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Contact us:
(315) 697-3947
www.PreventTobacco.org
BRiDGES (main office)
3059 Seneca Turnpike
Canastota, NY 13032

Partner programs:
www.TobaccoFreeCNY.org

- Quit tobacco program
- School policy assistance
- Youth advocacy group

Join Tobacco-Free E-Advocates and receive a small gift!
Membership is always free and without obligation.

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What are you interested in? _____



Preventing tobacco-related diseases in
Herkimer, Oneida & Madison Counties



Why is the BRIDGES to Prevent Tobacco (BPT) program necessary?

1200 Americans die *every day* due from tobacco use.¹

Tobacco use is still the largest cause of preventable death in the US.²

Secondhand smoke kills over 62,000 nonsmokers in the US each year.³

The local adult tobacco use rate is higher than the state average.⁴

Local residents are more likely to get and die from lung cancer than most New Yorkers.⁵ The American Cancer Society says this situation points to a “crucial need for prevention and cessation of tobacco use.”⁶

Tobacco advertising entices youth to smoke⁷, so programs to reduce ads are important.

Tobacco prevention and control programs help people quit using tobacco and prevent children from starting.⁸

Protecting the public from secondhand tobacco smoke prevents disease.^{8,9}

Tobacco prevention and control programs save money.^{9, 10}

What is BPT?

BPT is a public health advocacy program promoting a healthier community in Herkimer, Oneida, and Madison Counties in New York State.

Our goal is to **prevent** tobacco-related diseases.

What are the goals of BPT?

1. Eliminate exposure to secondhand tobacco smoke by:

- Encouraging parks and organizations to prohibit smoking outdoors or building entryways
- Encouraging landlords, hotels, and individuals not to allow smoking indoors

2. Prevent local youths from using tobacco by:

- Reducing or eliminating all types of tobacco marketing

3. Educate people about tobacco issues and programs by:

- Talking to government officials and other decision-makers
- Offering a free lending library
- Conducting media campaigns

4. Organize the community to speak out

- Hosting & attending in-person events in all three counties
- Maintaining an e-coalition

Who sponsors and funds BPT?

BPT is funded and overseen by the New York State Department of Health.

New York receives funds from cigarette taxes and from a lawsuit against tobacco companies. The state legislature has decided to spend a fraction of that amount on preventing and treating tobacco addiction. New York State receives additional funds from the US Centers for Disease Control.

What does it mean to be a member of BPT?

Over 100 local adults belong to Tobacco Free E-Advocates, a group that receives e-newsletters with action alerts each month.

Other opportunities include:

- Presidential Volunteer Service Awards
- Contests & prizes
- Free public health news updates from our blog and Facebook page
- VIP invitations to recognition events
- Writing letters to newspaper editors, legislators, and decision-makers
- Collecting stories for our Tobacco Victims Scrapbook
- Asking store managers to remove tobacco ads or products from stores
- Asking local organizations to make tobacco-free (no smoking) policies