Public Health Solutions | NYC SMOKE-FREE

Community Engagement

At NYC Smoke-Free, we partner with community members, legislators, and health advocates to support local efforts to end NYC's tobacco crisis.

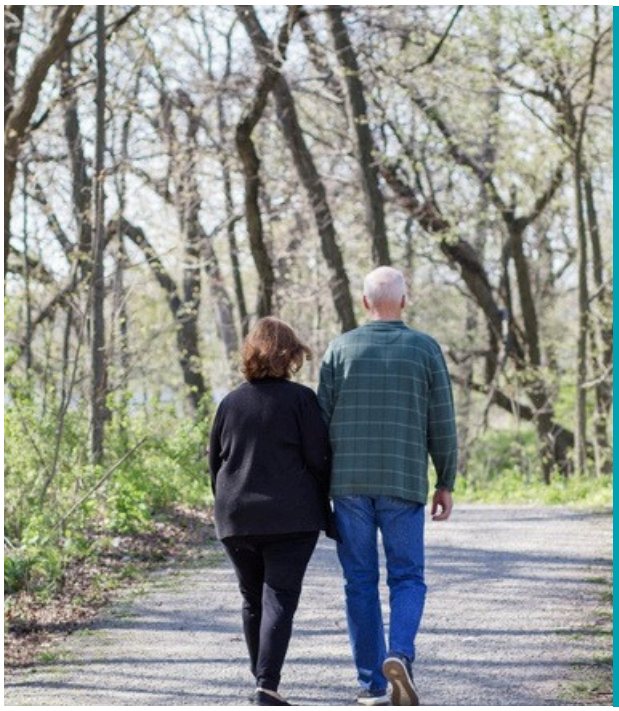
NYC Smoke-Free community engagement efforts include **outreach, education, advocacy skills, and communication methods** to actively engage community members, local community boards, community-based organizations, and influential decision makers to support the prevention and reduction of tobacco use.

Our Mission

Our mission is to end the tobacco epidemic and promote a tobacco-free society that benefits the health of all New York City residents. We believe in encouraging change at the community level by supporting collaborative neighborhood-based efforts, which are key to ensuring the effectiveness and longevity of tobacco-free norms.

Our approach includes a variety of strategies, such as hosting and participating in annual events called "tobacco awareness holidays" such as the Great American Smoke-Out, Taking Down Tobacco Day, and World No Tobacco Day. We present to community boards, create advocacy materials, and disseminate information in community venues and with key community groups and partners across NYC.

Collectively, our strategies aim to expand partnerships and build community support for tobacco- free initiatives, including the reduction of tobacco proliferation, marketing, and advertising, increasing smoke-free housing units and outdoor spaces, and reducing the impact of tobacco-related environmental waste.



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Tobacco use is still prevalent in your community:

13.7%

or 32,000 public high school students report current use of an e-vapor product, indicating dual use of e-cigs and combustible cigarettes.

9,000

public high school students currently smoke cigarettes; one-third of whom will die prematurely as a direct result of smoking.

200,000+

children are still exposed to secondhand smoke at home.

7.9%

of residents (535,000 adults) smoke.

References:

1. Campaign for Tobacco Free Kids. Fact Sheet: The Toll of Tobacco in New York. May 18, 2021
2. New York City Department of Health and Mental Hygiene. New York City Community Health Survey 2023.

Ways to support our community engagement efforts:

- Distribute our NYC Smoke-Free campaign flyers at events
- Work to engage your place of worship about the importance of creating tobacco-free spaces for the health of all congregants – sign voluntary smoke-free policies
- Inquire about tobacco policies at local universities
- Write to your local legislators about tobacco issues you see affecting your community
- Collect testimonials or stories from community members, leaders, key stakeholders and share them via social media
- Post and reshare on social media networks about NYC Smoke-Free's work

How to get involved:

STEP ONE – Contact your borough Community Engagement Manager to set up an interest meeting.
STEP TWO – Invite us to local coalition meetings, community boards meetings or community events so we can help spread the word.
STEP THREE – Allow us to co-host a community event or panels session to build more awareness and provide education to the community on smoke-free topics.

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Public Health Solutions

Health disparities among New Yorkers are large, persistent, and increasing. Public Health Solutions exists to change that trajectory and support underserved New Yorkers and their families to achieve optimal health and build pathways to reach their potential. As the largest public health nonprofit serving New York City, we improve health outcomes and help communities thrive by providing direct services to underserved families, supporting community-based organizations through our long-standing public-private partnerships, and bridging the gap between healthcare and community services.