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Tobacco Marketing in the Retail Environment   
86% of African American smokers’ smoke menthol cigarettes compared to 36% of white smokers.**    
Tobacco Use Among African Americans.” Campaign for Tobacco-Free Kids. 2021. *<https://www.tobaccofreekids.org/assets/factsheets/0006.pdf>*

Delnevo, CD, et al., “Banning Menthol Cigarettes: A Social Justice Issue Long Overdue,” Nicotine & Tobacco Research, 22(10): 1673-1675, 2020.  
**More than 80% of youth who use tobacco products started with a flavored product and continue to use flavored tobacco products.**“Flavored Tobacco Products Attract Kids: Brief Overview of Key Issues.” Campaign for Tobacco-Free Kids, 2022. [*https://www.tobaccofreekids.org/assets/factsheets/0399.pdf*](https://www.tobaccofreekids.org/assets/factsheets/0399.pdf)*.*

**In New York State, 1 in 4 high school students currently uses a tobacco product.**[*https://www.health.ny.gov/prevention/tobacco\_control/reports/statshots/volume14/n3\_milestones\_in\_tobacco\_control.pdf*](https://www.health.ny.gov/prevention/tobacco_control/reports/statshots/volume14/n3_milestones_in_tobacco_control.pdf)

**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 a $1; New York State high school students use these flavored tobacco products at 2.5x the rate they use cigarettes.**

[*https://www.health.ny.gov/prevention/tobacco\_control/reports/statshots/volume14/n3\_milestones\_in\_tobacco\_control.pdf*](https://www.health.ny.gov/prevention/tobacco_control/reports/statshots/volume14/n3_milestones_in_tobacco_control.pdf) **Smoke-Free Movies   
The U.S. Surgeon General concluded that on-screen smoking influences youth smoking.**   
*U.S. Department of Health and Human Services.*[*Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General.*](https://www.ncbi.nlm.nih.gov/books/NBK99237/pdf/Bookshelf_NBK99237.pdf)  
**Research shows that the more smoking young people see on screen, the more likely they are to start smoking.***U.S. Department of Health and Human Services.*[*Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General.*](https://www.ncbi.nlm.nih.gov/pubmed/22876391)**Tobacco imagery on screen is often unrealistic and both normalizes and glamorizes tobacco use.**[*Heatherton TF*](https://www.ncbi.nlm.nih.gov/pubmed/?term=Heatherton%20TF%5BAuthor%5D&cauthor=true&cauthor_uid=20160916)*,*[*Sargent JD*](https://www.ncbi.nlm.nih.gov/pubmed/?term=Sargent%20JD%5BAuthor%5D&cauthor=true&cauthor_uid=20160916)*. [Does Watching Smoking in Movies Promote Teenage Smoking? Curr Dir Psychol Sci. 2009 Apr 15; 18(2):63- 67](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2770193/)* **Giving an R-rating to movies with smoking would avert 1 Million of those smoking deaths among today’s children and teens.**   
*<https://truthinitiative.org/press/press-release/leading-health-groups-demand-film-industry-give-r-rating-movies-depict-smoking>*

**Smoke-Free Housing   
More than 1 in 3 nonsmokers who live in rental housing are exposed to secondhand smoke.**[*https://www.cdc.gov/vitalsigns/tobacco/index.html*](https://www.cdc.gov/vitalsigns/tobacco/index.html) **The home is the primary source of secondhand smoke exposure for children and a major source for nonsmoking adults.**[*https://www.cdc.gov/tobacco/secondhand-smoke/going-smokefree-matters/multi-unit/index.html*](https://www.cdc.gov/tobacco/secondhand-smoke/going-smokefree-matters/multi-unit/index.html) **Secondhand smoke exposure is twice as high for people living below the poverty level compared with those living above the poverty level.**[*https://www.cdc.gov/tobacco/health-equity/low-ses/secondhand-smoke.html*](https://www.cdc.gov/tobacco/health-equity/low-ses/secondhand-smoke.html)  
**There is no safe level of exposure to secondhand smoke.**[*https://www.cdc.gov/tobacco/secondhand-smoke/going-smokefree-matters/multi-unit/index.html*](https://www.cdc.gov/tobacco/secondhand-smoke/going-smokefree-matters/multi-unit/index.html) **Exposure to secondhand smoke can cause Sudden Infant Death Syndrome (SIDS), asthma attacks, heart disease and cancer*.***[*https://www.cdc.gov/tobacco/secondhand-smoke/going-smokefree-matters/multi-unit/index.html*](https://www.cdc.gov/tobacco/secondhand-smoke/going-smokefree-matters/multi-unit/index.html)

**Health Systems for a Tobacco-Free New York   
Smoking is still the leading cause of preventable death and disease in New York State.** [*https://www.cdc.gov/tobacco/stateandcommunity/state-fact-sheets/new-york/index.html*](https://www.cdc.gov/tobacco/stateandcommunity/state-fact-sheets/new-york/index.html)  
**There are seven FDA-approved methods to treat nicotine addiction, and e-cigarette use is not one of them.**  
*U.S. Food and Drug Administration.*[*FDA 101: Smoking Cessation Products.*](https://www.fda.gov/forconsumers/consumerupdates/ucm198176.htm)[*https://www.fda.gov/consumers/consumer-updates/fact-or-fiction-what-know-about-smoking-cessation-and-medications*](https://www.fda.gov/consumers/consumer-updates/fact-or-fiction-what-know-about-smoking-cessation-and-medications)  
**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.**   
*Substance Abuse and Mental Health Services Administration. (2012). Results from the 2011 National Survey on Drug Use and Health: Mental health findings (NSDUH Series H-45, HHS Publication No. SMA 12-4725). [https://www.samhsa.gov/data/sites/default/files/spot104-cigarettes-mental-illness-substance-use-disorder/spot104-cigarettes-mental-illness-substance-use-disorder.pdf](https://www.samhsa.gov/data/sites/default/files/spot104-cigarettes-mental-illness-substance-use-disorder/spot104-cigarettes-mental-illness-substance-use-disorder.pdf" \t "_blank)***A health care provider’s advice and assistance more than doubles the odds that a patient will successfully quit smoking**.  
[*https://www.cdc.gov/tobacco/sgr/2020-smoking-cessation/fact-sheets/pdfs/healthcare-professionals-health-systems-h.pdf*](https://www.cdc.gov/tobacco/sgr/2020-smoking-cessation/fact-sheets/pdfs/healthcare-professionals-health-systems-h.pdf)

# **Tobacco-Free Outdoors Even brief exposure to secondhand smoke may increase the severity of asthma attacks and lower respiratory tract infections and has adverse effects on the heart**. [*https://www.cdc.gov/tobacco/secondhand-smoke/health.html*](https://www.cdc.gov/tobacco/secondhand-smoke/health.html)

**Discarded cigarette butts pollute the land and water and are highly toxic and dangerous to children, pets, and wildlife**[*https://truthinitiative.org/research-resources/harmful-effects-tobacco/5-ways-cigarette-litter-impacts-environment*](https://truthinitiative.org/research-resources/harmful-effects-tobacco/5-ways-cigarette-litter-impacts-environment)

**Tobacco use in family-friendly places such as playgrounds, parks, and athletic events models unhealthy behavior and normalizes the use of tobacco.**[*https://www.ncbi.nlm.nih.gov/books/NBK236769/*](https://www.ncbi.nlm.nih.gov/books/NBK236769/)

**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.**[*https://www.cdc.gov/tobacco/secondhand-smoke/protection/reduce-smoking.htm*](https://www.cdc.gov/tobacco/secondhand-smoke/protection/reduce-smoking.htm)

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