

Back to School means Back to Business for our tobacco-free teams across Western New York.
Protecting kids from Big Tobacco marketing has been our top priority this September.



Tobacco-Free WNY Goes Back to School: Earning Top Grades in Tobacco Prevention

The school supplies are purchased. The backpacks are packed. The pencils sharpened. That means plenty of homework for all of us at TFWNY.

Reality Check Youth Strike Out Against Big Tobacco

'Twas the night before school started when Reality Check Coordinators Lindsay Amico ([Tobacco-Free Erie-Niagara](#)) and Jonathan Chaffee ([Tobacco-Free Chautauqua-Cattaraugus-Allegany](#)) joined teens from Lancaster, Alden, Fillmore and Olean high schools at the Buffalo Bisons game. The group, on hand throughout the game, educated Western New Yorkers on the tobacco marketing targeting our youth in convenience stores, pharmacies and gas stations. While the Bisons lost, **TFWNY and Reality Check** won big, collecting **60** signed post cards from concerned parents and teens who want Big Tobacco to stop using manipulative tactics to target young people.



TFWNY: 60 Big Tobacco: 0

From Youth Empowerment to Power Radio

- September 12, Youth Empowerment Day at Buffalo's Martin Luther King Park, featured a rainy backdrop in our city. But that didn't dampen the spirits of our TFWNY team.

From tobacco-free outdoors and the dangers of secondhand smoke to tobacco marketing and smoke-free housing, this back-to-school event was the perfect opportunity to educate local teens and parents on our many initiatives and help make our next generation tobacco free.



Reality Check Coordinator Lindsay Amico talking tobacco prevention with Senator Timothy Kennedy

- Earlier in September, Kevin Keenan, Community Engagement Coordinator at Tobacco-Free GLOW, hit the airwaves of PowerRadio WYSL 92.1 to discuss how Big Tobacco targets our youth at retail. In addition to creating awareness among youth and parent listeners, the show outlined the work community leaders, Reality Check teens and the TFWNY team has done to promote responsible tobacco retailing in our region.



Tobacco-Free Western New York gretchen.galley@roswellpark.org

STAY CONNECTED:

