

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:

New York State's comprehensive
Tobacco Control Program is WORKING!

Smoking among NY high school students
continues to show steady declines...



while National rates of smoking among
high school students are *leveling off!*

Since the NYS Tobacco Control Program began
New York has made tremendous progress in
reducing the youth smoking rate...

- 30% drop among 10th graders
- 45% drop among 11th graders
- 56% drop among 12th graders

The NYS Tobacco Control Program provides
a strong, consistent public health message
about the dangers of tobacco.

Without the NYS Tobacco Control Program
the only strong consistent public message about tobacco
is from Tobacco Industry advertising,
and smoking scenes in movies.

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**Working Together
Sustaining Our Success**



- Tobacco-Free School Program -



cape



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

*Don't let what happened in
Massachusetts, Florida, and Minnesota
happen here*

- **Massachusetts reduced tobacco prevention funding...**
illegal sales of tobacco products to children increases at an alarming rate
- **Florida made deep cuts in tobacco control funding...**
the state's progress in decreasing youth smoking rates significantly slows
- **Minnesota cuts funding...**
and within 6 months youth susceptibility to smoking increases by 22 percent

KEEPING NEW YORK STATE TOBACCO CONTROL FUNDING STRONG
...prevents young people from 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.