



**County
Health Officials
of New York**
Leading the way to healthier communities

SUPPORTS

Statement in Support of prohibitions on advertisements related to tobacco products and electronic cigarettes

New York State Association of County Health Officials (NYSACHO) supports legislation related to prohibiting the advertisement of tobacco products and electronic cigarettes (e-cigs).

Businesses often use a broad range of marketing techniques to increase their sales, gain market share, attract new users, and maintain existing customers. According to a 2012 report by the Surgeon General, tobacco industries in the United States were among the earliest companies to identify and implement effective, integrated marketing strategies of tobacco products through packaging, product design, and advertisements targeted at specific age groups, socioeconomic classes, and minority populations. Cigarettes and other tobacco products are rated among the most heavily marketed consumer product in the United States.

Reducing tobacco use is one of the Centers for Disease Control and Prevention's winnable battles. While there has been significant progress, both nationally and in New York State, in reducing tobacco use, it remains the number one cause of preventable death and disease in the U.S.

- Smoking Kills 480,000 Americans each year, sickens millions more and costs the nation at least \$289 billion annually in health care bills and economic losses.
- In New York State, smoking kills 23,600 adults annually, while more than a half million New Yorkers live with serious smoking-caused illnesses and disabilities.
- E-cigarettes accounted for an increasing proportion of combined monthly e-cigarette and cigarette exposure calls to the U.S poison centers, increasing from 0.3% in September 2010 to 41.7% in February 2014.

Longitudinal studies consistently suggest that exposure to tobacco advertising and promotion is associated with the initiation of smoking among adolescents and young adults. Marketing of e-cigarettes uses cartoons, promotes fruity tobacco flavors, and provides sponsorship of events such as concerts and sporting events, all forms of advertising and marketing designed to appeal to children and young adults.

- Preliminary studies by the Food and Drug Association find that, when used in a particular way, levels of formaldehyde in e-cig emissions can reach levels equal to that of combusted or burned cigarettes
- Electronic cigarette use may lead children to become addicted to nicotine and could be a gateway to various tobacco products.

For the above discussed reasons, NYSACHO finds it imperative to prohibit the advertisement of tobacco products and electronic cigarettes and NY State and therefore supports corresponding legislation.