

Tobacco Prevention Connection

TUPCP Staff

1.866.557.7867

tobaccoprevention@odh.ohio.gov

Fall 2009

- **Mari-jean Siehl**, Program chief
- **Jan Stine**, CDC program manager
- **Melanie Tidwell**, Cessation program manager
- **Angela Abenaim**, Program consultant and youth program and communications coordinator
- **Brandi Bennett**, Epidemiologist and evaluation lead
- **David Polakowski**, Resource development and grants coordinator
- **Eric Greene**, Social marketing consultant
- **Tracy Clopton**, Program consultant and disparities coordinator

Welcome to the first edition, of the Tobacco Prevention Connection Newsletter. Tobacco Prevention Connection is designed to put important issues about tobacco use prevention and cessation from Ohio and the United States into one convenient location. This platform will be used to disseminate information, share resources and promote upcoming events. We want this newsletter to be a useful tool for all those fighting for tobacco control. We look forward and welcome all feedback and ideas to assist in our efforts to create a newsletter that is beneficial to you. Thank you, for your work and we wish you happy reading.

Center for Health Promotion Has Hidden Gems Available to You

data used to reach current and future customers just like heavy hitters such as Apple, Coca-Cola, McDonalds and AT&T use? When you think about it, they seem to know almost everything about their target customers. They know exactly who they want to reach and the most effective manner to do so. Today, Ohio's public health workers have access to a similar set of data tools to increase understanding of their priority populations, just like the heavy hitters. These data sets can lead to more effective and efficient programs. The more knowledgeable we are about our priority customers, the better situated we are to address their needs.

The Ohio Department of Health's Center for Health Promotion has two marketing software programs available for your program, iMark

and ConsumerPoint. Both programs are targeted-marketing systems created by The Nielsen Co. to help users determine:

WHO are my best customers?

WHAT are they like?

WHERE can I find them?

HOW can I reach them?

A variety of data can be obtained from these programs including demographics (based on the census), consumer purchasing behavior, business facts, location and lifestyle segmentation. The information is based on selected databases from the Market Research Institute and updated quarterly. The results provide sophisticated analytical reporting and mapping tools to perform all types of strategic analysis such as identifying and evaluating potential campaign and intervention sites, performing geographic site analyses and identifying customer lifestyle segments. These reports can be generated from the neighborhood level up to the state level.

Obtainable data cover topics such as:

- Alcohol and tobacco
- Food and beverage
- Health and over-the-counter drugs
- Grocery chains & coupons
- Newspapers and magazines
- Radio use
- Print media use
- Television viewership
- PRIZM NE Household Lifestyle Distribution.

For additional information, and to use these tools to obtain information on your target population, send an e-mail to: healthy@odh.ohio.gov. In the subject line of your e-mail, put **Nielsen Request Consultation**. A consultant will contact you with additional information.

Grantee Spotlight:

Fiscal year 2010 has provided the Tobacco Use Prevention and Cessation program (TUPCP) at the Ohio Department of Health the opportunity to sponsor sub-grants from two distinct funding sources; a federal grant from the Centers for Disease Control and Prevention and monies from the Master Settlement Agreement. Together, TUPCP has




allocated more than \$2 million in grants for health departments and nonprofit agencies to perform evidence-based prevention and cessation activities throughout the Buckeye state. All told, an estimated 11,000 youth will receive prevention education and more than 3,000 adults will receive cessation services. Future Grantee Spotlights will highlight some of the



amazing work being done across Ohio on a daily basis. If you would like to have a success story featured in future issues of *Tobacco Prevention Connection*, please send a brief synopsis to your project manager with the subject line of the e-mail **for the Grantee Spotlight.**

2010 TUPCP sub-grantees

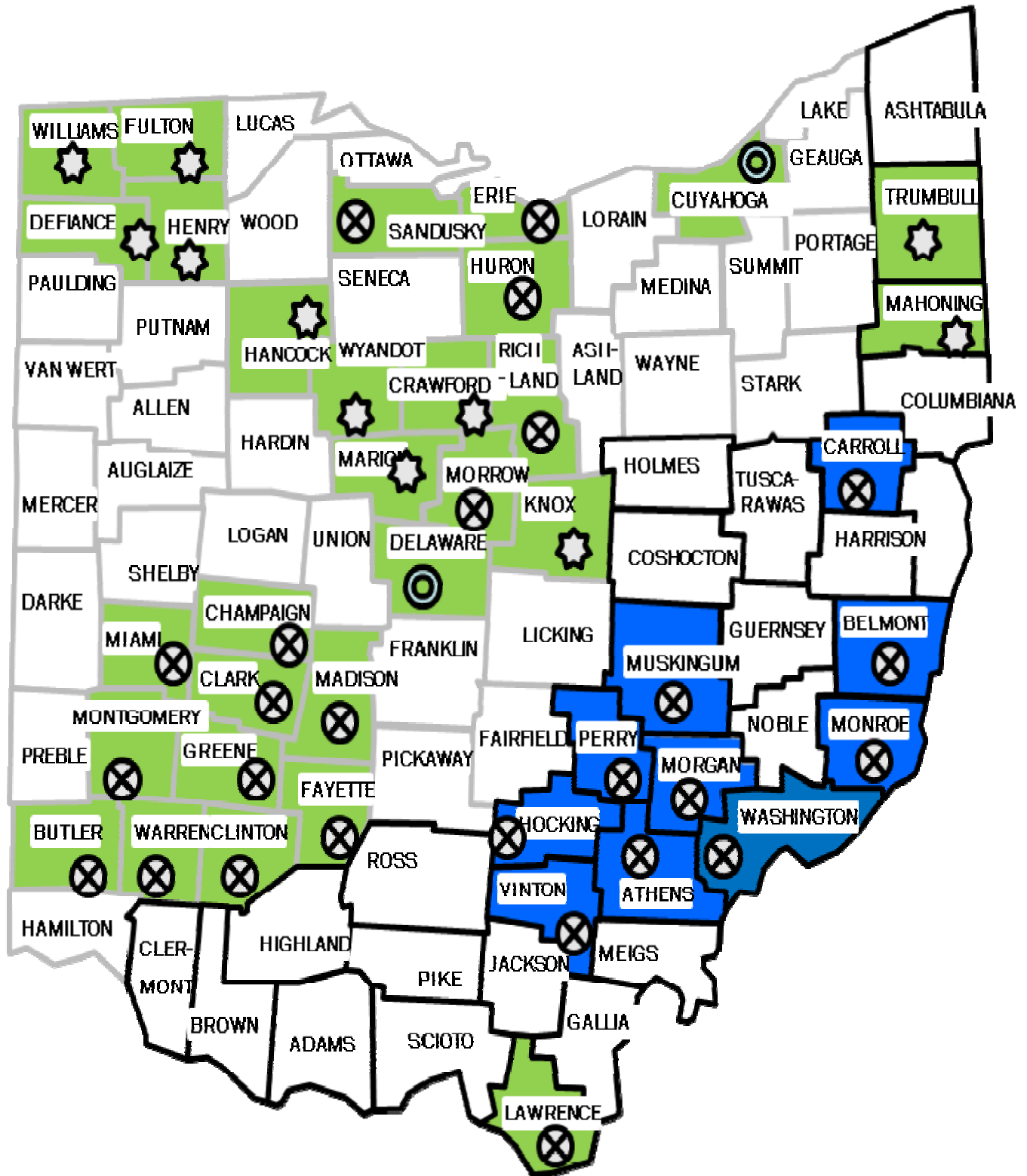
- Belmont County Board of Health
- Bucyrus Community Hospital
- Carroll County Health Department
- Community Action for Capable Youth
- Cuyahoga County Board of Health
- Case Western Reserve University
- Delaware General Health District
- Greene County Combined Health District
- Humility of Mary Health Partners
- Lawrence County Health Department
- Monroe County Health Department
- Perry County General Health District
- Public Health Dayton & Montgomery County
- Sandusky Combined General Health District
- Selby General Hospital
- Zanesville-Muskingum County Health Department

The following legends refer to the map of sub-grantees on page 3 which details the type of work being done across Ohio as well as the original funding source of each sub-grantee.

-  Cessation
-  Youth Prevention
-  Both

-  Centers for Disease Control and Prevention
-  Master Settlement Agreement

Tobacco Use Prevention and Cessation Program Map of 2010 Sub-grantees



Examining Disparities in Secondhand Smoke Exposure among Children in Their Households

By Brandi Bennett, Epidemiologist 2, Center for Public Health Statistics and Informatics

In 2006, the surgeon general published a report concluding there is no safe level of exposure to secondhand smoke (SHS). Children are especially vulnerable to the effects of SHS exposure. According to the report, an estimated 22 million children aged 3 to 11 and 18 million youth aged 12-19 were exposed to secondhand smoke in the United States in 2000, based on levels of cotinine in their blood (a biological marker of SHS exposure)¹. Data review was conducted at the Ohio Department of Health to examine the exposure of children to SHS in their households.

Analysis was conducted on households in Ohio with children under 18 years of age, by race/income groupings using 2007-2008 data from the Behavioral Risk Surveillance System and Adult Tobacco Survey (BRFSS/ATS). The analysis focused on the white and black populations and on three levels of household income within each race group. These were: less than \$25,000; \$25,000-\$49,999; and over \$50,000. Each grouping was examined in the context of the following question: "During the past seven days, on how many days did anyone smoke cigarettes, cigars, or pipes anywhere inside your home?"² If a respondent answered between one and seven, they were put into one category, and if they answered zero, they were put into another category. This allows for analysis of SHS exposure, without the added complexity of looking at the dose of exposure (whether someone had smoked on one day in their home, versus seven days in their home).

SHS exposure was higher in households with the lowest income level, regardless of race (Table 1). The households with income less than \$25,000 were the most likely to have had someone smoking in their home in the seven days prior to the survey. Those with income from \$25,000-\$49,999 were less likely to have had someone smoking in their home than those with incomes of less than \$25,000, but more likely to have had someone smoking in their home than those with incomes of more than \$50,000. There was a very large drop in the prevalence of smoking in homes after reaching the \$50,000+ income category, regardless of race.

Table 1: Households with Children Less than 18 Years of Age, with Smoking in the Home in the Seven days Prior to the Survey, by Race and Income, 2007-2008²

	<\$25,000	\$25,000-\$49,999	\$50,000+
White	48.2%	21.3%	8.0%
Black	44.8%	33.5%	8.9%

In conclusion, income appears to be a bigger predictor for smoking in households with children under 18 years of age than white or black race. The lowest income group had the highest levels of smoking within the household in the previous seven days for both race groups, and the highest income group had the lowest levels of smoking within the household in the previous seven days for both race groups. At the \$50,000 household income level, there was a very large drop in the prevalence of persons smoking within their household in the previous seven days. Energy and resources to prevent SHS exposure to children would be best targeted toward those with lower household incomes. This study was limited by sample size and by the limited number of years the question about household exposure has been asked on the BRFSS/ATS. Analysis on other race groups, using more income categories and looking at doses of exposure would lend more detail and is desirable for future study.

¹ The health consequences of involuntary exposure to tobacco smoke : a report of the Surgeon General. – [Atlanta, Ga.] : U.S. Dept. of Health and Human Services, Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, [2006]

²2007-2008 Ohio Behavioral Risk Factor Survey/Adult Tobacco Survey. Chronic Disease and Behavioral Epidemiology. Center for Public Health Statistics and Informatics, Ohio Department of Health, 08/09.

Cessation Corner presents:

An American Love Story

At the tender age of 7, John sat on his uncle's knee and smoked his first cigarette. By the age of 12, John was a pack-a-day smoker. During World War II, John not only used his own ration book, which allotted for one carton of cigarettes a month, but used petty cash to barter for the rations of non-smokers; he was able to obtain a month of cigarette rations for a mere 50 cents. For 58 years, John maintained a three pack-a-day habit. His reason to quit now? None other than his wife of 46 years, Sarah.

Sarah was 21 when she first started smoking. Cigarettes became a crutch to deal with stress. Stress of losing family, attending school and life in general. Forty years later, Sarah suffered injuries from a fall. While in recovery, her doctors strongly encouraged her to quit smoking. That is when she learned about the Mercy Hospital Tobacco Cessation Program. Sarah and John decided quitting was something they could do together.

Through the Mercy Hospital Tobacco Cessation Program, John and Sarah successfully quit tobacco. Together, they plan to use their monthly cigarette allowance of \$400 for a down payment on a new house.

Sarah tells everyone about her cessation experience at Mercy Hospital. "Everybody needs to know. If I can quit after smoking for 68 years, they can too."

*Names have been changed

News Briefs:

Trick or Treat Training

School nurses in central Ohio are invited to attend Trick or Treat training on Oct. 27, from 4-6PM at the Columbus Public Health Department. Trick or Treat training will introduce school nurses to the array of new smokeless dissolvable tobacco products available, assess student tobacco users, and cessation tools to help students quit. Two CNEs will be offered to attendees.

Trick or Treat Training is being sponsored by the Columbus Public Health Department, American Cancer Society and Ohio Department of Health. School nurses can register by calling toll free to 1 (888) 227-6446 ext. 8002.

Ohio Tobacco Control Resource Group:

The Ohio tobacco control resource groups (OTCRG) is a statewide coalition of tobacco control practitioners and shareholders. The group meets from 10am-noon on the second Tuesday of January, April, July and October. All are welcome.

Current executive committee includes:

O'Vell Harrison, Columbus Urban League, chair; Shelly Kiser, American Lung Association, chair-elect; Sara Pappa, Tobacco-free Healthy Communities, Immediate past chair; Bruce Barcelo, Tobacco-free Healthy Communities, member at large; and Jan Stine, Ohio Department of Health.

The next scheduled meeting is Jan. 12, 2010. For more information or to attend a meeting, please send a request to tobaccoprevention@odh.ohio.gov. In the subject line of the e-mail, put OTCRG meeting information request.

Strategic Planning

On Oct. 15, shareholders and tobacco control advocates will convene in Columbus at the American Lung Association to participate in a brainstorming session for the future of the ODH tobacco control program. The session will be facilitated by the Centers for Disease Control and Prevention's Office on Smoking and Health and will develop, plan and address the future of tobacco funding in Ohio for 2009-2010 and beyond. If you would like more information about the event, send an e-mail to tobaccoprevention@odh.ohio.gov. In the subject line type brainstorming session information request.