



**County
Health Officials
of New York**

Leading the way to healthier communities

SUPPORTS

A2103/S4576 (Mayer/Carlucci)

AN ACT to amend the public health law, in relation to prohibiting the use of coupons or use of a "price reduction instrument" to lower the price of certain tobacco products

The County Health Officials of New York (NYSACHO) supports the above-referenced legislation, which would prohibit discounting of tobacco products.

The U.S. Surgeon General describes tobacco use as a "pediatric epidemic." Youth and young adults are significantly more susceptible to tobacco marketing than adults. Tobacco marketing has more influence on youth smoking behaviors than peer or parental influences. The U.S. Surgeon General reports that tobacco advertising and promotion cause youth to start smoking and continue to smoke.

Stores located near schools or in which adolescents frequently shop, display nearly three times the amount of tobacco advertisements and promotional materials, and tend to offer significantly lower cigarette prices than other stores in the community. Retailers located in minority communities tend to market cheaper cigarettes or provide more "buy-one, get-one" deals than those in more affluent, non-minority communities. Additionally, youth are particularly sensitive to pricing when it comes to tobacco use, with higher costs leading to lower use.

State and local governments pay a staggering price for tobacco-related health care costs. In NYS, health care costs caused by smoking are \$8.1 billion every year, of which Medicaid costs borne by the State are \$3.3 billion. Tobacco use costs each New York State household an average of \$842 annually in local, state and federal taxes to cover tobacco caused costs to government. The New York State Prevention Agenda priorities include reducing tobacco-related illness, disability and death, and 29 local health departments also identified this as a priority area in their community health improvement plans. The Prevention Agenda includes the following related goals and objectives:

Goal #2.1: Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.

Objective 2.1.1: By December 31, 2017, decrease the prevalence of any tobacco use (cigarettes, cigars, smokeless tobacco) by high school age students by 30% from 21.2% (2010) to 15.0%.

Objective 2.1.2: By December 31, 2017, decrease the prevalence of cigarette smoking by adults ages 18-24 years by 17% from 21.6% (2011) to 18%.

Objective 2.1.3: By December 31, 2017, increase the number of municipalities that restrict tobacco marketing (including banning store displays, limiting the density of tobacco vendors and their proximity to schools) from zero (2011) to 10.

For the above-stated reasons, NYSACHO supports this legislation and urges that it be enacted into law.

NYSACHO Contact: Sarah Ravenhall, Executive Director, sarah@nysacho.org