



NYS Tobacco Control Partners

Community Partnerships • NYS Smokers' Quitline • Reality Check • Tobacco Cessation Centers

– LEADING THE WAY TOWARD A TOBACCO-FREE SOCIETY –

OUR PHILOSOPHY... NYS tobacco control partners use a policy-driven, population-based approach designed to prevent youth from smoking and to motivate adult smokers to quit.

The NYS Tobacco Control partnership began work in January 2000 and is built on a foundation of evidence-based strategies from the Centers for Disease Control and Prevention "*The Guide to Community Preventive Services to Decrease Tobacco Use.*" Over time, this partnership has effectively implemented a strong clean indoor air law, maintained support for high tobacco taxes to keep the price of tobacco high, worked to increase access to effective cessation services and motivate smokers to try to quit, and developed a strong youth action program.

MISSION... To reduce morbidity and mortality and alleviate the social and economic burden caused by tobacco use in New York State.

GOAL... To reduce the prevalence of adult cigarette use to 15% by 2017 in New York State.

VISION... All New Yorkers living free from the burdens of tobacco.

We implement three key programmatic strategies to de-normalize tobacco and reduce its use: Community Action, Public Health Communications and Cessation Interventions. The partnership is comprised of four community-based programs...

- **Community Partnerships** engage municipal and community leaders in establishing policies to reduce in-store marketing and create tobacco-free outdoor environments and smoke-free multi-unit housing.
- **Reality Check Youth Action Programs** educate and train teens to become activists in the movement to change community norms regarding tobacco use.
- **Cessation Centers** work with healthcare providers to implement systems that consistently identify and address tobacco use by their patients.
- **The New York State Smokers' Quitline** provides free services to NY residents and free nicotine patches to eligible New Yorkers.

FUNDING FOR TOBACCO CONTROL...

The Centers for Disease Control and Prevention recommends that New York invest \$203 million annually into its comprehensive tobacco control program, which would amount to 9% of the revenue that New York currently collects from tobacco taxes and Master Settlement payments. Currently, the State invests just 19% of the CDC's recommendation into control and prevention. **Since 2009, State budget cuts have slashed tobacco control funding in half. As a result, progress toward eliminating tobacco-related death and disease in some populations, such as those with low incomes and the mentally ill have slowed significantly.**