



Capital District  
Tobacco-Free  
Communities

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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.<sup>1</sup>

***“For decades, the tobacco industry has engaged in aggressive discounting of tobacco products at retail as a tactic to keep prices low. This new law not only stops the industry in its tracks but protects the public health gains realized by New York State’s high tobacco taxes,”*** said Judy Rightmyer, Director, Capital District Tobacco-Free Communities.

This new law 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.<sup>2</sup> The average age that teens first start smoking in New York State is 13 years old,<sup>3</sup> and 90% of adult smokers say they first tried smoking by age 18.<sup>4</sup>

Several 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.

On May 18, 2020, the end of all tobacco product sales in pharmacies and the end of flavored e-cigarette sales went into effect 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.<sup>5</sup>

***“Big Tobacco targets young people and communities of color with special promotions that make it easier for new smokers to start the deadly addiction. These new measures help protect New Yorkers from Big Tobacco’s deceptive tactics,”*** said Julie Hart, NY Senior Government Relations for the American Cancer Society Cancer Action Network

There is overwhelming evidence that the more young people see tobacco, the more likely they are to start smoking.<sup>6</sup> 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.<sup>7</sup>

### **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](http://www.nysmokefree.com). Effective medications and counseling are covered by Medicaid and most insurance programs.

### **About Capital District Tobacco-Free Communities**

Capital District Tobacco-Free Communities (CDTFC) is a NYS Bureau of Tobacco Control grant funded program held by St. Peter's Health Partners. CDTFC works to increase support for New York State's tobacco-free norm through youth action and community engagement. Efforts are evidence-based, policy-driven, and cost-effective approaches that decrease youth tobacco use, motivate adult smokers to quit, and eliminate exposure to secondhand smoke. Visit [www.SmokeFreeCapital.org](http://www.SmokeFreeCapital.org) for more information.

### **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](http://TobaccoFreeNYS.org), [TobaccoFreeNY.org](http://TobaccoFreeNY.org) and [NYSmokeFree.com](http://NYSmokeFree.com).

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