurants, bars and lounges. Flavor varieties entice consumers with a deceptively sweet smelling smoke.

The Clean Indoor Air Act prohibits smoking in virtually all workplaces. However, for businesses defined under a loose classification of "Retail Tobacco Shop or Business" and "Tobacco Bar/Cigar Lounge," hookah sale and use is exempted. Effective policy is needed to regulate hookah use in public spaces. In order to address this new epidemic, health professionals must be educated on the dangers of hookah use and comprehensive policy must be implemented.



With Nicole McNamara, Pfizer Inc. (right)



Bronx County Medical Society's 10th Annual National Doctors Recognition Day



Bronx BREATHEs Can Help!

Bronx BREATHEs offers free tobacco cessation training services and technical assistance for health care providing organizations. We also supply patient literature and materials for distribution with helpful information on how to quit and stay quit.

If you are interested in scheduling a training for staff or other Bronx BREATHEs services please contact (718) 430 - 8912 or shaniyya.pinckney@einstein.yu.edu For more information visit www.bronxbreathes.org

Kick Butts Day 2013

Bronx BREATHEs traditionally collaborates with community partners to offer tobacco cessation services to support the Campaign for Tobacco-Free Kids, National Kick Butts Day. This year Councilman James Vacca stopped by the Montefiore Medical Center, Jack D. Weiler campus. He spoke with Bronx BREATHEs Principal Investigator, Dr. Hal Strelnick about his concern and support for Bronx smokers interested in quitting.

Assemblyman Marcos Crespo has also consistently supported the Bronx tobacco cessation efforts. Seen here presenting the State Assembly proclamation for the 2013 National Kick Butts Day. We are proud and grateful for Councilman Vacca's and Assemblyman Crespo's dedication to the residents of the Bronx.



(left to right) Erika Verde, Dr. Hal Strelnick, Councilman James Vacca, David Lehmann, Barbara Hart, Assemblyman Marcos Crespo, Guillermo Flores

Bronx BREATHEs Spreads Some Love for Heart Month

February is Heart month and this year Bronx BREATHEs teamed up with Montefiore Medical Center to encourage better heart health through increased physical activity. On February 5th, we kicked off the month by speaking with medical staff at Montefiore's Jack D. Weiler campus. Entire departments were motivated to form quit smoking alliances and made the first step by receiving patches and gum to assist them. Then on Valentine's Day Bronx BreatheS assisted Montefiore with their Employee Heart Health and Wellness event and distributed nicotine replacement patches and gum, literature, brief tobacco cessation intervention education to Montefiore staff. Sending the message, love your heart by living smoke free.



NYC a Decade Smoke-free!

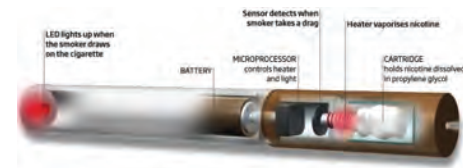
On March 27th New York City celebrated the 10 year anniversary of the Smoke-free Air Act. Dr. Thomas A. Farley, Commissioner of the NYC DOHMH, and Dr. Thomas R. Frieden, Director of the U.S. Centers for Disease Control and Prevention joined individuals whose support was key to making workplaces, including bars and restaurants, smoke-free.

The Electronic Cigarette Cessation Device or Just a Toy?



With 70% of smokers making quit attempts each year there is a large market for tobacco cessation products. Recently electronic cigarettes have grown popular as the cessation tool of choice by many smokers. Unfortunately, these devices are not

FDA approved for tobacco cessation. These battery-operated devices generally use cartridges filled with nicotine, flavors and other chemicals that are vaporized, when inhaled. Preliminary studies have found diethylene glycol and nitrosamines in the nicotine vapor. Furthermore, there has been no proven efficacy in the ability to reduce nicotine withdrawal. Further research is needed to determine the potential benefits and dangers of this product. Until, more is known. Smoker's are not advised to use electronic cigarettes for cessation purposes.



Upcoming Events



optimum.

SAVE THE DATE

Bronx Health and Wellness Summit
Saturday, April 6, 2013

Fordham University, Rose Hill Campus
441 East Fordham Road
8:00 a.m.— 5:00 p.m.

Keynote Speaker
Dr. Max Gomez, CBS-2 Medical Reporter

Spanish language breakout sessions.

Admission is free, Healthy Breakfast and Lunch provided

To Register please visit: www.bronxboropres.nyc.gov



WORLD NO TOBACCO
DAY 2013

Friday, May 31st
10:00 AM - 2:00 PM
FREE

Nicotine Replacement Patches and Gum
and Quit Smoking Information
at select location while supplies last