

**Hudson Valley
Tobacco Control Program Partners**

HV Student Support Services Center
845-255-4874
email: cmiller@ulsterbooces.org
<http://cshw.ucbooces.org> (Tobacco)

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Reality Check
www.realitycheckny.com

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TFAC of Ulster County
845-943-6070 x1
www.tobaccofreeactioncoalition.org

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Tri-County Cessation Center
845- 334-2700 x5543

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New York State Quitline:
1-866-NYQUITS
(1-866- 697-8487)
info and counseling
www.nysmokefree.com

What You Can Do

Communicate - Educate—Advocate

Create:

- posters
- videos
- events

Work with:

- Reality Check
- SADD chapter
- coaches
- faculty
- PTA or PTO

Goals

- Prevent/eliminate youth tobacco use
- Prevent/eliminate secondhand smoke
- Reduce/eliminate tobacco ads
- R rating when smoking scenes
- Smoke-free parks, fairs, apartments

Let the Truth Be Known!

Hey, What's Behind the Smokescreen?



**Hudson Valley
Student Support Services
Center
@ Ulster BOCES
175 Rt. 32 N
New Paltz, NY 12562
(845) 255-4874**

The “Smoking Gun” - in their own words

“The success of Newport has been fantastic during the last years. The base of our business is the high school student.” -Lorillard, Inc.

“Nicotine is addictive. We are in the business of selling nicotine.” -Brown & Williamson VP, 1963



Big Tobacco found **guilty** of targeting youth by a federal court (2007).

Research shows that tobacco ads lure in over **30%** of youth who start smoking.



The ad may say: “Alive with Pleasure” but the truth is: **“Death with Pain”**

Smoking Scenes in Movies

Research: Smoking scenes in movies attract **390,000** kids/year to start smoking (U.S.A.).

Smoking scenes “**suck in**” more youth than even advertising does.

From 1999-2005- smoking scenes were in:

- 40% of G and PG movies
- 77% of PG-13 movies

Are kids a tobacco target? Y’think!



Join- Reality Check

Make Hollywood change smoking movies-rated “R”

Check out:

www.smokefreemovies.ucsf.edu

and

@You Tube: “120,000 Lives a Year”

What’s the BIG Deal about tobacco?

6.4 million youth alive today, predicted to die early from tobacco related disease

13,700 people a day- killed by tobacco



It’s a “drag” stepping off the cliff!

Tobacco smoke contains:

- **4,000+** chemicals
- **200+** toxic poisons
- **60+** cancer causing substances

NYS health costs due to tobacco:

\$8,200,000,000/year - that’s a

dollar for every second since year **1747**