

# Progress Report

## ARKANSAS TOBACCO PREVENTION AND CESSATION PROGRAM

FISCAL YEARS

2014 AND 2015

(JULY 2013 - JUNE 2015)

### MISSION STATEMENT:

TPCP's mission is to reduce death, disability and disease related to tobacco and nicotine use among Arkansas citizens.

### ARKANSAS RANKS...

- 1<sup>ST</sup>** to have smoke-free car law protecting children under age 14
- 1<sup>ST</sup>** to have a smoke-free medical grounds law
- 1<sup>ST</sup>** to include e-cigarettes as part of smoke-free state-funded college campuses
- 1** among the first states to restrict sales of e-cigarettes and other electronic nicotine products to minors
- 1** among the first states to regulate e-cigarettes packaging and licensing
- 3<sup>RD</sup>** to require smoke-free psychiatric facility grounds

## HIGHLIGHTS

- **Launched Sweet Lies, Bitter Truth: Big Tobacco's Tactics Revealed**, a video to educate youth and adults about the dangers of tobacco and nicotine use and reveal the truth behind Big Tobacco's marketing tactics.
- **Secured more than 130 tobacco/smoke-free policies across the state** in collaboration with statewide and community partners.
- **79% of those policies included electronic smoking device definitions and coverage.** One of the most significant was the Fort Smith Airport banning the use of e-cigarettes in its facilities.
- **The Arkansas Tobacco Quitline expanded services** to include supportive texts and emails along with online and mobile counseling services and combination nicotine replacement therapy.
- **Collaborated with UAMS to provide a one-day CME course on tobacco prevention and cessation interventions** at the 37th Annual Family Medicine Intensive Review Course. **More than 200 physicians, nurses, physicians assistants and pharmacists participated in the course.**
- **Launched "Poison is Poison" campaign** to educate the public on the harms of all tobacco products.

# 2014 AND 2015



**THE 2014 SMOKING RATE AMONG ADULTS** is 24.7%, a 4.6% drop from 2013.



**THE 2015 HIGH SCHOOL STUDENT SMOKING RATE** is 15.7%, a decrease from 19.1% in 2013.



**FOR EVERY \$1 INVESTED IN THE ARKANSAS TOBACCO QUITLINE** the people of Arkansas save \$28 in future healthcare costs



**VAN BUREN, AR**

**OVER 23,000 ARKANSAS HAVE STOPPED USING TOBACCO THROUGH THE ARKANSAS TOBACCO QUITLINE SINCE 2010,** which is more than the population of Van Buren, Arkansas.



**TPCP'S PRIMARY CHARGE IS TO IMPLEMENT STRATEGIES DECREASING THE \$1.2 BILLION IN ANNUAL MEDICAL COSTS RELATED TO TOBACCO USE IN ARKANSAS.** That is 24% of the Arkansas state general revenue budget for 2014.



**68,700 YOUTH AGE 17 AND UNDER WHO ARE ALIVE TODAY IN ARKANSAS ARE PROJECTED TO DIE AS ADULTS FROM A SMOKING RELATED ILLNESS OR DISEASE.** If we do nothing, that's more than 954 school buses disappearing