



## TADA pushes to limit tobacco sales

Tobacco. Drugs. Alcohol. These three focuses of the BOLD Coalition are more prevalent in the city of Fall River than most people realize. Did you know that approximately 28 percent of Fall River residents are smokers? This is almost double the state average of 15 percent. We are also living in a city where almost 20 percent of pregnant women are

smokers. It is common knowledge that smoking during pregnancy is harmful to the unborn child by exposing it to harmful chemicals such as nicotine and carbon monoxide which limits the amount of oxygen



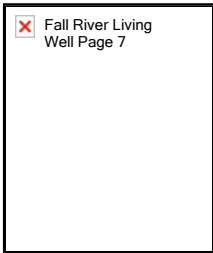
that the fetus receives. Members of the TADA Youth Group, Teens Against Drug Abuse, housed at the

BOLD Coalition have been awarded a \$5,000 grant from the 84 Movement. The 84 Movement is a youth-led movement in Massachusetts fighting for a tobacco free generation. The 84 represents the 84 percent of Massachusetts teens who choose NOT to smoke. Over a six month period TADA surveyed 52 stores that sell tobacco products. During this time one member of TADA realized "the big tobacco companies really do target youth, because kids are their future customers".

Recently TADA presented to the Fall River City Council asking for support in banning the sale of tobacco products in pharmacies. They believe that it is hypocritical to sell a product that is harmful to your body alongside products

when used properly that are there to help you. Four cities in Massachusetts have already banned tobacco sales in pharmacies; Boston, Needham, Newton, and Everett. It is important to note that there have been no lawsuits or enforcement issues due to this ban. There are also 13 additional Massachusetts communities working on a pharmacy ban, including Taunton, Oxford, Reading, Springfield, Worcester, Walpole and Wareham.

The Mission of the BOLD Coalition is to prevent and reduce alcohol and drug abuse among youth by collaborating with the community to initiate policy change, raise awareness, modify social norms, educate youth and adults, and promote healthy activities. Banning tobacco sales in pharmacies will not completely stop someone from smoking, but it does send the message that tobacco products are harmful. Together we can create a healthy community for the youth of Greater Fall River. 



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