

New York State Tobacco Control Program

Advancing Tobacco-Free Communities | NYS Smokers' Quitline
Health Systems for a Tobacco-Free NY | Health Communications
Surveillance, Evaluation and Research

**BIG TOBACCO
CAN'T HIDE
THE FACTS**



Our Mission

The mission of the New York State Tobacco Control Program (TCP) is to reduce tobacco-related illness, disability and death and to alleviate the social and economic burden caused by tobacco use in New York State. The TCP uses an evidence-based and policy-driven approach to improve public health by decreasing tobacco and e-cigarette initiation by youth, motivating adult smokers to quit and eliminating exposure to secondhand smoke and aerosol.



Progress

The TCP began in January 2000 and is built on a foundation of evidence-based strategies and best practices from the Centers for Disease Control and Prevention (CDC). The program has effectively:

- Implemented a comprehensive clean indoor air law
- Maintained community support for high tobacco taxes
- Increased access to effective cessation services
- Developed a strong youth action program



Funding

The CDC recommends that New York State invest \$203 million annually into its comprehensive tobacco control program. The CDC-recommended level is approximately 9% of the \$2 billion revenue that New York currently collects annually from tobacco taxes and Master Settlement payments. Since 2009, state budget cuts have slashed tobacco control funding by more than half to \$39 million. These cuts have impacted progress toward reducing tobacco-related death, disease and disability.

The TCP includes a network of statewide and local contractors who implement key programmatic strategies to denormalize and reduce tobacco and e-cigarette use:

Advancing Tobacco-Free Communities

Through community engagement and mobilization and youth action (Reality Check), promote change in the local environment to support New York State's tobacco-and e-cigarette-free norm to:

- Reduce the negative impact of tobacco product marketing and price promotions on youth and adults in the retail environment
- Increase the availability of tobacco-free outdoor environments
- Increase the availability of smoke-free multi-unit housing, especially public and affordable housing
- Encourage smoke-free movies and internet policies

Health Systems for a Tobacco-Free New York

- Engage with and assist medical and behavioral health care systems in integrating evidence-based tobacco dependence treatment into routine care policies and practices and build provider capacity to assist patients through education, counseling and FDA-approved cessation medications.

The New York State Smokers' Quitline

- Serves as a clinician treatment extender to provide cessation support via phone, web and text, and health insurance information to New Yorkers who want to quit smoking or vaping tobacco
- Provides free and confidential quit coaching to all New Yorkers who smoke or vape tobacco and free starter kits of nicotine replacement medications to eligible smokers and e-cigarette users

Paid Mass-Reach Health Communications

- Paid state and local media cessation campaigns are targeted to populations with high smoking rates, including those with lower income, lower educational attainment, Medicaid coverage and/or with serious mental illness
- Counter-marketing media campaigns expose the tobacco industry's manipulative and deceptive marketing practices and reduce the prevalence of tobacco and e-cigarette use

Surveillance, Evaluation and Research

- Ongoing surveillance and evaluation activities monitor program progress and impact and ensure that the state invests resources wisely, makes progress toward goals and undertakes program improvements as indicated