



# NYS Tobacco Control Partners

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

## BACKGROUND

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

The NYS Tobacco Control Program 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.*" Since 2000, program efforts have 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 and motivate smokers to try to quit and developed a strong youth action program.

We are a coalition of community-based programs working together to de-normalize tobacco and reduce its use. We implement three key programmatic strategies: Community Action, Public Health Communications and Cessation Interventions. There are **four community-based programs**:

- **Community Partnerships** work to change the community environment to support tobacco-free norms with initiatives addressing point of sale tobacco marketing, tobacco-free outdoors and multi-unit housing.
- **Reality Check Youth Action Programs** educate and train teens to become leaders in their communities and to uniquely communicate their perspective on tobacco marketing.
- **Cessation Centers** work with health care providers to implement systems that consistently identify and address tobacco use by their patients.
- **The New York State Smokers' Quitline** provides free quit coaching and education to NY residents and, if medically eligible, free nicotine patch starter kits.

### 50 YEARS OF PROGRESS, BUT WE'RE NOT DONE YET

In January, the Surgeon General released a new report on the health consequences of smoking highlighting 50 years of progress and, tragically, new data linking tobacco use to even more death and disease. This report is a call to action to put resources toward proven tobacco control strategies and programs to eliminate tobacco use in our local communities and address this enormous public health epidemic that kills more than 23,600 New Yorkers every year.

### FUNDING FOR TOBACCO CONTROL

The Centers for Disease Control and Prevention recommends that New York invest \$203 million annually into a comprehensive tobacco control program, which amounts to less than 9% of the revenue that New York collects from tobacco taxes and Master Settlement payments. Currently, the state invests 19% of the CDC's recommendation into control and prevention. Since 2009, State budget cuts have slashed tobacco control funding by more than 50%. 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.