

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,

The NYS Tobacco Control Program (TCP) Saves Lives, Reduces Disease and Prevents Kids from Smoking.

THE HEALTH & ECONOMIC IMPACT OF TOBACCO USE IN NY...

• DEATHS & ILLNESS IN NEW YORK CAUSED BY SMOKING:

- ✓ Annual average smoking attributable deaths.....**25,500**
- ✓ Youth ages 0-17 projected to die from smoking.....**389,000**
- ✓ Adults suffering from serious smoking caused disease.....**510,000**

(For each person who dies, another 20 are suffering with at least one serious tobacco-related illness.)

• ANNUAL COSTS INCURRED IN NEW YORK FROM SMOKING:

- ✓ Total medical costs to treat smoking caused disease.....**\$8.17 billion**
- ✓ Medicaid costs to treat smoking caused disease.....**\$5.4 billion**
- ✓ Lost productivity costs associated with smoking caused disease.....**\$6.01 billion**

• PROGRAM FUNDING LEVELS FOR TOBACCO USE:

- ✓ FY 2008 tobacco generated revenue (tax & settlement payments)...**\$1.789 billion**
- ✓ CDC recommended annual level of investment for NYS tobacco control
.....**\$254.3 million**

When program funding is cut, progress in reducing tobacco use erodes, and the state suffers from higher levels of smoking and more smoking caused deaths, disease, and costs.

**Working Together
Sustaining Our Success**



TOBACCO FREE ACTION COALITION
of ULSTER COUNTY



Tobacco-Free School Programs...



Check out our websites...

www.tobaccofreeactioncoalition.org
www.powragainsttobacco.org
www.smokefreedutchess.net
www.realitycheckny.com
www.rocklandrealitycheck.com
www.powrcessationcenter.org
www.tricountycessation.org
<http://cshw.ucbores.org>

The NYS Tobacco Control Program is a proven program that works to save lives, reduce disease, save money and keep kids from smoking. As a result of programmatic efforts, youth and adult smoking rates in 2007 are the lowest on record.

Preventing and reducing tobacco use are the most important public health actions that can be taken to improve the health of New Yorkers. Tobacco use and dependence is the leading preventable cause of morbidity and mortality in New York and in the U.S.

Saves Money, Saves Lives

**Hudson Valley NYS Tobacco Control Program Partners:
working together to reduce the prevalence of tobacco
use and promote healthier communities**

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; addresses the tobacco industry's 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.

NEW YORK- a Tobacco-Free State

Investing in Public Health:

- **Saves lives**
- **Saves tax dollars**
- **Improves productivity**
- **Educates and protects our children**