

Invest in New York's future!

Supporting Tobacco Cessation is an Effective Investment.



- Tobacco use costs New York State over **\$8 billion** a year in smoking-related healthcare costs, including at **least \$3 billion in annual Medicaid costs**.
- Tobacco use costs the New York State economy an additional **\$6 billion in annual productivity losses**.
- Studies show that adequately investing in tobacco control reduces smoking and generates a strong return on investment.
- From 2003 through 2008 declines in youth and adult smoking rates in New York State far outpaced declines nationally.
- NY State Smokers' Quitline support costs thousands less than the average cost of treating lung cancer. **\$30 treats a smoker through the NY State Smoker's Quitline compared to \$46,000 to treat lung cancer.**

Cuts to tobacco control funding, and pervasive tobacco industry marketing, have eroded progress made in reducing youth and adult smoking.

- Funding for tobacco control in New York State has been cut by 30% since 2007.
- The cuts have dramatically affected distribution of Nicotine Replacement Therapy to low income Manhattan residents and to physician offices that serve low income patients.
- Tobacco companies spend over \$12 billion annually to market their deadly products to current and potential customers.
- Tobacco companies marketing effects must be countered by strong tobacco control programming in order to further reduce youth and adult smoking.

The Manhattan Tobacco Cessation Program (MTCP) is one of 19 cessation centers in New York State funded by the New York State Department of Health Tobacco Control Program and is housed at the College of Dentistry at New York University. MTCP seeks to partner with healthcare institutions based in Manhattan to assist them with the implementation of tobacco screening and treatment services.



What does MTCP do?

- Train health care staff in smoking cessation counseling and use of nicotine replacement therapy
- Provide health care professionals and patients with tobacco education materials
- Assist in developing documentation systems for screening and treatment of patients
- Encourage health care staff to refer their patients to the New York State Quitline and Fax-to-Quit Program to obtain free counseling and medications

Why are MTCP's services important?

- The odds of quitting are significantly higher when health care professionals provide their patients brief advice to quit
- There are still 2.5 million adult smokers in New York State and 75% of these smokers say they want to quit