

Hudson Valley Partners

of the New York State Tobacco Control Program

- Counties Served -

Dutchess • Orange • Putnam • Rockland • Sullivan • Ulster • Westchester

The New York State
Tobacco Control Program
is at work
in your neighborhood
and in your community.



Hudson Valley Partners
are among
108 community-based
partners,
funded by the
New York State Tobacco
Control Program,
working to save lives and
save dollars

Our Program Goals...

Eliminate exposure to
secondhand smoke

Decrease the social
acceptability of
tobacco use

Prevent the initiation of
tobacco use

Promote cessation
from tobacco use



Increasing cost (tax) on
cigarettes & sugar-sweetened beverages
is a proven

WIN... WIN... WIN...

solution for New York...

• A HEALTH WIN... that improves health for children & adults:

- ✓ Every 10% increase in the price of cigarettes reduces youth smoking by about 7%.
- ✓ In New York, a \$1.00 increase would prevent 106,500 children from becoming future smokers.
- ✓ A tax of one cent per ounce of sugar-sweetened beverage is projected to reduce consumption by 10% and support healthy weights for both youths and adults.

• A FISCAL WIN... that raises revenue & reduces healthcare costs:

- ✓ A \$1.00 increase in the New York cigarette tax would create \$200 million in new annual revenue for the state.
- ✓ A one cent per ounce excise tax on sugar-sweetened beverages in New York is expected to raise \$450 million in new revenue in 2010-11 and \$1 billion in 2011-12 and beyond for the state.
- ✓ In New York, state and federal taxes that pay for treatment of smoking caused diseases is \$822 per household and for treatment of obesity-related diseases is estimated at \$771 per household.

• A POLITICAL WIN... that has public support:

- ✓ In New York, **59%** of adults overall support a \$1.00 increase in the cigarette tax. **77.3%** support this increase if revenue from the tax is used to help smokers quit.
- ✓ In New York, **52%** of adults support a tax on soft drinks. **72%** support this tax if revenue is used to help prevent obesity among children and adults.

**Working Together
Sustaining Our Success**



Tobacco-Free School Programs...



Check out our websites...

www.tobaccofreeactioncoalition.org
www.powragainsttobacco.org
www.realitycheckny.com
www.rocklandrealitycheck.com
www.powrcessationcenter.org
www.tricountycessation.org
<http://cshw.ucboces.org>

**Raising the cost of these products is a proven and popular
investment
that saves lives and tax dollars**

All New Yorkers Benefit

Without this investment more lives will be lost
and healthcare costs will continue to rise

**Hudson Valley NYS Tobacco Control Program Partners:
working together to reduce the prevalence of tobacco
use and promote healthier communities**

Community Partnerships educate community leaders and the public about the dangers and social costs of tobacco; engage local stakeholders to adopt policies and resolutions that will restrict tobacco industry presence, de-normalize tobacco use, and eliminate secondhand smoke; address tobacco industry advertising, sponsorship, and promotion in our communities.

Reality Check Youth Action Program is a movement of 13-18 year-olds in NY State that seeks to de-glamorize and de-normalize tobacco use and expose the manipulative, deceptive marketing practices of the tobacco industry. RC youth advocate through media, community events, and work with decision makers to obtain tobacco control policies and resolutions.

Cessation Centers provide New York's healthcare community with evidence-based education, training, and resources to treat their tobacco dependent patients to help them quit smoking successfully.

School Policy Partners provide New York State's schools with resources and technical assistance to develop, communicate, and enforce effective tobacco-free policies in order to establish and sustain tobacco-free environments.

To learn more please visit our new community education websites:



We're Watching

www.tobaccofreepolicy.org