

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
150 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



Dear New York State Legislator,

GREAT NEWS

for

NY State and your District

The New SCHIP Law:

- Provides Health Care to More NY Children
- Furthers Our Mission to Save Lives & Save Dollars

The NYS Tobacco Control Program's
comprehensive initiatives support
the projected benefits* of the
62 cent increase in the federal cigarette tax.

In New York...

- ✓ 77,400 kids will not start smoking.
- ✓ 41,300 more adults will quit.
- ✓ 35,700 fewer smoking deaths.
- ✓ \$1,700,000,000 future health care savings.
- ✓ \$486,000,000 future Medicaid costs saved.

Also...

- The federal tax will apply to sales on tribal lands.
- Now, small cigars and loose tobacco will be *included* in this increased tax rate.

*Campaign for Tobacco Free Kids (2009)

**Working Together
Sustaining Our Success**



Tobacco-Free School Programs...



Check out our websites...

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

One more
NYS Tobacco Control Program
Successful Effort:

**More New Yorkers agree that
G, PG, and PG-13 rated movies
should not show actors smoking* ...**

- 77% of smokers agreed
→ a 40% increase in 4 years
- 82% of non-smokers agreed
→ a 15% increase in 4 years

*Research: smoking scenes in youth rated movies accounts for 52% of smoking initiation among youth.

**NYS Tobacco Control Program
is working...
Saving Lives, Saving Dollars**

**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.