



TOBACCO IS STILL TAKING LIVES

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#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 restrict 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.



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LEARN MORE!

Facts:

- 77% of public schools are within a 10-minute walk of at least one outlet selling tobacco.
- 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 5 high school students currently uses a tobacco product.
- Flavored tobacco products are widely advertised and available in retail stores. These include menthol cigarettes, inexpensive little cigars available in a large variety of sweet, fruity flavors and flavored e-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 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, NYS 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:

- 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 30 medical health care and 28 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 tract infections and has adverse effects on the heart.
- Discarded tobacco products 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 support the efforts of tobacco users who attempt to quit.



TOBACCO MARKETING IN THE RETAIL ENVIRONMENT

77% of public schools are within a 10-minute walk of at least one outlet selling tobacco. Heather D'Angelo, Alice Ammerman, Penny Gordon-Larsen, Laura Linnan, Leslie Lytle and Kurt M. Ribisl. 2016. "Sociodemographic Disparities in Proximity of Schools to Tobacco Outlets and Fast-Food Restaurants." *American Journal of Public Health* 106, 1556-1562. <https://doi.org/10.2105/AJPH.2016.303259>.

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SMOKE-FREE MOVIES

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." Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and Health Promotion, Office on Smoking and Health, 2012 [accessed January 9, 2024].

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SMOKE-FREE HOUSING

Secondhand smoke exposure is twice as high for people living below the poverty level compared with those living above the poverty level. Ham DC, Przybeck T, Strickland JR, Luke DA, Bierut LJ, Evanoff BA. "Occupation and Workplace Policies Predict Smoking Behaviors: Analysis of National Data from the Current Population Survey." *Journal of Occupational and Environmental Medicine.* 2011;53(11):1337-45.

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Exposure to secondhand smoke can cause Sudden Infant Death Syndrome (SIDS), asthma attacks, heart disease and cancer. U.S. Department of Health and Human Services. "The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General." Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 [accessed January 10, 2024].

HEALTH SYSTEMS FOR A TOBACCO-FREE NEW YORK

Smoking is still the leading cause of preventable death and disease in New York State. U.S. Department of Health and Human Services. "The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General." Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 https://www.ncbi.nlm.nih.gov/books/NBK179276/pdf/Bookshelf_NBK179276.pdf [accessed January 10, 2024].

There are seven FDA-approved methods to treat nicotine addiction, and e-cigarette use is not one of them. Smokefree.gov. Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention. <https://www.cdc.gov/tobacco/campaign/tips/quit-smoking/quit-smoking-medications/how-to-use-quit-smoking-medicines/index.html> [accessed January 10, 2024].

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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. U.S. Department of Health and Human Services. "The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General." Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 <https://www.cdc.gov/tobacco/secondhand-smoke/health.html> [accessed January 10, 2024].

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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. Syamial C, King BA, Mazurek JM. "Workplace Smoke-Free Policies and Cessation Programs Among U.S. Working Adults." *Am J Prev Med.* 2019 Apr;56(4):548-562. doi: 10.1016/j.amepre.2018.10.030. Epub 2019 Feb 14. PMID: 30772152; PMCID: PMC6854656. <https://www.cdc.gov/tobacco/secondhand-smoke/protection/reduce-smoking.htm> [accessed January 10, 2024].



NYS STATE
SMOKERS'
QUITLINE

1-866-NY-QUITS
(1-866-697-8487)
nysmokefree.com

People still need help to quit.

The New York State Smokers' Quitline is a free, confidential and evidence-based service to assist quit attempts among those who use commercial tobacco and/or vape products. Support is available seven days a week via phone at **1-866-NY-QUITS (1-866-697-8487)** beginning at 9 a.m., by texting **QUITNOW** to **333888** or by visiting nysmokefree.com. Participants can connect with a specialist through an online chat, request a callback, order free nicotine replacement therapy medications and register for the six-week Learn2QuitNY text messaging program.

Progress:

Nicotine addiction treatment services paired with behavioral support and medications can double or triple an individual's chances of quitting and staying quit. However, marginalized populations continue to encounter barriers to receiving proper treatment.

Facts:

- Of those who the New York State Smokers Quitline served in 2022:
 - 24% were people who identified as having a disability
 - 21% were people who identified as Black or African American
 - 43% were people who experience mental health conditions
 - 31% were people who have an income of less than \$15,000 a year
- The New York State Smokers Quitline supports more than 30,000 people each year.
- Those in New York State who become smoke-free will save an average of \$3,000 or more per year.
- Throughout the U.S., nearly 70% of people who smoke want to quit.

