

The New York State Tobacco Control Program

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



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 among 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 (Reality Check)



Funding

The CDC recommends that New York State invest \$203 million annually into its comprehensive tobacco control program.¹ The CDC-recommended level is approximately 11.3% of the \$1.8 billion revenue that New York currently collects annually from tobacco taxes and Master Settlement payments.² Since 2009, state budget cuts have slashed tobacco control funding by more than half to \$34.8 million.² These cuts have impacted progress toward reducing tobacco-related death, disease and disability.

The TCP includes a network of statewide and local contractors that 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), The Advancing Tobacco-Free Communities program promotes change in the local environment to support New York State's tobacco- and e-cigarette-free norm by:

- Reducing the negative impact of tobacco product marketing on youth and adults in the retail environment
- Increasing the availability of tobacco-free outdoor environments
- Increasing the availability of smoke-free multi-unit housing, especially public and affordable housing
- Encouraging smoke-free movies and internet policies

Health Systems for a Tobacco-Free New York

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

New York State Quitline

- Serves as a clinician treatment extender to provide cessation support via phone, web and text, and to provide 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 use e-cigarettes and provides free starter kits of 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 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; these activities make progress toward goals and undertake program improvements as indicated

1. U.S. Centers for Disease Control and Prevention. (2014). Best Practices for Comprehensive Tobacco Control Programs, Section C: Recommended Funding Levels, by State: New York, Page 110. <https://www.cdc.gov/tobacco/stateandcommunity/guides/pdfs/2014/states/newyork.pdf>

2. Research Triangle Institute. (2021). Independent Evaluation Report New York State Tobacco Control Program. https://www.health.ny.gov/prevention/tobacco_control/docs/2021_independent_evaluation_report.pdf