

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,

KEEPING NEW YORK STATE TOBACCO CONTROL FUNDING STRONG

...Keeps Helping More Smokers QUIT
AND
Saves More Lives...Saves More Tax Dollars!

New York → Don't Quit on Quitters!

According to the 2007 New York Adult Tobacco Survey

75% of NY smokers want to quit

60% of current smokers tried to quit last year

Calls to the
NYS Smokers' Quitline
and distribution of
Free Nicotine Replacement Therapy
more than doubled since last year!

In the past 10 years the New York
adult smoking rate *has* STEADILY DECLINED

from **24.1%** in 1998



to **18.9%** in 2007

**Working Together
Sustaining Our Success**



- Tobacco-Free School Program -



Check out our websites...

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

Hudson Valley 2008 Survey Data

Tobacco Survey shows significant progress...

- ▶ Fewer adults currently smoke
- ▶ More adults support smoke-free regulations

Average smoking rate for 6 counties combined = 14.8%

Far better than the national rate = 20.8%

WARNING

Research suggests that reducing funding to state tobacco control programs can quickly slow or reverse gains... especially those made in reducing youth smoking!

The more states invest in tobacco prevention... the greater the reductions in smoking.

It is easier to prevent an addiction, than it is to break an addiction

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.