

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,

GOOD NEWS!

The NYS Tobacco Control Program (TCP) Benefits Your Community... Saving Lives, Reducing Disease, and Preventing Kids from Smoking.

The Tobacco Control Program makes **FREE** Nicotine Replacement Medications available so **Cessation Centers**, **Local Health Departments**, **NYS Smokers' Quitline**, and **OASAS facilities** can help smokers wanting to quit!

From Oct. 2007 to Sept. 2008

OVER 26,000 HUDSON VALLEY RESIDENTS called the NYS Smokers' Quitline for help...

COUNTY	# of calls to Quitline	# of Nicotine Replacement Medication distributed
Dutchess	8,923	2,133
Orange	3,277	2,245
Putnam	998	572
Rockland	2,542	927
Sullivan	975	641
Ulster	2,111	1,403
Westchester	7,356	3,147

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 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.ucboces.org

Each **\$1.00** invested in tobacco control



Saves **\$3.00** in health care costs.



A real benefit, now more than ever!

KEEPING NEW YORK STATE TOBACCO CONTROL FUNDING STRONG

...Improves the health of your local communities

...Communicates a life saving message

AND

KEEPS SAVING HEALTH CARE DOLLARS

**28 TCP staff work in Hudson Valley communities
Saving Lives - Saving Tax Dollars...**

**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; 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 provide New York's healthcare community with evidence-based education, training, and resources to treat their tobacco dependent patients to help them quit smoking successfully.

School Policy Partners provide New York State's schools with resources and technical assistance to develop, communicate, and enforce effective tobacco-free policies in order to establish and sustain tobacco-free environments.