



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

SUPPORTS



A.4365/S.1148 (Rosenthal/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 New York State Association of County Health Officials (NYSACHO) and the New York State Public Health Association (NYSPHA) support 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. The tobacco industry commonly uses coupons and specials that reduce the price of tobacco to undermine the public health impact of excise taxes that are deliberately placed on tobacco products by the state in order to reduce consumption, especially among youth. 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 many local health departments identified this as a priority area in their community health improvement plans. The Prevention Agenda includes the following related goals and objectives:

Goal #3.1: Prevent initiation of tobacco use, including

Objective 3.1.1 Decrease the prevalence of any tobacco use by high school students

Objective 3.1.2 Decrease the prevalence of combustible cigarette use by high school students

Objective 3.1.3 Decrease the prevalence of vaping product use by high school students

Objective 3.1.4 Decrease the prevalence of combustible cigarette use by young adults age 18-24 years

Objective 3.1.5 Decrease the prevalence of vaping product use by young adults age 18-24 years

Objective 3.1.6 Increase the number of municipalities that adopt retail environment policies, including those that restrict the density of tobacco retailers, keep the price of tobacco products high, and prohibit the sale of flavored tobacco products

Price reduction instruments undermine strong tobacco control policies and place the success of these interventions at risk. For the above-stated reasons, NYSACHO and NYSPHA support this legislation and urge that it be enacted into law.

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