

Advertising Provided by the NYS Tobacco Control Program is Essential to Informing New Yorkers about **FREE Life Saving Services to Quit Smoking**

Big Tobacco Spends **\$1.1 Million EVERYDAY in NY** to market their product

- Compared to the NYS Tobacco Control Program which spends about \$32,876.71 to market life saving free services to quit smoking

In 2010,

- 53% of callers to the NYS Smokers' Quitline were uninsured or on Medicaid
- 43% of callers learned about the Quitline from mass media

In New York, television advertising drives awareness of tobacco prevention messages, and smokers enrolled in Medicaid show higher awareness of the messages (41.4%) compared with smokers who have private insurance (34.6%).

Asian American Smokers would suffer, as advertising is the #1 driver of calls to the Quitline among this group of smokers.

