

WHAT'S THE "SKINNY" ON TOBACCO CONTROL IN MISSOURI?

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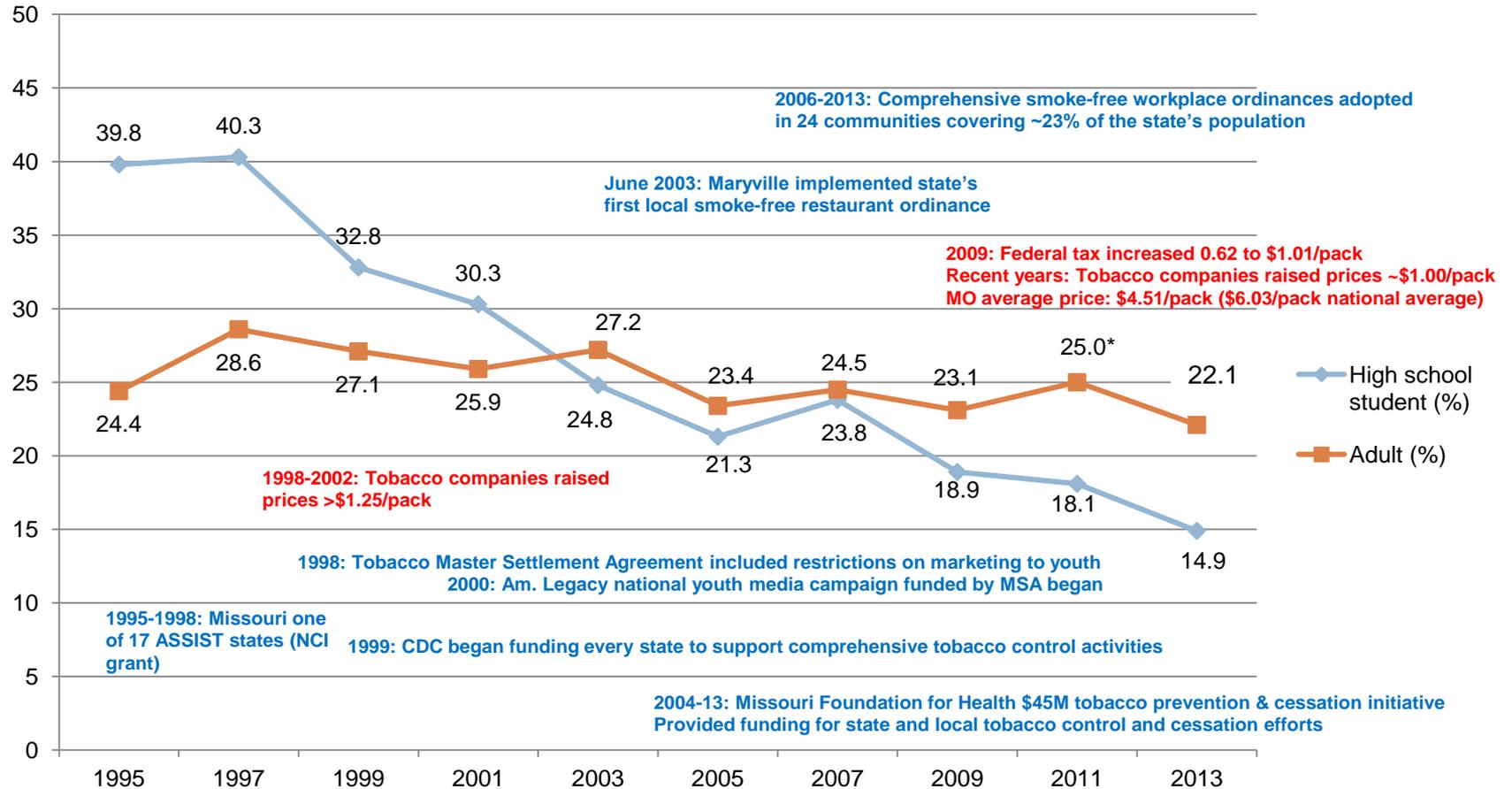
Tobacco use is the #1 cause of preventable death

- Smoking and secondhand smoke (SHS) harm nearly every organ of the body.
- Smoking and SHS cause many diseases and reduce the health of smokers in general.
- What are some of the health effects of tobacco use, smoking and SHS ?

Reducing Tobacco Use – A Winnable Battle

- **VISION:** A world free from tobacco-related death and disease
- **GOALS:**
 - ▣ Keep youth from starting
 - ▣ Help people quit
 - ▣ No secondhand smoke
 - ▣ Reduce unequal use, disease, death, and exposure.

Missouri adult and youth smoking prevalence 1995-2013 – Milestones in tobacco control



*New weighting methodology began in 2011 resulting in increased prevalence
Data sources: BRFSS and YRBS/YTS, Missouri Dept of Health & Senior Services
Price and tax source: Campaign for Tobacco-Free Kids



- ❑ **State and Community Interventions**
- ❑ **Mass-reach Health Communication Interventions**
- ❑ **Cessation Interventions**
- ❑ **Surveillance & Evaluation**
- ❑ **Infrastructure, Administration & Management**

http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm

Best Practices – Cessation

- Quitting – how do we support and promote?
- What are our current interventions?

Best Practices - Cessation

- What are our future interventions?
 - ▣ Learning benefits available
 - ▣ Promoting use of available benefits
 - ▣ Promoting coverage of benefits where not available

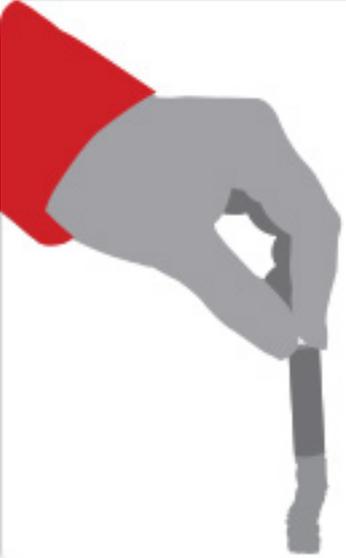
Best Practices – Surveillance & Evaluation

- Collecting data
- What is data we collect or have available to us?

Best Practices – Mass Reach Health Communication Interventions

- Messages about quitting or not starting
- Messages about the harms of secondhand smoke
- Messages about the health benefits of smokefree
- Paid – TV, radio, billboards, print, digital
- Earned – press releases, conferences, social media, and local events

What's Out There?



Let's Quit Together.

Are you or a loved one ready to quit?

Start Today

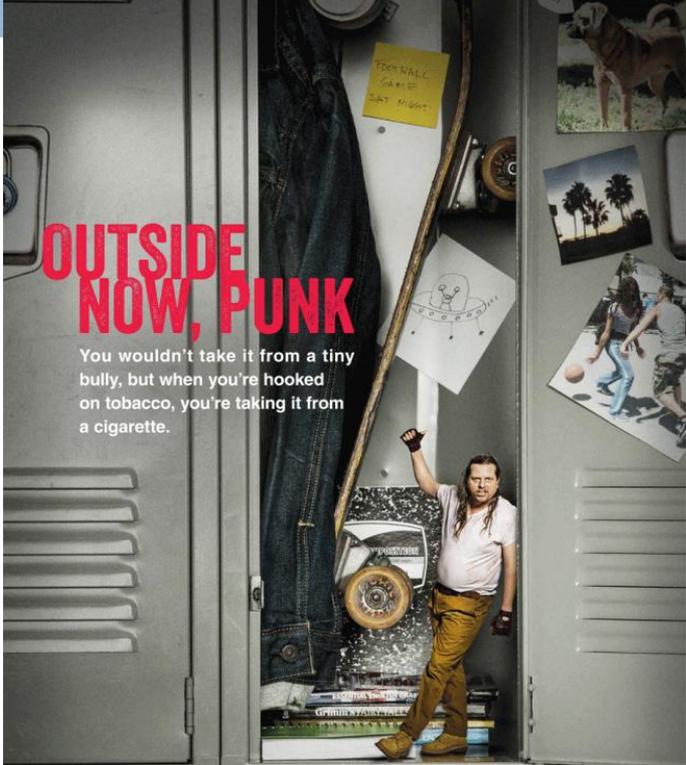
A TIP FROM A FORMER SMOKER

RECORD YOUR VOICE FOR LOVED ONES WHILE YOU STILL CAN.



OUTSIDE NOW, PUNK

You wouldn't take it from a tiny bully, but when you're hooked on tobacco, you're taking it from a cigarette.



Find out how tobacco can control you.
TheRealCost.gov
Brought to you by the FDA. 

THE REAL COST 

Best Practices - Infrastructure, Administration, Management

- Staff
- Partners
- Leadership
- Skills
- Money

Infrastructure, Administration, Management

- Local public health agency opportunities
 - ▣ Funding coalition building and support
 - ▣ Funding youth leadership interventions

Best Practices – State and Community Interventions

- Working together to make changes in communities, state, society
- Actions for populations = policies:
 - Smokefree
 - Price increases like taxes
 - Access to quitting help
 - Access to tobacco products

Time out for social norm activity

- Line up
- Listen to each statement I read
- If it is true for you, take a step backward
- If it is not true or you don't know, stay where you are
- Don't move from that spot until you hear the next statement

Support for Smokefree Grows in Missouri!

- 88% of adults think breathing other people's cigarette smoke is harmful to their health!
- Three-fourths of adults would support a local law that makes all indoor workplaces smokefree in restaurants bars and casinos!
- Two-thirds of adults support a comprehensive smokefree law for our entire state of Missouri.
- 76% high school and 84% middle school youth think employers should never allow smoking in the workplace!

Source: 2013 Behavioral Risk Factor Surveillance System, Missouri Dept of Health & Senior Services; 2013 Youth Risk Behavior Survey. 2013 Youth Tobacco Survey

Why work on smokefree?

- Reduce youth initiation
- Increase successful cessation attempts
- Reduce exposure to secondhand smoke
- Improve health in employees and patrons

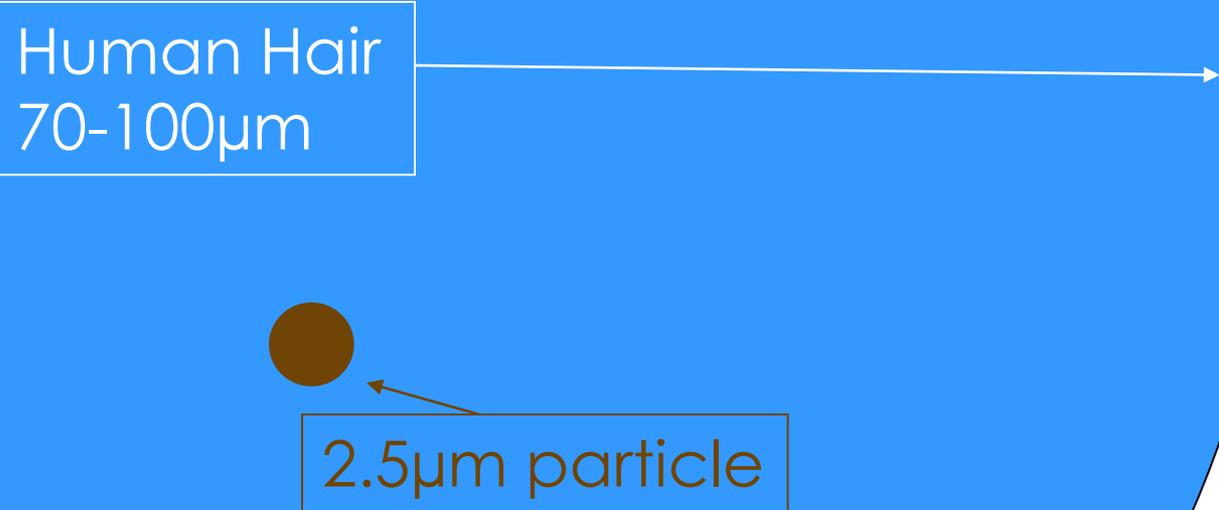
Communities that go smokefree

Experience a significant decrease in heart attack rates, on average ~ 17%

Why?

SHS Is fine particulate matter pollution

- 2.5 microns or smaller in size (PM_{2.5})
- Easily inhaled deep into the lungs, making it a risk to respiratory health
- Some enters bloodstream



A diagram illustrating the relative sizes of human hair and a fine particulate matter particle. A long horizontal white arrow points from a box labeled 'Human Hair 70-100µm' to the right. Below this, a much smaller black circle represents a '2.5µm particle', with a short arrow pointing from a box labeled '2.5µm particle' to the circle.

Human Hair
70-100µm

2.5µm particle

State and Community Interventions

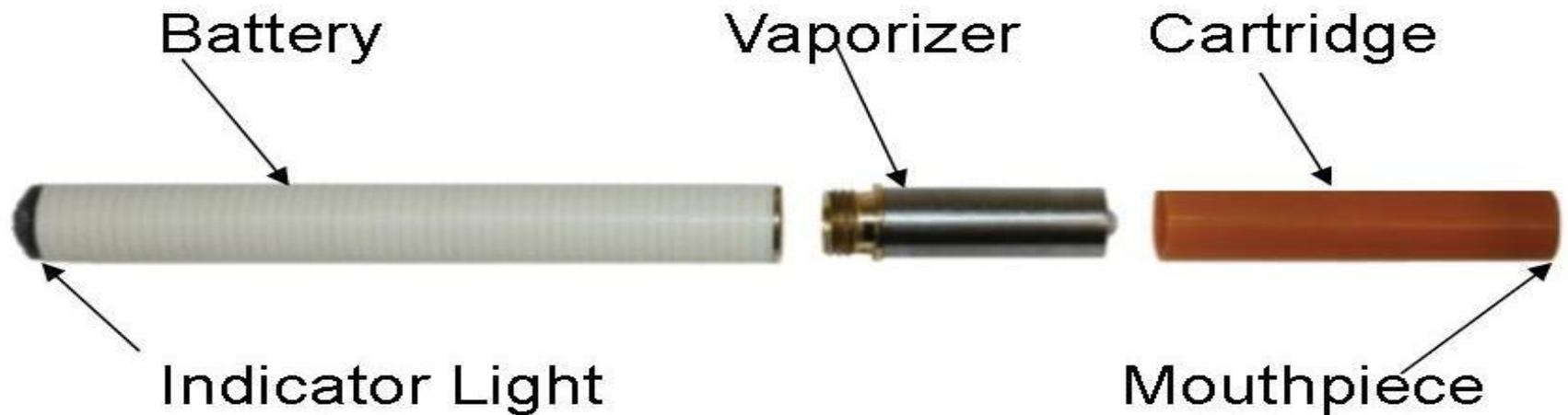
- What are we doing in the future?
 - ▣ Tobacco-free school districts
 - ▣ Comprehensive smokefree community policies
 - ▣ Smokefree or tobacco-free multi-unit housing – public housing
 - ▣ Smokefree or tobacco-free college campuses
 - ▣ Tobacco-free mental health or substance abuse facilities

Local public health agency opportunities

- Coalition building and support
- Youth leadership interventions

What about e-cigarettes?

Products designed to deliver nicotine or other substances to user in vapor form



Properly called electronic nicotine delivery systems (ENDS)

Made to look like cigarettes, cigars, pipes, hookahs; may also look like pens, USB memory sticks, etc.



ENDS – more questions than answers

- Are they regulated? Tested?
- Are they safe?
- Are they a cessation device?
- What is the public health stance?

Regulation

- FDA – not yet but coming
- Missouri:
 - ▣ Illegal to sell to those under 18
 - ▣ Illegal for those under 18 to buy, use, posses

Are they a cessation device?

- NO - *not* an FDA-approved cessation product
- No electronic nicotine delivery device can be *legally* marketed as a smoking cessation device without going through the rigorous approvals of FDA
- Do *not* recommend for cessation

Are they safe?

- Evidence is mounting that they may *not* be as safe as claimed
 - ▣ Testing of aerosol in the air has found fine and ultrafine particles, volatile organic compounds, formaldehyde, nicotine
 - ▣ Additives may not be *or* are not safe for heating, delivering nicotine, or inhaling
 - ▣ Over 3,000 poisonings from nicotine liquid in 2014

Why so many poisonings?



Can
you
find the
candy?



Public health approach – safety

- ❑ Too many unknowns – cannot:
 - ❑ Say they are safe – but it appears as if it is not “harmless water vapor” – it is not just water & is actually an aerosol
 - ❑ Say they are unsafe – they may indeed be safer than combustible cigarettes

Public health approach – secondhand vapor exposure

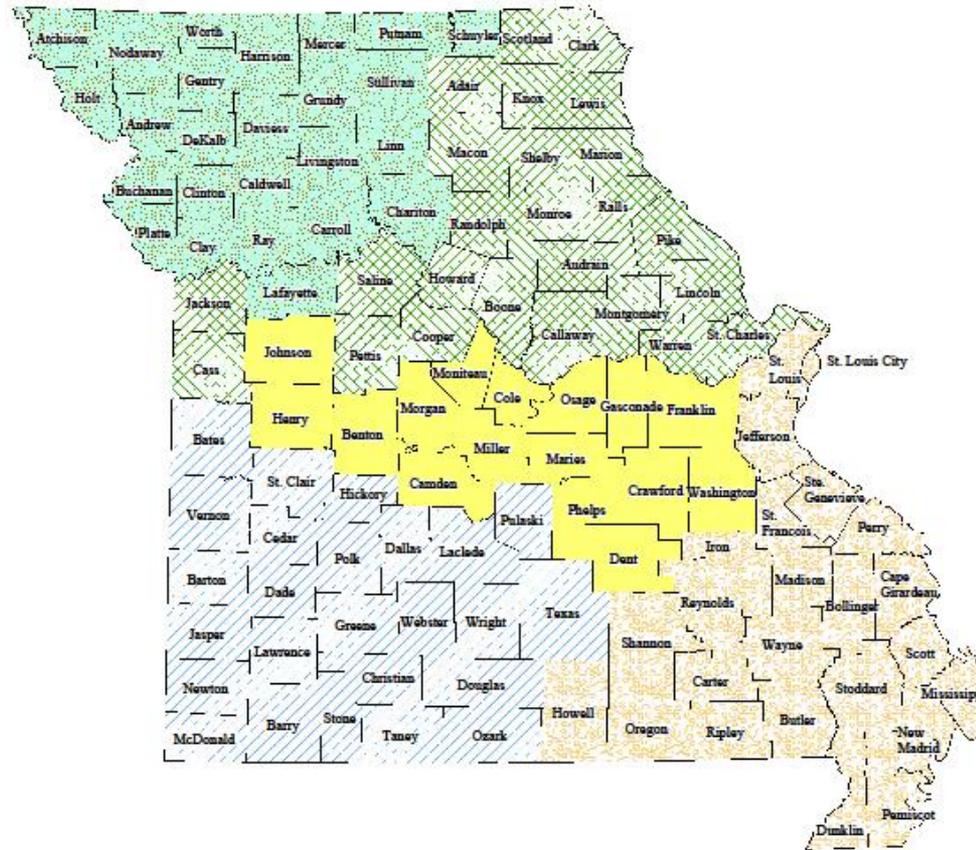
- Because of the unknowns about vapor
and
- Because use looks like smoking
- Public health – cautious
 - Prohibit in organization's smokefree or tobacco-free policies
 - Encourage and promote including in community and business smokefree policies

Why include in smokefree policies?



**The standard is
Clean Indoor Air
not
Less Dirty Air**

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