

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, Prevents Kids from Smoking,
Reduces Disease, and Saves \$\$\$\$

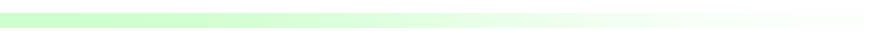
In these tough economic times, only sound investments will do

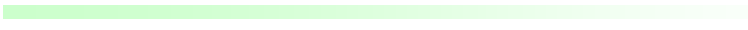
▶ **Each \$1.00 invested in
an effective, comprehensive Tobacco Control Program...**

▶ **Yields \$3.00 in savings
in tobacco caused health care expenditures.**

A 300% Return from Investing in Tobacco Control

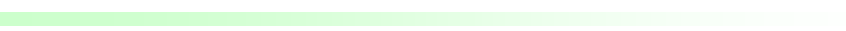
Now that's cost effective!

✓ **FACT:** 
570,000+ New Yorkers suffer from serious smoking caused disease.

✓ **FACT:** 
NYS spends \$8.2 billion annually to treat these diseases
or \$22.4 million *PER DAY*.

✓ **FACT:** 
New York's **annual investment** in its nationally praised
Tobacco Control Program represents *less than 4 DAYS* worth
of smoking caused health care costs **AND...**

Represents *less than 12%* of the more than \$1 billion in
cigarette tax revenue collected annually.

✓ **FACT:** 
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.

300% Return from Investing in Tobacco Control

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