

NYC Coalition for a Smoke-Free City

Reducing Youth Access to Tobacco Products & Marketing MANHATTAN

Convenience stores, pharmacies and bodegas are some of the last places where the tobacco industry can target our youth. The Manhattan Smoke-Free Partnership is committed to reducing youth exposure to tobacco products and marketing in stores throughout the borough of Manhattan. We work with our community partners to educate Manhattan residents about aggressive tobacco marketing and sales in stores and the negative effect that it has on our youth.



In New York State, the tobacco industry spends \$1.1 million every day marketing to our youth.¹

How this Affects Our Children

- Smoking is the #1 cause of preventable death.²
- 4,000 public high school students living in Manhattan 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. Pharmacies should only sell products that promote health.

Strong Public Support in New York City¹¹

- 66%** favor prohibiting the sale of tobacco products near schools
- 60%** favor prohibiting the sale of tobacco in New York City pharmacies
- 58%** support keeping tobacco out of view of customers and youth
- 54%** favor limiting the number of tobacco retail licenses in New York City
- 50%** 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.

Get Involved!



www.facebook.com/STOP-BIG-Tobacco-Marketing-to-Youth



www.twitter.com/NYCsmokefree



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." 2009. 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. ¹¹NYC Department of Health and Mental Hygiene. "Tobacco Behavior & Public Opinion Survey." 2010.

Contact Us!

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Reducción del acceso de los jóvenes a productos tabacaleros y su publicidad MANHATTAN

Las tiendas, farmacias y bodegas son algunos de los últimos lugares donde la industria tabacalera puede dirigirse a nuestra juventud. El Manhattan Smoke-Free Partnership esta comprometido a reducir la amenaza a los jóvenes por los productos tabacaleros y su publicidad en tiendas a lo ancho del condado de Manhattan. Trabajamos con nuestros socios comunitarios para educar a los residentes de Manhattan sobre la publicidad agresiva de la industria de tabaco y su venta en las tiendas y el efecto negativo que tiene en nuestra juventud.



En el Estado de Nueva York, la industria tabacalera gasta \$ 1,1 millones cada día en publicidad dirigida a nuestros jóvenes.¹

¿Cómo esto Afecta a Nuestros Niños?

- El fumar cigarrillos es la causa # 1 de muerte prevenible.²
- 4.000 estudiantes de escuelas secundarias públicas que viven en Manhattan, en la actualidad fuman cigarrillos,³ 1/3 de los cuales morirán prematuramente como consecuencia directa de fumar.⁴
- 90% de fumadores habituales comienzan antes de los 18.⁵

Las Grandes Compañías Tabacaleras se Fijan en Nuestros Jóvenes

- Las regulaciones federales limitan la publicidad en la televisión y por impresa, por lo cual las empresas tabacaleras usan las tiendas para dirigirse a nuestros jóvenes.
- El ser expuesto a la publicidad en las tiendas es un elemento clave para que los jóvenes fumen.
- La publicidad es más frecuente en tiendas donde los adolescentes visitan con frecuencia.⁶
- Los jóvenes son dos veces más probable de recordar la publicidad de tabaco que los adultos.⁷

Ventas de Tabaco en la Ciudad de Nueva York

- Hay 11,500 tiendas con licencias y autorizadas para vender tabaco en la Ciudad de Nueva York,⁸ 75 % de las cuales están ubicadas dentro de 1,000 pies de una escuela.⁹
- Hay más de 800 farmacias autorizadas en la Ciudad de NY. Muchas de las cadenas de farmacias venden cigarrillos, mientras que las farmacias independientes no lo venden.¹⁰ Farmacias deben solo vender productos que promueven la salud.

Existe Fuerte Apoyo Público en la Ciudad de Nueva York¹¹

66% a favor de prohibir la venta de productos de tabaco cerca de las escuelas.

60% a favor de prohibir la venta de productos de tabaco en las farmacias

58% a favor de mantener los productos de tabaco fuera de la vista de consumidores y jóvenes.

54% a favor de poner un límite en el numero de licencias para tiendas vender tabaco

50% a favor de prohibir la venta de productos tabacaleros en las bodegas

Posibles Soluciones

- Disminuir la visibilidad de la publicidad de productos dem tabaco en las tiendas.
- Limitar la venta de tabaco cerca de las escuelas.
- Prohibir la venta de tabaco en las farmacias.

¡Involúcrese!



www.facebook.com/STOP-BIG-Tobacco-Marketing-to-Youth



www.twitter.com/NYCSmokefree



¡Contáctenos!

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