

TOBACCO CONTROL STRATEGIES

Community Guide



Letter from the Commissioner

Dear Fellow New Yorker:

Tobacco use is a public health crisis New York City has been battling for many years. It causes unimaginable pain and suffering for thousands of New Yorkers – families losing loved ones too early, children losing their parents and spouses losing their partners.

Tobacco use is the leading cause of early preventable death in New York City and the United States; it is responsible for an estimated 12,000 deaths per year in our city alone. New York City has been our nation's leader in tobacco control, helping to save lives and prevent disease and suffering. Although it is estimated there are now fewer than 900,000 adult smokers in New York City, disparities in smoking prevalence still exist by education, gender and household income.

Our work in encouraging New Yorkers to stay healthy and quit smoking is far from done. Your organization is in a unique position to help save lives by implementing evidence-based interventions that reduce smoking. Below are steps I hope you and your organization will consider:

- Help tobacco users of all ages quit smoking and improve their health.
- Educate New Yorkers about tobacco use rates, tobacco-related illness and industry practices.
- Implement an organizational strategy to reduce tobacco use and the effects of secondhand smoke.
- Reduce the availability and appeal of tobacco products in the retail environment. Limit the tobacco industry's influence on your community.

This toolkit contains tools, resources and strategies to help you confront tobacco in your community. If you have any questions or would like to request additional copies of these materials, please email tobacco@health.nyc.gov.

Working together, we can make New Yorkers healthier. Please join me.

Sincerely,

Mary T. Bassett, MD, MPH
Commissioner
New York City Department of Health

Purpose

The purpose of this guide is to provide community members and organizations with information and strategies to help reduce tobacco use and exposure to secondhand smoke in their community.



Background

Tobacco use is the leading cause of early preventable death in the United States and New York City. It kills more than 12,000 New Yorkers aged 35 and older each year.¹ About one-third of NYC smokers will die early from a smoking-related illness.²

Smoking affects every part of the body and causes many health problems³ such as:

- Many cancers, including lung cancer
- Heart disease and lung diseases, including chronic obstructive pulmonary disease (COPD)
- An increase in asthma attacks
- Impotence
- Premature birth/low-birth weight in babies

Quitting Smoking Saves Money

Cigarettes are very expensive. By quitting, a pack-a-day smoker saves \$4,000 a year.

		Amount Saved			
		1 day	1 week	1 month	1 year
If You Smoke This Much	1/2 pack a day	\$5.50 Laundry—wash & dry	\$38 Lunch for 1 work week	\$165 New pair of glasses	\$2,000 Groceries for 6 months
	1 pack a day	\$11 Coffee for 1 week	\$77 14 round trip rides on the subway or bus	\$330 37" flat-screen TV	\$4,000 Weekly dinner out for 3 years
	2 pack a day	\$22 20 song downloads	\$154 1-year NYC Parks Recreation Center membership	\$660 New computer	\$8,000 1 year of college expenses at CUNY

Secondhand smoke is dangerous at any level. It can⁴:

- Increase risk of lung cancer, heart disease and COPD
- Cause more severe asthma
- Put infants at risk for sudden infant death syndrome (SIDS)

TRENDS

Over the past 20 years, NYC adult smoking rates have decreased. Because of the tobacco control work of the last 13 years, New Yorkers who smoke today are less likely to be heavy smokers.⁵ Currently 13.9% of NYC adults⁵ and 8.5% of NYC youth⁶ report being a smoker. This means there are 900,000 New Yorkers who smoke. Those without a college degree and from low-income homes smoke the most.⁵

Many people are still exposed to secondhand smoke⁷:

- One out of every four nonsmokers is affected by secondhand smoke. Nearly half of Black nonsmokers are affected by secondhand smoke.
- Two out of every five children are affected by secondhand smoke. Seven out of every 10 Black children are affected by secondhand smoke.

TOBACCO RETAILERS

Currently there are over 9,000 licensed tobacco retailers in NYC. The highest number of tobacco retailers is in Lower Manhattan and Midtown, where many businesses are located. In addition to these neighborhoods, lower-income neighborhoods (such as the South Bronx, East and Central Harlem and North and Central Brooklyn) also have a high number of tobacco retailers.⁹

Tobacco advertising on retailer storefronts is also more common in low-income neighborhoods.¹⁰ Cigarette companies spend around eight billion dollars on advertising and promotional expenses a year.¹¹ The promotion of certain tobacco products often targets minority communities.^{12,13}

TOBACCO'S MANY FORMS

There are many kinds of tobacco products. All are harmful⁸:



Smoked tobacco

(e.g., cigarettes, cigars, pipes, bidis, loose tobacco, shisha, kreteks)

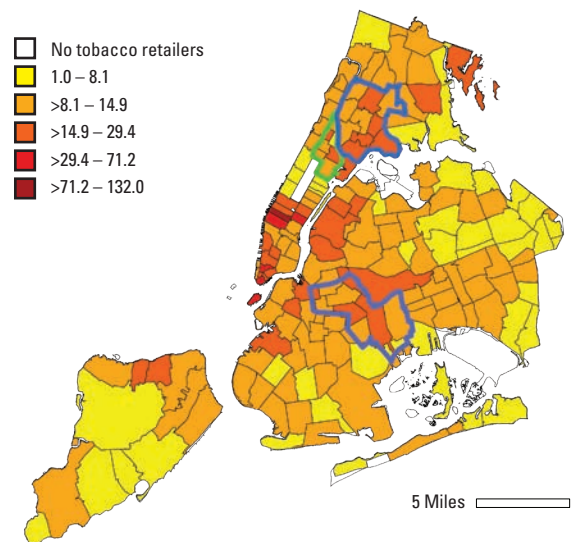


Smoke-less tobacco

(e.g., chew, snuff, dissolvable tobacco)

Nicotine products like e-cigarettes are currently unregulated and their safety is unclear.

Tobacco Retail Density in NYC⁹



Tobacco Retailers by Zip Code per 10,000 population.

- South Bronx
- East and Central Harlem
- North and Central Brooklyn

What an Organization Can Do

SUPPORT INDIVIDUALS

Promote resources to help employees, clients and community members quit smoking.

- Encourage people to call 311 or 1-866-NYQUITS to receive counseling and free smoking cessation medications.
- Inform members that Medicaid will cover individual counseling and smoking cessation medications.
- Promote the “Text NYC Quits” program. Participants receive free text messages to help them quit smoking and stay smoke-free.
- Call 311 for tobacco-related resources and posters.
- Refer patients to cessation clinics at HHC hospitals.
- See Appendix A for resources to support individuals.

Educate about local and national tobacco rates, tobacco-related illness and industry practices.

- Celebrate tobacco awareness days or months by holding a press conference or event with the community. An awareness day is a good chance to work with new partners and youth.
 - See Appendix B for calendar.
- Share information with your clients and members. Write about tobacco news and information in your newsletter, website or on social media. Also include messages in speeches and sermons when appropriate.
 - See Appendix C for sample blurbs and helpful websites.



RESOURCE TIP

“Text NYC Quits” is a mobile text messaging program that helps New Yorkers quit smoking and stay smoke-free. “Text NYC Quits” gives smokers and recent quitters real time, around-the-clock advice, support, tips and encouragement. Whether you are thinking about quitting, have set a quit date or are celebrating several days smoke-free, “Text NYC Quits” has supportive messages to keep you motivated. To sign up, simply text NYCQUITS to 877-877 and answer a few questions to help us send you the right texts at the right time. The program is available in English and Spanish.

Message and data rates may apply. Text STOP to quit, HELP for more information. For Terms of Use and Privacy Policy, visit nyc.gov/health.



RESOURCE TIP

The Campaign for Tobacco Free Kids has great fact sheets on a variety of topics. Visit tobaccofreekids.org and click “Facts and Issues.”

- Educate through media. Write an opinion editorial (op-ed) or a Letter to the Editor to respond to current issues or media stories.
- To gain earned media (i.e., media from promotional efforts, not paid advertising), let your media contacts know when your organization has an upcoming announcement or event.

IMPLEMENT ORGANIZATIONAL POLICIES

Help a residential building implement a smoke-free housing rule.

Managers and residents of multifamily buildings across the country are discovering the benefits of smoke-free housing. A smoke-free building is one where smoking tobacco products is not allowed anywhere on the grounds. This includes inside apartments and common indoor and outdoor areas, or a building where smoking is only allowed in limited outdoor areas. Under current NYC law, smoking is not permitted in common areas (hallways, common rooms, etc.) of buildings with 10 apartments or more.

WRITING TIPS

- Be brief and aware of required word counts.
- Know your audience.
- Use statistics and personal stories.
- Be passionate, but do not use overly negative or “flowery” language.
- Research relevant news and current events around your topic.
- Read other op-eds or Letters to the Editors for inspiration.
- For more tips visit newsoffice.duke.edu/duke_resources/oped.



- Meet with building managers and landlords to gauge interest in smoke-free housing.
- Post materials to educate tenants on the benefits of smoke-free housing.
- Contact 311 for “No Smoking” signs.

Implement an outdoor smoke-free air rule around your building. This will limit people’s contact with secondhand smoke when coming into and leaving the building. It will also reduce the maintenance cost of cigarette litter.

- Visit nycsmokefree.org and search “Smoke-free outdoor spaces.”
- Contact 311 for “No Smoking” signs or make your own.

RESOURCE TIP



Check out our Making Your Building Smoke-Free: A Guide for Landlords & Property Managing Agents toolkit.

Visit nyc.gov/health and search “Smoke-free housing” or call 311 to receive a hard copy.



HEALTHY TIP

Engage youth around the harm tobacco has caused your community.

DEVELOP COMMUNITY-BASED INTERVENTIONS



Explore tobacco access and advertising in your community.

- Think about how and why the tobacco industry advertises in your community. Research has shown when youth are exposed to tobacco advertising and promotion it increases their risk of tobacco initiation.¹⁴
- Assess tobacco promotion at tobacco retailers in your neighborhood. Recruit staff or members of the community (e.g., faith-based organizations, youth-service organizations, college students, etc.) to conduct the survey. Start by scanning

nearby retailers (e.g., bodegas, supermarkets, pharmacies, smoke shops, etc.). Look for tobacco advertising that can be seen from the street. When entering the store, make sure to ask the retailer if it is okay to document findings.

- See Appendix D for a sample Store Observation Form.
- Take pictures of tobacco advertising.
 - Consider using a Photovoice process Visit ctb.ku.edu and search "Section 20. Implementing Photovoice."
- Share your findings with community residents and leaders through presentations, emails, social media platforms or by writing an opinion editorial (op-ed) in a local newspaper. Use photos, survey results and quotes from conversations with community members to highlight your findings.

Talk to community leaders about tobacco-related concerns.

Appendix

Appendix A:

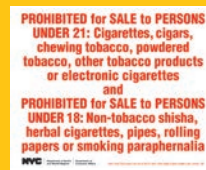
Order Form for Materials



Health Bulletins



Quit to Save Brochure



Under 21 Sign for Retailers



Tax Stamp Sign for Retailers



New York State Medicaid Smoking Cessation Fact Card



Smoke-Free Housing Kit



Smoke-Free Air: Bring it Home Poster



The Benefits of Smoke-Free Living Fact Sheet



No-Smoking Sign for Restaurants



Big Apple Rx Prescription Discount Card

To order these materials, call 311.

For an electronic copy of any of these publications, please visit nyc.gov/health and search "smoking" or send an email to tobacco@health.nyc.gov.

Appendix B:

Tobacco Awareness Calendar

JANUARY

New Year's Day (January 1st)

Help people to quit smoking as their New Year's resolution.

FEBRUARY

Through With Chew Week (Third full week in February)

Educate about the dangers of smokeless tobacco. Visit cdc.gov and search "Through With Chew Week."

MARCH

Kick Butts Day (March 19th)

Help smokers and smokeless tobacco users "kick" their habit. Visit kickbuttsday.org

APRIL

Earth Day (April 22nd)

Help people see the connection between tobacco litter and the environment.

MAY

Mother's Day (2nd Sunday in May)

Help mothers everywhere make this Mother's Day smoke-free.

World No Tobacco Day (May 31st)

Raise awareness about the harms of tobacco use and business practices of tobacco companies. Visit who.org and search "Official WHO health days."

JUNE

Father's Day (3rd Sunday in June)

Help fathers everywhere make this Father's Day smoke-free.



JULY

July 4th

Help people declare their freedom from tobacco.

AUGUST

Schools are almost in session. Develop a lesson plan to teach youth about the harms of tobacco.

SEPTEMBER

Healthy Aging Month

Spread the word that quitting smoking, even at an advanced age, has many proven health benefits.

OCTOBER

Red Ribbon Week (Third full week of October)

Teach children about tobacco addiction. Visit nfp.org

NOVEMBER

Lung Cancer Awareness Month

Help Americans join in the fight against lung cancer. Visit lungusa.org

Great American Smokeout (Third Thursday of November)

Educate about the dangers of smoking and promote cessation resources to smokers. Visit cancer.org and search "Great American Smokeout."

Thanksgiving

Smokers don't have to go "cold turkey" this Thanksgiving. Promote existing cessation resources.

DECEMBER

Help people give themselves the gift of quitting tobacco this holiday season.

Appendix C:

Tobacco Content for Social Media

SAMPLE TOPICS FOR YOUR WEBSITE, SOCIAL MEDIA, NEWSLETTERS, ETC.

Tobacco and Tobacco-Related Illness

- Cutting back isn't quitting. There is no safe level of smoking. Visit nysmokefree.com to quit smoking for good today.
- Tight chest? Difficulty breathing? It's time to quit smoking. Visit nysmokefree.com or call 1-866-NYQUITS to apply for a free starter kit of quit smoking medication.
- Casual smoking is not safe. Quitting smoking is the only way to fully protect yourself from the health risks of smoking.
- Decrease your risk of heart disease, stroke, cancer and other illnesses. Quit smoking today. Visit nysmokefree.com or call 1-866-NYQUITS.
- On average, smokers die 13 to 14 years earlier than non-smokers. The good news is quitters reduce their risk of premature death, no matter their age.

Secondhand Smoke

- Secondhand smoke is especially bad for children. When parents smoke, children have more illnesses. Quit smoking today and help your children live healthier lives.
- Secondhand smoke is made up of smoke from the end of a burning cigarette and smoke exhaled by a smoker. The smoke contains more than 7,000 chemicals, including hundreds that are toxic and about 70 that can cause cancer.
- There is no safe level of exposure to secondhand smoke. Even brief exposures can be harmful.
- Breathing secondhand smoke is as dangerous as smoking. It has immediate harmful effects on the heart and blood vessels.
- If you are a smoker, the only way to fully protect others from secondhand smoke is to quit. For help, visit nysmokefree.com or call 1-866-NYQUITS.
- Quitting smoking today will reduce the chance of your children developing or suffering from more frequent or severe asthma attacks!
- Did you know that children whose parents smoke are more likely to have bronchitis, asthma, ear infections and pneumonia? Improve the health of those around you—quit smoking today.



- Tobacco smoke is a serious asthma trigger. If you or someone you know needs help to quit smoking, visit nysmokefree.com or call 1-866-NY-QUITS.

Tobacco Industry

- Did you know that the tobacco industry spends nearly \$13 billion a year trying to get people to smoke? Don't let them buy you—quit smoking today.
- Think some cigarettes are safer than others? Wrong. All cigarettes are dangerous. Don't be fooled: quitting is the only way to protect yourself.

Smoke-Free Housing

- A 2014 poll of New York City adults found that 69% want to live in a building that prohibits

smoking. A smoke-free home is a healthy home. Visit on.nyc.gov/1DQuCUG for more information about smoke-free housing.

- A smoke-free home is easier to sell. That's just one of the advantages of making rules against smoking in your home. Visit on.nyc.gov/1buYM9B for more information.
- Did you know that up to 65% of the air in a multi-unit building is shared? A smoke-free home is a healthy home. Visit on.nyc.gov/1DQuCUG for more information about smoke-free housing.

Youth and Smoking

- Did you know NYC has one of the most expensive cigarette pack prices in the country? Higher prices help prevent youth from starting to smoke and encourage smokers to cut down or stop.

Appendix D:

Store Observation Form

Observe which tobacco products your neighborhood stores currently stock and promote. If you go inside the store, it is important to let the store owner know what you are doing. If you get permission, taking pictures (of things, not people) is also a good addition to the findings of this survey.

Today's Date: _____ Your Name: _____

Location/Address: _____

OUTSIDE THE STORE

1. Are there ads for tobacco products or tobacco paraphernalia on the OUTSIDE of the store? (*Tip: Look for posters, signs, decals, banners, neon lights, trash cans, news racks, etc. Tobacco products include cigarettes, smokeless/chew, cigars, pipe tobacco, bidis, snus, pouch tobacco, etc. Tobacco paraphernalia includes rolling papers, pipes, etc.*)

Yes No Count all OUTSIDE ads: _____

2. In the ads, what images are associated with the tobacco products (e.g., relaxation, sex, etc.)?

3. Were menthol or mint flavored cigarettes (e.g., Newport) advertised on the OUTSIDE of the store?

Yes No

4. Were e-cigarettes advertised on the OUTSIDE of the store?

Yes No



INSIDE THE STORE

5. Are there ads for tobacco products or tobacco paraphernalia on the **INSIDE** of the store? (*Tip: Look for signs including posters, banners, etc., logos on portable or free-standing displays or temporary product stocking locations, and functional items like trash cans.*)

Yes No

6. Do you see any ads for tobacco products or tobacco paraphernalia that are located **AT OR BELOW CHILD'S EYE LEVEL** (within 3 feet of the floor)?

Yes No

7. Other observations/comments: _____

Appendix E:

Tobacco-Related Laws in New York City

TYPE OF CONCERN	CURRENT LAW
Smoking in restaurants, including use of e-cigarettes and hookah pipes	Smoking tobacco products or e-cigarettes is banned in restaurants except in 25 percent of any outdoor seating, as long as the designated smoking area is separated from any other dining areas by three feet and not under an overhang, canopy or other similar structure. Smoking tobacco in a hookah bar is not permitted.
Smoking in the workplace	Smoking is not allowed in workplaces, including private offices and company cars.
Smoking near hospital entrances	Smoking is not allowed within 15 feet of hospitals or hospital grounds, but does not cover other types of entrances.
Smoking in city parks, beaches, pedestrian malls and plazas	Not allowed.
Smoking on school grounds	Use of tobacco products or e-cigarettes on school premises is not allowed. This covers both teachers and students.
Smoking in an apartment	The Smoke-Free Air Act bans smoking in all common areas of buildings with 10 or more units. Smoking within or outside of an apartment is not covered by the Smoke-Free Air Act, but may be covered by other laws, like causing a nuisance. For more information, see the Health Department's resource " Smoke-Free Housing Fact Sheet ."

TYPE OF CONCERN	CURRENT LAW
Selling cigarettes or e-cigarettes to people under 21 years of age	Sale of tobacco products and e-cigarettes to people under 21 years of age is not allowed. Violations can lead to fines and suspension or revocation of NYC and State licenses to sell tobacco.
Selling herbal cigarettes to minors younger than 18	Not allowed.
Minors selling cigarettes	All people selling tobacco products or e-cigarettes must be at least 18 years old or directly supervised by a staff member 18 years or older and on premises.
Sale of flavored tobacco products	NYC does not allow retailers to sell tobacco products with a flavor, including any fruit, dessert, alcoholic beverage, herb, or spice, except for tobacco, menthol, mint or wintergreen.
Giving away free cigarettes for promotional purposes	Distribution of tobacco products to the general public at less than \$10.50 per pack is prohibited.
Selling loose cigarettes, a.k.a, “loosies”	Out-of-package sales of any tobacco product, including cigarettes and cigars, are not allowed.
Selling tobacco or e-cigarettes in vending machines	Vending machines selling tobacco or e-cigarettes are very restricted by federal and State law.
Self-service tobacco product displays	New York State law requires all tobacco products in stores to be located out of reach of consumers (e.g., behind the counter or in a locked closet).
Sale of cigarettes without the NYC tax stamp, including street sales	Any sale of cigarettes in NYC for which all related excise taxes were not paid is not allowed. Transporting more than 400 cigarettes (two cartons) without proper payment of NYC excise taxes is not allowed. Street sales or sales by any retailer without proper NYC and New York State licenses are not allowed.

Want to learn more about tobacco-related laws? Visit these websites:

New York State Department of Health
health.ny.gov, search "Tobacco control policies"

New York City Department of Consumer Affairs
nyc.gov, search "Tobacco laws"

New York City Health Department
nyc.gov/health, search "Smoking legislation"

Center for Public Health and Tobacco Policy
tobaccopolicycenter.org






Concerned that someone is breaking a tobacco-related law? Here are a few important steps to take:

- **Write down the problem.** Write down the date, time, location, perceived violation(s) and any harm the violation(s) caused.
- **Call 311.** They will track your complaint and send the information to the right agency.
- **Visit the NYC Health Department's website.** If the violation is about smoking indoors or in a banned area, you can report it on the Health Department's website. Visit **nyc.gov/health** and search "Smoke complaint."
- **Report untaxed sale violations to the Department of Finance.** If the violation is about the sale or transport of untaxed cigarettes, contact the NYC Sheriff's tax hotline at 718-610-4426.

Appendix F:

Other Resources

CONNECT WITH US:

-  NYCQuits
-  @NYCHealthy
-  NYC Quits: Quit Smoking Today
-  NYCHealth
-  nychealth.tumblr.com

New York City Health Department
nyc.gov/health, search “NYC Quits”

NYC Smoke-Free
nycsmokefree.org

Centers for Disease Control and Prevention
cdc.gov/tobacco

Tips for Former Smokers media campaign (CDC)
cdc.gov/tobacco/campaign/tips/

Campaign for Tobacco-Free Kids (CTFK)
tobaccofreekids.org

Kick Butts Day (Put on by CTFK)
kickbuttsday.org

Truth Campaign
thetruth.com

New York State Smoker’s Quitline
nysmokefree.com

American Cancer Society
cancer.org, search “tobacco”

Great American Smokeout (Put on by ACS)
cancer.org, search “Great American Smokeout”

American Heart Association
heart.org, search “tobacco”

American Lung Association
lungusa.org

Smokefree.gov
smokefree.gov

References

- ¹ New York City Department of Health and Mental Hygiene. Summary of Vital Statistics 2009. nyc.gov/html/doh/downloads/pdf/vs/2009sum.pdf.
- ² Centers for Disease Control and Prevention. Annual smoking-attributable mortality, years of potential life lost, and economic costs - United States, 1995–1999. MMWR. 2002;51:300–303.
- ³ Centers for Disease Control and Prevention. Health Effects of Cigarette Smoking. Updated March 5, 2014. cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/index.htm. Accessed February 23, 2015.
- ⁴ Centers for Disease Control and Prevention. Health Effects of Secondhand Smoke. Updated March 5, 2014. cdc.gov/tobacco/data_statistics/fact_sheets/secondhand_smoke/health_effects/. Accessed February 23, 2015.
- ⁵ New York City Department of Health and Mental Hygiene. Epiquery: NYC Interactive Health Data System – Community Health Survey 2014. nyc.gov/health/epiquery.
- ⁶ New York City Department of Health and Mental Hygiene. Epiquery: NYC Interactive Health Data System – Youth Risk Behavioral Survey 2013. nyc.gov/health/epiquery.
- ⁷ Centers for Disease Control and Prevention. Secondhand Smoke: An Unequal Danger. CDC Vital Signs. cdc.gov/vitalsigns/pdf/2015-02-vitalsigns.pdf.
- ⁸ Connecticut Department of Public Health. Types of Tobacco Products. ct.gov/dph/lib/dph/hems/tobacco/tobacco_products.pdf. Accessed February 23, 2015.
- ⁹ New York City Department of Health and Mental Hygiene. 2014 NYCTobacco Retailers.
- ¹⁰ Stalvey L, Grimshaw V, Johns M, Coady MH. Promotion of Tobacco Products in Retailers in New York City. NYC Vital Signs 2013;12(1):1-4.
- ¹¹ Federal Trade Commission. Cigarette Report for 2011. Washington: Federal Trade Commission, 2013. ftc.gov/reports/federal-trade-commission-cigarette-report-2011. Accessed February 23, 2015.
- ¹² U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012. surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/index.html. Accessed February 23, 2015.
- ¹³ U.S. Department of Health and Human Services. Tobacco Use Among U.S. Racial/Ethnic Minority Groups—African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Hispanics: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1998. cdc.gov/tobacco/data_statistics/sgr/1998/. Accessed February 23, 2015.
- ¹⁴ U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General, 2012, surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/index.html.

Paid for in part with funding from the Centers for Disease Control and Prevention.



Updated January 2016