

Best Practice: Tobacco Control Program

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CITY: NEW YORK CITY

POLICY AREAS: PUBLIC HEALTH

BEST PRACTICE

The New York City Department of Health and Mental Hygiene has achieved significant declines in youth and adult smoking since 2002 by implementing a five-point plan comprising taxation, legislation, cessation, education and evaluation.

ISSUE

Smoking is a leading risk factor of preventable death, both nationally and in New York City. One in three preventable deaths in New York City is smoking-related.

GOALS AND OBJECTIVES

New York City seeks to reduce smoking among youth and adults, decrease initiation of smoking, prevent relapse and reduce exposure to secondhand smoke.

IMPLEMENTATION

In 2002, the Health Department launched an aggressive, comprehensive tobacco control plan consisting of five components: taxation, legislation, cessation, education and evaluation.

Taxation:

- In 2002, New York City raised the price of cigarettes through an increase in its excise tax from \$0.08 to \$1.50 per pack. The increase brought the price per pack to almost \$7.
- In 2008, New York State increased its excise tax by \$1.25, bringing the total cost per pack to about \$8.50.
- In 2009, the federal tax on cigarettes was increased by \$.62, bringing the New York City total cost per pack to about \$9.20.
- In 2010, New York State added a \$1.60 excise tax to the pack price. As of 2013, the average price for a pack of cigarettes was about \$11.20 due to these additional city, state and federal taxes. New York City's cigarettes are among the most expensive in the nation. New York City has met the World Health Organization recommendation that excise and sales taxes account for two-thirds of the pack price.

Legislation: The Health Department advocated passage of the Smoke-Free Air Act (SFAA) of 2002, making virtually all workplaces in New York City smoke-free, including restaurants and bars. Since the SFAA went into effect on March 30, 2003, tax receipts and employment in restaurants and bars have risen, and compliance with the law has been at or above 97%.

In 2009, the SFAA was expanded to restrict smoking in all outdoor areas on hospital grounds and within 15 feet of entrances and exits, protecting those with the most compromised health. Also in 2009, the New York City Council passed legislation restricting the sale of flavored non-cigarette tobacco products including cigars, blunts, chewing tobacco and new spit-less products such as Snus.

To further protect against secondhand smoke exposure, the SFAA was expanded further in 2011. The expanded law mandates that all public parks, beaches and pedestrian plazas be smoke-free.

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In 2012, the City University of New York (CUNY), the largest public university system in the country, became 100% smoke-free. This rule, voluntarily adopted by CUNY, applies to all indoor and outdoor spaces on the university's 24 campuses and affects more than 300,000 students and 40,000 faculty and staff.

In 2013, three historic tobacco control bills were passed: Tobacco 21, Sensible Tobacco Enforcement, and a ban on the indoor use of electronic cigarettes. Tobacco 21 bans the sale of tobacco products to anyone under the age of 21. Sensible Tobacco Enforcement increases penalties for retailers who evade tobacco taxes or sell tobacco without a license, prohibits retailers from redeeming coupons, creates a minimum price for cigarettes and little cigars, and requires cheap cigars and cigarillos be sold in packages of at least four, and little cigars to be sold in packages of 20. The SFAA was amended to include electronic cigarettes.

Cessation: In 2003, the Health Department began distributing nicotine replacement therapy (NRT) to smokers to help them quit. Between 2003 and 2013, more than 500,000 courses of nicotine patches, gum and lozenges were distributed through multiple venues. The majority of NRT was distributed directly to the public. An additional 63,000 courses were distributed in collaboration with New York City's public hospital system, the Health and Hospitals Corporation, which has 11 smoking cessation programs that serve 17 locations in the five boroughs.

Education: In 2006, the Health Department launched hard-hitting media campaigns that depicted the health consequences of smoking and testimonial ads from sick or dying smokers. The campaign's initial run, from January to June 2006, increased call volumes at 311 (New York City's non-emergency information line) for quit-smoking assistance four-fold compared to the same period in 2005 (30,000 calls in 2006 versus 7,500 calls in 2005). The introduction of a campaign promoting a nicotine replacement therapy giveaway helped spur more than 150,000 quit-smoking requests to 311 and the New York State (NYS) Smokers' Quitline in 2006.

In 2007, the Health Department produced and aired its first graphic anti-smoking campaign, Cigarettes are Eating You Alive. The introduction of this brand-new campaign, along with the continuation of campaigns adapted from other jurisdictions and the promotion of a time-limited nicotine patch and gum program (NPGP), resulted in 132,000 calls to 311 and the NYS Quitline for help to quit smoking.

In 2008, the Health Department launched a series of testimonials featuring Marie, a former smoker from the Bronx who suffers from Buerger's disease as a result of cigarette smoking. In the campaign, Marie talks about her struggle to quit smoking despite her painful, debilitating disease. In just three weeks, this campaign resulted in nearly 50,000 requests to 311 and NYS for help to quit smoking. 311 and New York State received more than 150,000 calls for help to quit throughout the year.

In 2009, the Health Department aired another series of hard-hitting television campaigns, including an expansion to the highly successful Marie campaign, resulting in more than 142,000 calls to 311 and New York State.

In 2010 and 2011, the Health Department continued its media efforts by airing several graphic, anti-smoking educational campaigns illustrating the detrimental health effects of smoking and highlighting the benefits of quitting. This generated more than 100,000 calls to 311 and the New York State Smokers' Quitline each year. A new online application resulted in the enrollment of an additional 18,000 New Yorkers during the city and state's NPGP campaigns.

In 2012, the Health Department launched a series of ads targeting light smokers, as well as a hard-hitting campaign showing the devastating consequences smoking can have on health, specifically cancer and its often painful treatments. 311 and New York State received more than 114,000 calls for help to quit throughout the year. In 2013, the Health Department's continued efforts prompted more than 81,000 calls to 311.

Evaluation: Critical outcomes, such as youth and adult smoking prevalence, and smoking-related behaviors, such as quit attempts and rules about not smoking at home, are evaluated through an annual Community Health Survey, a phone-based survey of 10,000 adults, and a bi-annual Youth Risk Behavior Survey, a written survey of about 5,000 public high school students.

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These efforts have been accomplished through an agency-wide approach to tobacco control that draws on the expertise of multiple Health Department bureaus and offices including:

- the Bureau of Chronic Disease Prevention and Tobacco Control, which oversees and coordinates all tobacco-related activities and programs;
- the Bureau of Epidemiology Services, which oversees and conducts the annual Community Health Survey and the bi-annual Youth Risk Behavior Survey;
- the Bureau of Food Safety and Community Sanitation, which oversees enforcement of some city and state tobacco laws, including the Smoke-Free Air Act;
- the Bureau of Communications, which coordinates all educational outreach, including media campaigns, and oversees contact with the press, organizes events and writes press releases;
- the Office of the General Counsel, which oversees promulgation and implementation of legislation and regulations; and
- the Office of Intergovernmental Affairs, which oversees all activities involving elected officials.

Key partners in these efforts have included local and national anti-tobacco advocates, including the American Cancer Society, the American Heart Association, the American Lung Association, the Campaign for Tobacco-Free Kids, the NYC Coalition for a Smoke-Free City and The Partnership for a Healthier NYC. The Health Department has collaborated with many agencies and organizations, including the New York City Health and Hospitals Corporation, the New York State Smokers' Quitline, the New York State Tobacco Control Program, New York City Department of Consumer Affairs and 311.).

Additionally, New York State funds the Health Department to educate retailers about local and state laws governing the sale of tobacco products to minors and funds the New York City Department of Consumer Affairs to conduct inspections to ensure compliance with the laws. The Health Department and the New York City Department of Consumer Affairs have conducted education and compliance checks regarding the Adolescent Tobacco Use and Prevention Act (ATUPA) since 1997.

COST

The budget for the Bureau of Tobacco Control in Fiscal Year 2002 (FY02) – before the launch of the comprehensive tobacco control program – was about \$2 million. The FY15 budget for the tobacco-related activities of the Bureau of Chronic Disease Prevention and Tobacco Control is about \$8 million. Most funds are spent on public education and nicotine replacement therapy to motivate and help smokers quit. These funds also support work on tobacco-related issues by the Office of the General Counsel and the Bureau of Communications, as well as the annual Community Health Survey.

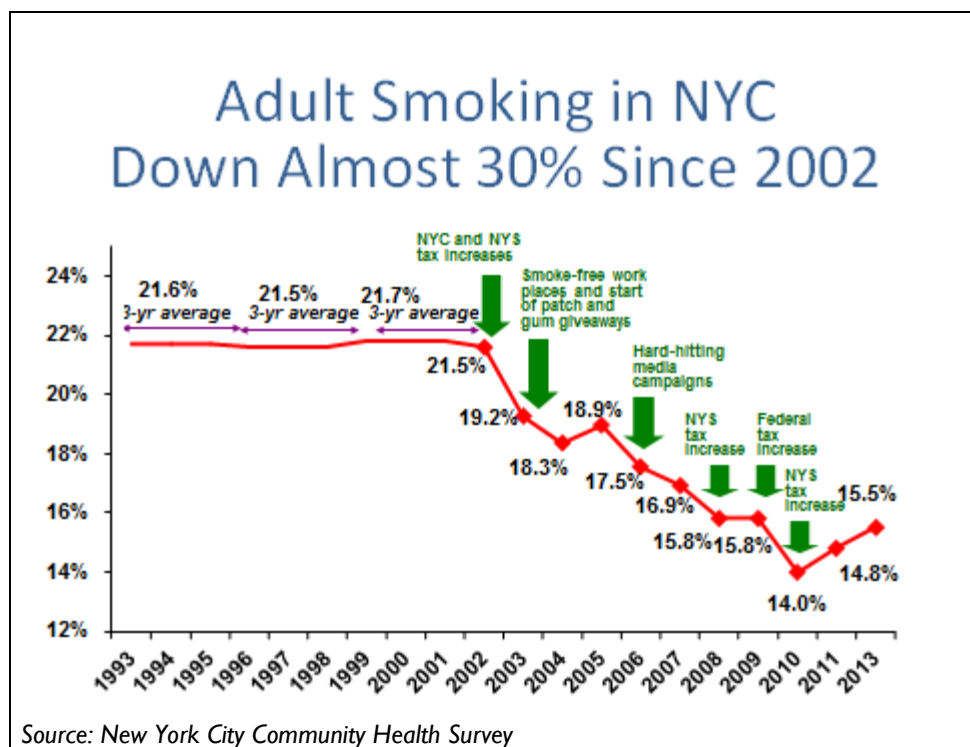
Utilizing a portion of the funds from a \$15.6 million Centers for Disease Control and Prevention (CDC) stimulus grant, the Bureau of Chronic Disease Prevention and Tobacco Control implemented evidence- and practice-based policy, systems and environmental change initiatives to reduce tobacco use and secondhand smoke exposure. These activities included the expansion of hard-hitting anti-tobacco media campaigns; strategic investments in the NYC Coalition for a Smoke-Free City to advance a policy agenda in the areas of smoke-free air, retail environment, and price; activities to support expansion of smoke-free air through changes to institutional policies and greater compliance with existing prohibitions; and interventions to benefit sub-populations with disproportionately high rates of smoking. In 2010, New York City was awarded a CDC Community Transformation Grant to design and implement community-level programs that prevent chronic diseases such as cancer, diabetes and heart disease.

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RESULTS AND EVALUATION

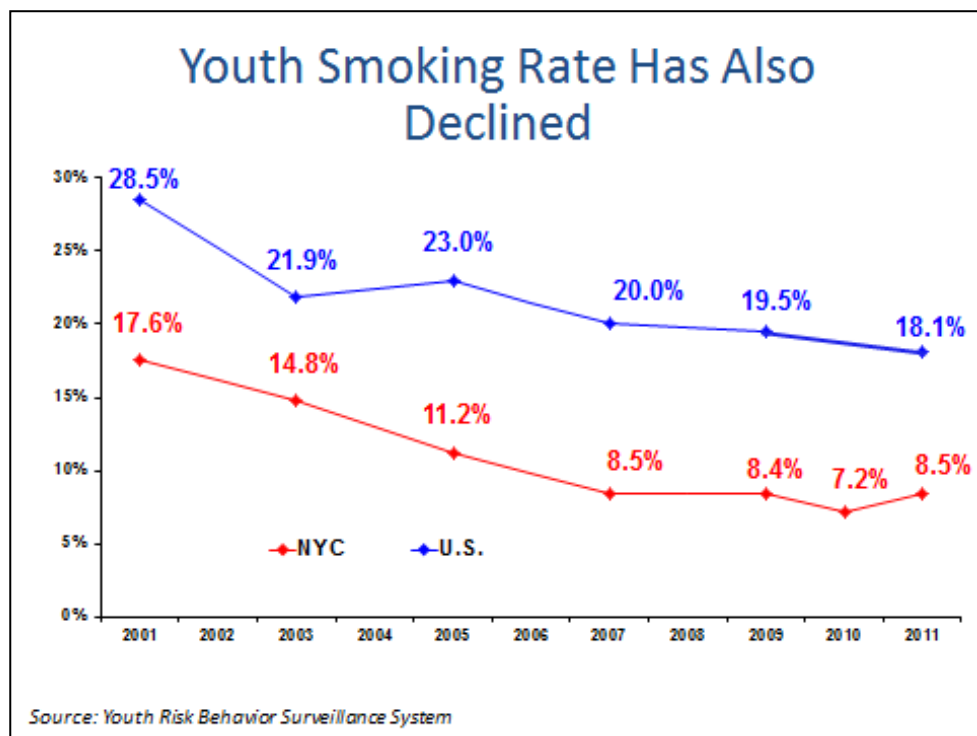
Drop in City's Smoking Rate

Between 2002 and 2012, smoking prevalence among New York City adults declined almost 30% from 21.5% to 15.5%, resulting in 324,000 fewer New York City adult smokers.



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Between 2001 and 2011, smoking among New York City public high school students declined 52%, from 17.6% to 8.5%.



Requests for Help to Quit

Since 2003, the Health Department has distributed more than 500,000 courses of Nicotine Replacement Therapy, helping about 165,000 smokers quit.

Calls to 311 for help quitting smoking have increased almost four-fold from about 11,000 in 2005 (prior to the Health Department's hard-hitting anti-tobacco media campaign) to nearly 40,000 in 2013.

Rise in Smoke-Free Homes

As of 2009, nearly 4.5 million New Yorkers have a smoke-free policy at home. More specifically, 80% percent of non-smokers and 44% of smokers have a smoke-free home. Since 2002, the percentage of smokers with a smoke-free home policy increased by 19%, with 438,000 smokers reporting a smoke-free home policy in 2009, up from 367,000 in 2002.

The Bureau of Chronic Disease Prevention and Tobacco Control has disseminated tobacco control related research findings in 30 articles published in peer-reviewed journals.

TIMELINE

2002

- Mayor Michael Bloomberg and Health Commissioner Thomas Frieden host Tobacco Roundtable to identify key priorities; results in launch of New York City's five-point tobacco control plan.
- New York City increases cigarette excise tax by \$1.42, from \$0.08 to \$1.50.
- "Treating Nicotine Addiction," City Health Information publication for health care providers is released.
<http://www.nyc.gov/html/doh/downloads/pdf/chi/chi21-6.pdf>

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- Smoke-Free Air Act of 2002 is enacted.
- Support for 11 Health and Hospitals Corporation (HHC) quit smoking programs serving 17 locations begins; includes provision of nicotine replacement therapy (NRT) and technical assistance to track patients screened, patients provided medications and patients who quit.
- Community Health Survey (CHS) first-year (baseline) data are disseminated; adult smoking prevalence: 21.5%.

2003

- New York City Smoke-Free Air Act (SFAA) of 2002 becomes effective.
- Nicotine Patch Program distributes 35,000 courses of patches to New York City smokers.
- Youth Risk Behavior Survey (YRBS) data are disseminated; public high school smoking prevalence: 14.8% (a decline of 16% from 2001, used as baseline year).

2004

- Two aspirational-themed media campaigns, "Bob Quits" and "Everybody Loves a Quitter," are launched; there is negligible increase in calls to the Quitline or 311.
- "Take Care New York" (TCNY), New York City's health policy initiative, launches; TCNY identifies "Be Tobacco-Free" as No. 2 priority.
- "The State of Smoke-Free New York City: A One-Year Review," released with the Departments of Finance and Small Business Services and the Economic Development Corporation, finds that receipts and liquor licenses are up in New York City bars and restaurants, and compliance with the SFAA is high.
<http://www.nyc.gov/html/doh/downloads/pdf/smoke/statesmoke07.pdf>

2005

- Nicotine Patch Program distributes 45,000 courses of patches to New York City smokers.
- Targeted media campaign aimed at Chinese and Russian smokers is launched.
- "A Smoke-Free Home" Health Bulletin is published.

2006

- Hard-hitting anti-tobacco media campaign launches, featuring testimonials from sick and dying smokers and ads such as the Australia-produced "Every Cigarette is Doing You Damage" (artery, brain, and lung).
- "Smoking Among NYC Public High School Students," Vital Signs publication is released.
<http://www.nyc.gov/html/doh/downloads/pdf/survey/survey-2006teensmoking.pdf>
- "Primary Care Information Project" is launched by The Health Department to improve population health through technology and information exchange using electronic health records; tobacco is a key priority.
- Nicotine Patch Program distributes 35,000 courses of patches to New York City smokers.
- "Teenage Girls and Smoking," Vital Signs publication is released.
<http://www.nyc.gov/html/doh/downloads/pdf/survey/survey-2006teengirlsmoking.pdf>

2007

- Hard-hitting anti-tobacco media campaign continues, including the Health Department-produced "Cigarettes are Eating You Alive".
- "Still Smoking?" Health Bulletin publication is released.
<http://www.nyc.gov/html/doh/downloads/pdf/public/dohmhnews5-12.pdf>
- Nicotine Patch and Gum Program distributes 33,000 courses of patches and gum to New York City smokers.
- "Who's Still Smoking?" Vital Signs publication is released. <http://www.nyc.gov/html/doh/downloads/pdf/survey/survey-2007smoking.pdf>
- "Treating Tobacco Addiction," City Health Information publication for health care providers is released.
<http://www.nyc.gov/html/doh/downloads/pdf/chi/chi27-1.pdf>

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2008

- Health Department launches Staten Island smoking cessation media campaign.
- Health Department conducts randomized controlled trial among Nicotine Patch and Gum program enrollees to assess the impact of two months of smoking cessation text messages on quit rates.
- “Guide to Smoking Cessation Programs in NYC” is published.
<http://www.nyc.gov/html/doh/downloads/pdf/csi/cessation-guide.pdf>
- Media campaign highlights June 3 New York State excise tax increase.
- “How to Make Your Home Smoke-Free” Health Bulletin publication is released in English, Spanish and Chinese.
<http://www.nyc.gov/html/doh/downloads/pdf/public/dohmhnews7-08.pdf>
- Health Department launches new matchbooks featuring graphic images of the debilitating and deadly effects of smoking.

2009

- “Separation” airs; originally produced in Australia, the ad generates more than 80 media stories, including coverage on national programs such as the *Today Show* and *ABC World News Tonight*.
- Media campaign highlights April 1 federal excise tax increase.
- Health Department launches an interactive Facebook page – www.facebook.com/nycquits – in conjunction with the 2009 Nicotine Patch and Gum Program. In less than a year the agency’s NYC Quits page becomes an online support system for more than 5,000 fans.
- In conjunction with the Nicotine Patch and Gum Program, the hard-hitting campaign “Marie” airs, featuring a former smoker from the Bronx whose smoking-related illnesses led to nearly 20 amputations.
- Nicotine Patch and Gum Program distributes 28,000 courses of patches and gum to New York City smokers; this represents 3% of all current City smokers, including 11% of all heavy smokers.
- “Treating Tobacco Addiction,” City Health Information publication for health care providers is released.
<http://www.nyc.gov/html/doh/downloads/pdf/chi/chi27-1.pdf>
- The Health Department uses qualitative research methods to test different point-of-sale health warning signs, health messages and images to ensure optimal message effectiveness. Based on test results, the New York City Board of Health amends the Health Code to require that all retail outlets licensed to sell tobacco products post warning signs developed and distributed by the Health Department.

2010

- In conjunction with the annual Nicotine Patch and Gum Program (NPGP), the Health Department airs a bold new campaign, “Reverse the Damage.” The ads feature stark images of lung cancer and heart disease while emphasizing the potential for a smoker’s body to heal after quitting (funded by the CDC’s Communities Putting Prevention to Work program).
- The NPGP distributes more than 40,000 courses of patches and gum to New York City smokers in just 16 days; this represents 4.2% of all current smokers in NYC, including 26% of all heavy smokers. With the addition of an online application form, an average of 2,253 people enroll each day the program runs, the highest average daily enrollment ever for this program.
- Health Department creates an informational guide about smoking cessation counseling benefits available to pregnant and post-partum women. <http://www.nyc.gov/html/doh/downloads/pdf/smoke/smoke-quit-smoking-coaching-guide.pdf>;
<http://www.nyc.gov/html/doh/downloads/pdf/smoke/smoke-ltr-to-providers.pdf>
- Health Department creates Medicaid Fact Card outlining quit-smoking benefits available to Medicaid, Medicaid Managed Care and Family Health Plus enrollees and provides instructions on how to use them.
<http://www.nyc.gov/html/doh/downloads/pdf/smoke/smoke-nys-medicare-benefit.pdf>
- Health Department launches “Colors”, a new educational campaign that alerts consumers to a deceptive marketing technique the tobacco industry is using to evade the federal ban on package labels such as “light”, “low-tar” and “mild”; the ad reminds smokers that all cigarettes are hazardous and encourages them to call 311 for help to quit (CPPW-funded).

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- “New York City Smoke-free Regulations: A Guide for Health Care Facilities” provides detailed information about smoke-free regulations for hospitals and other health care facilities, as well as compliance strategies. The Health Department distributes 13,000 copies to all health care facilities in the City (CPPW-funded).
<http://www.nyc.gov/html/doh/downloads/pdf/smoke/smoke-hc-facilities-reg.pdf>
- Health Department launches a new ad campaign to coincide with the release of its new report showing that more than half of all New York City smokers (58%) still allow other smokers to light up in their homes, and that about one in five of the city’s nonsmoking adults (18%) reported being exposed to secondhand smoke in 2008. The new series of television spots, directed by Spike Lee, depicts how a parent’s cigarette smoke can raise a child’s risk of both short- and long-term illnesses, and urges those still smoking to quit today (CPPW-funded).
<http://www.nyc.gov/html/doh/downloads/pdf/survey/survey-2010-secondhand-smoke.pdf>

2011

- New York City Council votes 36-12 to amend the Smoke-Free Air Act to ban smoking throughout the 1,700 parks and 14 miles of public beaches and boardwalks, marinas and pedestrian plazas; the amendment goes into effect May 23, 2011.
- Health Department kicks off its annual Nicotine Patch and Gum Program by airing a bold new public-education campaign, “Suffering Every Minute of Every Day”, which tells viewers how dying from smoking is rarely quick and never painless. Almost 40,000 New Yorkers enroll in the program.
<http://www.nyc.gov/html/doh/html/pr2011/pr004-11.shtml>
- Health Department launches a new educational campaign informing New Yorkers of the new law and highlighting how the City’s parks and beaches are being made healthier and cleaner through the absence of secondhand smoke and cigarette litter.
http://www.nyc.gov/portal/site/nycgov/menuitem.c0935b9a57bb4ef3daf2f1c701c789a0/index.jsp?pagelD=mayor_press_release&catID=1194&doc_name=http%3A%2F%2Fwww.nyc.gov%2Fhtml%2Fom%2Fhtml%2F2011a%2Fpr172-11.html&cc=unused1978&rc=1194&ndi=1
- Mayor Bloomberg announces that the New York City adult smoking rate has reached an all-time low with only 14% of New Yorkers still smoking; this translates into about 450,000 fewer adult smokers since comprehensive tobacco control efforts began.
http://www.nyc.gov/portal/site/nycgov/menuitem.c0935b9a57bb4ef3daf2f1c701c789a0/index.jsp?pagelD=mayor_press_release&catID=1194&doc_name=http%3A%2F%2Fwww.nyc.gov%2Fhtml%2Fom%2Fhtml%2F2011b%2Fpr327-11.html&cc=unused1978&rc=1194&ndi=1
- Health Department launches a new campaign, “One Cigarette is One Too Many”, targeted to light smokers. The campaign is accompanied by a time-limited nicotine replacement therapy giveaway program.

2012

- Health Department launches “Quitting Is Much Less Painful” to promote the annual Nicotine Patch and Gum Program; the ad visually depicts three common cancers that smoking causes and reiterates that quitting is less painful than suffering from a smoking-related illness.
<http://www.nyc.gov/html/doh/html/pr2012/pr006-12.shtml>
- Mayor Bloomberg introduces the Disclosure bill to require landlords to disclose smoking policy to potential tenants.
http://www.nyc.gov/portal/site/nycgov/menuitem.c0935b9a57bb4ef3daf2f1c701c789a0/index.jsp?pagelD=mayor_press_release&catID=1194&doc_name=http%3A%2F%2Fwww.nyc.gov%2Fhtml%2Fom%2Fhtml%2F2012a%2Fpr140-12.html&cc=unused1978&rc=1194&ndi=1
- One year after the ban on smoking in all New York City parks, beaches and pedestrian plazas, the Health Department announces that smoking in parks decreased by two-thirds, and there was a significant decrease in smoking-related litter on playgrounds.
<http://www.nyc.gov/html/doh/html/pr2012/pr014-12.shtml>
- Health Department releases a resource guide for landlords and managing agents to assist them in making their buildings smoke-free.
<http://www.nyc.gov/html/doh/downloads/pdf/epi/sm-free-bro.pdf>

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- Health Department airs the originally-produced “Suffering Every Minute” cessation campaign depicting the devastation and suffering caused by smoking-related illness. Smokers are encouraged to call to be screened for help to quit; special services for light smokers are offered.
<http://www.nyc.gov/html/doh/html/pr2012/pr023-12.shtml>
- New York City’s health initiatives lead to all-time high life expectancy of 80.9 years; smoking-prevention programs influenced this record high.
http://www.nyc.gov/portal/site/nycgov/menuitem.c0935b9a57bb4ef3daf2f1c701c789a0/index.jsp?pagelD=mayor_press_release&catID=1194&doc_name=http%3A%2F%2Fwww.nyc.gov%2Fhtml%2Fom%2Fhtml%2F2012b%2Fpr465-12.html&cc=unused1978&rc=1194&ndi=1

2013

- Health Department kicks off its 8th Nicotine Patch and Gum Program with two of its most memorable ads, “Separation” and “Cigarettes are Eating You Alive”, running on television, online and in print. Eligible smokers received an NYC Quits Kit information booklet, up to a four-week supply of patches and/or gum, follow up calls from the NYS Quitline, and relapse-prevention emails. <http://www.nyc.gov/html/doh/html/pr2013/pr005-13.shtml>
- A television campaign, “What’s Worse?” and “Painful Cancers”, encourages more than 16,000 smokers to call or click for help to quit in just 20 days.
- Tobacco 21 passes; it will be effective May 19, 2014.
- Sensible Tobacco Enforcement passes; it will be effective March 19, 2014.
- New York City Council votes to expand the Smoke-Free Air Act to include electronic cigarettes; it will be effective April 29, 2014.

LEGISLATION

On July 2, 2002, New York City raised its cigarette excise tax from \$0.08 to \$1.50 per pack.

On Dec. 30, 2002, New York City passed the Smoke-Free Air Act. The legislation, which became effective March 30, 2003, resulted in virtually all workplaces in New York City becoming smoke-free, including restaurants and bars.

On July 29, 2009, the NYC Smoke-Free Air Act was expanded to prohibit smoking within 15 feet of entrances, exits and grounds of NYC’s hospitals, diagnostic and treatment centers, and residential health-care facilities and on all outdoor property operated by such facilities.

On October 14, 2009, the NYC Council passed legislation restricting the sale of flavored non-cigarette tobacco products including cigars, blunts, chewing tobacco and new spit-less products such as Snus. This law limits the sale of products designed to appeal to youth. The legislation also complements the federal ban on flavored cigarettes under the 2009 Family Smoking Prevention and Tobacco Control Act.

On February 2, 2011, the NYC City Council voted to expand the Smoke-Free Air Act to include a ban on smoking in all parks, beaches, marinas, boardwalks and pedestrian plazas. The law went into effect in May 2011. NYC joins more than 100 cities and counties nationwide who have already adopted similar policies to make parks, beaches, and other outdoor recreational areas smoke-free.

On November 19, 2013, the NYC City Council voted to raise the minimum legal sale age for tobacco products, including electronic cigarettes, from 18 to 21.

On November 19, 2013, the NYC City Council passed the Sensible Tobacco Enforcement Bill, which aims to increase enforcement against retailers who evade tobacco taxes or who sell tobacco without a license. It also prohibits retailers from accepting coupons or price discounts for tobacco products, creates a minimum price for cigarettes and little cigars of \$10.50 per pack, and sets minimum packaging requirements for cheap cigars, cigarillos and little cigars.

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On December 30, 2013, the New York City Council passed a law that extends the NYC SFAA to include e-cigarettes.

LESSONS LEARNED

After a historic decline of 11% in adult smoking prevalence in New York City between 2002 and 2003 – primarily due to the high price of cigarettes achieved through increasing taxes – and a further decrease between 2003 and 2004 related to the enactment of the Smoke-Free Air Act of 2002, the decline in adult smoking prevalence in New York City stalled from 2004 to 2005.

As a result, in 2006 New York City launched a well-funded, large-scale, hard-hitting anti-tobacco campaign that depicted the health consequences of smoking through graphic ads and testimonials from smokers. After the media campaign, the overall decline continued.

New York City's experience demonstrates that:

- The Smoke-Free Air Act not only protects against secondhand smoke but also changes social norms while reducing smoking prevalence;
- Taxation of tobacco reduces smoking, especially among teens; and
- Hard-hitting educational campaigns that highlight the health risks of smoking and promote smoking cessation reduce the initiation of youth smoking while encouraging adult smokers to make a quit attempt.

New York City's five-point plan is consistent with the World Health Organization's 2008 six-policy tobacco control package, MPOWER (http://www.who.int/tobacco/mpower/mpower_report_full_2008.pdf).

TRANSFERABILITY

When New York City passed the Smoke-Free Air Act of 2002, only one state (California) and no countries had implemented similar legislation. As of January 2014, almost 80% of the U.S. population was covered by state and local smoke-free air legislation, which includes workplaces, and/or restaurants and/or bars; over 64% of the U.S. population is covered by laws which include both restaurants and bars (<http://www.no-smoke.org/pdf/SummaryUSPopList.pdf>). Twenty-five states and the District of Columbia have enacted such legislation.

Also as of January 2014, 47 countries have enacted smoke-free air laws that cover both restaurants and bars. Countries that have enacted such legislation include Belgium, Bermuda, British Virgin Islands, Bhutan, Canada, Cyprus, Colombia, England, Finland, France, Guatemala, Honduras, Hong Kong, Iceland, Iran, Ireland, Lithuania, Maldives, Niger, New Zealand, Norway, Panama, Paraguay, Peru, Scotland, Singapore, South Africa, Spain, Sweden, Syria, Thailand, Turkey, Uganda, the United Kingdom and Uruguay (<http://www.no-smoke.org/pdf/internationalbarsandrestaurants.pdf>).

Dozens of health departments, in the U.S. and internationally, including Turkey, Russia, Egypt and Ukraine, have adapted New York City's hard-hitting media campaigns for use in their jurisdictions.



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