



NYS Tobacco Control Partners

Advancing Tobacco-Free Communities • Health Systems for a Tobacco-Free NY • NYS Smokers' Quitline

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New York State ends the use of tobacco coupons, multi-pack discounts as of July 1, 2020

Another big step forward for New Yorkers' health

ALBANY, N.Y. – Discounts on the sale of all tobacco products, such as coupons and multi-pack price promotions, are prohibited in New York State beginning July 1. The law was passed as part of the state's [fiscal year 2021 budget](#). Research shows that higher tobacco prices are linked to lower smoking rates.¹

This new law limits the tobacco industry's ability to circumvent New York State's high taxes on tobacco products, which are proven to reduce smoking prevalence, especially among youth.¹ It is a significant victory in combating Big Tobacco's long history of discounts and other pricing schemes that target youth, minority communities, low-income communities and people trying to quit.² The average age that teens first start smoking in New York State is 13 years old,³ and 90% of adult smokers say they first tried smoking by age 18.⁴

A number of tobacco control measures passed as part of the state's fiscal year 2021 budget, including a new law that stops the shipping and/or delivery of e-cigarettes and vape products to private residences beginning July 1, providing another important protection for youth. Several of the new laws took effect on May 18, including the end of all tobacco product sales in pharmacies and the end of flavored e-cigarette sales statewide. Nearly 40% of high school seniors in New York State use e-cigarettes, also referred to as "vaping," and 27% of *all* high school youth vape.⁵

Tobacco companies continue to aggressively market their products in stores across the state, using colorful walls of tobacco products and marketing materials that are highly appealing to teens. There is overwhelming evidence that the more young people see tobacco, the more likely they are to start smoking.⁶ More cigarettes are sold in convenience stores than in any other type of store, and 70% of adolescents shop in convenience stores at least once a week — where they are more likely to be exposed to pro-smoking messages.⁷

Support available for New Yorkers who want to quit

For help quitting smoking or vaping, including free nicotine replacement therapy for eligible residents, individuals can contact a health care provider, and call the New York State Smokers'

Quitline at 1-866-NY-QUITS or visit www.nysmokefree.com. Effective medications and counseling are covered by Medicaid and most insurance programs.

Tobacco Free New York State and Reality Check student groups around the state have worked tirelessly to educate local communities about the need to protect children from the billions of dollars of tobacco marketing in places where kids can see it. The statewide “[Seen Enough Tobacco](#)” initiative is focused on putting an end to youth smoking and other tobacco use. Tobacco Free New York State, including the Reality Check student youth groups, is part of the NYS Tobacco Control Program.

About the NYS Tobacco Control Program

The NYS Tobacco Control Program includes a network of statewide grantees who work on Advancing Tobacco-Free Communities, which includes Community Engagement and Reality Check, the Health Systems for a Tobacco-Free New York, the NYS Smokers’ Quitline and Surveillance and Research. Their efforts are leading the way toward a tobacco-free society. For more information, visit TobaccoFreeNYS.org, TobaccoFreeNY.org and NYSmokeFree.com.

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