

# A Tobacco-Free, Faith-Based NYC

## NYC Smoke-Free Community Engagement Managers

Julia Cuthbertson, Brooklyn + Staten Island

Stefanie Altman, Manhattan + Queens

Frederick Marte, Bronx + Queens

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@wearephsny



# ABOUT PUBLIC HEALTH SOLUTIONS



**Public Health Solutions (PHS) is the largest public health nonprofit in New York City**

Our work improves the health of the city's most vulnerable families.  
Visit [healthsolutions.org](https://healthsolutions.org).



# NYC SMOKE-FREE

## OUR INITIATIVES

*Using an equity and social justice lens we aim to:*

- Reduce youth exposure to commercial tobacco product imagery and marketing at the point of sale, and including social media
- Combat the e-cigarette epidemic and flavored tobacco products accessibility, particularly among communities of color
- Encourage voluntary adoption of smoke-free housing policies
- Expand smoke-free air by reducing exposure to secondhand smoke
- Reduce the impact of tobacco-related environmental waste

## HOW WE DO IT

- Community Engagement
- Youth Engagement
- Media Campaigns



# YOUTH SMOKING RATES IN NYC



**6,000** NYC Public High School students smoke cigarettes



**28,000** NYC Public High School students report using e-cigs/vaporizers



# REALITY CHECK IN THE BOROUGHS

A student led, adult supported program, working across New York State on tobacco control initiatives

- Works to produce change in communities through education, advocacy, outreach, political education and media campaigns
- Aims to expose the manipulative and deceptive marketing tactics of the tobacco industry
- New York City Smoke-Free Reality Check(RC) works in all 5 boroughs



# Where Does the Smoke Go?

Consider this...

Someone is smoking right outside the entrance of  
your place of worship.

(They are outside and not breaking any rules.)

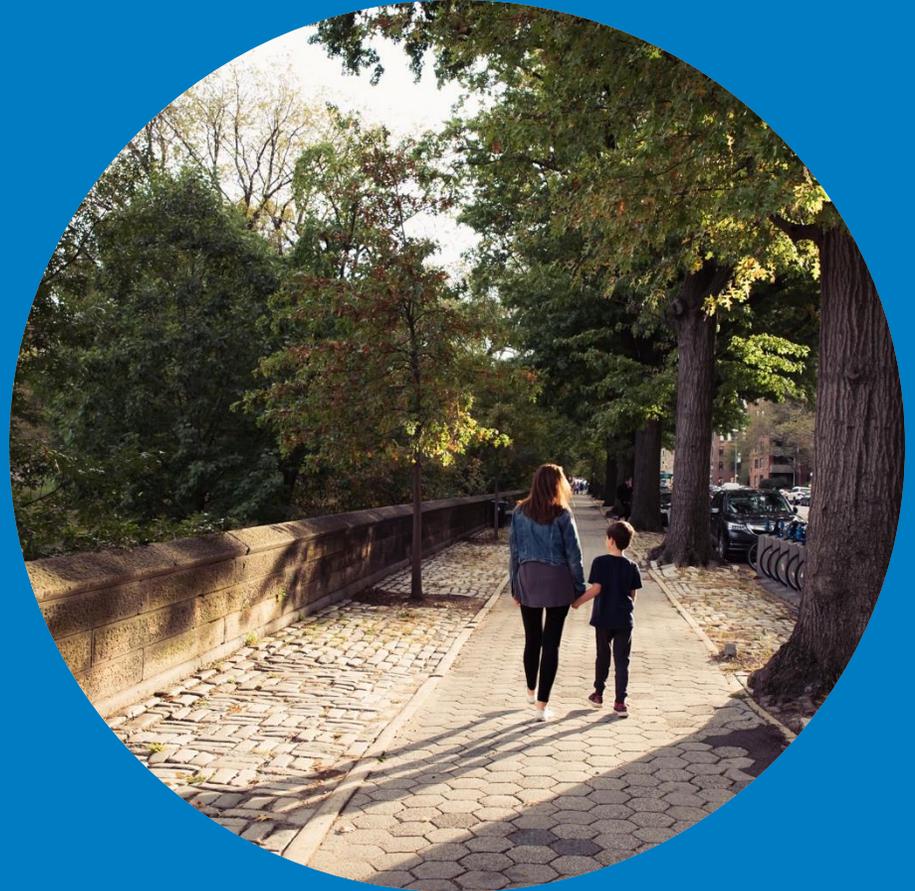


# Who is exposed?

- Child exiting/entering services
- Seniors
- People waiting outside
- People living nearby
- Visitors



# Tobacco Pollution + Outdoor Air



# EVOLUTION OF TOBACCO-FREE OUTDOOR AIR

Over the past 30 years, laws and regulations have helped reduce smoking rates by prohibiting tobacco use and vaping in many public and private areas — protecting thousands of people from the deadly health effects of secondhand smoke exposure.



# A Need For Continued Progress

Borough*	Smoking Prevalence Rate
Brooklyn	9.0% (93,000 adults)
Bronx	9/1% (189,000 adults)
Manhattan	6.7% (88,000 adults)
Queens	7.3% (136,000 adults)
Staten Island	7.8% (29,000 adults)

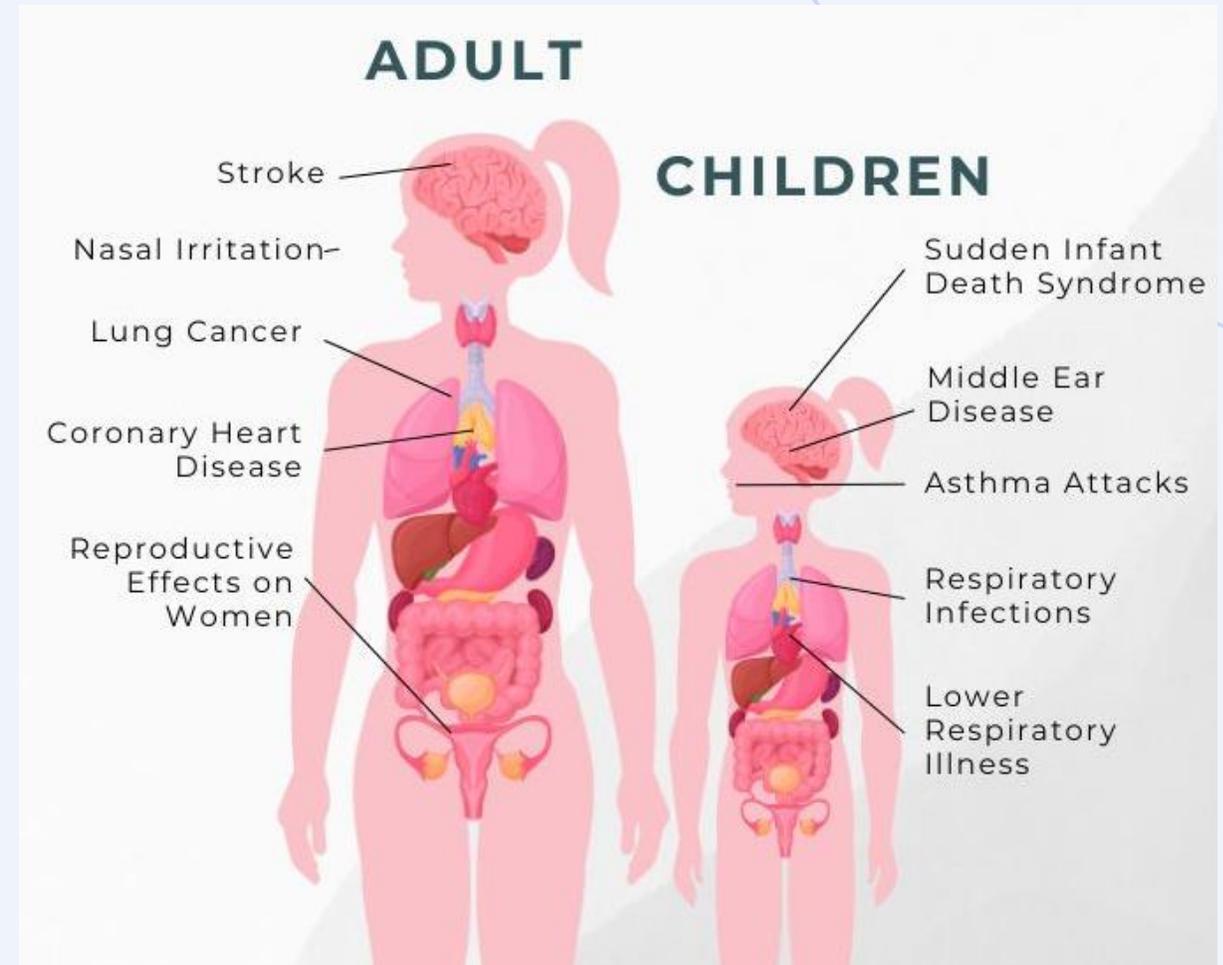
Borough*	E-Cigarette Use Prevalence
Bronx	9.0% (90,00 adults)
Brooklyn	7.8% (155,000 adults)
Manhattan	8.0% (99,000 adults)
Queens	5.7% (96,000 adults)
Staten Island	8.1% (27,000 adults)

\*New York City Department of Health and Mental Hygiene.  
New York City Community Health Survey 2023.

**Tobacco remains the #1 cause of premature, preventable death for New Yorkers; 1 out of every 3 smokers will die from smoking-related diseases.**

# Second-Hand Smoke Is Hazardous

- *Contains more than 7,000 chemicals. Hundreds are toxic and about 70 are carcinogens.*
- Secondhand smoke damages nearly every organ and increases the risk of heart disease, stroke, and lung cancer in nonsmoking adults.
- Babies and children exposed have higher risk of SIDS, bronchitis, pneumonia, ear infections, asthma attacks, and impaired lung growth.
- **There is no safe level of secondhand smoke;** even brief exposure can be harmful, especially in enclosed spaces like homes and cars.
- Making homes, cars, and public spaces smokefree significantly reduces these health risks for everyone, particularly kids and people with heart or lung disease.

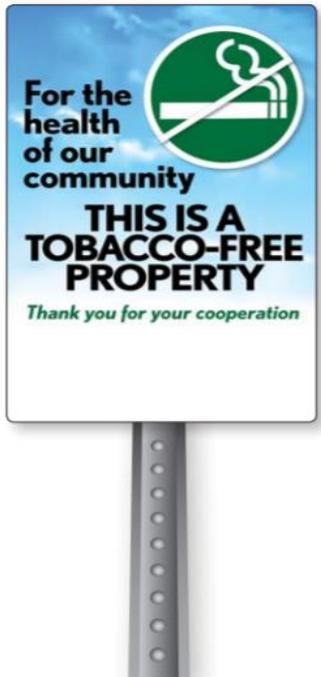


# Troubling Disparities Among Vulnerable Populations

- **People with low income and low education** – much higher smoking rates, start younger, smoke more heavily, and have more difficulty quitting. ([Lung.org](http://Lung.org))
- **Racial and ethnic minorities**, especially Black and American Indian/Alaska Native communities – higher tobacco-related illness and death, heavy targeting by menthol and other marketing. ([UC San Francisco](http://UC San Francisco))
- **People with mental illness or substance use disorders** – substantially higher smoking rates than the general population and more severe health consequences. ([ATTC](http://ATTC))
- **LGBTQ+ people** – higher rates of smoking and vaping than heterosexual/cisgender people, driven by minority stress and historic industry targeting. ([ATTC](http://ATTC))



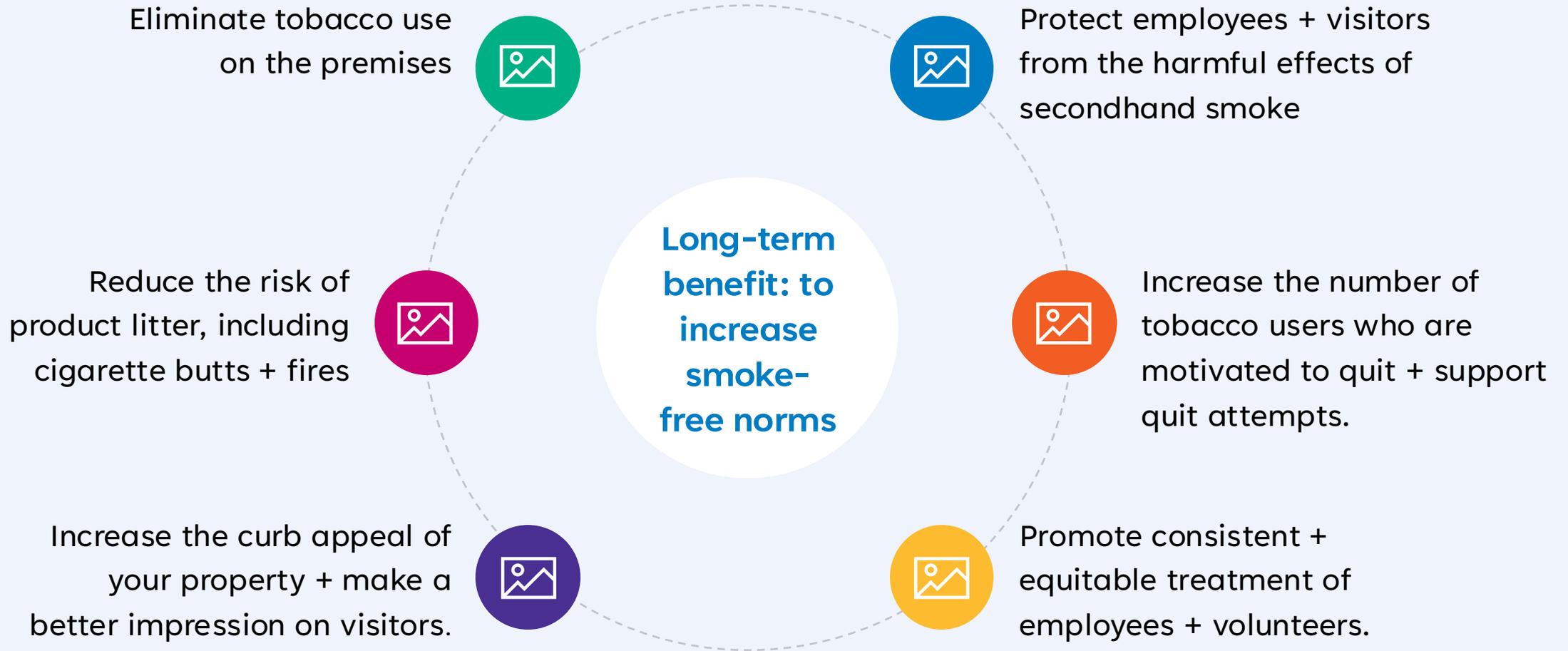
# Tobacco-Free Outdoor Air Policies



Tobacco-Free Outdoor policies (TFOs) are voluntary smoke-free protections adopted by employers, community organizations + houses of worship to prohibit smoking on outdoor areas of a property.

TFOs designate outdoor spaces of a building, such as outdoor terraces, rooftops, plazas, parking lots, or within 15-25 feet of the building's entrances/exits, as no-smoking areas.

# Benefits of Tobacco-Free Policies



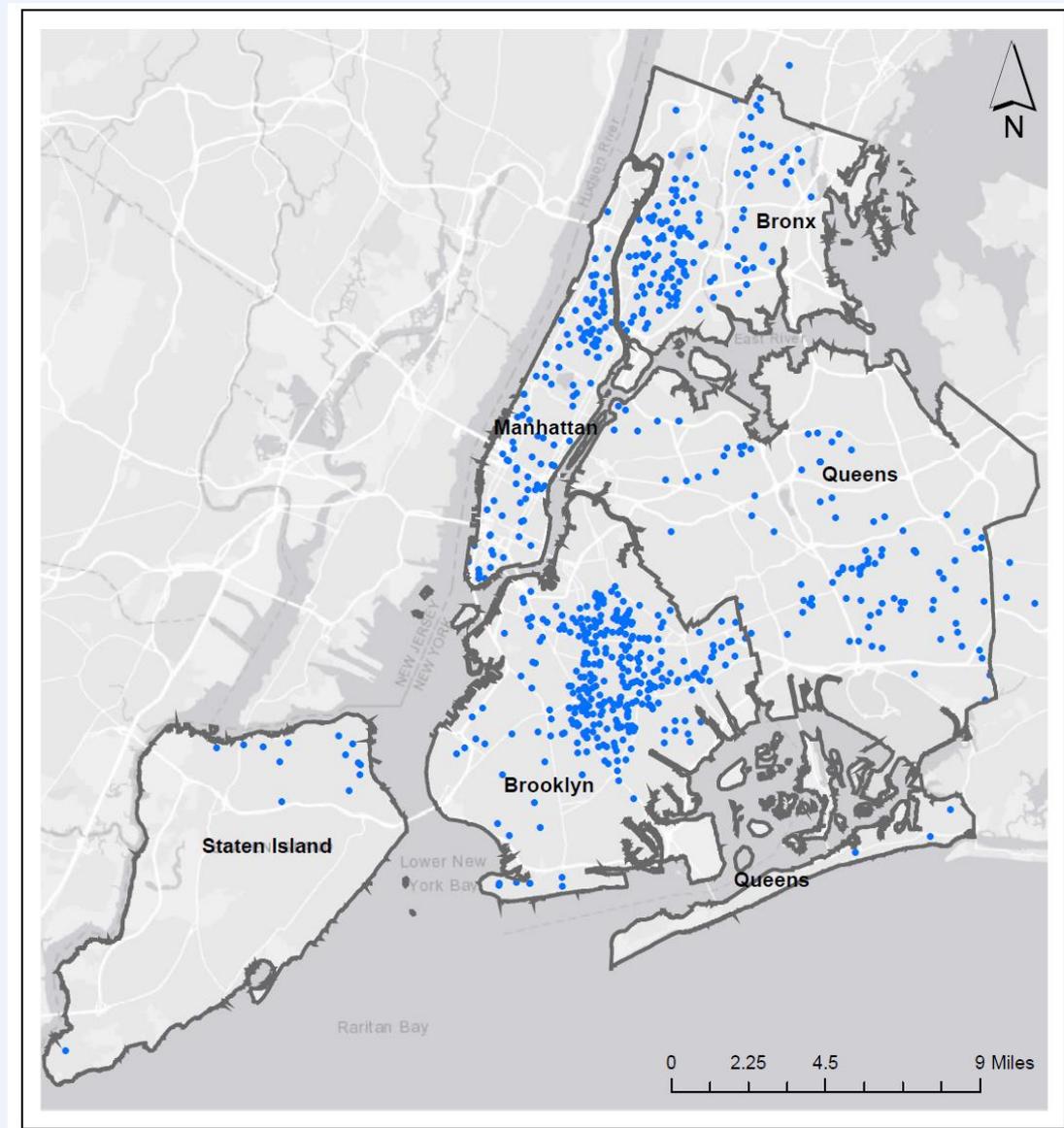
# Faith-Based Organizations

Spiritual leaders and places of worship can play an important role in fighting tobacco use.

- FBOs are cornerstones of communities. They are natural centers for spiritual, emotional, and physical wellness.
- You can set an example for how to have a healthier lifestyle + help those who want to quit.
- Most faith-based locations are street-facing and highly trafficked properties.



# Faith-Based Organizations: Locations in NYC



# NYCSF Survey On Smoke-Free Outdoor Air



Nearly  
**80%**  
of New Yorkers surveyed  
say that it is important that  
their workplace maintain a  
smoke-free outdoor space.



Over two-thirds  
**(68%)**  
claimed smoke-free outdoor policies have  
had a positive impact on their work life.

# NYCSF Survey On Smoke-Free Outdoor Air



72% respondents said their employer has a non-smoking entranceway policy + 63% have a smoke-free grounds policy.



The Bronx has the highest rate of workplaces that still allow smoking in at least some areas (33%), followed by Queens (28%), Brooklyn (27%), Staten Island (26%), and Manhattan (22%).



Most New Yorkers (81%) said that their employer effectively communicates their smoke-free policy. The most common method used was posting signage.

# How NYC Smoke-Free Can Help

Community Engagement Managers are available in every borough to help you each step of the way.

01

Telephone, email or in-person technical assistance, including presentations or informational sessions.

03

Help planning a policy kick-off event or press conference, including communications materials.

02

Samples of educational outreach materials, policy language + implementation timelines.

04

Assistance identifying and accessing cessation services.

05

No-cost tobacco-free signage for your property.

# Engaging with FBOs & their communities

- Faith-based awareness events like “No Menthol Sunday”
- Showcasing the short film *Black Lives/Black Lungs: The Journey of a Stolen Leaf*
- Public forums that discuss lived experiences and health literacy
- Menthol Poetry Event





**Please stay in touch!**

Julia: [jcuthbertson@healthsolutions.org](mailto:jcuthbertson@healthsolutions.org)

Stefanie: [saltman@healthsolutions.org](mailto:saltman@healthsolutions.org)

Frederick: [fmarte@healthsolutions.org](mailto:fmarte@healthsolutions.org)



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