



TOBACCO IS STILL TAKING LIVES

Visit TobaccoFreeNYS.org and RealityCheckofNY.com to learn more about what is being done across New York State to keep our kids and communities tobacco free. Don't forget to connect with us on social media.

#TheFightIsntOver



Tobacco companies create and market products that are **easier to start and harder to quit**, addicting and killing thousands of New Yorkers each year. **The NYS Tobacco Control Program** provides support and resources to help smokers quit, prevent young people from starting to smoke and engage communities to create **healthier places to live, learn, work and play.**

Tobacco Marketing in the Retail Environment

Flavors attract. Nicotine addicts.

Menthol and other sweet, fruity and candy flavors in tobacco products make them taste better and less harsh on the throat, making them more appealing to youth. The result has been the continued addiction of youth to a product that kills half the people who use it. Menthol cigarettes have also been heavily marketed to African American communities, making it more likely that African American smokers will suffer from smoking-related diseases than white smokers. The reason is simple: Menthol makes it easier to start smoking and harder to quit.



Progress:

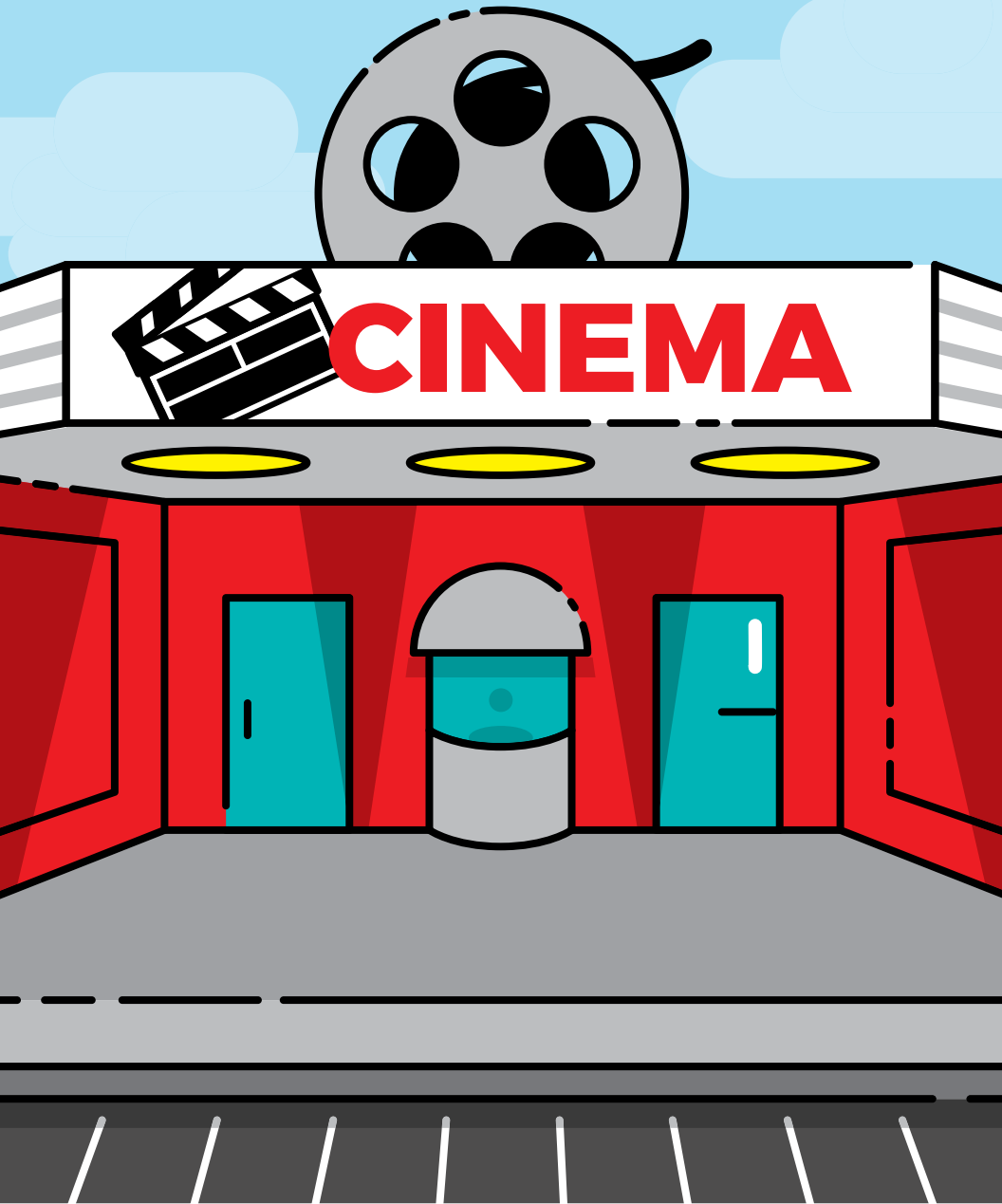
New York State passed landmark tobacco control laws in 2020 that ended the sale of flavored vape products, including menthol flavors, and the sale of tobacco products in pharmacies across New York State. The laws also prohibit the use of tobacco coupons and other discounts, and restricts the display of tobacco and e-cigarette products, ads and paraphernalia from exterior visibility near schools. Municipalities across New York have also exercised their authority to implement additional local restrictions by regulating the time, place and way tobacco products can be sold and today they continue to make changes to protect their communities.



Facts:

- 86% of African American smokers smoke menthol cigarettes compared to 36% of white smokers.
- More than 80% of youth who use tobacco products started with a flavored product and continue to use flavored products.
- In New York State, 1 in 4 high school students currently uses a tobacco product.
- Cigars, little cigars and smokeless tobacco are available in a wide variety of sweet, fruit and candy flavors and can cost as little as 5 for \$1; New York State high school students use these flavored tobacco products at 2.5x the rate they use cigarettes.

Smoke-Free Movies



What is Hollywood hiding?

The tobacco industry has a long history of enlisting Hollywood actors and actresses to use their products on television and movie screens. The U.S. Surgeon General concluded that on-screen smoking influences youth smoking.



Progress:

New York youth are leading the way by educating and engaging their communities to demand an R rating for movies with smoking and other tobacco imagery. Communities across New York State are joining the fight to get smoking out of movies meant for kids by communicating their concerns with the Motion Picture Association and major media companies.



Facts:

- Research shows that the more smoking young people see on screen, the more likely they are to start smoking.
- Tobacco imagery on screen is often unrealistic and both normalizes and glamorizes tobacco use.
- Giving an R rating to movies with smoking would avert 1 million of those smoking deaths among today's children and teens.

Smoke-Free Housing

Everyone deserves to breathe clean air in their home.

While most New York residents do not allow smoking in their home, for those living in multi-unit housing, a no-smoking rule in their own unit does not adequately protect them from secondhand smoke. That's because up to 65% of air can drift from smokers' units to nonsmokers' units, impacting all residents, especially those with asthma and other health conditions exacerbated by exposure to secondhand smoke. Smoke-free policies create healthier, safer and cleaner homes for everyone.



Progress:

In 2018, the Department of Housing and Urban Development (HUD) mandated that all federal housing authorities adopt smoke-free policies. For many years prior to this HUD rule, New York State tobacco control partners had been assisting public housing authorities adopt voluntary smoke-free policies. Over the past five years, tobacco control partners have assisted public, affordable and market-rate multi-unit property owners transition over 44,000 multi-unit housing units to be free of tobacco smoke for the health and safety of their residents.



Facts:

- More than 1 in 3 nonsmokers who live in rental housing are exposed to secondhand smoke.
- The home is the primary source of secondhand smoke exposure for children and a major source for nonsmoking adults.
- Secondhand smoke exposure is twice as high for people living below the poverty level compared with those living above the poverty level.
- There is no safe level of exposure to secondhand smoke.
- Exposure to secondhand smoke can cause Sudden Infant Death Syndrome (SIDS), asthma attacks, heart disease and cancer.

Health Systems for a Tobacco-Free New York

There is nothing healthy about nicotine addiction.

Health Systems for a Tobacco-Free New York supports health care organizations, particularly those serving individuals with low income and persistent mental distress, to implement policies and system changes that ensure that all patients are routinely screened for tobacco use and all tobacco users are offered evidence-based treatment for nicotine dependence. These system changes reflect improvements in the value, quality and accessibility of health care services.

Progress:

In the past year, Health Systems for a Tobacco-Free New York has assisted 20 medical health care organizations and 14 mental health care organizations in implementing workflows or procedures that ensure every patient is screened and treated for tobacco dependence during their appointment.

Facts:

- Smoking is still the leading cause of preventable death and disease in New York State.
- There are seven FDA-approved medications to treat nicotine addiction, and e-cigarette use is not one of them. All seven medications are covered by NYS Medicaid and most health insurance plans.
- While 25% of adults in the U.S. have a behavioral health condition, they consume almost 40% of all cigarettes smoked by adults in this country.
- A health care provider's advice and assistance more than doubles the odds that a patient will successfully quit smoking.

Tobacco-Free Outdoors

A breath of fresh air shouldn't include secondhand smoke.

Exposure to secondhand smoke in outdoor areas including parks, beaches, college campuses and workplace grounds can be hazardous. Tobacco-free outdoor spaces protect all of us from the harmful effects of secondhand smoke and tobacco litter. It also creates an environment that supports tobacco-free living.



Progress:

Currently in New York State over 500 municipalities have taken action to restrict tobacco use in outdoor recreational areas. With the assistance of NYS tobacco control partners, an increasing number of colleges and businesses have adopted tobacco-free policies, resulting in cleaner, safer environments and improvements in employee health and productivity.



Facts:

- Even brief exposure to secondhand smoke may increase the severity of asthma attacks and lower respiratory track infections and has adverse effects on the heart.
- Discarded cigarette butts pollute the land and water and are highly toxic and dangerous to children, pets and wildlife.
- Tobacco use in family-friendly places such as playgrounds, parks and athletic events models unhealthy behavior and normalizes the use of tobacco.
- Tobacco-free outdoor policies increase the number of tobacco users who are motivated to quit and supports the efforts of tobacco users who attempt to quit.