



Tobacco Prevention and Control Program

Progress Report

March 2009

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Progress in Reducing Tobacco Use

The Washington State Department of Health Tobacco Prevention and Control Program provides comprehensive, integrated tobacco prevention and cessation activities to adults and youth in every area of the state. The program has made steady progress in meeting its long-term objectives of reducing tobacco-related disease and death. Since the program began in 2000:

- Adult smoking in Washington dropped 25 percent – the number of adult smokers declined by 240,000.
- Overall youth smoking declined by 50 percent – the number of youth smokers dropped by 65,000.
- An estimated 80,000 adults were spared an early tobacco-related death.
- About 3,000 fewer babies per year were exposed to cigarette smoking during pregnancy.
- Secondhand smoke exposure in Washington homes declined by 55 percent.



Tobacco Prevention and Control – Taking Action That's Paying Off

Washington has made remarkable progress in reducing tobacco use among adults, preventing youth from starting smoking, and limiting exposure to toxic secondhand smoke. Yet despite our success, we have great challenges ahead. Too many kids take up the habit every day, too many

people in our state are still addicted to tobacco, and too many are dying from lung cancer and other tobacco-related illnesses.

We must do more. That means continually looking for better ways to reach people who are not getting the message. If 25 percent of current smokers in Washington quit today, an additional 70,000 deaths due to smoking-related causes would be averted.

In addition to the heavy toll on human life, tobacco use has a big impact on our state's economy. It costs every Washington household an estimated \$631 a year in public and private expenditures for smoking-related health care – even if nobody in that household smokes.

This is very important work that is clearly saving lives and money. We will continue to use proven practices, cutting-edge science, and culturally tailored approaches to prevent kids from starting, protect people from secondhand smoke, and reach out to communities that most need our help. A healthy future for our state is at stake.

A handwritten signature in dark ink that reads "Mary C. Selecky". The signature is fluid and cursive.

Mary C. Selecky
Secretary of Health



Reducing Tobacco Use in Washington State



Preventing Youth From Using Tobacco

OBJECTIVE: Reduce smoking among 10th graders from 14.9 percent in 2006 to 10 percent or less by 2013

Youth Smoking Rates Have Been Cut in Half

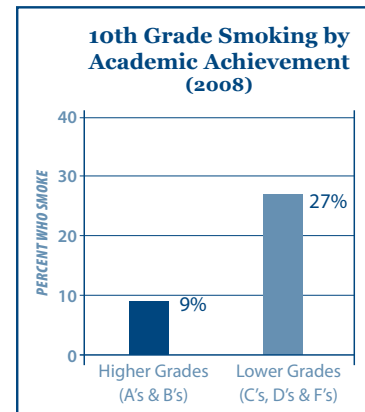
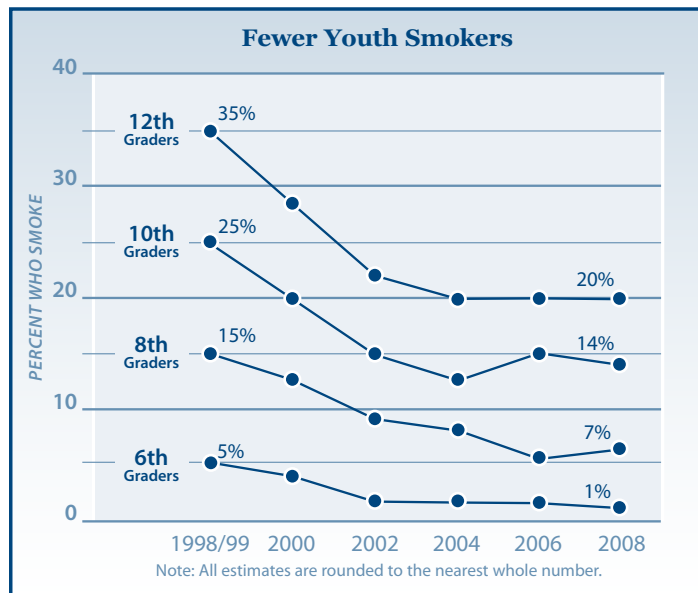
- Since the program began, youth smoking has dropped:
 - 6th graders – down 70 percent
 - 8th graders – down 52 percent
 - 10th graders – down 42 percent
 - 12th graders – down 43 percent
- There are about 65,000 fewer youth smokers in Washington.
- These declines mean nearly 13,000 youth will be spared an early tobacco-related death.

Moving Forward

- Shift the emphasis of school-based programs to grades seven through ten in response to a leveling off in the rate of decline of smoking among middle school and high school youth.
- Strengthen and improve school policies so campuses are tobacco-free every day, all day, and by everyone – including after-school and at weekend events.
- Offset tobacco industry marketing at high-profile events attended by youth and young adults, like music concerts.
- Strengthen health messages in tobacco prevention advertisements to give youth good reasons not to use tobacco.

Challenges

- Youth who are having trouble in school are more likely to use tobacco.
- About 70,000 Washington youth still smoke – 45 youth start smoking every day.
- Youth are using many types of tobacco; cigar use rates are now just as high as cigarette smoking rates.



Baseline year for youth data is 1998/99. Data on youth are from 1998 Washington State Survey of Adolescent Health Behaviors (6th and 8th grade youth); the 1999 Washington State Youth Risk Behavior Survey (10th and 12th grade youth); the 2000 Washington State Survey of Adolescent Health Behaviors; and the 2002, 2004, 2006, and 2008 Healthy Youth Survey.

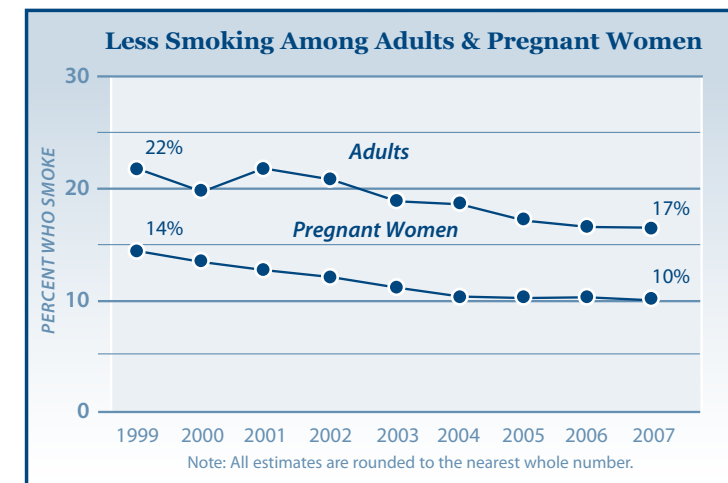


Reducing Tobacco Use Among Adults and Pregnant Women

OBJECTIVES: Reduce smoking among adults from 16.5 percent in 2007 to 14 percent or less by 2013 ■ Reduce smoking among economically disadvantaged adults from 27.9 percent in 2007 to 25 percent or less by 2013 ■ Reduce smoking among pregnant women from 14.6 percent in 1998 to 8 percent or less by 2010

Sixth Lowest Adult Smoking Rate in the Nation

- Prior to the start of the program, Washington ranked 20th among states in rate of adult smoking.
- There are 25 percent fewer smokers – more than 240,000 people are leading healthier lives.
- About 80,000 adults have been spared an early tobacco-related death.
- More than 110,000 Washington residents have called the free Washington Tobacco Quit Line.
- About 3,000 fewer babies per year are born to mothers who smoked during pregnancy.

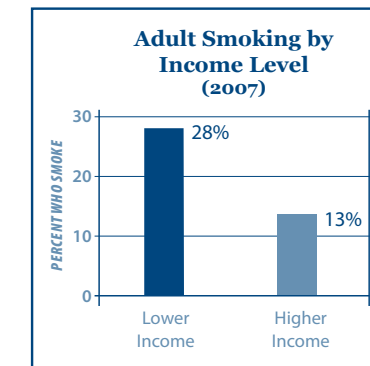


Moving Forward

- Improve how state data are gathered and used, to better identify and understand which locations and groups have higher rates of tobacco use.
- Expand research and pilot projects to identify more effective ways to reduce tobacco use among groups with higher smoking rates.
- Assist rural health care providers and others serving low-income populations in adding smoking cessation policies and procedures into routine clinical practice.
- Integrate tobacco cessation and prevention services into other chronic disease prevention efforts, like diabetes, heart disease, and stroke.
- Work with programs like Head Start; Women, Infants and Children (WIC); and First Steps to educate pregnant women and young mothers about how to quit smoking and protect their children from secondhand smoke.

Challenges

- Smoking rates remain high among the low-income families.
- Smoking rates also remain high among young adults; gays, lesbians, and bisexuals; Hawaiian/Pacific Islanders; Native Americans; and African Americans.
- More than 40 percent of women who quit smoking during pregnancy start again after giving birth.



Baseline year for adult data is 1999. Baseline year for pregnant women data is 1998. Data on adults are from the Behavioral Risk Factor Surveillance System. Data on maternal smoking are from the Birth Certificate System. Data on smoking relapse after pregnancy are from the 2006 Pregnancy Risk Assessment Monitoring System.



Reducing Exposure to Secondhand Smoke

OBJECTIVE: Reduce exposure to secondhand smoke in the home among adults from 8.6 percent in 2007 to 6 percent or less by 2013

Indoor Secondhand Smoke Reduced

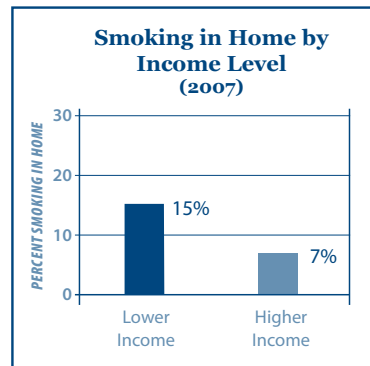
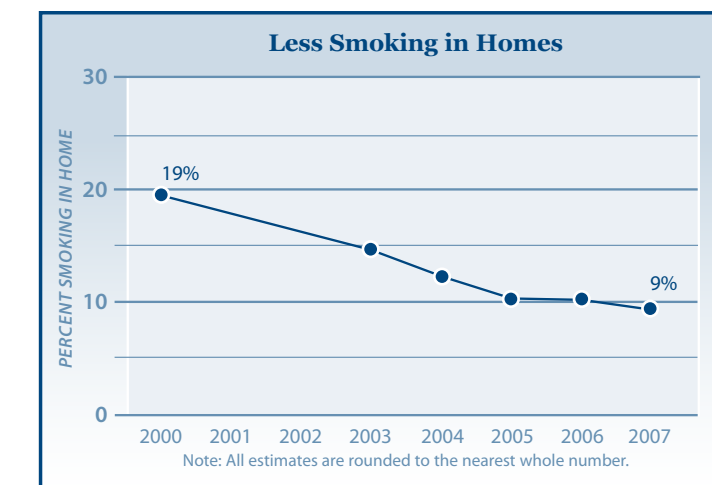
- Smoking inside Washington homes has been cut in half since 2000.
- Eighty-seven percent of adults and 80 percent of youth in Washington say their homes have strong no-smoking rules.
- More than 60 percent of adult smokers do not smoke in their homes.
- Eighty-six percent of renters in Washington prefer smoke-free housing, including more than half of current smokers.
- Washington law now protects all work places from indoor secondhand smoke.
- In addition to gains in health for workers, no-smoking laws have been good for business in Washington bars and restaurants.

Moving Forward

- Encourage smoke-free policies where lower-income families are likely to live.
- Promote the Washington Tobacco Quit Line and other cessation resources to help people quit as they make their homes and apartments smoke-free.

Challenges

- Exposure to secondhand smoke in the home is about twice as high among adults who are considered lower income.
- Twenty-seven percent of adult smokers with children at home still smoke indoors.
- Forty-seven percent of 10th graders report being exposed to secondhand smoke.



Baseline year for secondhand smoke data is 2000. Data on secondhand smoke are from the Behavioral Risk Factor Surveillance System. Data reported by youth are from the Healthy Youth Survey. Data among people who live in rentals are from the 2007 Healthy Community Environments Survey.



Comprehensive Tobacco Prevention and Control – a Wise Investment

Maintaining Gains With Fewer Resources

The High Costs of Tobacco Use

- Declines in adult smoking since the start of the program will save \$2.1 billion in future health-care costs.
- Tobacco-related health care still costs \$1.5 billion every year in Washington.
- Every Washington household pays an estimated \$631 each year for tobacco-related health care, even if nobody in the household smokes.

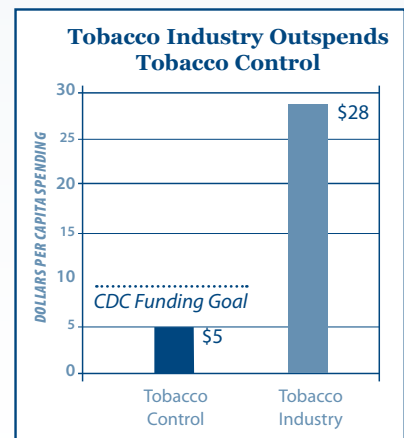
Moving Forward

- There are nearly 300,000 fewer smokers in Washington since the program began, but more than 800,000 people still suffer from addiction to tobacco.
- The program uses proven best practices, research, and experience to invest in comprehensive approaches and practices that will make a difference.

All per capita spending data are from year 2005, the most recent data available for tobacco industry spending. Data on per capita tobacco control spending are based on inflation-adjusted spending by the Tobacco Prevention and Control Program applied to the Washington population. Data on per capita tobacco industry spending are based on state estimated, inflation adjusted spending calculated from the U.S. Federal Trade Commission's Cigarette Report for 2007. Data on smoking related health care costs were calculated using software called "Smoking-Attributable Mortality, Morbidity, and Economic Costs" provided by the Centers for Disease Control and Prevention.

Economic Conditions

- Tobacco prevention and control funds support more than 200 jobs in Washington, about half of them in private businesses.
- Due to population increases and inflation, Washington's per capita funding for tobacco prevention has been effectively reduced by 20 percent in the past five years, challenging the program to continue to maintain gains with fewer resources.
- Despite the tremendous advances over the past several years, the program remains vigilant in its efforts as the tobacco industry outspends the program five-to-one in marketing its products and attempting to undo the success of the program.
- Although the Centers for Disease Control and Prevention recommends Washington's program be funded at more than twice the current amount, the program will continue to seek innovative and effective ways to maximize the impact of its available resources.



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The Burden of Tobacco

Despite major gains in reducing tobacco use and exposure since the Washington Department of Health Tobacco Prevention and Control Program began, tobacco is still a leading cause of preventable disease and death in Washington State, and a significant contributor to health care costs.

About 800,000 Washingtonians smoke, and 45 kids start smoking every day. In addition, some racial/ethnic population groups and individuals with less education and income use tobacco at significantly higher rates than the overall population.

Each year, more people in Washington die from tobacco-related illnesses than from alcohol, drug use, car crashes, suicide, homicide, AIDS, and fires combined. More than 7,600 people died prematurely last year as a result of tobacco use or exposure.

Among all tobacco-related deaths, 34 percent are from lung cancer; 25 percent are from heart disease and stroke; and 25 percent are from chronic lung disease.

Every year in Washington, about 500 children under the age of five get asthma from breathing second-hand smoke.

Diseases caused by active smoking and secondhand smoke exposure are expensive. Private and public expenditures for tobacco-related health care services totaled more than \$1.5 billion last year. Tobacco-related lost worker productivity cost an estimated \$1.6 billion.

The state spends about \$28.5 million per year fighting tobacco use, a fraction of the estimated \$165 million the tobacco industry spends each year in Washington promoting a product that causes death, disease, and economic hardship.



About This Report

The *Tobacco Prevention and Control Plan for Washington State* was completed in 1999, following the Master Settlement Agreement with tobacco companies. The Tobacco Prevention and Control Council, a group of public health experts led by Washington Secretary of Health Mary Selecky, developed the plan.

The plan established goals, guiding principles, and a framework of key approaches to guide expansion of the Tobacco Prevention and Control Program.

Since then, the plan has been updated twice to reflect lessons learned; improvements in data gathering; changing conditions and emerging issues; and new best practices, research, and federal guidelines.

This report measures the program's progress in achieving its overall objectives since 2000, and identifies the challenges to further reducing tobacco use in Washington State and the work ahead in addressing those challenges.

Certification

An independent committee of national and regional research scientists reviewed the data and methods, and certified the validity of the findings in this report.

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Strategic, Comprehensive, and Statewide

Washington uses the most effective best practices and latest research to reduce tobacco use among all population groups. Washington data, Centers for Disease Control and Prevention best practice guidelines, and unique research are used to identify the areas of greatest need and methods to address the challenges.

In 2008, the program and its statewide partners completed a yearlong effort to update the strategic direction for the state's tobacco prevention and control efforts. The *Five-Year Strategic Plan* (www.doh.wa.gov/tobacco/news/facts.htm) identifies key strategies and tactics to achieve measurable outcomes across the program's four goal areas.

The program supports a comprehensive set of practices and activities carried out across the state by local health departments, schools, tribes, community-based organizations, and private firms.

Program Goals

- A. Identify and eliminate tobacco-related disparities
- B. Prevent youth from beginning to use tobacco
- C. Increase quitting among tobacco users
- D. Eliminate exposure to secondhand smoke

Community and Tribal Programs

The Department of Health provides more than \$10 million annually to local health departments and community organizations in all 39 Washington counties and 27 federally recognized tribes to deliver integrated anti-tobacco activities.

School Programs

All nine of the state's educational service districts receive funding to help schools in the state's 296 school districts improve and enforce tobacco-free policies, provide intervention services for students, deliver research-based curricula, train teachers and staff, and provide information to families.

Quit Programs

The Washington Tobacco Quit Line (1-800-QUIT-NOW), funded by the Department of Health, provides free one-on-one counseling, nicotine replacement therapy, and referrals to local smoking cessation programs. The program promotes changes in the healthcare system so more people get help quitting and more healthcare providers encourage their patients to quit.

Public Awareness and Education

The Department of Health's outreach campaign uses television, radio, and the Internet to help adults quit smoking and prevent teens from starting. The program also uses innovative, targeted approaches to reach youth, young adults, low-income, and other high-risk populations targeted by tobacco industry marketing.

Policy and Enforcement

The Department of Health works with the state Office of the Attorney General, Liquor Control Board, local health departments, and local law enforcement to enforce state and federal laws restricting tobacco sales and advertising to kids, and to enforce the statewide ban on indoor smoking.

Assessment and Evaluation

The Department of Health regularly collects and analyzes information on tobacco use among adults and youth in Washington. The program's impact is measured by comparing results to data collected before the program began.

For More Information

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