

## ENDS: A Growing Epidemic

Youth across the nation are using electronic nicotine delivery systems at a disproportionate and increasing rate.

- ENDS are branded and marketed to appeal to younger audiences—in NY State, use of ENDS among youth nearly doubled between 2014 and 2016.
- Some argue that use of ENDS may prevent cigarette smoking, yet there is no evidence to support this claim and ENDS are not FDA-approved as a quit aid.
- Use of ENDS is strongly linked to the use of other tobacco products.

With use of ENDS increasing at an alarming rate, they have the potential to jeopardize our success in curbing smoking citywide and nationwide.

## Our Impact

NYC Smoke-Free has engaged and educated NYC communities for over 20 years. Our efforts have led to broad-reaching policy change throughout NYC.



**RAISED AWARENESS THROUGHOUT NYC, PROVIDING EDUCATION ON PROLIFERATION AND DENSITY OF TOBACCO RETAIL OUTLETS IN UNDERSERVED NEIGHBORHOODS**



**38,000+**  
FAMILIES BENEFITING FROM  
OVER 14,000 SMOKE-FREE  
HOUSING UNITS



**4,000+**  
STUDENTS FROM 60 SCHOOLS  
AND YOUTH-SERVING  
ORGANIZATIONS ACROSS NYC  
ENGAGED IN TOBACCO CONTROL  
INITIATIVES THROUGH OUR YOUTH  
ACTION ARM, REALITY CHECK

## Our Partners

We work with our partners to promote a smoke-free city through community engagement, information sharing, and policy change. The effort and support of these community advocates, health and youth-focused organizations, and elected officials are vital to our success.

## Get Involved

We are at a pivotal moment in the fight against Big Tobacco. However, budget cuts threaten to stall our hard-earned progress.

- NY State spends more than \$10 billion a year caring for people with smoking-related illnesses.
- Less than 2% of the over \$2 billion in state tobacco tax revenues and settlement payments are used for tobacco prevention services in NY State.
- Since 2009, state budget cuts have slashed tobacco control funding by more than half.

### Here's how you can help:

- Connect us to your community organizations, leaders, and schools to help increase smoke-free housing and public spaces.
- Include NYC Smoke-Free announcements and articles in your newsletters.
- Join us at, or help host, a community event in your local area.

**We believe every NYC resident has the right to breathe clean, smoke-free air.**

**We believe every smoker deserves the support and resources they need to quit.**

[www.nycsmokefree.org](http://www.nycsmokefree.org)



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# NYC SMOKE-FREE

NYC Smoke-Free is a program of Public Health Solutions that works to protect the health of New Yorkers through tobacco control policy, advocacy, and education. We partner with community members, legislators, and health advocates to support local efforts to end NYC's tobacco crisis.



## NYC's Tobacco Crisis

Although overall smoking rates have decreased, smoking and the use of tobacco products continue to have a deadly effect on New Yorkers.

- Tobacco use remains the #1 cause of preventable death in NYC.
- Close to 1 million residents across NYC smoke.
- Over 28,000 New Yorkers — 12,000 in NYC — die from smoking-related illnesses every year.
- The majority of smokers become addicted before 18 years old.
- 15,000 NYC public high school students smoke. As a result, 1/3 of them will die prematurely.

## Our Mission

We strive to end NYC's devastating tobacco epidemic.



## Our Approach

To make smoke-free the norm for all NYC communities we developed a multi-pronged approach that involves 4 key steps.

### Engaging Communities

We encourage change at the community level by supporting collaborative neighborhood-based efforts, which are key to ensuring the effectiveness and longevity of tobacco-free norms.

### Engaging Students

We work with students on a variety of initiatives designed to expose the tobacco industry and reduce the number of teens that start smoking.



### Reality Check: Empowering Students

Reality Check is a student-led, adult-supported, statewide program for youth aged 13-18. The program aims to:

- Educate students and expose the misleading marketing campaigns of the tobacco industry.
- Help students cultivate strong leadership in their community.
- Advance student advocacy skills and convey community awareness.

For more information, visit:  
[nycsmokefree.org/programs/student-engagement](https://nycsmokefree.org/programs/student-engagement)

### Educating Policymakers

We collaborate with local and state elected officials to educate leaders about tobacco control initiatives, so they can lend their voices to the fight against the tobacco industry.

### Launching Media Campaigns

We develop and execute impactful media campaigns designed to support tobacco control and smoke-free policies.

## Our Key Issues

To build on NYC's hard-earned progress in the fight against Big Tobacco, we focus our efforts on 4 key issue areas:

### Tobacco Disparities

Although overall smoking rates across NYC have decreased, significant disparities exist. We work to ensure NYC's most vulnerable communities have the resources they need to be smoke-free.

### Menthol: A Community Hazard

Although smoking rates are declining, use of menthol cigarettes is on the rise.

- Menthol cigarettes account for 25% of all cigarette sales in the US.
- Use of menthol cigarettes is disproportionately higher among youth, African Americans, women, LGBTQ individuals, and low-income populations.
- Youth are especially attracted to menthol cigarettes — 55% of US high school students who smoke use menthol cigarettes.

Menthol cigarettes are a threat to public health, being more appealing to new smokers and more addictive to long-term smokers.

### Housing Inequality

Smoke-free housing is a luxury not all New Yorkers can afford. We work to expand smoke-free affordable housing to ensure no family is forced to endure secondhand smoke in their homes.

### Tobacco-Free Outdoor Air

Everyone should have the right to breathe clean, tobacco-free air. We work to support policies that ban smoking in outdoor public places and on company grounds, protecting people from secondhand smoke.

### Smoke-Free Media

Big Tobacco has a history of leveraging movies to glamorize smoking and recruit young new smokers. We work to drive policies that cut smoking imagery in movies and strengthen youth rating regulations.