

PROGRESS REPORT

ARKANSAS TOBACCO PREVENTION
AND CESSATION PROGRAM

FISCAL YEARS

2012 AND 2013

(JULY 2011-JUNE 2013)

TPCP Mission Statement

TPCP's mission is to reduce death, disability, and disease related to tobacco use among Arkansas citizens. Evidence shows regulations that increase cost and limit access, along with education and counter marketing, are required to accomplish our mission.

Arkansas ranks...

- 1st state to have a smoke-free car law protecting children passengers
- 1st state to have a smoke-free medical grounds law
- 3rd in the nation to include statewide smoke-free psychiatric facilities / grounds
- 1st Among first in the nation to restrict sales of e-cigarettes and other e-nicotine products to minors

Highlights

- Arkansas youth advocates supported a bill prohibiting the use of e-cigarettes on school campuses and the sale of e-cigarettes to minors.
- Through partnerships with community based and coordinated school health sub-grantees, 58 local tobacco prevention and education programs were designed to meet unique needs of communities to reduce the use of tobacco products.
- TPCP and sub-grantees secured 86 tobacco/smoke-free policies across the state. Additionally, the city of Texarkana passed an ordinance, which included a maximum of tobacco signage allowed per business and included specific rules on how the signs can be placed.
- The "Let's Clear the Air" statewide media and educational campaign was launched to raise awareness about the impact that secondhand smoke has on worker's and customer's health.
- TPCP conducted the Arkansas Adult Smokers Survey, a first of its kind in Arkansas. A major finding shows that 84% of smokers have tried to quit smoking.
- The Systems Training and Outreach Program (STOP) provides healthcare providers with skills to help patients quit tobacco or nicotine use. In FY13, STOP trained 1,328 providers, generated 3,775 fax referrals to ATQ, which was an increase of over 325% from fax referrals generated in FY12 (1,160).
- Arkansas was one of nine states to hold a Leadership Academy for Wellness and Smoking Cessation to improve services to people with and at risk for substance use and mental disorders. Through this, trainings have emerged that include a tobacco treatment specialist certification, which resulted in 168 trained Arkansans. From this, 530 consumers were helped to quit tobacco use.
- The Minority Research Center on Tobacco and Addictions was launched to provide assistance to Arkansas and other states in tobacco and other substance abuse research, prevention, education, technical assistance and evaluation, especially in regards to minority populations.



SOS
STAY OUT OF SMOKE

Your
Tobacco
Work

2012 AND 2013 STATISTICS

Utilized the "Tips from Former Smokers" campaign.

This campaign encouraged people to quit smoking by highlighting the toll that smoking-related illnesses take on smokers and their loved ones.

Throughout the campaign, calls to the Arkansas Tobacco Quitline **increased by an average of 48%** compared to the call levels four weeks prior to the **48%** launch of the campaign. **The average number of calls per week during the campaign was 400.**



THE ARKANSAS TOBACCO CONTROL PROGRAM COMPLIANCE CHECK VIOLATIONS RATE DROPPED FROM **22%** IN FY2003 TO **8.8%** VIOLATION RATE IN FY2013

SIDS MORTALITY RATE IN ARKANSAS AMONG INFANTS OF MOTHERS WHO SMOKE IS **22.7** DEATHS PER 10,000 LIVE BIRTHS

COMPARED TO **8.2** DEATHS PER 10,000 LIVE BIRTHS AMONG **NON-SMOKERS**

SOURCE: Health Statistics Branch, 2000-2011

IN 2011, THE **FOUR** LEADING CAUSES OF DEATH IN ARKANSAS WERE

HEART DISEASE, CANCER, CHRONIC LOWER RESPIRATORY DISEASE, & STROKE

WHICH ARE RELATED TO TOBACCO USE



From 2000 to 2009, heart disease has decreased by **32%** and stroke by **33%** among people 35 and older in Arkansas.

A total of **14,130 unique tobacco users** registered for tobacco cessation intervention services during FY13 through the Arkansas Tobacco Quitline (ATQ).

There was a **7%** increase in the number of registrants compared to **FY11 (13,144)**.

The FY13 seven-month quit rate for:

All tobacco users	Hispanic tobacco users
27.3%	36.7%
Smokeless tobacco users	Pregnant tobacco users
30.5%	38%

CURRENT SMOKING AMONG ARKANSAS ADULTS WAS **25%** IN 2012 A **7%** REDUCTION FROM THE PREVIOUS YEAR

SOURCE: BRFSS



6.3% OF CURRENT SMOKERS HAVE BEEN TOLD BY A HEALTHCARE PROFESSIONAL THAT THEY HAVE **ANGINA** OR **CORONARY HEART DISEASE** COMPARED TO **3.9%** OF NON-SMOKERS



Among mothers who smoked during pregnancy,

12.1% of births had low birth weights **COMPARED TO** **8.1%** of births to mothers who did not smoke

EACH YEAR **5,800** ARKANSANS DIE PREMATURELY FROM **ILLNESSES CAUSED BY TOBACCO**



SOURCE Campaign for Tobacco-Free Kids