

## **Frequently Asked Questions**

### **What is the point-of-sale initiative?**

The Community Partnerships for a Tobacco Free New York are focusing the point-of-sale media campaign on grocery store chains and pharmacies. The objective of this campaign is to educate New Yorkers on the prevalence and impact that tobacco products and point-of-sale marketing efforts have on youth initiation, affecting those 18 years old and younger.

The point-of-sale media campaign's goal is to reduce the impact of retail tobacco product marketing on youths, leading to a decrease in youth smoking and tobacco product sales to minors.

Currently, the Community Partnerships are working with grocery store chains to either cease selling tobacco products or to adopt policies to keep tobacco products out of view. Additionally, the Community Partnerships are educating the public about the benefits of pharmacies not selling tobacco.

### **What are the objectives of the campaign?**

The objective of this campaign is to educate New Yorkers on the prevalence and impact that tobacco products and point-of-sale marketing efforts have on youth smoking initiation.

### **Why is it important to have a campaign such as this?**

In 2006, the tobacco industry spent \$1.1 million per day to market its products in New York. A portion of this pays licensed tobacco retailers to put their products in the most visible locations in the store. Children are more likely to be influenced by cigarette advertising than by peer pressure.

To fight back against the tobacco industry, the Community Partnerships have launched this awareness campaign to educate New Yorkers on the prevalence and impact that tobacco products and point-of-sale marketing efforts have on youth smoking initiation.

### **How many youths are smoking today? Is there really a need for this campaign?**

Nationwide, youth smoking has declined dramatically since the mid-1990s; however, that decline has slowed considerably in recent years. That being said, in New York State, 20,900 youths become new daily smokers and 35.5 million packs of cigarettes are bought or smoked by youths each year.

### **The campaign mentions the cost to taxpayers; how much is spent annually on tobacco related illness in New York State?**

New York State spends \$8.17 billion annually on healthcare costs directly related to smoking; \$5.4 billion is the portion covered by the state's Medicaid program. The state and federal tax burden from smoking-caused government expenditures on New York State residents is \$894 per household.

**What is the anticipated impact of this campaign on tobacco retailers?**

Retailers will be more aware of the role they play in youth smoking initiation, and become more responsible community businesses by removing the point-of-sale advertising and keeping tobacco products out of view. The health and wellbeing of our youth is what is most important to the growth and vitality of our state.

**What happens when the campaign's advertising finishes in May?**

Although the paid media campaign will end in May, the Community Partnerships will continue a range of activities to encourage grocery stores to keep tobacco products out of view and to stop selling tobacco products. They will also educate the public about the benefits of pharmacies not selling tobacco products.

In May, we will assess our progress and determine how best to continue to increase awareness and educate New Yorkers on the impact that marketing and tobacco displays have on youths.

**What are the long-term goals of the campaign?**

The campaign's goal is to increase awareness and educate New Yorkers on the prevalence and impact that tobacco products and point-of-sale marketing efforts have on youth initiation.