

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,

TOBACCO PREVENTION IMPROVES OUR ECONOMY'S FINANCIAL HEALTH

Reducing Tobacco Use...

- **Helps Workers and their Families**
- **Increases Employment Opportunities**
- **Reduces Employer Costs**
- **Increases Worker Productivity**
- **Strengthens our State and Local Economies**

**We want our communities to know
tobacco prevention not only improves public health,
it improves our economic health, as well.**

Cigarette Smoking in New York State
Reaches Historic Lows

Since 2001,
the prevalence of current smoking among adults in NYS
Dropped 28%

from 23.1% in 2001
↓↓↓↓↓↓↓↓↓↓↓↓↓↓↓↓
to 16.8% in 2008

National smoking rate remains at 20%

**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>

NYS Cut Tobacco Prevention Funding for 2009 by \$16.4 million

Expected Impact on NYS Youth and Related Healthcare Costs:

- ➔ **More kids growing up to become adult smokers: 15,980**
- ➔ **More kids to die prematurely from smoking: 5,110**
- ➔ **Increased future healthcare expenditures in state: \$279,600,000**
- ➔ **State Medicaid Program's healthcare increases: \$77,800,000**

Can we afford these losses?

Let's make dollars and sense with Tobacco Control

- ▶ **Each \$1.00 invested in an effective, comprehensive Tobacco Control Program...**
- ▶ **Yields \$3.00 in savings in tobacco caused health care expenditures**

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.