

# 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



## 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 adults who smoke 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). In 2001, community programs were launched to bring these evidence-based approaches directly to local populations and support tobacco prevention efforts at the community level.

### 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. 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. Since 2009, state budget cuts have slashed tobacco control funding by more than half to \$39.1 million. 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** promotes environments supporting New York's tobacco- and vape-free norm through a chronic disease prevention approach combining strategic community engagement and youth action (Reality Check) Grantees use a community-based strategy to create local environments that are receptive to or demand policy change to:

- Reduce the impact of retail tobacco marketing on youth and adults
- Increase opportunities for tobacco-free outdoor areas
- Reduce secondhand smoke and aerosol exposure in multiunit housing
- Reduce the impact of tobacco product waste on the environment.

**Health Systems for a Tobacco-Free New York** is a statewide network of grantees who work with medical and mental health care systems to expand evidence-based tobacco dependence treatment. Grantees engage hospitals, community health centers, FQHCs, and behavioral health agencies, focusing on populations disproportionately affected by tobacco use, including those with lower income, lower education, serious mental illness, substance use disorders, or disabilities. Medical and mental health providers interested in integrating tobacco use disorder treatment can contact their local grantee. Additional resources are available at Talk To Your Patients."

**The New York State Quitline** offers free, confidential support in English and Spanish to help New Yorkers quit smoking, vaping, and other tobacco products. Services include phone, text, and online coaching, nicotine replacement therapy starter kits, and partnerships with health care providers. The Quitline also hosts Drop the Vape, a text-based program for youth and young adults."

**Paid Mass-Reach Health Communications** are a core part of the Tobacco Control Program, strategically using TV, radio, social media, billboards, and print to reach New Yorkers statewide. Research shows hard-hitting, graphic ads reduce youth smoking initiation, motivate adult quit attempts, increase calls to providers and the NYS Quitline, and reduce relapse.

**Surveillance, Evaluation and Research** The Tobacco Control Program is supported by an internal surveillance team and an independent evaluator who monitor progress, assess impact, and guide improvements to ensure resources are used effectively and goals are met.