

THROGGS NECK

Family Newsletter WINTER 2011



POSTER WINNERS

Isabella Miller • 3rd gr.
Ritchelle Alinsac • 5th gr.
Logano Gambo • 8th gr.
Anabela Garcia • 8th gr.
Megan Donovan • 8th gr.
Neftali Gomez • 5th gr.
Katarina Epino • 10th gr.
Brianna Sacco • 9th gr.
Tiffani Samaroo • 9th gr.
Hannah Ludemann • 7th gr.
Joyce Lin • 4th gr.
Samantha Schuler • 5th gr.
Christian Martinez • 7th gr.
Marianne Montecillo • 6th gr.
Salmira Kolenovic • 8th gr.
Julia Macrino • 8th gr.
Brianna Flynn • 8th gr.

The "Keep Throggs Neck Youth Tobacco Free" annual poster campaign was a great success!

500 students throughout The Throggs Neck schools created beautiful and creative posters about the tobacco industry's aggressive marketing to youth in Throggs Neck and the dangers of smoking.

Exposure to tobacco marketing in stores is a primary cause of youth smoking. Cigarette marketing is more prevalent in stores where adolescents frequently shop and young people are almost twice as likely as adults to recall tobacco advertising. We know that 80 percent of all adult smokers begin before age 18.

As the tobacco industry continues to use their ads as a way to persuade and influence our youth to start smoking, our students developed their own ads to raise awareness about tobacco marketing and the harmful effects of smoking.

We greatly appreciate our local businesses who continue to support our campaign by hanging these posters in their store windows and establishments. We encourage you to take the time to view these posters and support these merchants.

A SPECIAL THANK YOU TO OUR SCHOOLS WHO PARTICIPATED IN THE POSTER CAMPAIGN:

St. Benedict School, St. Frances de Chantal School,
Preston High School, First Lutheran Church, PS 14, Mott Hall, PS 71

Made possible by funding from the Department of Health and Human Services

NYC Parks & Beaches GO **SMOKE FREE** on May 23rd!

Did You Know



On February 2nd, 2011 Mayor Bloomberg signed legislation Intro 332 to create **Smoke-Free parks, beaches, and public plazas.**

Special thanks to Councilman Vacca and Community Board #10 for their support of this important legislation!

Research shows that 65% of New Yorkers favor smoke-free out-door recreational places such as parks, ball fields and playgrounds.



Let's GET INVOLVED

- Write Op-Ed letters in support of Smoke-Free Parks and Beaches
- Write tobacco companies and urge them not to target tobacco advertisements towards youth
- Suggest businesses do not place cigarettes by check-out counter

All New Yorkers deserve the right to breathe healthy air at our public parks, beaches and plazas. The statistics don't lie: secondhand smoke kills. With the passing of this new bill, New York is joining with over 100 cities across the country who have adopted smoke-free ordinances to protect residents from the dangers of second smoke. On parks and beaches, most discarded cigarette butts end up in

the sand or sea, posing health and environmental hazards. Discarded cigarette butts are the most littered item on the planet. 75% of the litter found on New York City beaches is cigarette butts. They are toxic, slow to decompose and costly to manage.

(Source of quotes: American Lung Association article, Advocates Applaud Council as it Extends Smoke-Free Protections to Parks, Beaches and Pedestrian Plazas).

WHAT'S IN A CIGARETTE?

There are **over 7,000 chemicals in a cigarette** including ammonia, carbon monoxide, and nicotine. And at least **69 are known to cause cancer.** Tobacco companies do not print a list of all the chemicals that are in a cigarette on their cigarette packages.



Who is Smoking in Throggs Neck?

Approximately 7,600 people out of 45,000 people in Throggs Neck smoke cigarettes.

Made possible by funding from the Department of Health and Human Services

How parents can help their children to remain **ALCOHOL-FREE**



Explain the risks: Learn and explain the risks of underage drinking. Emphasize that drinking alcohol is not a "rite of passage" but a dangerous drug for a teen brain.

Talk early and often: The average age of first consumption among young people is 13. It is not too early to talk with them on the dangers of underage drinking.

Set clear rules: Set clear rules about no alcohol use. *Be specific:* "Absolutely no underage drinking in our family".

Know your children's friends: Get to know your children's friend and their parents. Help them choose friends who support your family rules.

Monitor children's activities: Always know where your children are, whom they are with and what they are doing. *For example:* "If alcohol is at a party, call me and I'll come and get you."

Make alcohol unavailable: Ensure that alcohol is not available to your child at home or from others when your child is away.

Be involved: Develop close bonding experiences and have daily positive interactions with your child.

Stay in contact: Studies show children are more likely to drink between the hours of 3:00-6:00 pm, when unsupervised by parents. So, make an effort to keep in touch with them during that time even if it is a phone call or text.



(Underage Drinking, A Specialty Publication of the Richmond Times-Dispatch)

What are our Legislators and Key Leaders Saying....



Jeffrey Klein is the NYS Senator from District 34 and currently the Chairman of the Alcohol and Drug Committee

Moderator: Thank you for all of your efforts to pass legislation to prevent underage drinking in this community. Can you please speak about Bill S5803A, an act to amend the alcoholic beverage law, in relation to alcohol training awareness programs and an act to amend the

penal law, in relation to unlawfully dealing with a child in the first degree?

Jeffrey Klein: This bill, recently signed into law by Governor Paterson, is one weapon in the fight to combat chronic underage drinking in our neighborhoods. In addition, it ensures that we step in when those who may be legally consuming alcohol are continuing to drink despite having hit a very clear personal limit - in order to protect them from causing harm to themselves or others. The law encourages restaurant, bar and convenience store owners and managers to send their employees to approved alcohol training awareness classes - most commonly known as TIPS classes. These programs train employees who either serve or sell alcoholic beverages to identify minors who are not legally allowed to purchase or consume alcohol as well as identify patrons of a legal drinking age who may have had too much and should be prevented from consuming more. Establishments whose employees take part in these very important classes can receive a 25% reduction in any fines imposed from serving a minor accidentally - for example if the minor presented a fraudulent ID - provided that the establishment has not had any violations of serving minors for at least five years. Secondly, if the business has been accused of selling alcohol to a minor and has not had a similar violation within five years the business can still receive a 25% reduction if they ensure that their employees complete the alcohol training classes within ninety days of the incident. The classes are offered both on-line and in-person in an effort to make it easier for employees to complete them in a timely manner.

Moderator: Can you speak on how you became aware of the dangers of alcohol/energy drinks such as Joose and 4Loco?

Jeffrey Klein: This issue was brought to my attention by the elected and law enforcement officials in the Westchester portion of my district. The Mayors of Tuckahoe and Bronxville contacted me after their municipalities were seeing an increase in underage drinking incidents attributed to these products. Several teens in the area, one as young as 14, was admitted to a Westchester hospital after consuming one of these alcohol caffeinated beverages. The Village Police Departments identified all locations in their area selling this product and sent undercover personnel to attempt to buy the product without ID. This sting operation resulted in one arrest for sale to minor and a second arrest for a third party sale to a minor. After the arrests, I gathered elected and law enforcement officials as well as community leaders together for a press conference to bring awareness to the issue - as I believe it is a sneaky trend that many parents and educators may be unaware of.

Moderator: As a businessman and a parent what do you think about underage drinking in this community?

John Cerini: As a businessman I can't say I have seen a lot of underage drinking, but I run a different kind of business. However, it is a concern. Merchants and parents need to work together to prevent underage drinking. I believe strongly that parents should educate their children about the dangers of underage drinking. Parents are the 1st line of defense and I want to encourage them to talk to their children. As a parent I have been afraid to talk to my children about things they don't know because I don't want to give them ideas. But if I don't talk to them then who will they learn it from. It is better for me to bring it up first. Drugs and alcohol are always going to be around so talk to your kids about it so they can make good choices.

Moderator: When TNCAP began our alcohol signage campaign 20% of the 60 alcohol selling merchants surveyed did not have the correct mandated signage displayed. But as of September 2010 100% had the correct signage displayed. What do you think that says about the businesses in this community?

John Cerini: It says they agree to take responsibility for their action. As responsible merchants they want to do what's right for the community and their customers, not just about what the laws are but also about what is right for the community.



John Cerini is President of the Throggs Neck Merchant's Association

PARENTS ARE THE #1 REASON KIDS DON'T DRINK

Education alone is not enough to deter teens from drinking as they enter difficult social transitions to adulthood, because there are many pressures and opportunities to drink.

Parents who are actively involved can have a powerful influence on their child's decision to remain alcohol-free. Teen perceptions of parental disapproval are great deterrents: what parents may not realize is that children say parental disapproval of under drinking is the key reason they have chosen not to drink. Research indicates that children are less likely to drink when their parents are involved in their lives and when they and their parents report feeling close to each other. Family conflict and lack of bonding are associated with increased risk of drinking. Mixed messages, and unclear rules and expectations also leave children more vulnerable to underage drinking.

(Underage Drinking, A Specialty Publication of the Richmond Times-Dispatch)



5 W's of Talking to your Kids About Underage Drinking

1. Who: All parents, and any adult with an interest in the well-being of youth, need to talk about underage drinking to kids. Even if your child doesn't drink, research shows that your child can be negatively influenced by peer use of alcohol.

2. What: TALK to your children about the dangers of alcohol use. Know you are not alone—there are many resources that can assist you with having this conversation.

3. Where: TALK in your home, during meals, in the car, at the game. Always keep the lines of communication open.

4. When: The younger you begin the conversation, the less likely your child will choose to drink.

5. Why: Parents remain the single greatest influence over their children's behavior. Alcohol affects the mind and body in often unpredictable ways. Teens lack the judgment and coping skills to handle alcohol wisely. This can lead to problems at school, and your child being more likely to be involved in violent crime, sexual assault, traffic-related crashes, and robbery.



New York State Office of Alcoholism & Substance Abuse Services



Throggs Neck Community Action

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Fun Websites For Kids and Parents

Girls Health

Choose a topic and learn how girls can stay safe and healthy. <http://www.girlshealth.gov/>

"Kidd" Safety

Learn how to stay safe playing these games <http://www.cpsc.gov/kids/kidsafety/main1.html>

Express Your Health:

Materials For Parents, Teachers, and Kids

Learn safe and healthy habits with these facts and activity sheets by grade level.

<http://www.cdc.gov/family/kidexpress/index.htm>

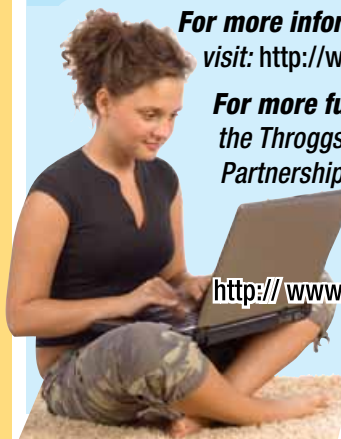
For more information and websites please visit: <http://www.adapp.org>

For more fun facts and information on the Throggs Neck Community Action Partnership visit our Facebook Page:

www.facebook.com/TNCAP

or our website at:

<http://www.adapp.org/community.aspx>



TNCAP MEMBERSHIP

Congressman Joseph Crowley

Senator Jeffrey Klein

Assemblyman Michael Benedetto

Councilman James Vacca

Archdiocese of NY Drug Abuse Prevention Program

45th Precinct Community Council

Bronx Community Board No. 10

Citibank, N.A.

District 8 Dept. of Education Parent Coordinators

Edgewater Park Owner's Cooperative, Inc.

First Lutheran Church of Throggs Neck

Jacobi Medical Center

Kips Bay Boys & Girls Club/Throggs Neck Unit

Parent Advisory

Parish of St. Benedict

Parish of St. Frances de Chantal

Phipps Beacon at the Piagentini & Jones Campus

Preston Center of Compassion

Preston High School

Silver Beach Association, Inc.

SUNY Maritime College

Throggs Neck Girls Softball League

Throggs Neck Homeowners Association, Inc.

Throggs Neck Merchant Association, Inc.

Friends of TNCAP:

Bronx Times Reporter; Bronx Underground, LLC; Schuyler Hill Funeral Home