

Update on Tobacco Prevention and Control in West Virginia

TOBACCO 101 AND MAINTAINING “BEST PRACTICES”

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Better Health Workgroup
Charleston, West Virginia
May 19, 2015



Economy of Tobacco in West Virginia



Randolph County, WV



Mercer County, WV



WV Demographics

Adult Smoking Prevalence – **27.3%**

Male Smokeless Tobacco Prevalence – **18.2%**

Population – 1.85 million

55 Counties - 63% rural



COUNTRY ROADS!
Wild and Wonderful!



WV Minority Population Demographics

<i>Race</i>	<i>Population</i>	<i>% of total (WV)</i>
White	1,746,513	94.25%
Black/African American	63,885	3.45%
Multi-racial (2 or more races)	25,499	1.38%
Asian	12,637	0.68%
American Indian/Alaska Native	3,975	0.21%
Native Hawaiian/Other Pacific Islander	485	0.03%
WV Total Population	1,852,994	100.00%

Based on the 2010 WV Census Data



Smoking Prevalence & DTP Target Populations

Various Target Population Categories/Smoking Rates/Total Population

**Based on 2013 Behavioral Risk Factor Surveillance Survey (BRFSS)*

Target Population	Current Smoking Prevalence	Number of Residents Who Smoke Cigarettes
Adults Age 18 and Older	27.3%	398,837
Young Adults (Age 18–24)	33.5%	57,982
Young Adults (Age 25–34)	36.8%	78,437
Adults with less than a high school education	38.8%	96,023
Adults who are Low SES	43.1%	55,983
Women of Child-Bearing Age (Age 18–44)	34.7%	104,518
African American Adults (Age 18 and Older)	30.9%*	15,100*
Lesbian, Gay, Bisexual, and Transgendered Adults (LGBT) (Age 18 and Older)**	40.7%*	n/a
Adult Medicaid Enrollees (Age 18 and Older)	??	??



West Virginia Adults Using Tobacco

Adults who Smoke – **375,000 to 400,000**

Adult Males who use ST – **150,000 – 175,000**



Cigarette Smoking is the Main Culprit



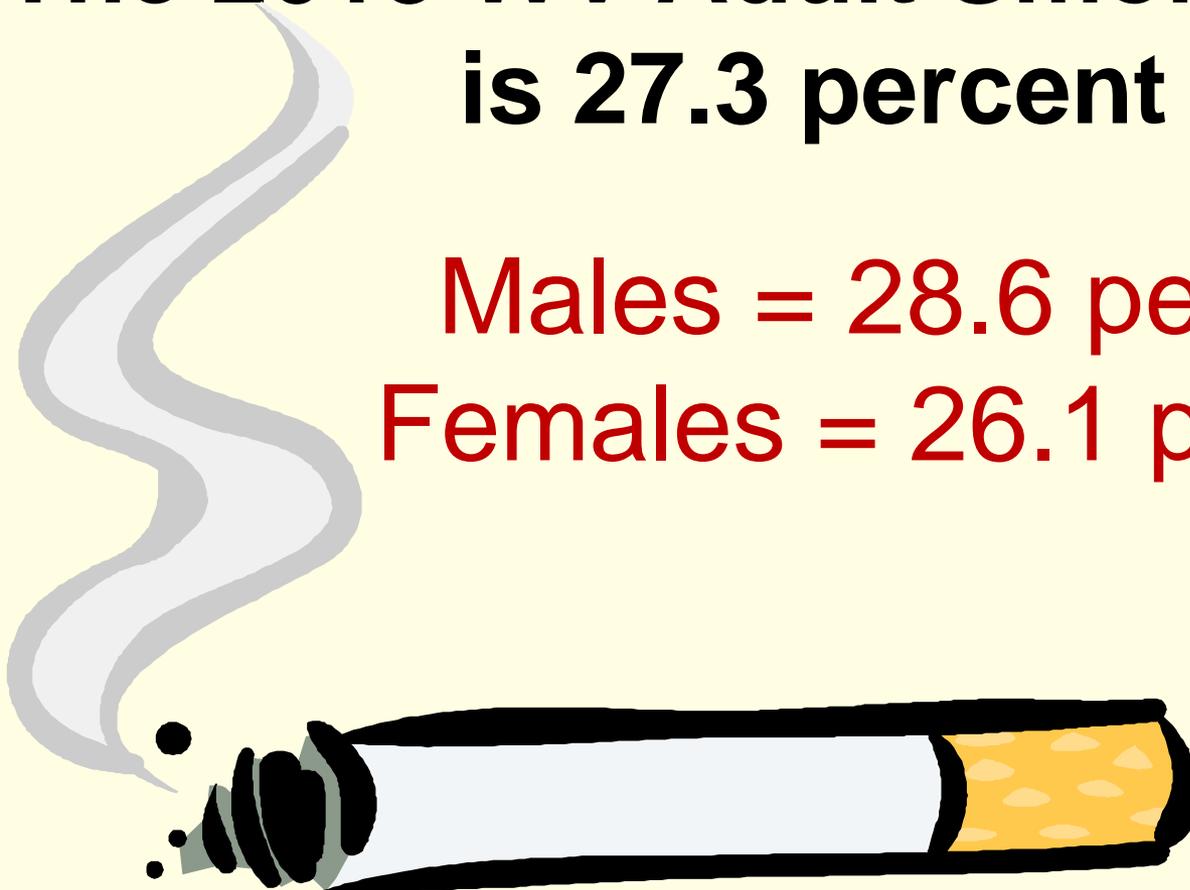
Convenience Store Power Wall Sales



The 2013 WV Adult Smoking Rate is 27.3 percent

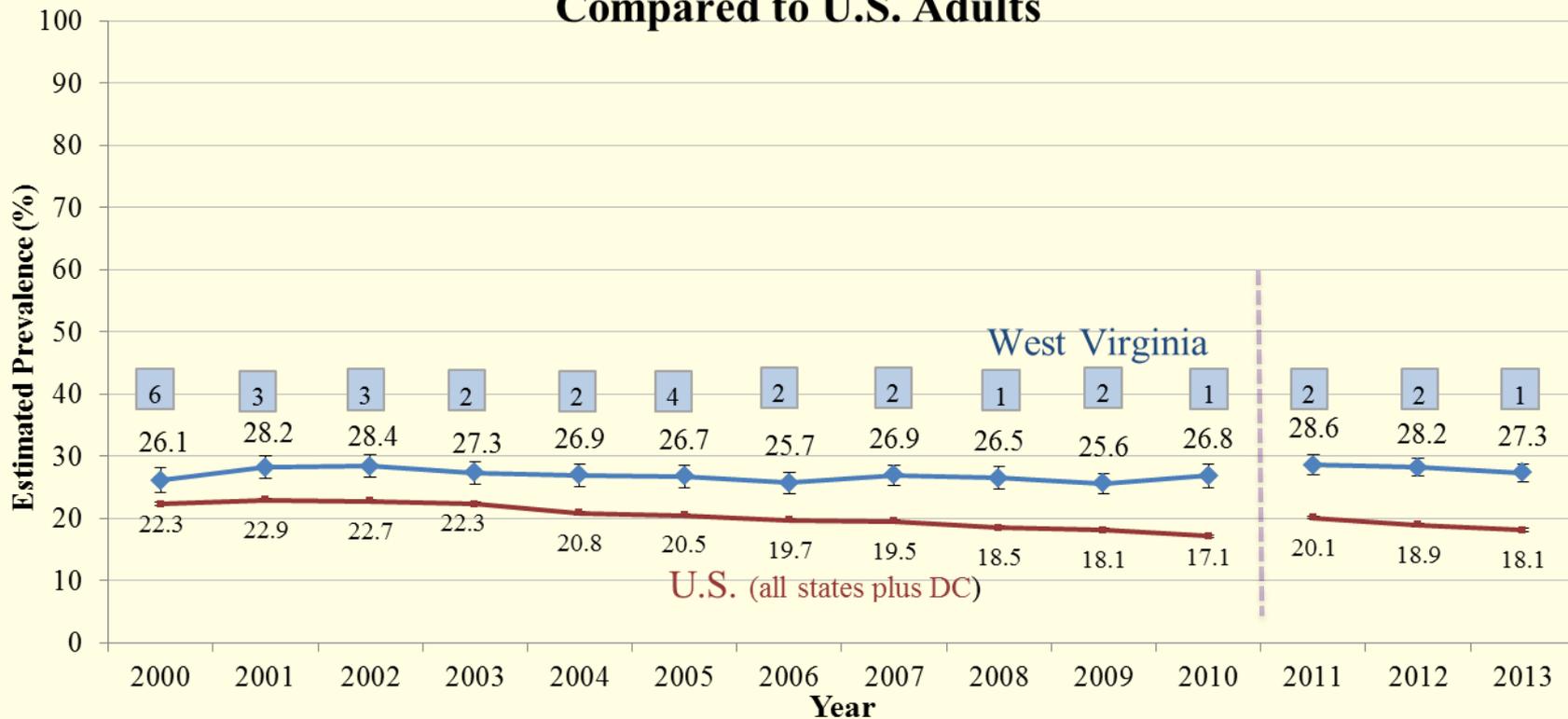
From 2013 WVBRFSS

Males = 28.6 percent
Females = 26.1 percent



Current Smoking Among West Virginia Adults 2000 - 2013

Prevalence of Current Cigarette Smoking Among West Virginia Adults, Compared to U.S. Adults



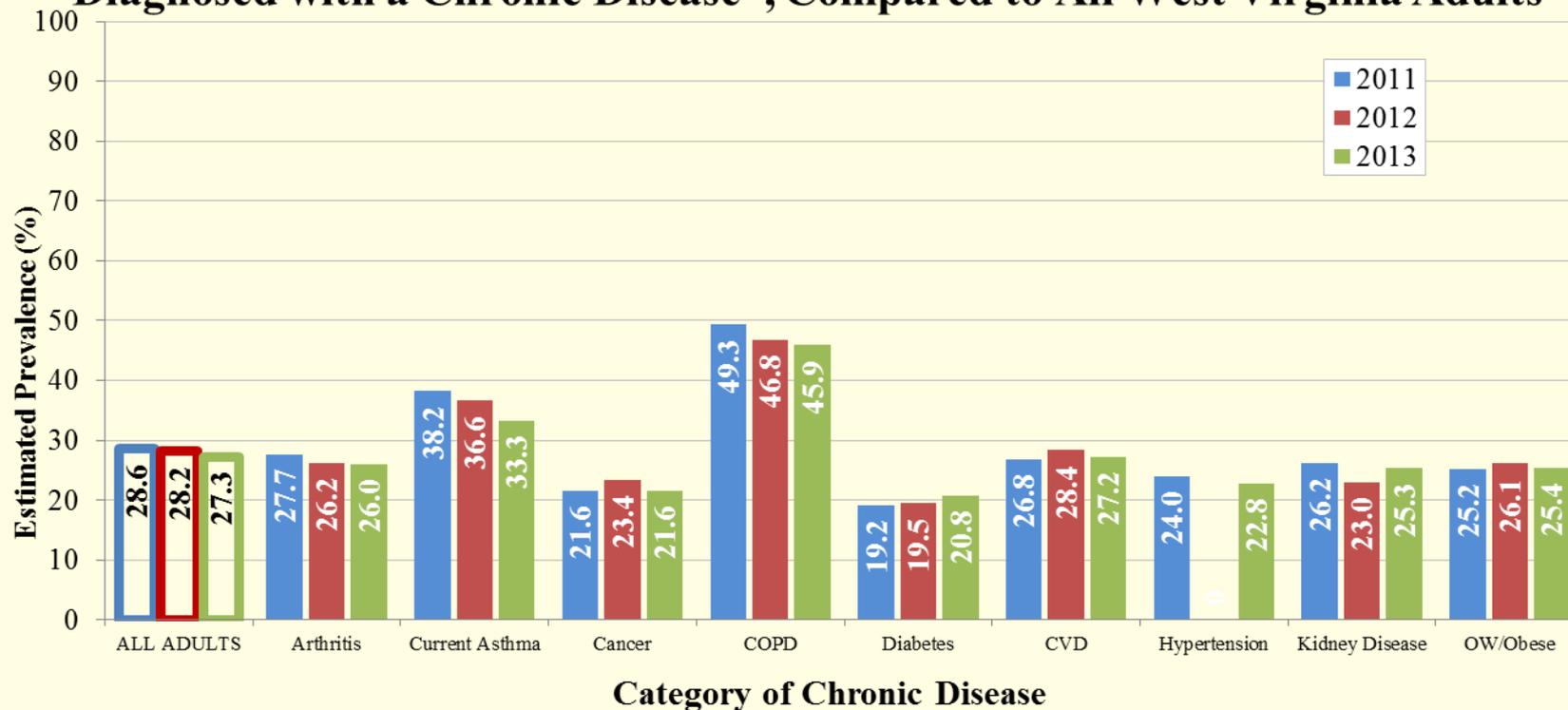
Current smoking is defined as having smoked 100 or more cigarettes in a lifetime and currently smoking cigarettes every day or some days. The U.S. (all states plus District of Columbia) average is the mean. Numbers inside boxes indicate West Virginia's rank in current smoking prevalence compared to all other states plus District of Columbia (1= highest prevalence). Confidence Interval brackets are indicated around each value.

Note: In 2011 there were changes made to the weighting methodology and the sample composition in the Behavioral Risk Factor Surveillance System (BRFSS), therefore the 2011 prevalence data and beyond is not directly comparable to previous years of BRFSS data.

Data Sources: West Virginia Health Statistics Center, Behavioral Risk Factor Surveillance System; U.S. Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System.

Most Prevalent Chronic Disease of West Virginia Adult Smokers is COPD

Prevalence of Current Cigarette Smoking Among West Virginia Adults Diagnosed with a Chronic Disease*, Compared to All West Virginia Adults



Current smoking is defined as having smoked 100 or more cigarettes in a lifetime and currently smoking cigarettes every day or some days. The current cigarette smoking prevalence for ALL ADULTS in West Virginia was 28.6% in 2011, 28.2% in 2012, and 27.3% in 2013. A diagnosis of chronic disease indicates that the respondent has been diagnosed by a doctor, nurse or other healthcare professional: Asthma diagnosis refers to those adults who currently have asthma: COPD represents Chronic Obstructive Pulmonary Disease; CVD (cardiovascular disease) includes heart attack (MI), angina/coronary heart disease, or stroke; Hypertension represents high blood pressure; Kidney disease does not include kidney stones, bladder infection or incontinence; Overweight(OW)/Obese is defined as BMI of 25 or higher, calculated from weight and height [Note: *BMI 30 or higher (obesity) is considered a chronic disease].

Data Source: West Virginia Health Statistics Center, Behavioral Risk Factor Surveillance System.

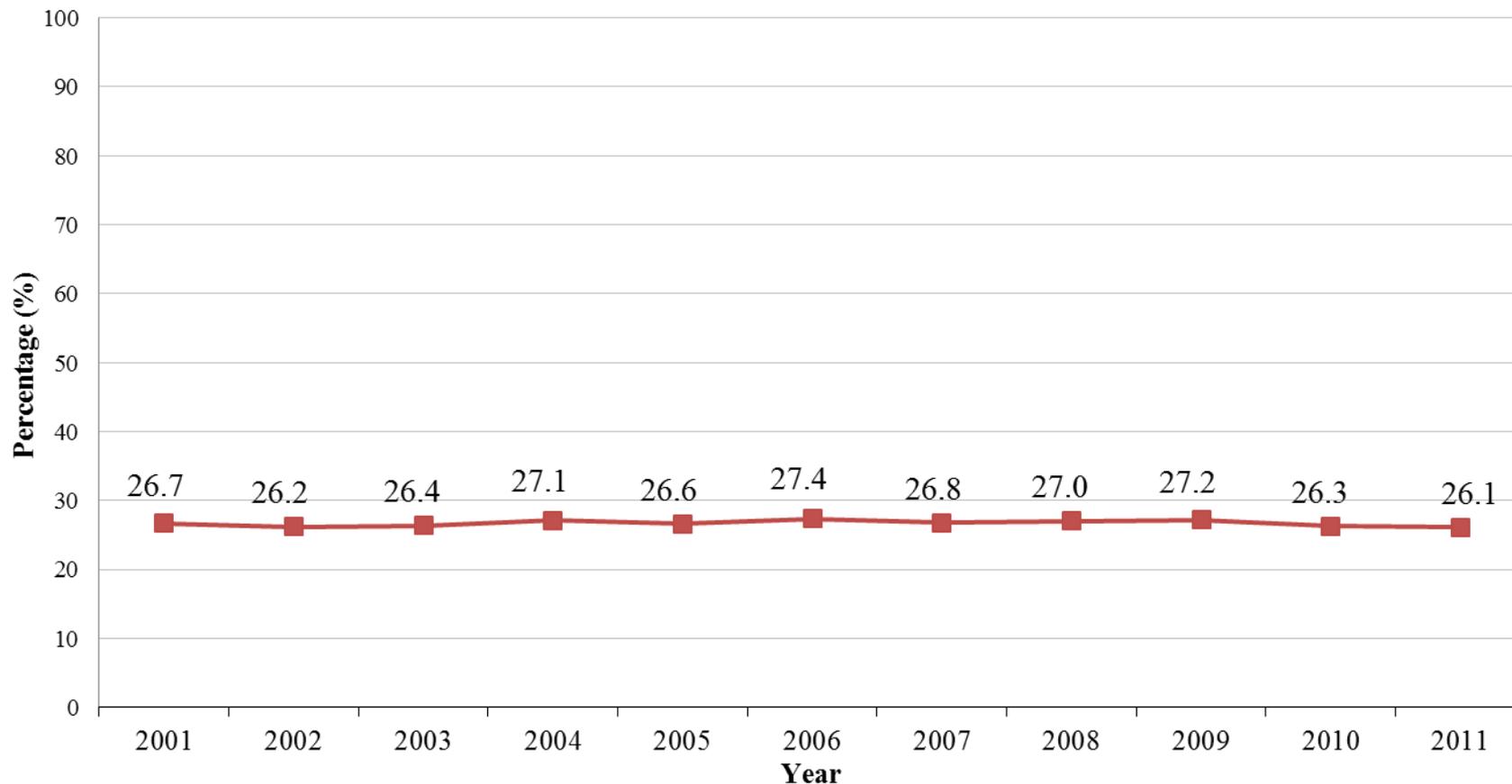
Women of Childbearing Age

Just over 100,000 women (**34.7%**) of West Virginia's adult women of childbearing age (age 18 – 44) are current cigarette smokers.



Smoking During Pregnancy in West Virginia

Percentage of West Virginia Women* Who Smoked During Pregnancy



*Note: Applies only to women who had a live birth.

Data Source: West Virginia Health Statistics Center, Vital Statistics System.

WV Division of Tobacco Prevention

*From WV BRFSS data:

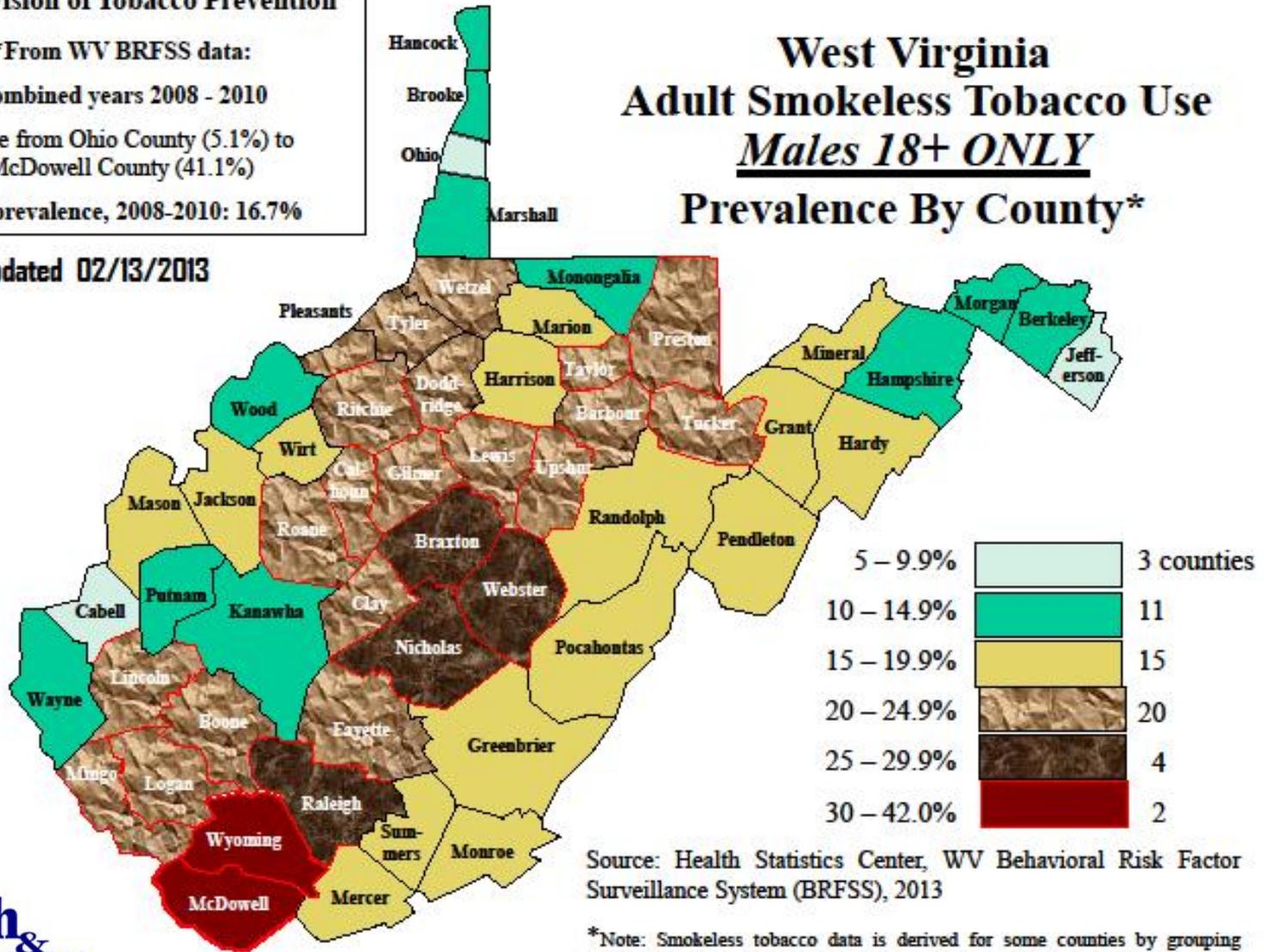
Combined years 2008 - 2010

Range from Ohio County (5.1%) to
McDowell County (41.1%)

WV prevalence, 2008-2010: 16.7%

Updated 02/13/2013

**West Virginia
Adult Smokeless Tobacco Use
Males 18+ ONLY
Prevalence By County***



Source: Health Statistics Center, WV Behavioral Risk Factor Surveillance System (BRFSS), 2013

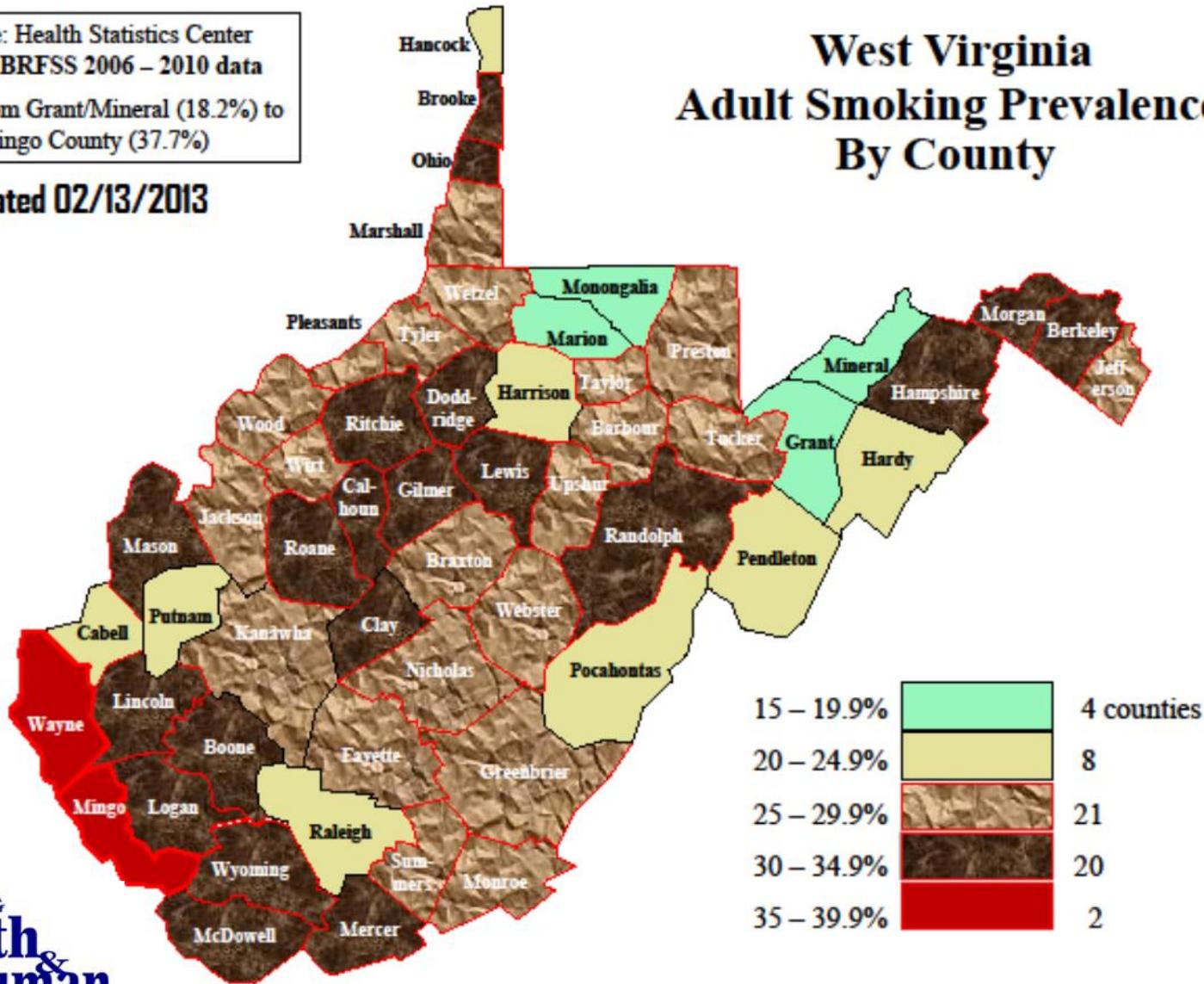
*Note: Smokeless tobacco data is derived for some counties by grouping counties together to create a sample size to ensure reliable county level data.



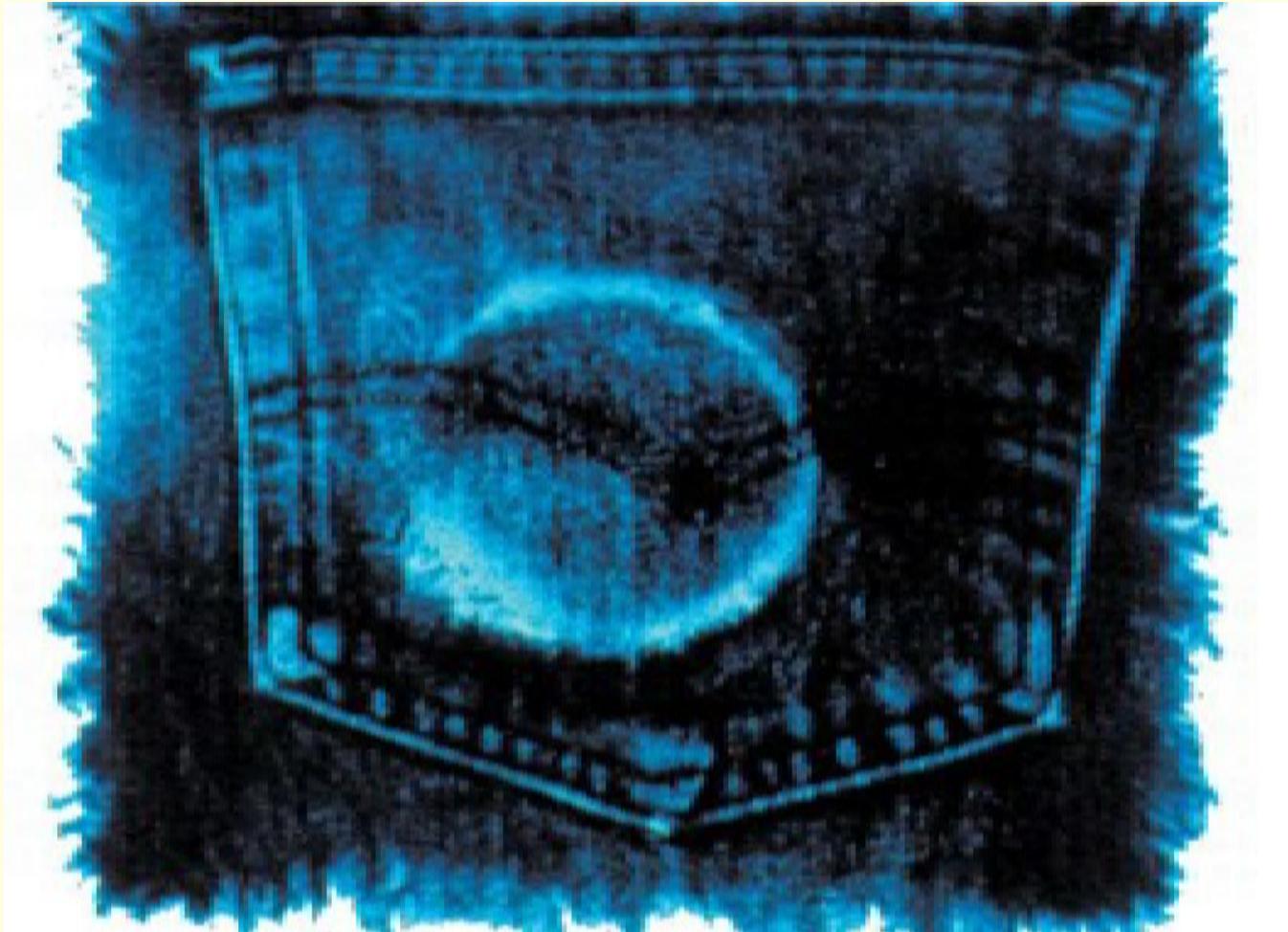
Source: Health Statistics Center
 *From BRFSS 2006 – 2010 data
 Range from Grant/Mineral (18.2%) to
 Mingo County (37.7%)

Updated 02/13/2013

West Virginia Adult Smoking Prevalence By County

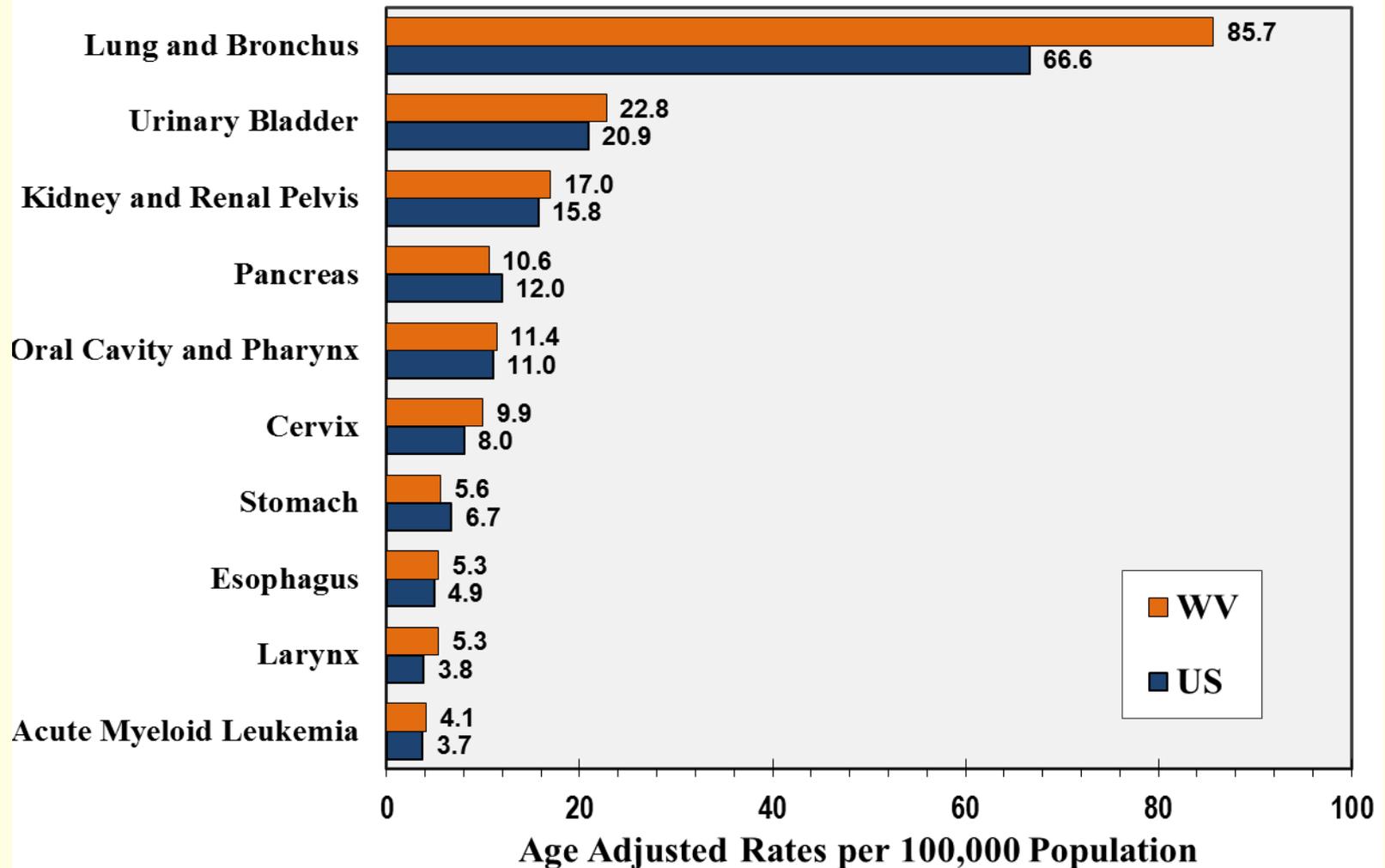


First Warning Sign of Cancer?



Tobacco-Related Cancer Incidence, WV & US

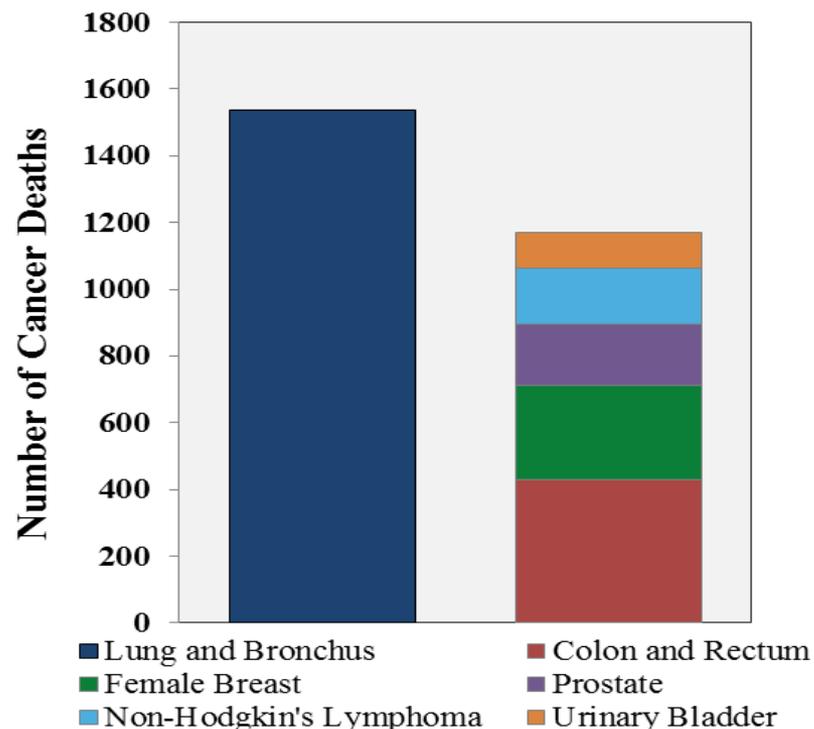
Figure 1. Tobacco-Related Cancer Incidence Rates, WV and US, 2006-2010



Average Annual Number of Cancer Deaths By Cancer Type, WV

- Lung cancer is the leading cause of cancer-related death in West Virginia.
- Tobacco use accounts for 30% of all cancer deaths, and 85% - 90% of lung cancer deaths in WV.

Figure 2. Average Annual Number of Cancer Deaths by Cancer Type, West Virginia, 2006-2010



Data Sources: WV Cancer Registry and WV Health Statistics Center

Wyoming County, WV



Smokeless/Chewing Tobacco Products



Tobacco or Candy???



Newer Smokeless/Spitless Tobacco



You "snus" - You lose!



The 2013 *WV Adult Male* Smokeless Tobacco Use Rate is 17.8 percent.

(from 2013 WVBRFSS)

Females = < 1 percent





WHEN YOU CHOOSE COPENHAGEN

YOU CHOOSE QUALITY SATISFACTION SINCE 1822

© 2011 Lorillard Licensing Co. LLC

SMOKELESS TOBACCO

WARNING:
This product is not a safe
alternative to cigarettes.

Division of
WEST VIRGINIA
Tobacco Prevention
DEPARTMENT OF HEALTH AND HUMAN RESOURCES

\$1.00 OFF
ONE CAN OF ANY STYLE
Copenhagen



SMOKELESS TOBACCO
WARNING: This product is not a safe alternative to cigarettes.

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Copenhagen



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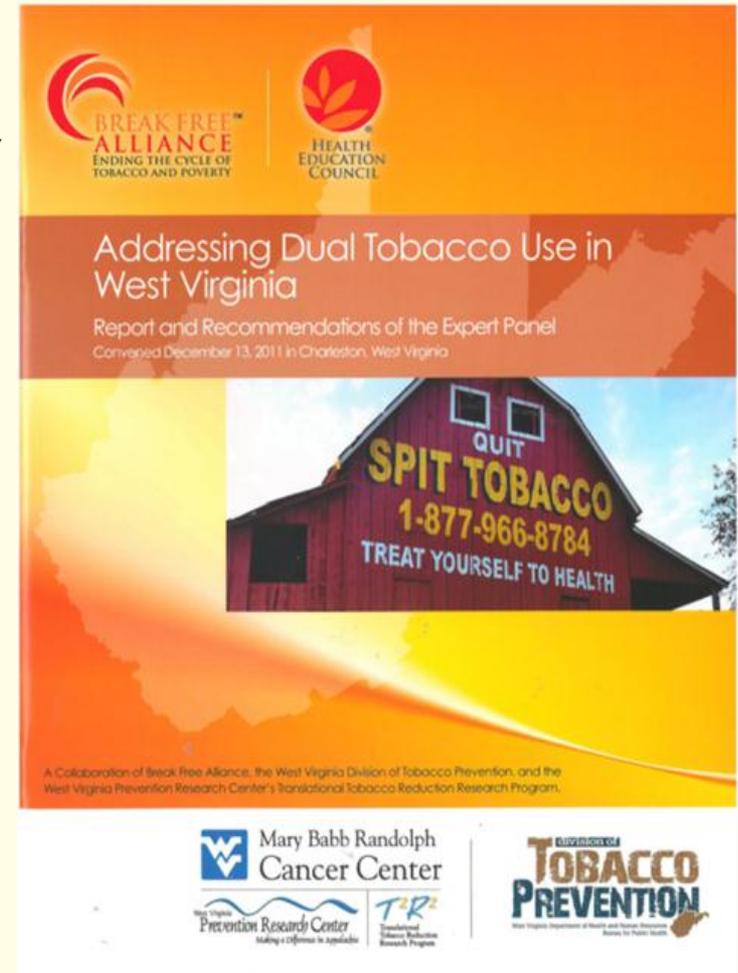
\$1.00 OFF
ONE CAN OF ANY STYLE
Copenhagen



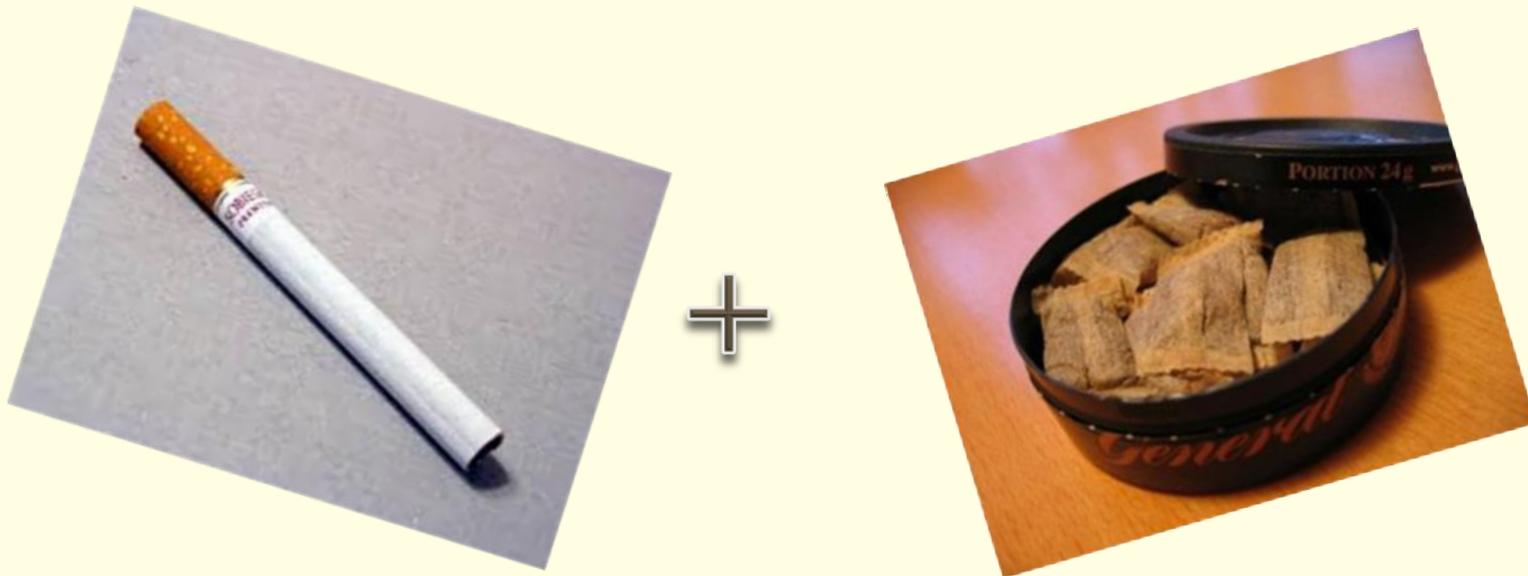
SMOKELESS TOBACCO
WARNING: This product is not a safe alternative to cigarettes.

Dual Tobacco Use in West Virginia

There are many tobacco users in West Virginia hooked on **TWO** very different types of tobacco products...



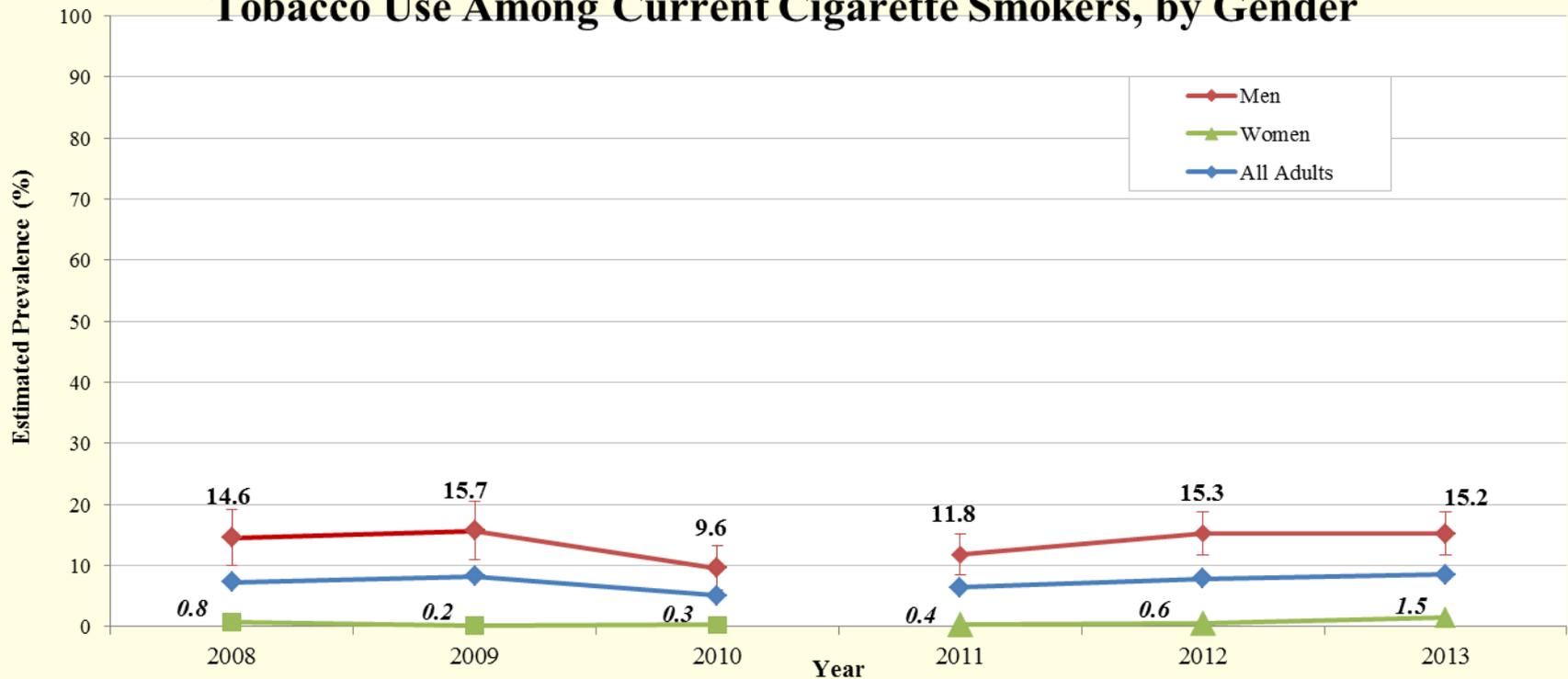
The 2013 WV adult **dual***
tobacco use rate is 9.7 percent.
(from 2013 WV BRFSS)



***Dual Use** = “smokers who also report frequent ST use”

Dual Tobacco Use in WV

Prevalence of "Dual Use" Among West Virginia Adults: Current Smokeless Tobacco Use Among Current Cigarette Smokers, by Gender



"Dual Use" is defined as the use of smokeless tobacco every day or some days among current smokers (defined as adults who have smoked 100 or more cigarettes in their lifetime and are currently smoking cigarettes every day or some days). The population for this graph is adults 18 years and older, who are current cigarette smokers.

Italics indicates that the data is not reliable due to $n < 50$, $CI \text{ width} > 20$, or $RSE > 30$, and should be interpreted with caution.

Confidence Interval brackets are indicated around each value for prevalence among Adult Men.

Note: In 2011 there were changes made to the weighting methodology and the sample composition in the Behavioral Risk Factor Surveillance System (BRFSS), therefore the 2011 prevalence data and beyond is not directly comparable to previous years of BRFSS data.

Data Source: West Virginia Health Statistics Center, Behavioral Risk Factor Surveillance System.

Another “New / Worrisome” Tobacco Product



E-Cigarettes and other ‘Vaping’ Devices

Electronic Cigarettes



E-Cigs



E-Cigs

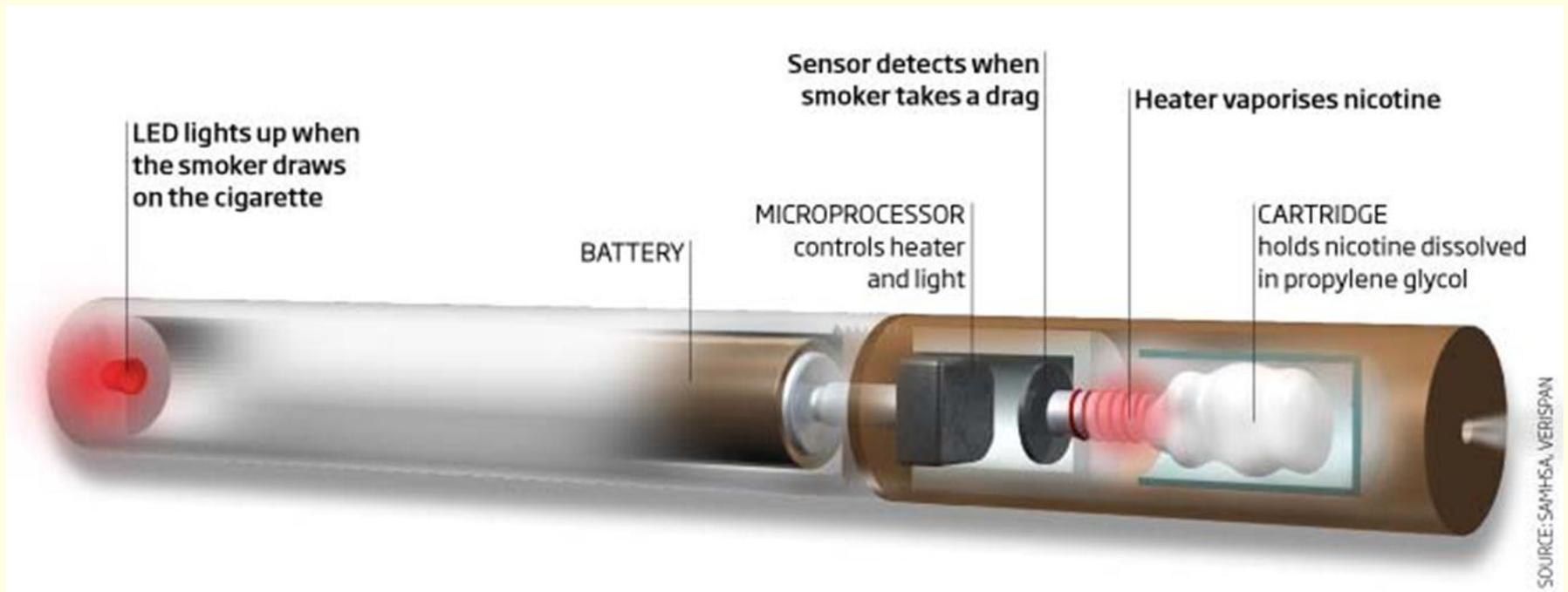


More Modern E-Cigs - "Mods"

otain



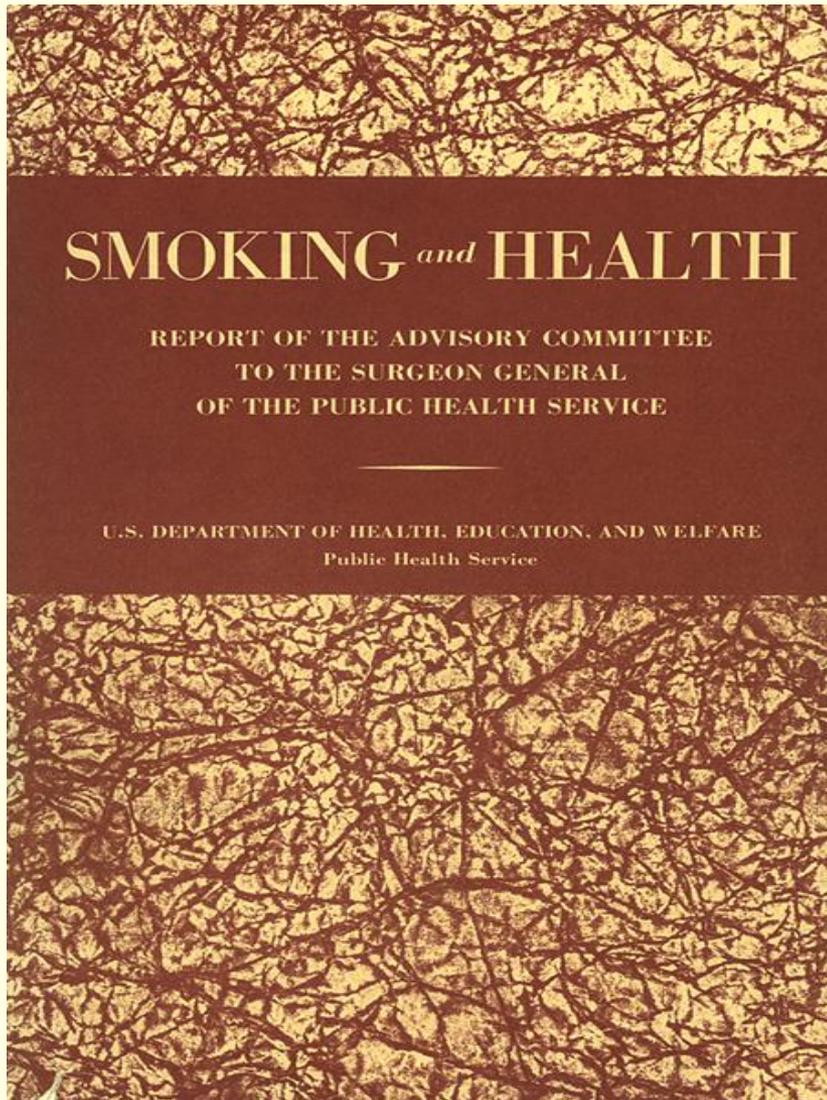
Anatomy of the Electronic Cigarette



E-Cigarette: Public Health Issues

- **YET TO BE REGULATED BY FDA, OTHER AGENCIES**
- **MANY MANUFACTURERS ALL OVER THE WORLD**
- **UNCLEAR INGREDIENTS, SAFETY, EFFICACY**
- **LITTLE OR NO RESEARCH TO BACK CLAIMS**
- **CREATES ‘CLOUD’ FOR EXISTING AND FUTURE REGULATIONS, WORK PLACE SMOKING BANS**
- **DEFINED AS “TOBACCO PRODUCT” IN WV STATE CODE (DURING 2014 LEGISLATIVE SESSION)**

The Health Consequences of Smoking



The Health Consequences of Smoking—50 Years of Progress

A Report of the Surgeon General



U.S. Department of Health and Human Services

Surgeon General Report (SGR) and Cancer

Smoking is now known to cause **13** different types of cancer—almost everywhere in the body. **1 out of 3** U.S. cancer deaths are tobacco-related.

TWO more smoking-related cancers are documented in the new SGR:

- Liver cancer
- Colorectal cancer*

***2nd deadliest behind lung cancer**

DISEASES AND HEALTH PROBLEMS
LINKED TO SMOKING

1 OUT OF 3
CANCER DEATHS
COULD BE PREVENTED

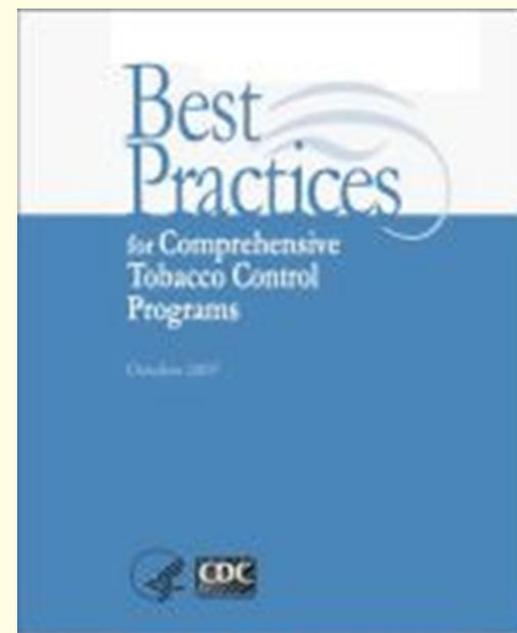
SMOKING CAUSES CANCER
— IN THE —
LUNGS • TRACHEA
BRONCHUS • ESOPHAGUS
ORAL CAVITY • LIP
NASOPHARYNX
NASAL CAVITY • LARYNX
STOMACH • BLADDER
PANCREAS • KIDNEY
LIVER • UTERINE CERVIX
COLON AND RECTUM
AND CAUSES LEUKEMIA

Smoking can cause cancer almost anywhere in the body.

Diagram labels: LUNG, KIDNEY, PANCREAS, LIVER, BLADDER, COLON

KEY Best Practices Recommendations

- Reduce initiation of youth tobacco use
- Enable those who are using tobacco to readily quit
- Enable passage of comprehensive clean indoor air regulations
- Keep youth from initiating tobacco use
- Provide low-cost, readily available quitline and cessation services
- Eliminate tobacco-related disparities
- **\$27M recommended funding per year for West Virginia tobacco control efforts.**



Analytic Framework for Comprehensive Tobacco Control Programs

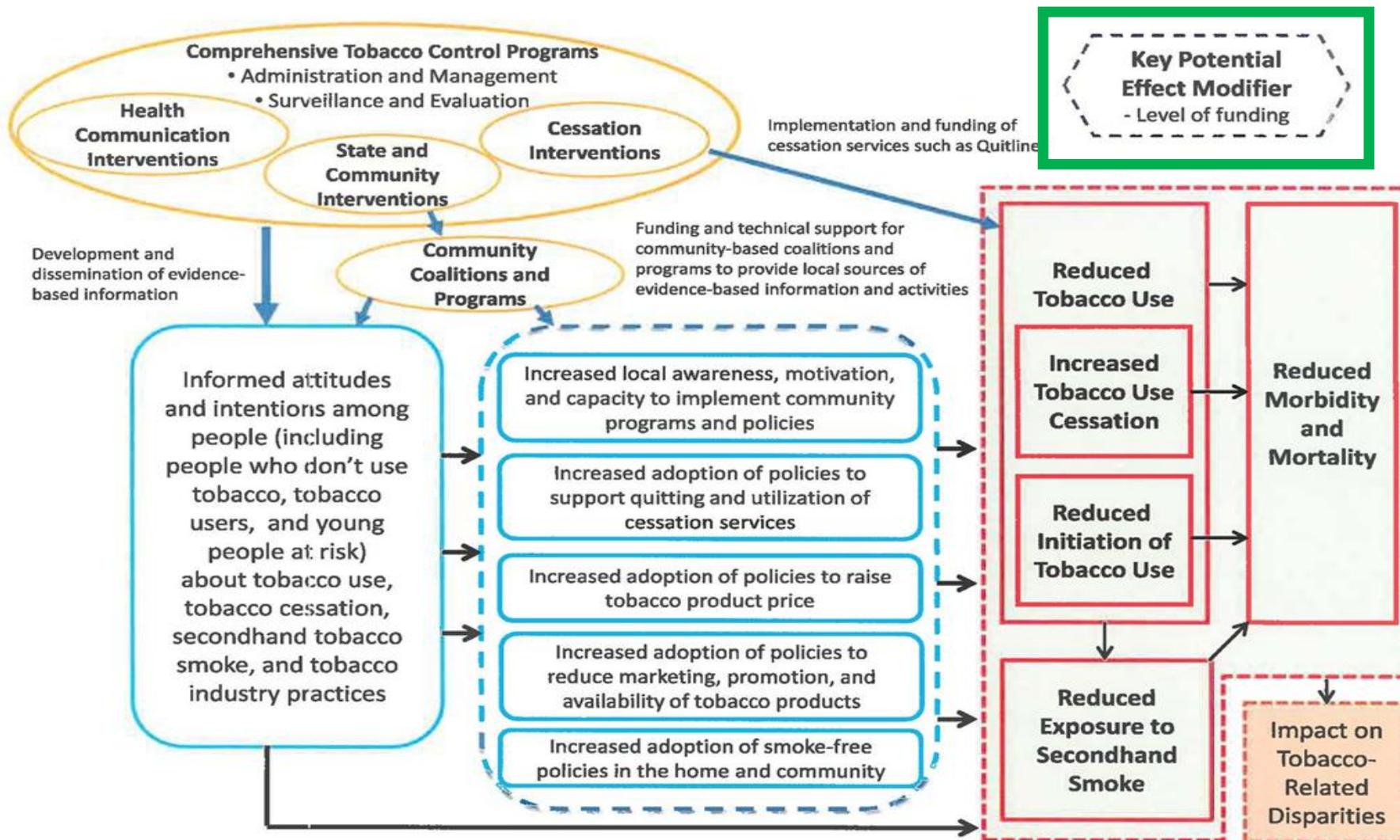


Diagram Key



Interventions considered in this review



Postulated intermediate outcomes



Key potential effect modifiers

Potential additional benefits

Outcomes considered in the assessment of effectiveness

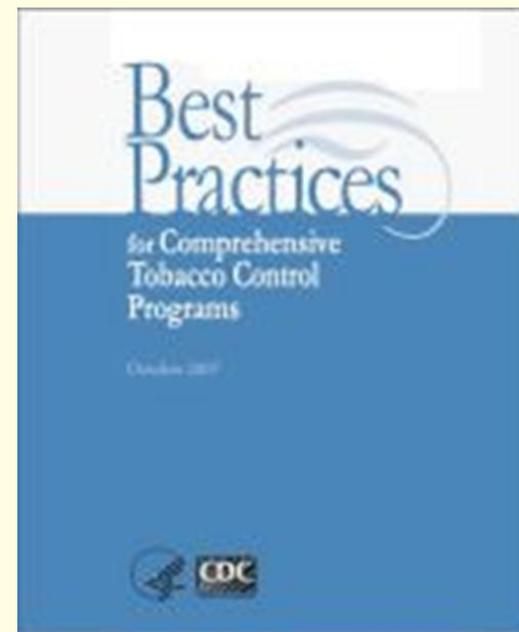
KEY Best Practices Recommendations

- **\$27M annual funding per year for WV tobacco control efforts.**

Five Recommended Areas :

- **State and Community Programs - \$8.4M**
- **Cessation Interventions - \$11.7M**
- **Mass-Reach Health Communication, Media-Support, and Interventions - \$3.7M**
- **Surveillance and Evaluation - \$2.4M**
- **Infrastructure, Administration, and Management - \$1.2M**

TOTAL - \$27.4 Million



Division of Tobacco Prevention Funding History

Division of Tobacco Prevention Funding History Summary				
State Fiscal Year	FY09 - FY13	FY14	FY15	FY16
State Appropriation	\$5,685,000.00	\$5,260,488.00	\$4,871,887.00	\$4,871,887.00
Federal Appropriation	\$1,168,000.00	\$1,165,999.00	\$1,170,999.00	\$985,106.00
Total DTP Funding	\$6,853,000.00	\$6,428,487.00	\$6,042,886.00	\$5,856,993.00
		minus +\$2 million		

Due to both State and Federal Funding cuts, the Division of Tobacco Prevention is working with nearly \$1 million less annual funding than in recent years.

2016 Division of Tobacco Prevention Funding

DTP funding will be almost \$6 million total for SFY16.

Note: This is 20 percent of CDC Best Practices recommendation (\$28M / year)

Funding comes from:

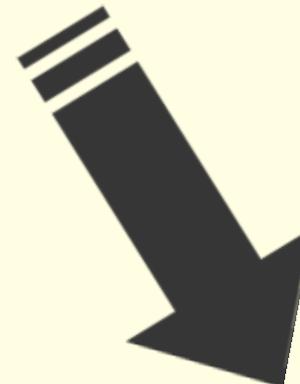
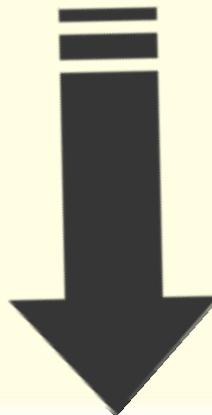
Centers for Disease Control and Prevention: \$985,000

State General Revenue Funds: \$4.8 Million

***No other funding as yet for SFY16**



Division of Tobacco Prevention



Clean Indoor Air Program



West Virginia Department of Health and Human Resources

Accounts for 28% of DTP program funding

There is now a smoking regulation or ban in EVERY county in WV!

51 counties now have bans that include restaurants

10 Regional Coordinators and an active local coalition in most all counties

92 percent of West Virginians report knowing that secondhand smoke is a toxic mix that is health harmful to non-smokers.

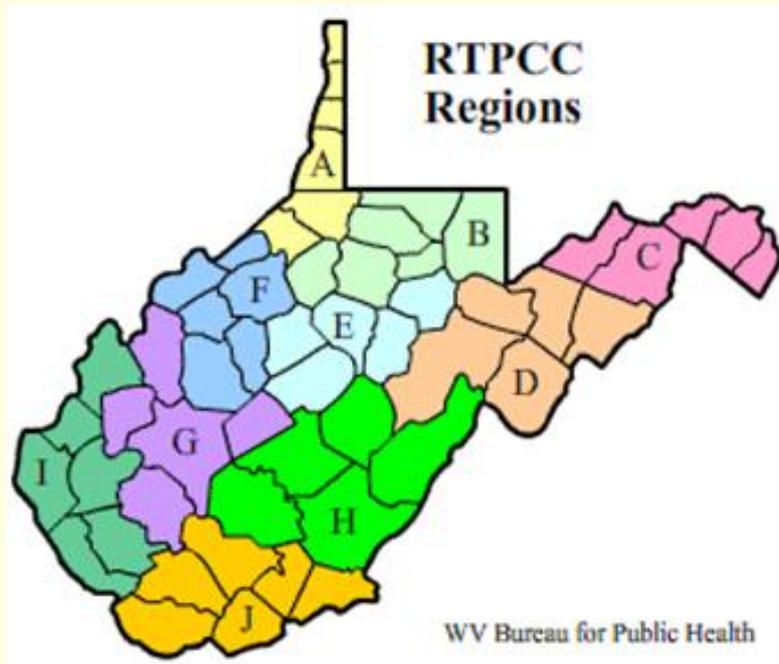
Over 73% of residents report their homes are smoke-free; or 1 million WV residents report they live in smoke-free homes.

Only 550,000 WV residents live in smoke-free counties

38% of smokers state that they don't smoke in their homes.



Regional Tobacco Prevention Coordinators



Some RTPC duties include:

- Maintain tobacco prevention coalition & advocates in each county
- **Work to strengthen/initiate CIA regulations in counties in the region**
- Promote WV Quitline and offer cessation programming
- **Promote SAVE FACE program (spit tobacco prevention)**
- Assist youth program (RAZE) with promotion/ implementation
- Promote Smoke-Free Housing

We ARE Coalition Builders!

Best
Practices
for Comprehensive
Tobacco Control Programs

**User
Guide**



COALITIONS
State and Community Interventions

Smoke-Free Initiative of West Virginia



The Smoke-Free Initiative of West Virginia offers technical assistance and support to local health departments, businesses, and public/private housing tenants and managers regarding SHS protection. A full-time state coordinator who is a trained sanitarian provided consult, training and education.

Additional CIA Program Initiatives

Against Tobacco College Campus Initiative: Targeted tobacco prevention and cessation efforts on WV college campuses. Goal of smoke-free and tobacco free campus policies.

Mini-Grant Initiative: Small grants for community or county level projects related to secondhand smoke policy and enforcement.

MULTIPLE COLLABORATIVE AND PARTNERED INTERVENTIONS...

Additional Projects for SFY16:

Increased Emphasis on Smoke-Free Public Housing

WEST VIRGINIA TOBACCO
CESSATION
PROGRAM

WV Wins Local Control Leadership Award



WV State Code (16-2-11[II]) states “that local boards of health shall provide...environmental health protection including the promoting and maintaining of clean and safe air.”

WV Department of Health and Human Resources endorses the enactment of clean indoor air regulations at the County Board of Health (BOH) level.

The legal authority for local BOH’s passing and enforcing these regulations has been upheld by WV Attorney General and multiple WV court decisions.

Getting Everyone Involved In Public Education



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Wheeling News-

Volume CXXIV, No. 252 Wheeling, W.Va., Wednesday Evening, Jul

Smoking Ban Still Hot Topic

By SHELLEY HANSON
Staff Writer

WHEELING — Cheryl Wonderly believes if Hancock County goes completely smoke free that Ohio County may need to consider doing the same.

Wonderly, a Wheeling-Ohio County Board of Health member, commented on the matter during Tuesday's regular board meeting. Hancock County's board of health is taking public comment on its proposal to expand its smoking ban to include all indoor public places, including Mountaineer Casino.

The Ohio County board in 2011 went through similar proceedings, but decided to table its proposal to expand its smoking ban. The tabled version calls for prohibiting all smoking inside Wheeling Island Hotel-Casino-Race-track and small video lottery shops.

"If Hancock went smoke free across the board, I think we would be hard-pressed not to at least re-

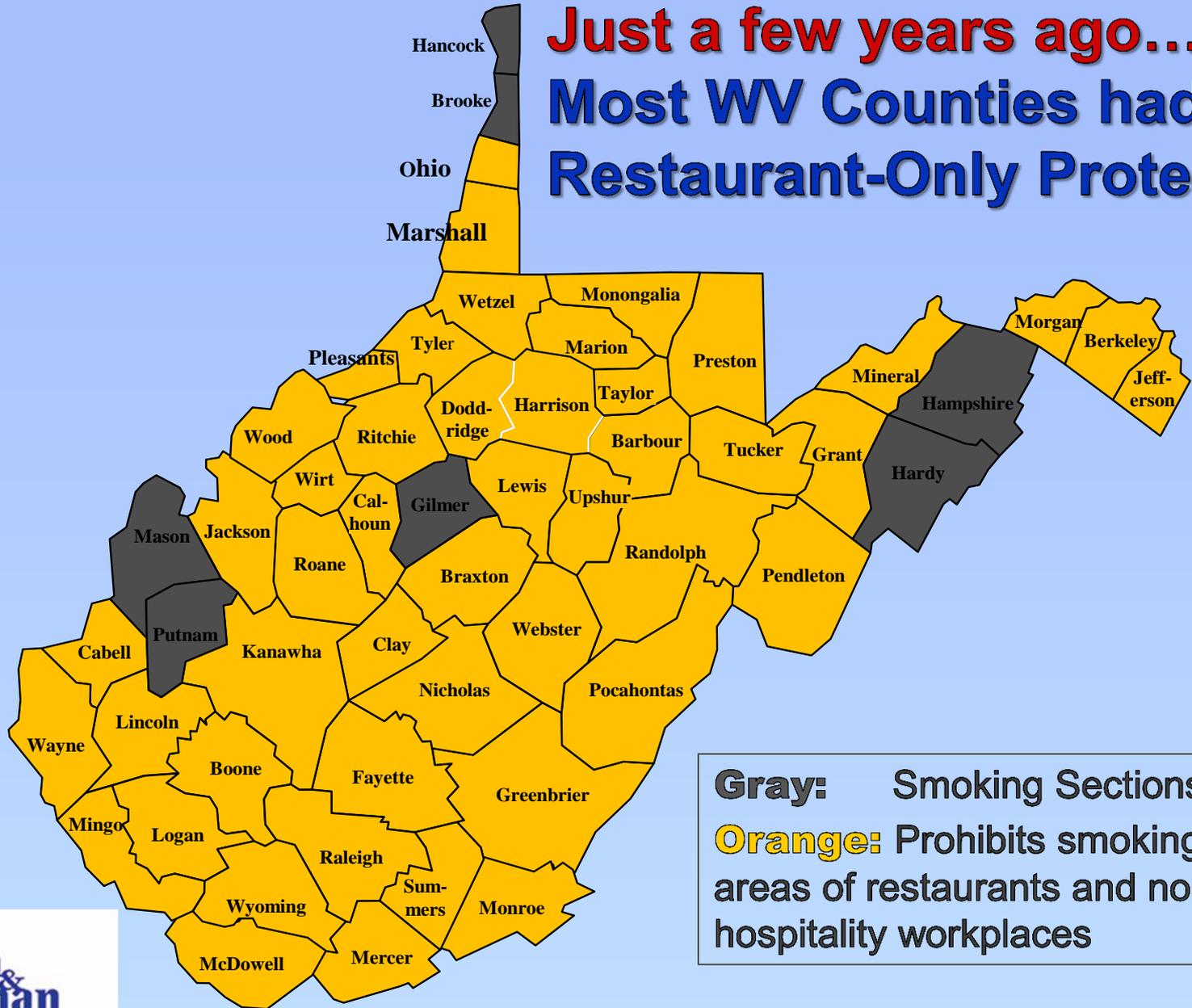
address discussions and go through the process, and consider it seriously at that point," Wonderly said.

Health Officer Dr. William Mercer said local casino officials in the past were concerned about casinos coming on line in Ohio, but those are smoke free because of a statewide ban. And Pennsylvania officials are considering having the state go smoke-free, he said.

"I would make my place smoke

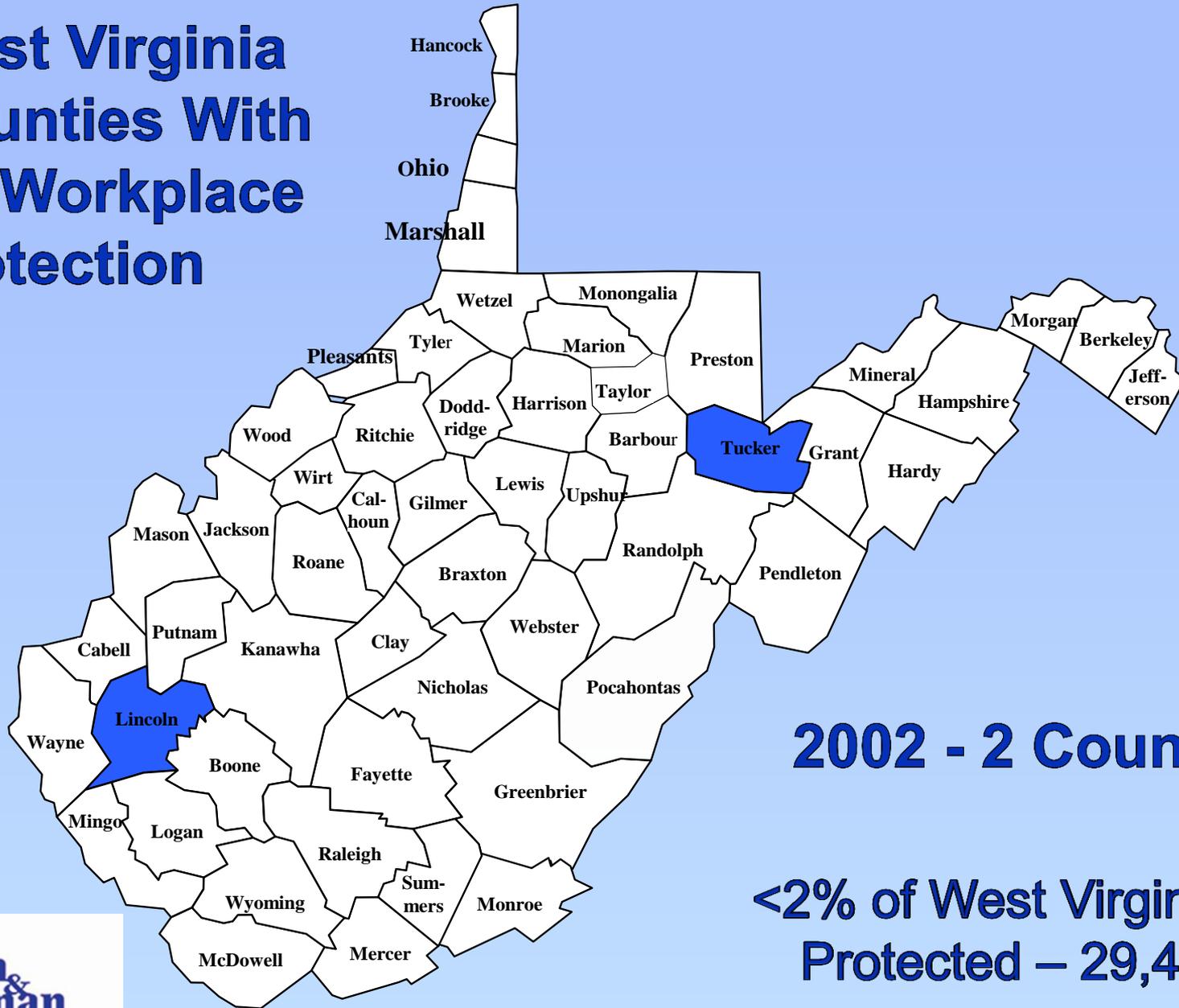


Just a few years ago... Most WV Counties had Restaurant-Only Protection



Gray: Smoking Sections
Orange: Prohibits smoking in all areas of restaurants and non-hospitality workplaces

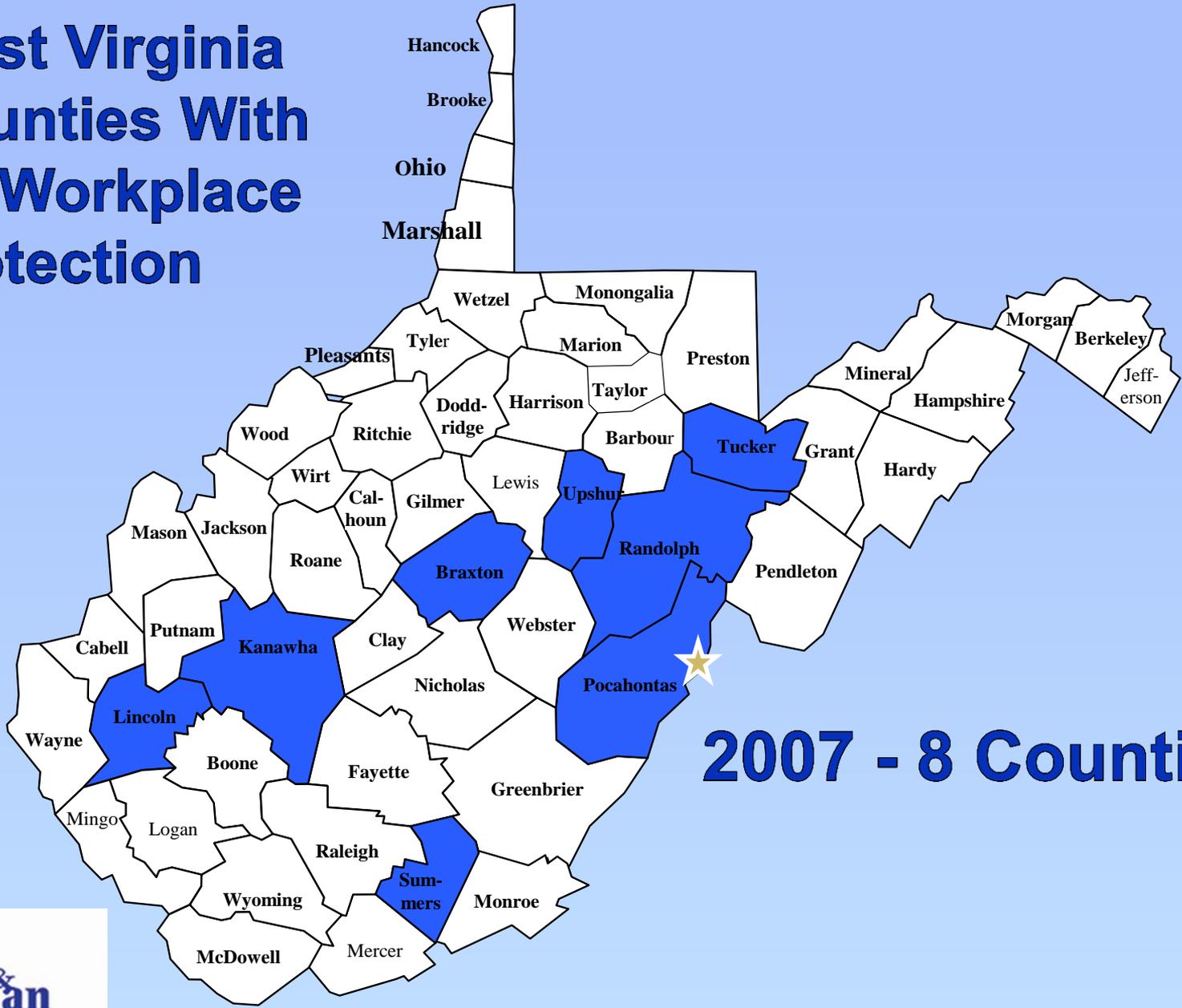
West Virginia Counties With All Workplace Protection



2002 - 2 Counties

**<2% of West Virginians
Protected – 29,400**

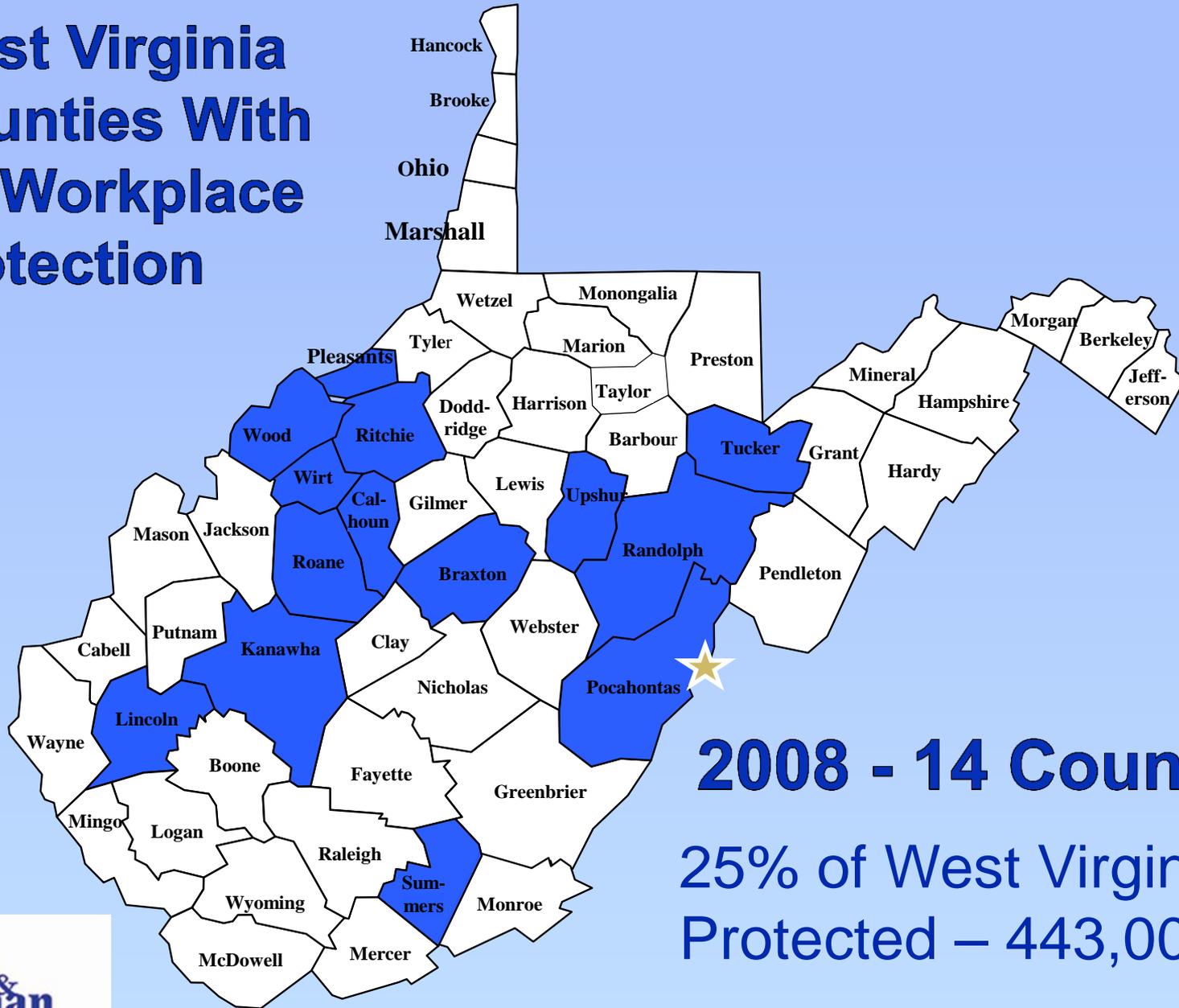
West Virginia Counties With All Workplace Protection



2007 - 8 Counties



West Virginia Counties With All Workplace Protection

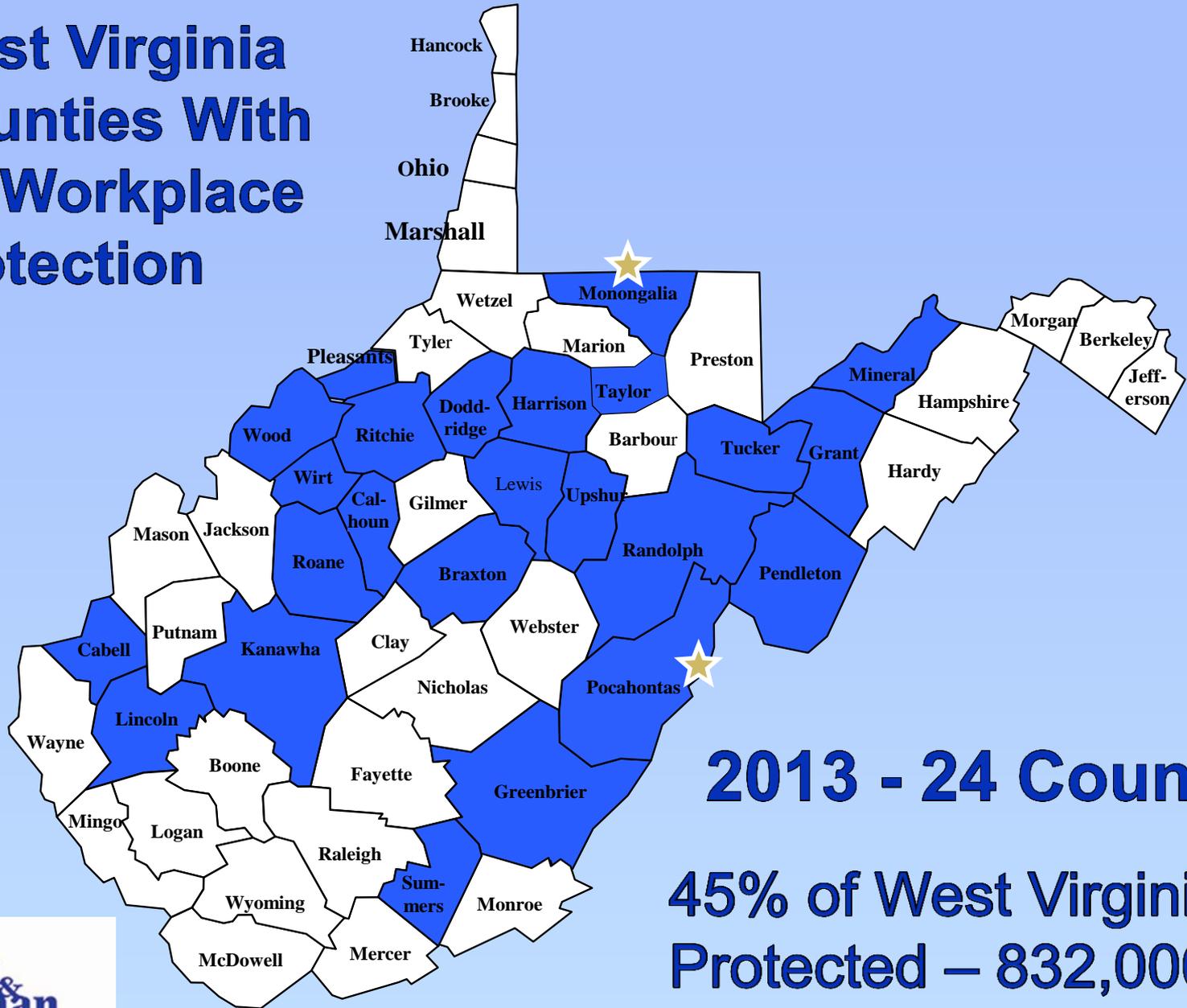


2008 - 14 Counties

**25% of West Virginians
Protected – 443,000**



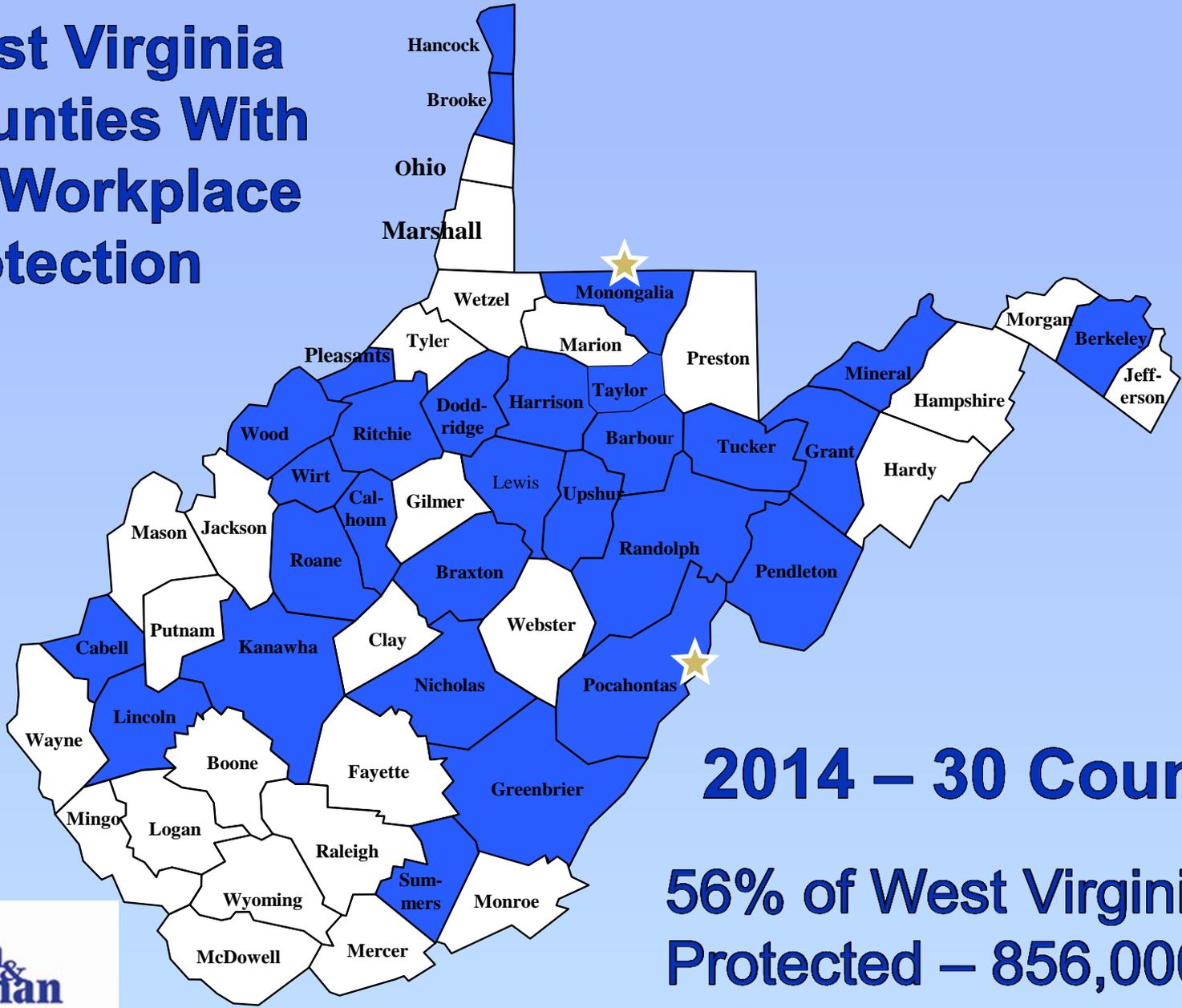
West Virginia Counties With All Workplace Protection



2013 - 24 Counties

**45% of West Virginians
Protected – 832,000**

West Virginia Counties With All Workplace Protection



2014 – 30 Counties

**56% of West Virginians
Protected – 856,000**



Tobacco Cessation Program

WEST VIRGINIA TOBACCO CESSATION PROGRAM

West Virginia Department of Health and Human Resources

Accounts for 35% of DTP program funding

Incredibly successful statewide tobacco cessation quit line!

Multiple innovative programs and interventions helping people quit!

WV Quitline continues to offer
FREE or Low Cost services!

*Thousands have quit, Average Quit
Rate is 34 percent!

West Virginia
**TOBACCO
QUITLINE**
1-877-YNOT-QUIT 1-877-966-8784

Return on Investment is SIGNIFICANT!

Every smoker who remains quit saves the State approximately \$4,600 annually in health and occupational costs.



2013 Call Volume: 29,038

2013 BPH Enrollments: 7,162

2013 Medicaid Enrollments: 3,541

2014 Call Volume: 36,287

2014 BPH Enrollments: 4,178

2014 Medicaid Enrollments: 6,208

Note: BPH covers under and uninsured

Return on Investment for these two years is significant in that over 7,300 WV residents will successfully quit!

**10,703 plus 10,786 = 21,489 enrollees
With 34% quit rate, 7,306 should quit**

WV Tobacco Quitline



WV Quitline has existed since 2000.
beBetter Health is the provider/vendor.

Exceeds standards & recommendations
of the Centers for Disease Control and
Prevention and the North American
Quitline Consortium.

Remains one of the busiest per capita
quitlines in the USA.

Quitline services continue to be offered to all West Virginians at no-cost. Services include four proactive calls from experienced, WV-based cessation coaches, unlimited reactive calls, and a choice of nicotine replacement therapy including patches, gum and lozenges.

Save Face Spit Tobacco Initiative



Smokeless tobacco has been directly linked with cancer of the mouth, pharynx (throat) and the larynx (voice box). It can cause cancer of the esophagus, gum disease and tooth loss. The prevalence of smokeless tobacco use among WV adult males is about 17%, which is twice the national average. Usage rates in some professions, like the military or blue collar workers, is even higher.

The Save Face-Stop Spit Tobacco Program is an educational program overseen by the WVU School of Dentistry which addresses the high rate of spit tobacco use in West Virginia.

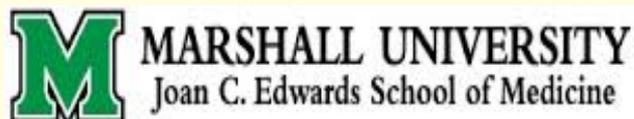
Armed with spit specific television and radio ads, and help from our Regional Networks, other partners, we are diligently working to reduce the spit tobacco use rate.



Tobacco Cessation Healthcare Provider Training

The Health Care Provider Training Program, managed by the WV Hospital Association with faculty from the Marshall University School of Medicine, offers accredited tobacco cessation training to hundreds of clinicians. The faculty includes experts in Pharmacology, Dentistry, and Obstetrics.

Attendees typically include, dentists, dental hygienists, nurses, physicians, physician assistants, pharmacists, medical students, and front office supervisors and staff.



Additional Cessation Program Initiatives

Tobacco-Free Pregnancy Initiative: Targeted tobacco cessation efforts in 10 high prevalence WV counties by trained coordinators.



African-American Tobacco Prevention Initiative: Targeted tobacco cessation and prevention in known high prevalence and WV population areas.

Lesbian, Gay, Bisexual, and Transgendered Tobacco-Free Initiative: Targeted tobacco cessation efforts throughout the State.

MULTIPLE COLLABORATIVE AND PARTNERED INTERVENTIONS...

WEST VIRGINIA TOBACCO
CESSATION
PROGRAM

Youth Tobacco Prevention Program



Accounts for 37% of DTP program funding

Raze is represented in 52 of 55 counties, and in almost every WV high school, many middle schools

160 Raze 'crews' statewide

Over 5000 teens actively involved

Raze and other youth initiatives continue to change the social norm about tobacco use!

Thousands of teens have proven to their peers and parents, other adults that tobacco use is **NOT** an acceptable practice!!

Youth Tobacco Prevention Program and Raze



The goal of the Youth Program is to prevent young people from trying or using all tobacco products, and to assist youth who do use in quitting or reducing their use.

Raze©, is the thriving, ever-evolving youth-led tobacco WV prevention initiative which continues to expand in both schools and communities around the state.

RAZE is not an acronym . . .



Regional Tobacco Prevention Coordinators and Raze



RAZE
tear down tobacco lies.

Raze and Educating the Public



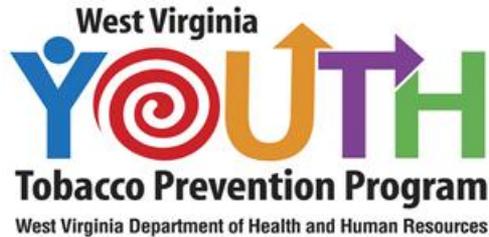
Of Course...Even at the Elementary School Level!



Newbrough
Photos © 2014

Raze at Tobacco-Free Day at the Capitol

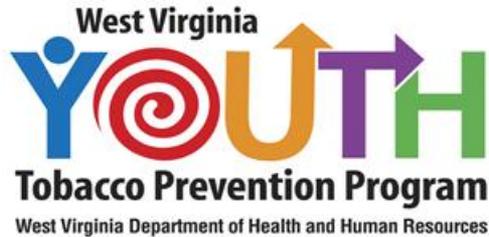




Our HP2010 goal was to reduce the prevalence of current smoking among high school students in WV public schools to 23% or lower.

THIS GOAL WAS MET! The rate of current smokers among high school students decreased 42% (from 38.5% in 2000 to 22.3% in 2009).

***BUT WE OBVIOUSLY HAD
MUCH MORE WORK TO DO!!***



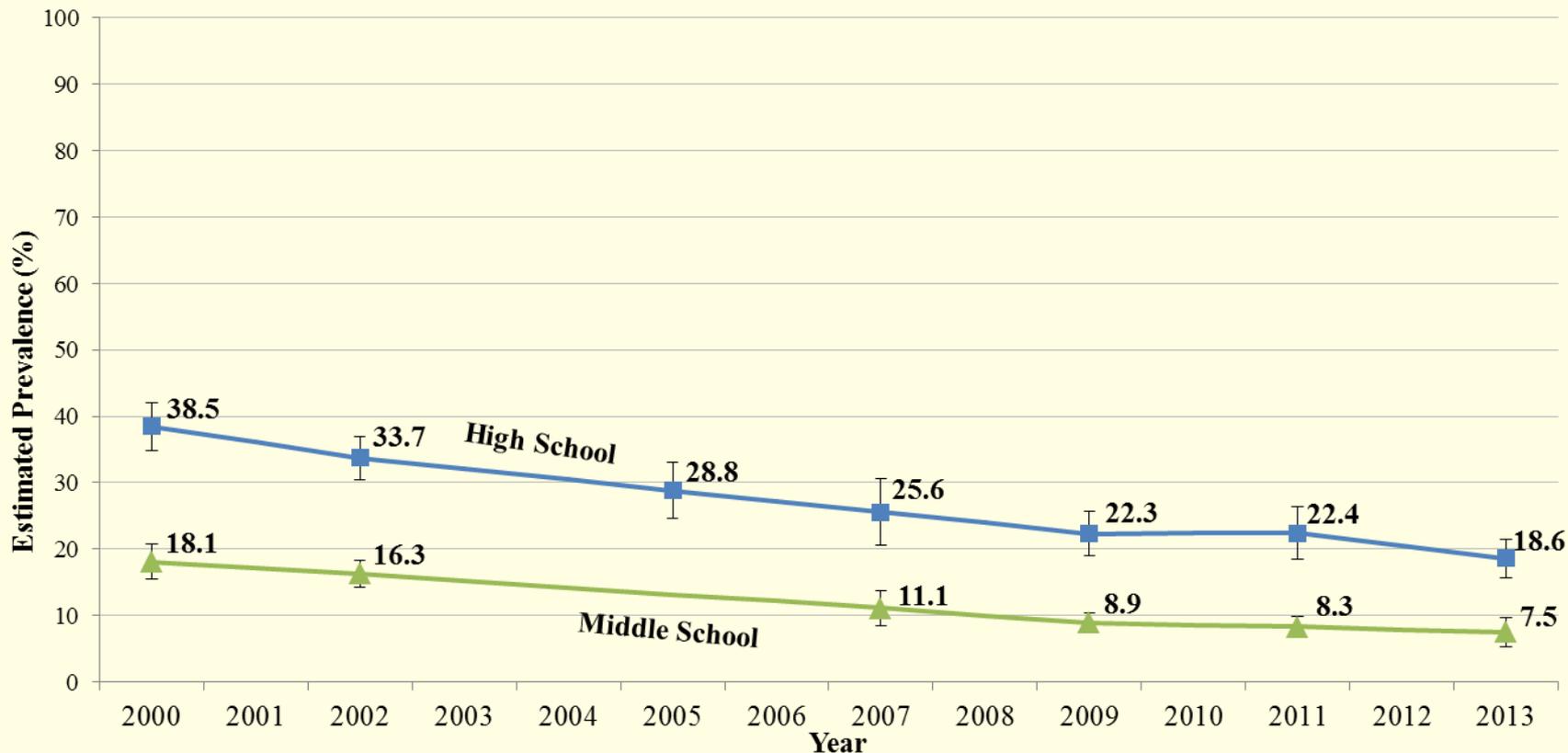
According to the 2013 Youth Tobacco Survey (YTS), between 2000 and 2013 West Virginia experienced:

- A 124% increase in the percentage of high school students who never used ANY form of tobacco (46.1% in 2013; was 20.6 in 2000).
- A 107% increase in the percentage of high school students who have never tried cigarettes (53.2% in 2013; was 25.7% in 2000).
- A 52% decrease in the percentage of high school students who currently smoke cigarettes (18.6% in 2013; was 38.5% in 2000).



Current Smoking Among West Virginia Youth

Prevalence of Current Cigarette Smoking Among West Virginia Youth



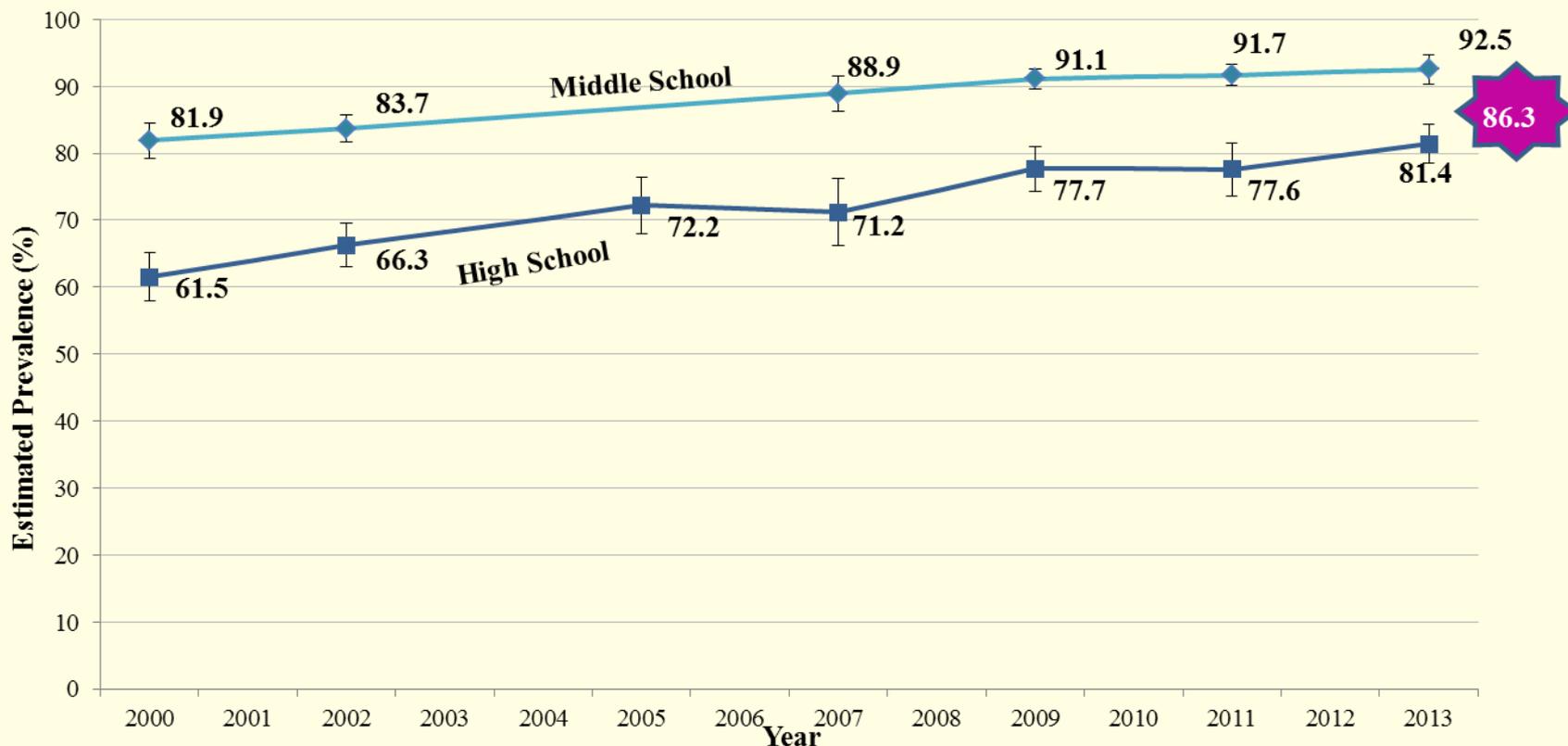
The West Virginia Youth Tobacco Survey (WVYTS) was conducted in 2000, 2002, 2005, and subsequent odd-numbered years. WVYTS was not conducted in middle schools in 2005. Current cigarette smoking is defined as having smoked cigarettes on one or more days in the past 30 days. The WVYTS population is public high school students, grades 9-12, and middle school students, grades 6-8. Confidence Interval brackets are indicated around each value.

Data Source: West Virginia Division of Tobacco Prevention, West Virginia Youth Tobacco Survey.

Graph prepared by the West Virginia Health Statistics Center.

Not Smoking By West Virginia Youth

Prevalence of *Not Smoking* Among West Virginia Youth



The West Virginia Youth Tobacco Survey (WVYTS) was conducted in 2000, 2002, 2005, and subsequent odd-numbered years. The WVYTS was conducted in 2005 only for high school. Not current cigarette smoking is defined as not smoking a single cigarette in the past 30 days. The WVYTS population is public high school students, grades 9-12, and middle school students, grades 6-8. In 2000, about 104,604 students (grades 6-12) were not smoking, and in 2013, about 119,478 students (grades 6-12) were not smoking. In 2013, 86.3% of the students (grades 6-12) were not smoking.

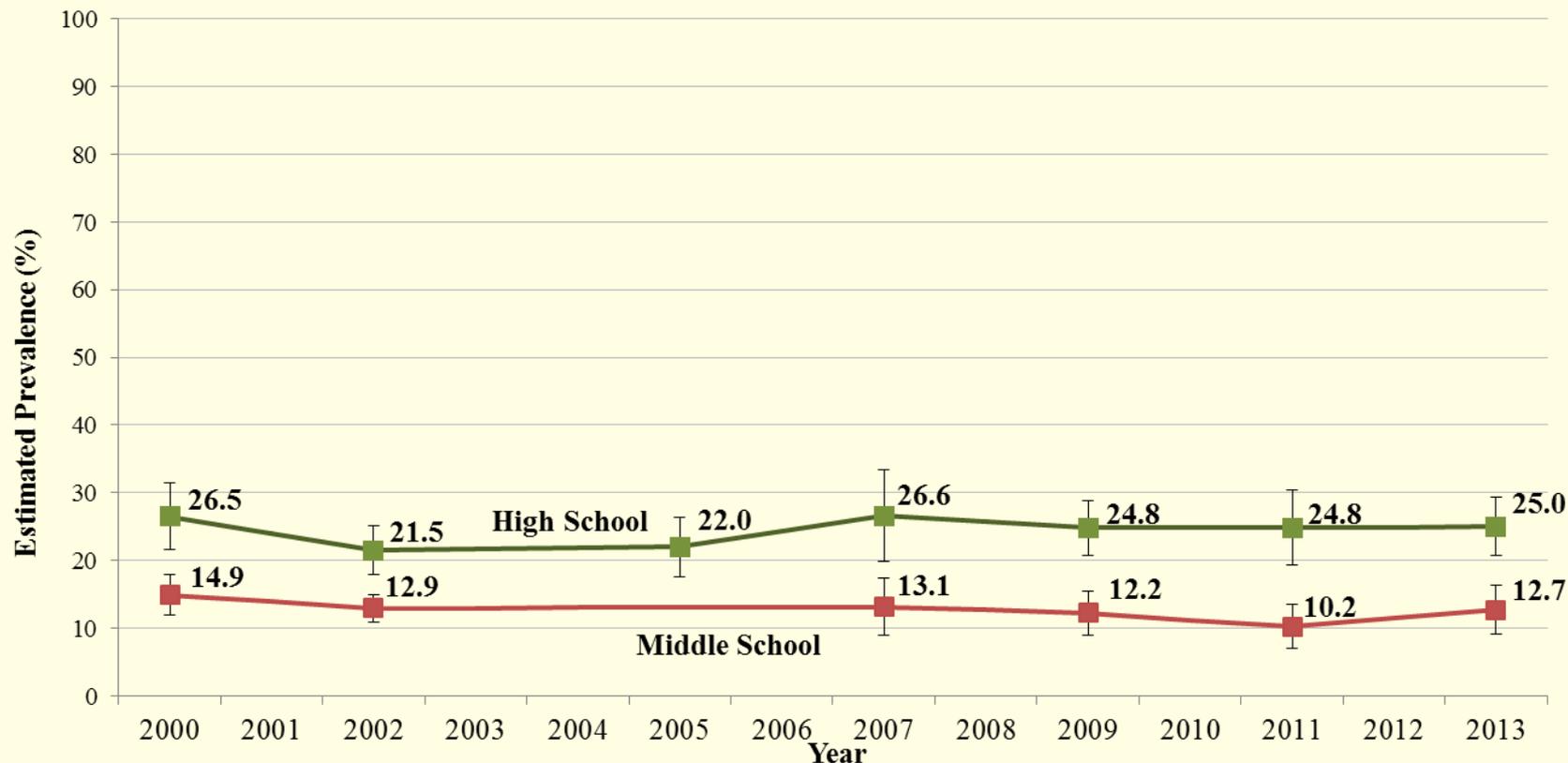
Confidence Interval brackets are indicated around each value.

Data Source: West Virginia Division of Tobacco Prevention, West Virginia Youth Tobacco Survey.

Graph prepared by the West Virginia Health Statistics Center.

Smokeless Tobacco Use in WV High School/Middle School Males

Prevalence of Current Smokeless Tobacco Use Among West Virginia Youth Males



The West Virginia Youth Tobacco Survey (WVYTS) was conducted in 2000, 2002, 2005, and subsequent odd-numbered years. The WVYTS was not conducted in middle schools in 2005. Current smokeless tobacco use is defined as use of smokeless tobacco on one or more days in the past 30 days. The WVYTS population for this graph is public high school students, grades 9-12, and middle schools, grades 6-8, males only.

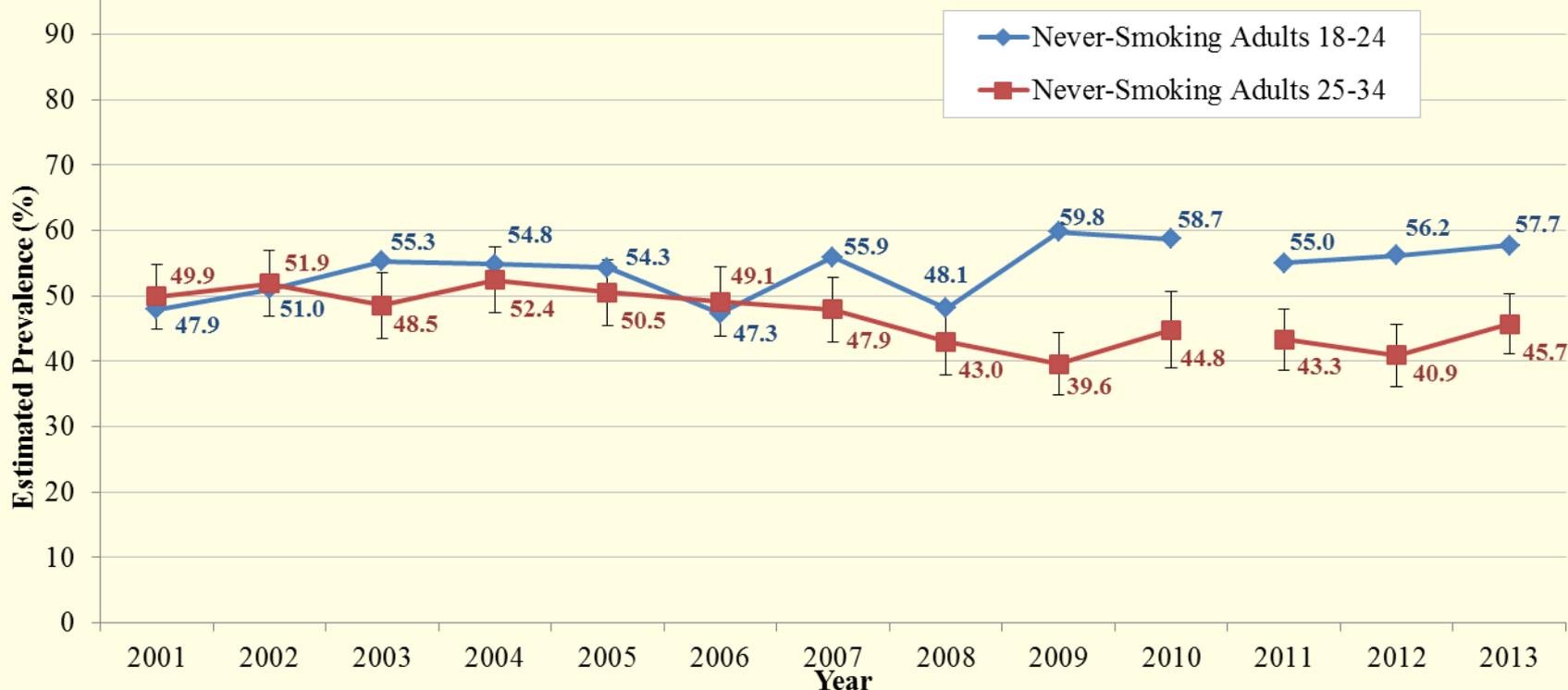
Confidence Interval brackets are indicated around each value.

Data Source: West Virginia Division of Tobacco Prevention, West Virginia Youth Tobacco Survey.

Graph prepared by the West Virginia Health Statistics Center.

WV Adults Who Report “Never Smoking”

Prevalence of Never-Cigarette Smoking Among West Virginia Adults Age 18-24 and Age 25-34



Never-cigarette smoking is defined as smoking less than 100 cigarettes in a lifetime. The West Virginia Behavioral Risk Factor Surveillance System (BRFSS) population for this graph is adults age 18-24 years, and 25-34 years.

Confidence Interval brackets are indicated around each value for prevalence among All Adults Age 25-34.

Note: In 2011 there were changes made to the weighting methodology and the sample composition in BRFSS, therefore the 2011 prevalence data and beyond is not directly comparable to previous years of BRFSS data.

Data Source: West Virginia Health Statistics Center, Behavioral Risk Factor Surveillance System.

Best Practices: Surveillance and Evaluation

Since 2001, the WV Division of Tobacco Prevention has worked with the West Virginia Prevention Research Center (PRC) to assess the impact and effectiveness of the State's tobacco prevention and cessation efforts. The PRC's Evaluation Services Unit continues to provide technical assistance to DTP and its funded initiatives to ensure that efforts are responsive to community needs and remain grounded in science.

The evaluation specialists at the PRC are experienced evaluators who strive to contribute to the building of strong and healthy West Virginia communities through evaluation, surveillance, and research.



Best Practices: Surveillance and Evaluation

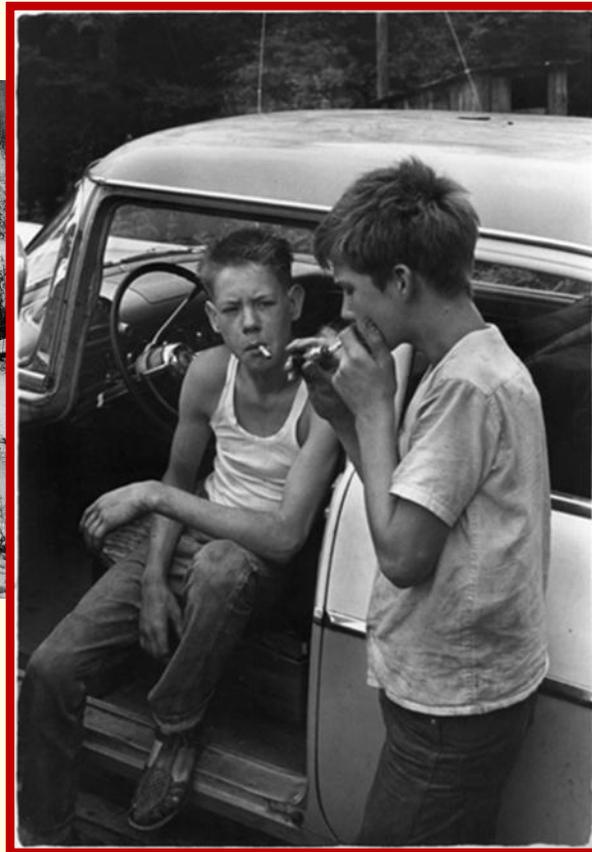
Since 2006, the WV Division of Tobacco Prevention has worked with the West Virginia Health Statistics Center (HSC) to collaboratively employ a full-time tobacco-specific epidemiologist who is solely dedicated to tobacco prevention/control efforts.

As a result, DTPs surveillance/data and evaluation are more comprehensive and supportive of Program needs.



Social Justice

When access to certain basic rights, such as good health, education, and fair and equal treatment, have been distributed unevenly or denied to certain groups, **the problem becomes an issue of social justice.**



High Poverty Counties in Appalachia 1960/2010

High-Poverty Counties in the Appalachian Region

(Counties with Rates At Least 1.5 Times the U.S. Average)

1960

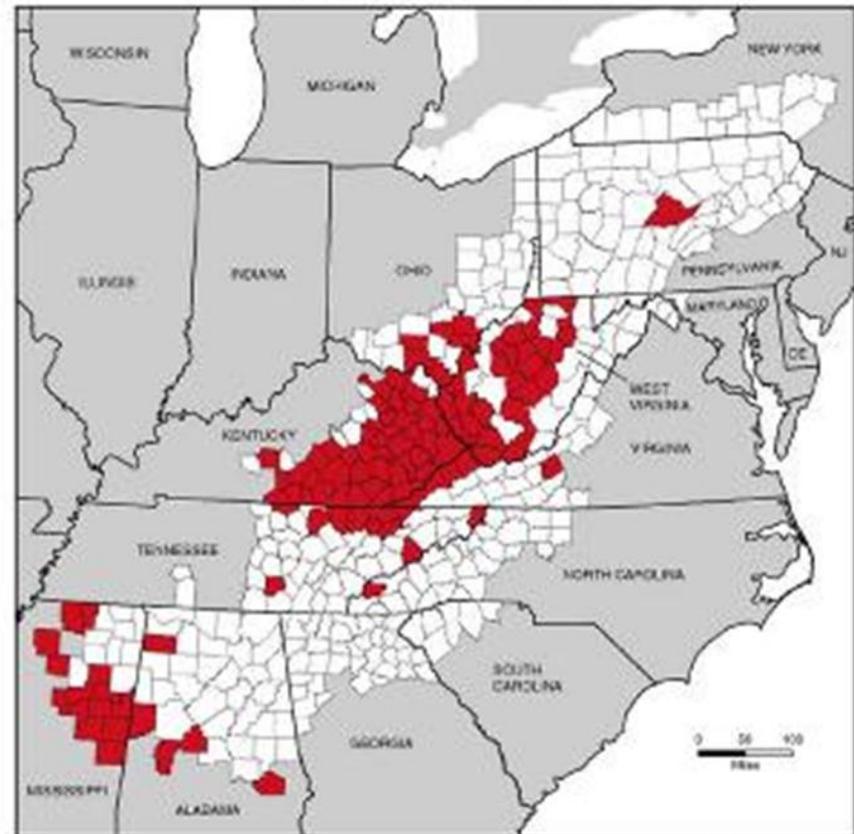
295 High-Poverty Counties



Data Source: Office of Economic Opportunity data from U.S. Dept. of Agriculture, Economic Research Service, 1960.

FY 2010

116 High-Poverty Counties

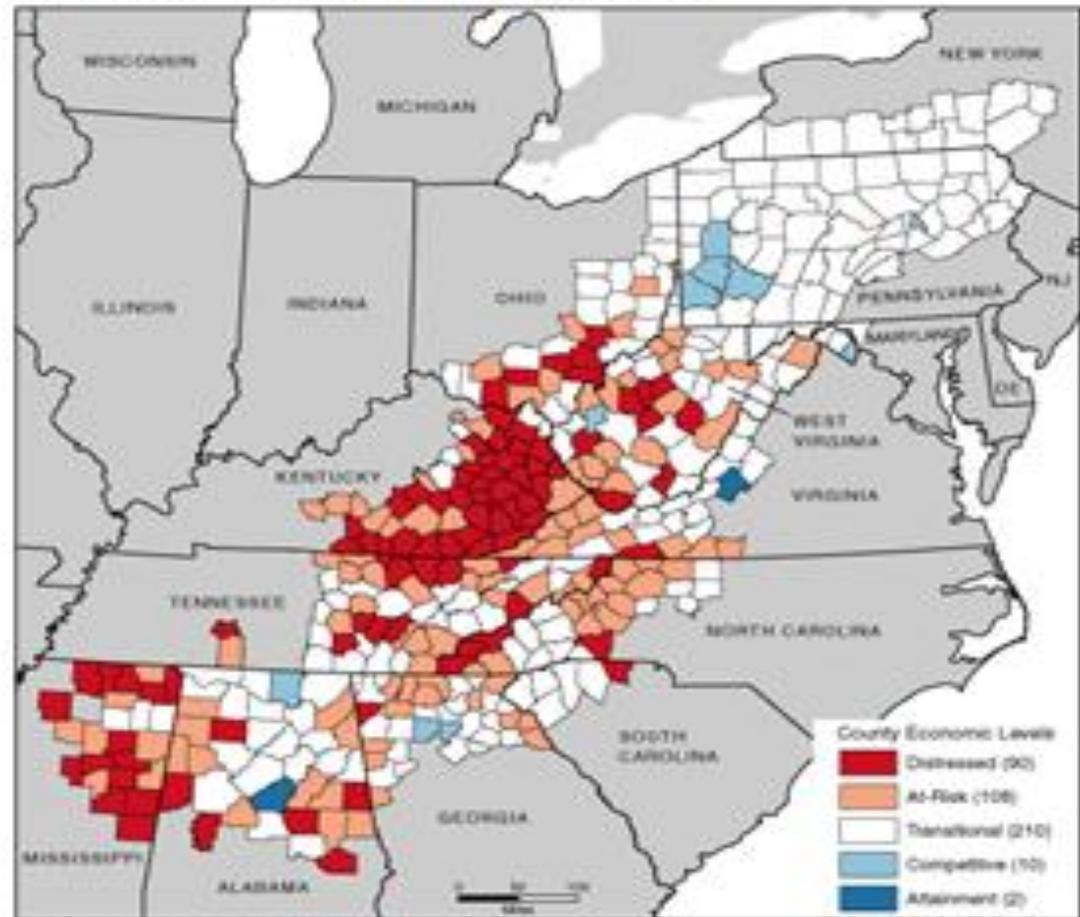


Data Source: U.S. Department of Commerce, Current Business, 2000.

County Economic Status in Appalachia

County Economic Status in Appalachia

MARCH 2014



Created by the Appalachian Regional Commission, March 2014

Data Sources:

Unemployment data: U.S. Bureau of Labor Statistics, LAUS, 2010-2012

Income data: U.S. Bureau of Economic Analysis, REIS, 2012

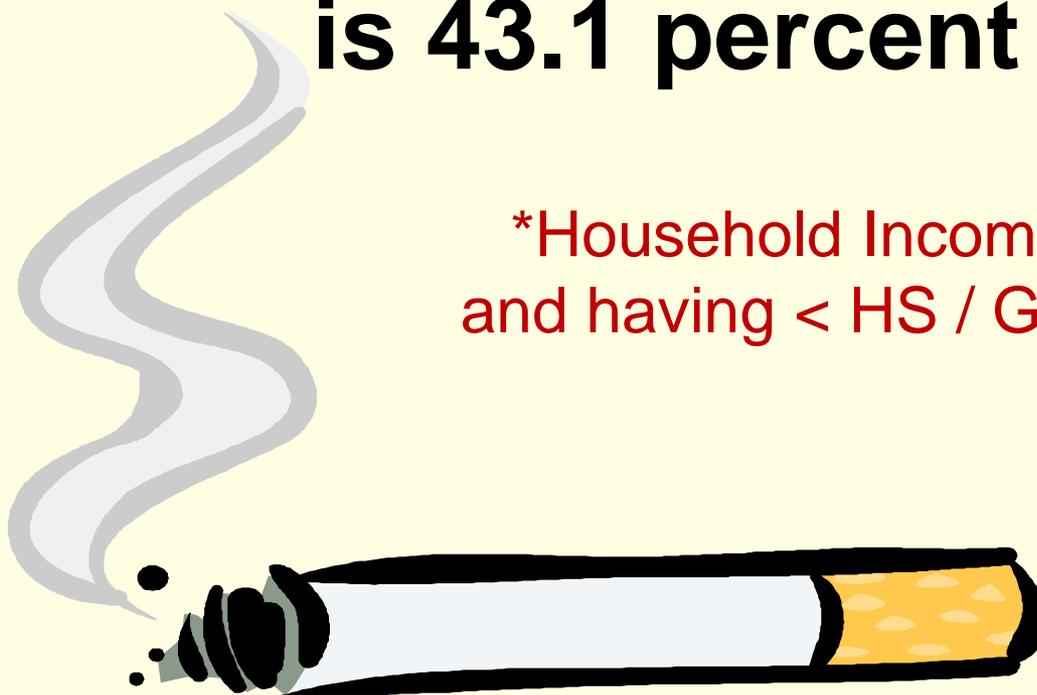
Poverty data: U.S. Census Bureau, American Community Survey, 2008-2012

Effective October 1, 2014
through September 30, 2015

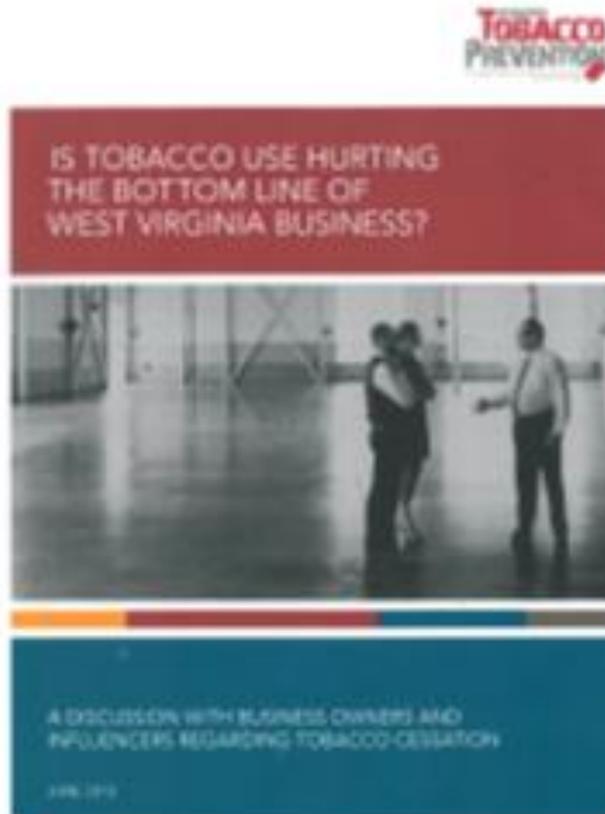
**The 2013 WV Adult Smoking Rate
among those who are Low SES*
is 43.1 percent**

From 2013 WVBRFSS

***Household Income < \$25,000
and having < HS / GED education**



Study: Is Tobacco Use Hurting WV Business?



* This project resulted from supplemental cooperative funding from the Centers for Disease Control and Prevention (CDC) and the Patient Protection and Affordable Care Act (CDC RFA-DP09-9010201/PPHF11) that was awarded to address policy and change planning involving state tobacco cessation quitlines. The contents, findings of this research do not necessarily represent the official views of the CDC and/or the West Virginia Department of Health and Human Resources.



Economics of Cigarette Smoking

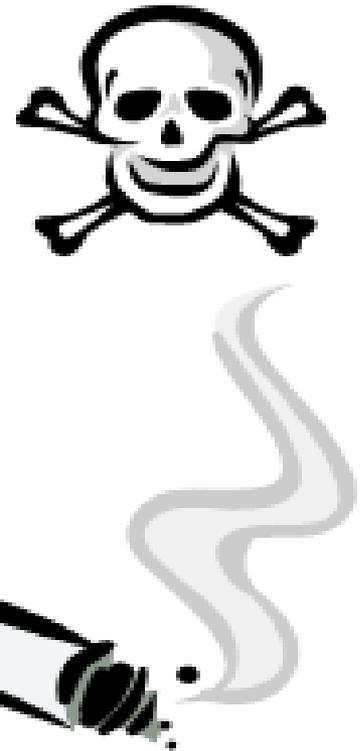
WV Business Study Research



Tobacco Is Killing (and Costing) Us

WEAPONS OF MASS DESTRUCTION!

3800 WV residents DIE
each year from smoking!



1 in 5 WV Deaths Caused by Smoking



**1 IN 5 DEATHS IN WV IS
CAUSED BY CIGARETTE
SMOKING**
(OF ADULTS AGE 35 AND OLDER).

So the 16th Year
his Age

Health/Occupational Costs of Smoking in WV

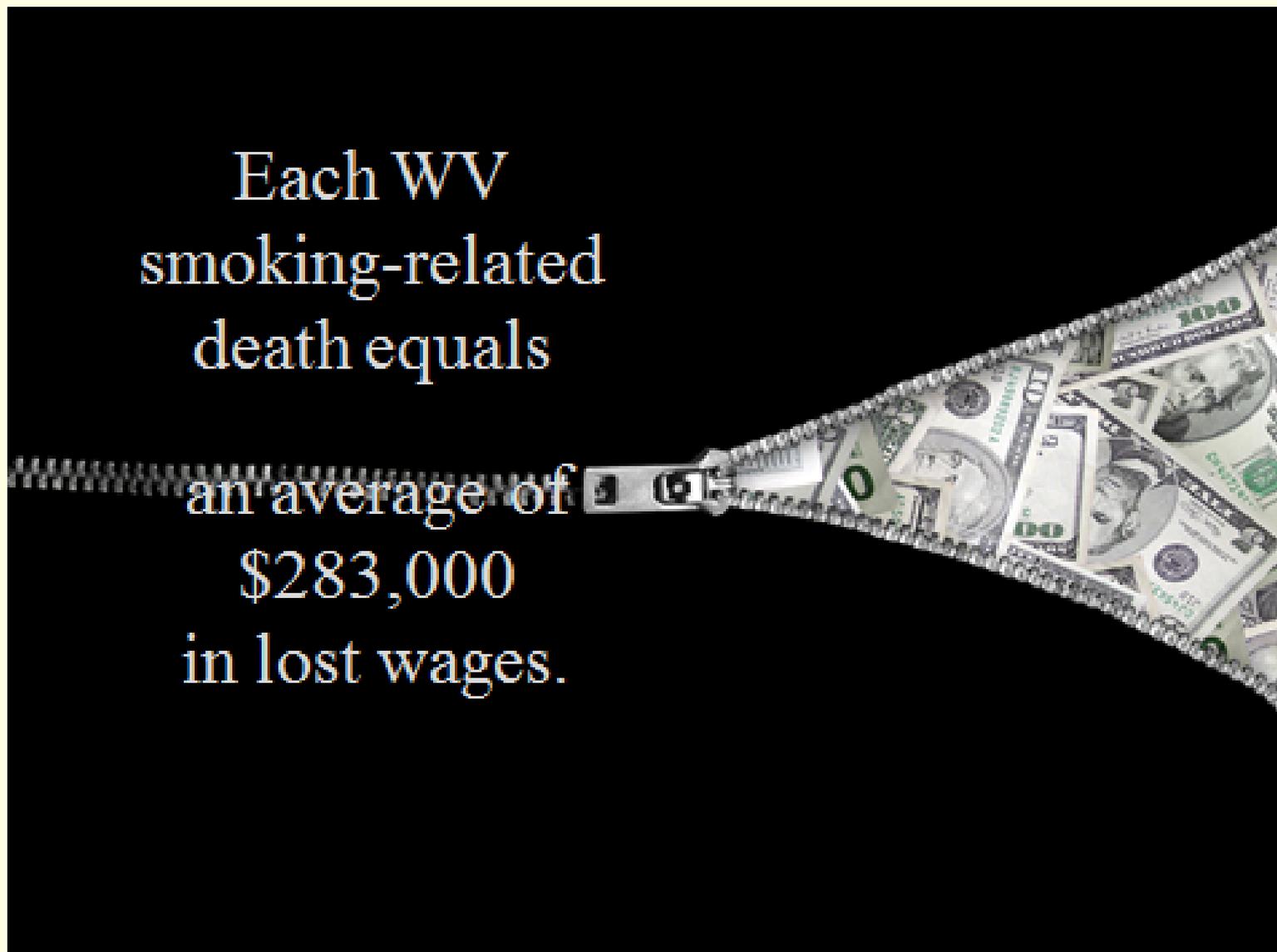
Each year,
Smoking Costs
West Virginia
over
\$1.8 Billion!





Each WV
smoking-related
death equals

an average of
\$283,000
in lost wages.



Preventable “tobacco-related” costs...



Annual
preventable
costs total
\$4,676 for
each
smoker in
WV!

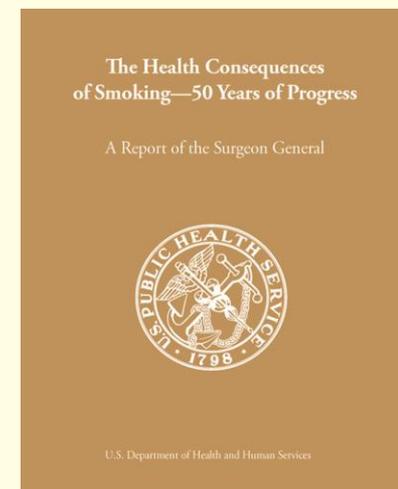
Hampshire County - Bloomery, WV



Federal, state, and local taxes that raise prices on tobacco products improve public health by reducing initiation, prevalence, and intensity of tobacco use among young people.”

“For every 10 percent increase in cigarette prices, it is estimated there is a 3 – 5 percent reduction in overall cigarettes consumed, especially in youth and young adults.”

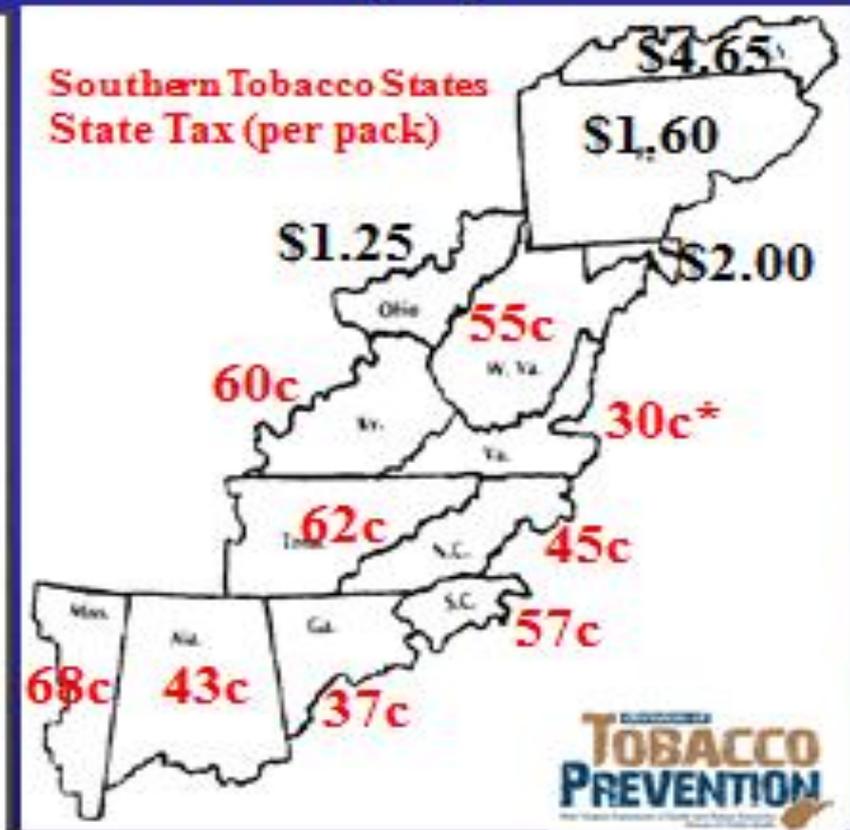
**Source: 2012 Surgeon General’s Report
On Tobacco Use in the U.S. (pg. 809-810)**



Cigarette Taxes in Appalachia

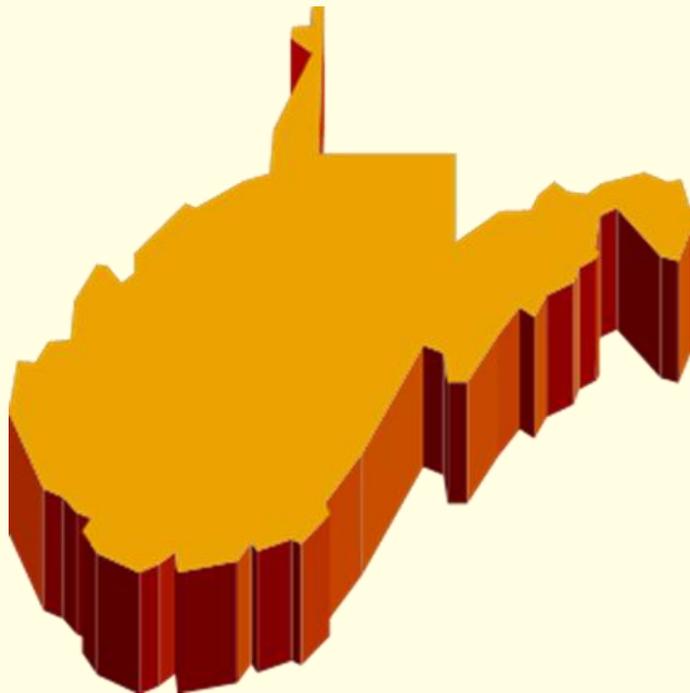
Cigarette Taxes in Appalachia

*National Average Tax is \$1.50 per pack



Conclusions and Closing Thoughts

“If [West Virginia] were to fully implement recommended prevention and cessation strategies, rates of tobacco use would decline precipitously. And, most important, we could prevent the staggering toll that smoking and tobacco use takes on our WV families and communities.”



**Tobacco Continues to Kill and Cost Us in West Virginia:
Viewing Tobacco Use as a Social Justice Issue in the
Mountain State**

By Bruce W. Adkins, M.S., PA

West Virginia Medical Journal, March 31, 2014

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