

# Hudson Valley Partners

## of the New York State Tobacco Control Program

- Counties Served -

Dutchess • Orange • Putnam • Rockland • Sullivan • Ulster • Westchester

The New York State  
Tobacco Control Program  
is at work  
in your neighborhood  
and in your community.



Hudson Valley Partners  
are among  
150 community-based  
partners,  
funded by the  
New York State Tobacco  
Control Program,  
working to save lives and  
save dollars

### Our Program Goals...

Eliminate exposure to  
secondhand smoke

Decrease the social  
acceptability of  
tobacco use

Prevent the initiation of  
tobacco use

Promote cessation  
from tobacco use



Dear New York State Legislator,

## **A PROVEN SOLUTION...**

### **NYS Tobacco Control Program (TCP)**

- ▶ Each **\$1.00** invested in  
an effective, comprehensive Tobacco Control Program...
- ▶ Yields **\$3.00** in savings  
in tobacco caused health care expenditures

**A 300% Return from Investing in Tobacco Control**

**Now that's cost effective!**

## **...TO A FINANCIAL PROBLEM**

### **The Annual Cost of Tobacco Use in NYS:**

- ✓ **\$8.2 billion** in Health Care
- ✓ **\$5.4 billion** in Medicaid Costs
- ✓ **\$6.01 billion** in Lost Productivity

## **Investing in What Works** **Makes \$en\$e!**

**NYS Tobacco Control Program's current budget is**  
**LESS THAN 12% of**  
**MORE THAN \$1 Billion in cigarette tax revenue**

**Working Together  
Sustaining Our Success**



TOBACCO FREE ACTION COALITION  
of ULSTER COUNTY



Tobacco-Free School Programs...

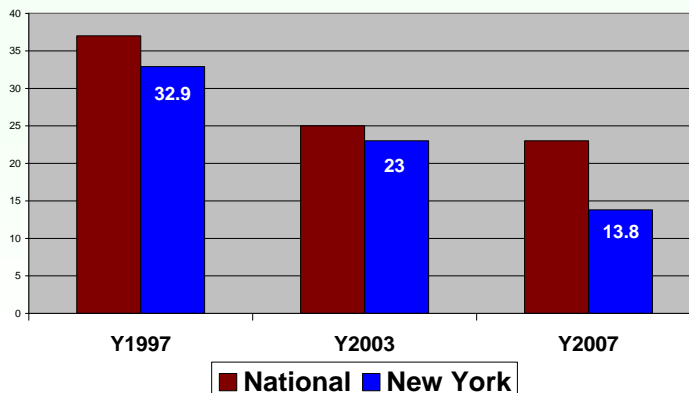


**Check out our websites...**

- [www.tobaccofreeactioncoalition.org](http://www.tobaccofreeactioncoalition.org)
- [www.powragainsttobacco.org](http://www.powragainsttobacco.org)
- [www.smokefreedutchess.net](http://www.smokefreedutchess.net)
- [www.realitycheckny.com](http://www.realitycheckny.com)
- [www.rocklandrealitycheck.com](http://www.rocklandrealitycheck.com)
- [www.powrcessationcenter.org](http://www.powrcessationcenter.org)
- [www.tricountycessation.org](http://www.tricountycessation.org)
- [http://cshw.ucboes.org](http://http://cshw.ucboes.org)

## NYS TCP ACHIEVEMENT:

Smoking Down 58% for HS Students



***KEEPING TOBACCO CONTROL FUNDING  
STRONG  
REDUCES YOUTH SMOKING***

**When states **cut** funding → smoking increases again  
and we all **pay more** in dollars and lives**

**Let's not lose all we have gained**

**Hudson Valley NYS Tobacco Control Program Partners  
working together to**

**Save Money, Save Lives**

**Community Partnerships** educate community leaders and the public about the dangers and social costs of tobacco; engage local stakeholders to adopt policies and resolutions that will restrict tobacco industry presence, de-normalize tobacco use, and eliminate secondhand smoke; address tobacco industry advertising, sponsorship, and promotion in our communities.

**Reality Check Youth Action Program** is a movement of 13-18 year-olds in NY State that seeks to de-glamorize and de-normalize tobacco use and expose the manipulative, deceptive marketing practices of the tobacco industry. RC youth advocate through media, community events, and work with decision makers to obtain tobacco control policies and resolutions.

**Cessation Centers** identify, assess, and provide ongoing technical assistance to health care provider organizations with the purpose of developing program strategies supporting compliance with the Public Health Service Guideline for Treating Tobacco Use and Dependence.

**School Policy Partners** provide resources and technical assistance to schools in order to develop, implement, and enforce effective tobacco-free school policies. Partners provide materials and training for programs that support these policies.