★ JOIN NEW YORK SMOKERS CALLING IT QUITS IN 2016! ★

New York Kicks Butts

QUIT SMOKING ★ QUIT SMOKING

SMOKING CESSATION WEEK
May 31–June 6, 2016

#NYKICKSBUTTS

- Talk to your doctor or healthcare provider today about smoking cessation treatment options that may be right for you
- Use **#NYKicksButts** to share your story on Twitter, Instagram, and Facebook, and find more information about quit week events at **NYKicksButts.org/campaign-calendar**
- Find helpful tools online at **PlanMyQuit.com/NYC**. Also, go to **QuittersCircle.com** and download the **Quitter's Circle* app** from the App Store or Google Play for additional support
- Call the **New York State Smokers' Quitline** at **1-866-NY-QUITS (697-8487)** or just dial 311. For additional resources, go to **NYSmokeFree.com**†

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*Sponsored by Pfizer and the American Lung Association.
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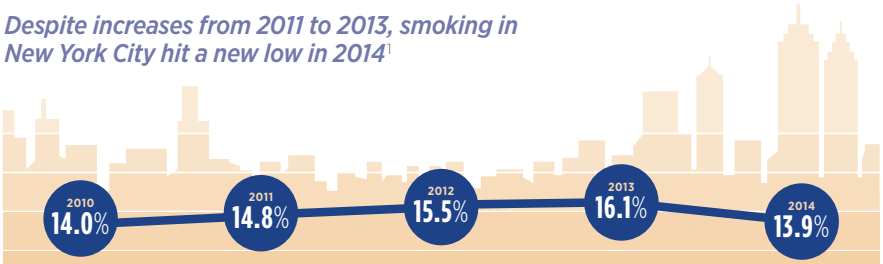
QUIT SMOKING ★ QUIT SMOKING ★

CALLING IT QUITS IN 2016!

WHO IS STILL SMOKING?

Despite increases from 2011 to 2013, smoking in New York City hit a new low in 2014[1]



2014 marked the lowest percentage of adult smokers ever recorded in NYC[1]

That still leaves about 900,000 adult smokers—almost double the population of Staten Island![1,2]

HOW DOES YOUR BOROUGH STACK UP?[3]

Adult smoking rates in NYC

- STATEN ISLAND: **16.6%**
- THE BRONX: **16.2%**
- BROOKLYN: **14.1%**
- MANHATTAN: **12.7%**
- QUEENS: **12.6%**

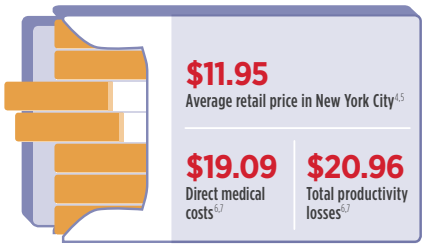
Smoking is the leading cause of preventable deaths[9]

SMOKING MORTALITY IN NEW YORK CITY

Between 2005 and 2009, approximately **38,000 New Yorkers** died from smoking[10]

That's almost **2x the capacity** of **Madison Square Garden!**[11]

CIGARETTES COST MORE THAN YOU THINK



$11.95
Average retail price in New York City[4,5]

$19.09
Direct medical costs[6,7]

$20.96
Total productivity losses[6,7]

= **$52**
Combined cost per pack

The price society pays

- **$10.39 billion per year**
  SMOKING-RELATED MEDICAL COSTS IN NY STATE[8]
- **$7.33 billion per year**
  SMOKING-RELATED PRODUCTIVITY LOSSES IN NY STATE[8]

$1,488 PER HOUSEHOLD STATE AND FEDERAL TAX BURDEN FROM SMOKING-CAUSED GOVERNMENT EXPENDITURES[8]

Money to burn

- Each adult smoker purchases an average of **125 packs** of cigarettes per year in NY state.[4]

$1,494 gone up in smoke[4]

SMOKE-FREE SUPPORT

21 and older

- In 2013, the New York City Council passed legislation making New York City the first major city or state in the United States to have a **minimum purchase age of 21** for tobacco products.[12]

Tobacco-free recreation

- In 2011, the New York City Council passed legislation making **all New York City parks, beaches, and pedestrian plazas smoke-free**.[12]

Many New Yorkers want to quit

2 out of 3 smokers in the US have expressed an interest in quitting[13]

53.5% of smokers in NY state tried to quit in 2014.[14]

137,309 calls were made to the NY Quitline in 2014.[14]

- **Call the NY Quitline* at 1-866-697-8487 for information about free resources to help you quit.**

*Pfizer does not own or control the New York State Smokers' Quitline and is not responsible for the content or services provided.

GETTING MEDICATION AND COUNSELING FROM YOUR DOCTOR CAN DOUBLE YOUR CHANCES OF QUITTING SUCCESSFULLY[15†]

Looking for help to quit?

Talk to your doctor or healthcare provider today!

88% OF NEW YORK CITY RESIDENTS *should have had access to health insurance that covered some form of smoking cessation treatment in 2014.*[16-18]

Find helpful tools online:

- PlanMyQuit.com/NYC
- QuittersCircle.com
- #NYKicksButts

†When participants received high-intensity counseling >30 minutes.

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