NYC Smoke-Free

Public Health Solutions | NYC SMOKE-FREE

JOIN NYC SMOKE-FREE'S REALITY CHECK

A youth advocacy program working to end the tobacco epidemic in NYC.

NYC Smoke-Free's youth action arm, Reality Check, works with students ages 13- 18 on a variety of initiatives designed to expose the misleading marketing tactics of the tobacco industry and reduce the number of teens who smoke. The program encourages and empowers students to engage their peers in increasing awareness about tobacco's harmful effects.

Reality Check is a student led, adult supported, statewide program for youth between the ages of 13 through 18 to address tobacco control initiatives. Students who join NYC Smoke-Free's Reality Check program participate and lead activities and events to help expose the tobacco industry and reduce the number of teens that initiate smoking.

NYC Smoke-Free works with students on several tobacco control initiatives which aim to (1) reduce and end the proliferation of tobacco retail, (2) reduce the impact of tobacco-related environmental waste, and (3) increasing both indoor and outdoor smoke-free spaces to eliminate harmful exposure to secondhand smoke.

Currently, over 9,000 of NYC public high school students use cigarettes and as a result, one-third of them will die prematurely. There is now the ever- growing e-cig/vaping epidemic that has swept the county by force. NYC teens are no exception– 32,000 of public high school students have reported using an e-cigarette/vape product.

HELP CHANGE THE REALITY OF NYC TODAY:

Over 32,000
NYC public high school students report using e-cigarettes or vapes.

Over 9,000
NYC public high school students currently smoke.

Most adult smokers admit to **initiating smoking before age 18.**

One-third of current student smokers will die prematurely.

WITH NYC SMOKE-FREE REALITY CHECK, STUDENTS WILL:

- **Become Community Advocates**: Lead local initiatives to fight tobacco use and promote healthier lifestyles.
- **Cultivate Lifelong Friendships**: Build lasting connections with like-minded peers across the state.
- Transform into Influential Voices: Develop the confidence and skills to speak out on critical health issues.
- **Drive Legislative Change**: Influence policy by engaging directly with lawmakers to advocate for youth interests.
- **Discover Your Passion**: Explore and develop your talents in a nurturing and supportive environment.
- **Participate in Unique Opportunities**: Enjoy diverse and enriching activities that provide memorable learning experiences.
- **Enhance Your College Applications**: Impress colleges with your demonstrated commitment to community service and leadership.
- **Create Impactful Campaigns**: Use your creativity to design and execute projects that educate and inspire change in your community and beyond.

HOW TO GET STARTED:

STEP ONE – Contact your borough Youth Engagement Manager to set up an interest meeting.
STEP TWO – Organize a recruitment meeting with prospective students.
STEP THREE – Allow students to utilize their creative talents to engage peers and educate on smoke-free topics.

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