

NYC Coalition for a Smoke-Free City

Reduce Youth Exposure to Tobacco Marketing NEW YORK CITY

Convenience stores, pharmacies and bodegas are some of the last places where the tobacco industry can target our youth. The NYC Coalition for a Smoke-Free City is committed to reducing youth exposure to tobacco marketing in stores throughout New York City. We work with our community partners to educate New Yorkers about aggressive tobacco marketing in stores and the negative effect that it has on our youth.



In New York State, the tobacco industry spends \$1 million every day marketing its deadly products.¹

HOW THIS AFFECTS OUR CHILDREN

- Tobacco use is the #1 cause of preventable death.²
- 17,000 public high school students living in New York City currently smoke cigarettes,³ one-third of whom will die prematurely as a direct result of smoking.⁴
- 90% of regular smokers start before age 18.⁵

BIG TOBACCO TARGETS OUR YOUTH

- Federal regulations restrict TV and print advertising, so tobacco companies now use convenience stores to target our youth.
- Exposure to marketing in stores is a key contributor to youth smoking.
- Marketing is more prevalent in stores where teens frequently shop.⁶
- Young people are twice as likely as adults to recall tobacco advertising.⁷

TOBACCO SALES IN NEW YORK CITY

- There are 11,500 licensed tobacco retailers in New York City,⁸ 75% of which are located within 1,000 feet of a school.⁹
- Currently, there are more than 800 licensed pharmacies in New York City.¹⁰ Many chain pharmacies sell cigarettes, while most independent pharmacies do not.
- Most licensed pharmacists are strongly against sales of tobacco in pharmacies.¹¹ Pharmacies should only sell products that promote health.

STRONG PUBLIC SUPPORT¹²

- 65%** favor prohibiting the sale of tobacco products near schools
- 58%** favor prohibiting the sale of tobacco in New York City pharmacies
- 61%** support keeping tobacco out of view of customers and youth
- 55%** favor limiting the number of tobacco retail licenses in New York City
- 52%** support prohibiting the sale of tobacco in grocery stores

POSSIBLE SOLUTIONS

- Decrease visibility of tobacco marketing in stores
- Limit the sale of tobacco near schools
- Prohibit the sale of tobacco at pharmacies

To learn more visit www.NYCsmokefree.org or [Facebook.com/NYCsmokefree](https://www.facebook.com/NYCsmokefree)
Contact Maria Pico at mpico@healthsolutions.org or (646) 672-2363



**NYC
COALITION
FOR A SMOKE-FREE CITY**

BROOKLYN Smoke-Free Partnership
BRONX Smoke-Free Partnership
MANHATTAN Smoke-Free Partnership
QUEENS Smoke-Free Partnership
STATEN ISLAND Smoke-Free Partnership

¹Campaign for Tobacco Free Kids. "Estimated tobacco industry marketing in NYS." ²CDC. "Annual smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses—United States 2000-2004." *MMWR* 57(45). 2008. ³NYC Department of Health and Mental Hygiene. "New York City Youth Risk Behavior Survey." 2010. ⁴CDC. "Projected Smoking-Related Deaths Among Youth -- United States." *MMWR* 45(44). 1996. ⁵US Department of Health and Human Services. "Youth and Tobacco: Preventing Tobacco Use among Young People" A Report of the Surgeon General." 1995. ⁶Henriksen. L. et al. "Is adolescent smoking related to the density and proximity of tobacco outlets and retail cigarette advertising near schools?" *Preventive Medicine* 47. 2008. ⁷International Communications Research. "National Telephone Survey of Teens Aged 12 to 17." 2007. ⁸NY State Department of Tax and Finance. 2009. ⁹Henriksen. L. et al. "Is adolescent smoking related to the density and proximity of tobacco outlets and retail cigarette advertising near schools?" *Preventive Medicine* 47. 2008. ¹⁰NYC Department of Consumer Affairs. "Unpublished cigarette retailer licenses data." 2010. ¹¹Robert Wood Foundation. "Tobacco Sales in Pharmacies: Time to Quit." 2006. ¹²NYC Department of Health and Mental Hygiene. "Tobacco Behavior & Public Opinion Survey." 2011.

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