

Tobacco Control Integration Project (TCIP)

Addressing the Burden
of Tobacco Use
in Populations with Fewer Resources

How mild can a cigarette be?

DOCTORS REPORT

In a recent test of hundreds of people who smoked only Camels for 30 days, noted throat specialists, making weekly examinations, reported

"NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING-CAMELS!"



SMOKERS REPORT

"I MADE MY OWN PERSONAL 30-DAY TEST! NOW I KNOW...CAMELS ARE THE MILDEST, BEST-TASTING CIGARETTE I EVER SMOKED!"

Sylvia MacNeill
SECRETARY



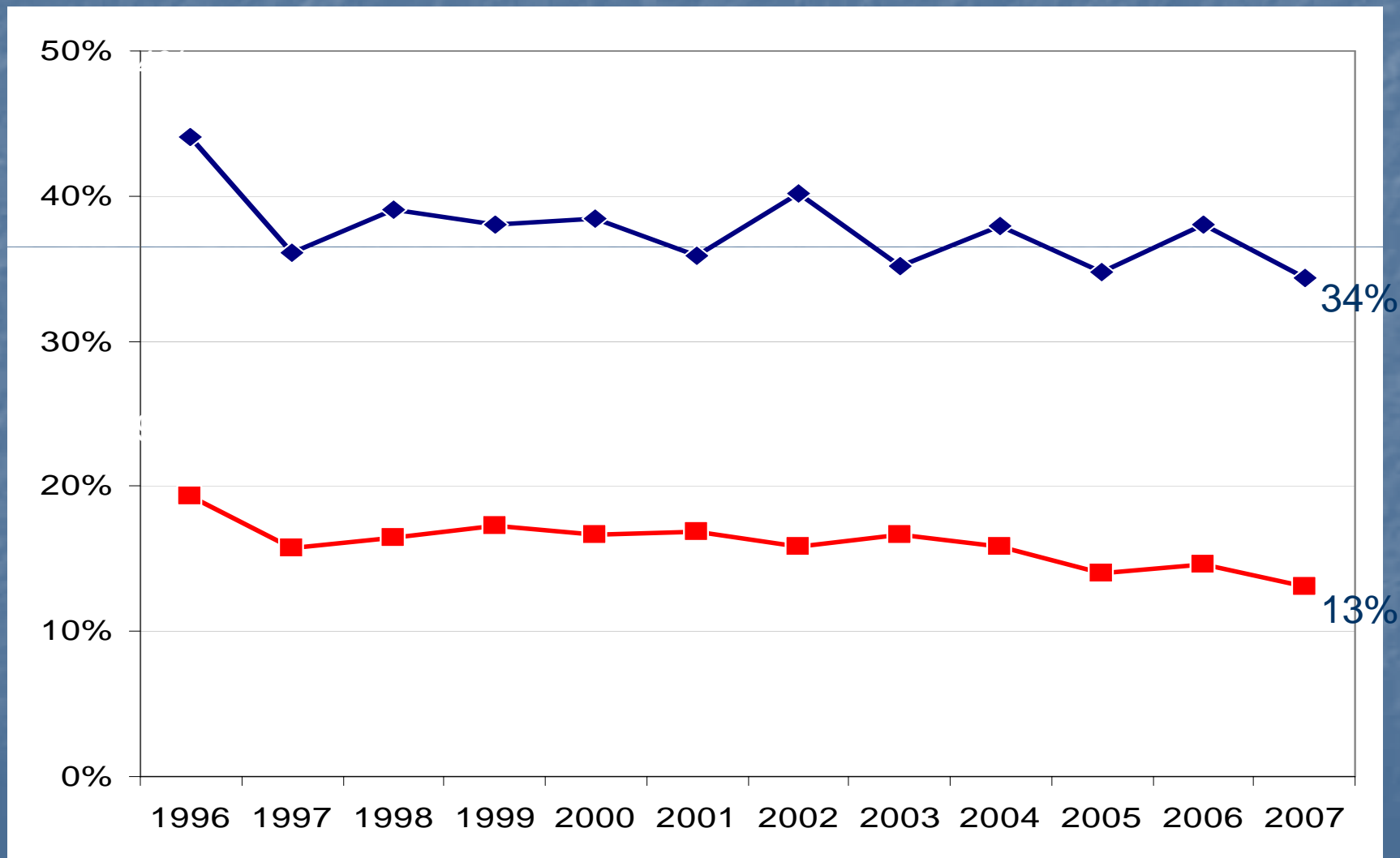
According to a Nationwide survey:

More Doctors smoke Camels
than any other cigarette



Doctors smoke for pleasure, too! And when three leading independent research organizations asked 112,597 doctors what cigarette they smoked, the brand named most was Camel.

By SES: What Percent Smoke?

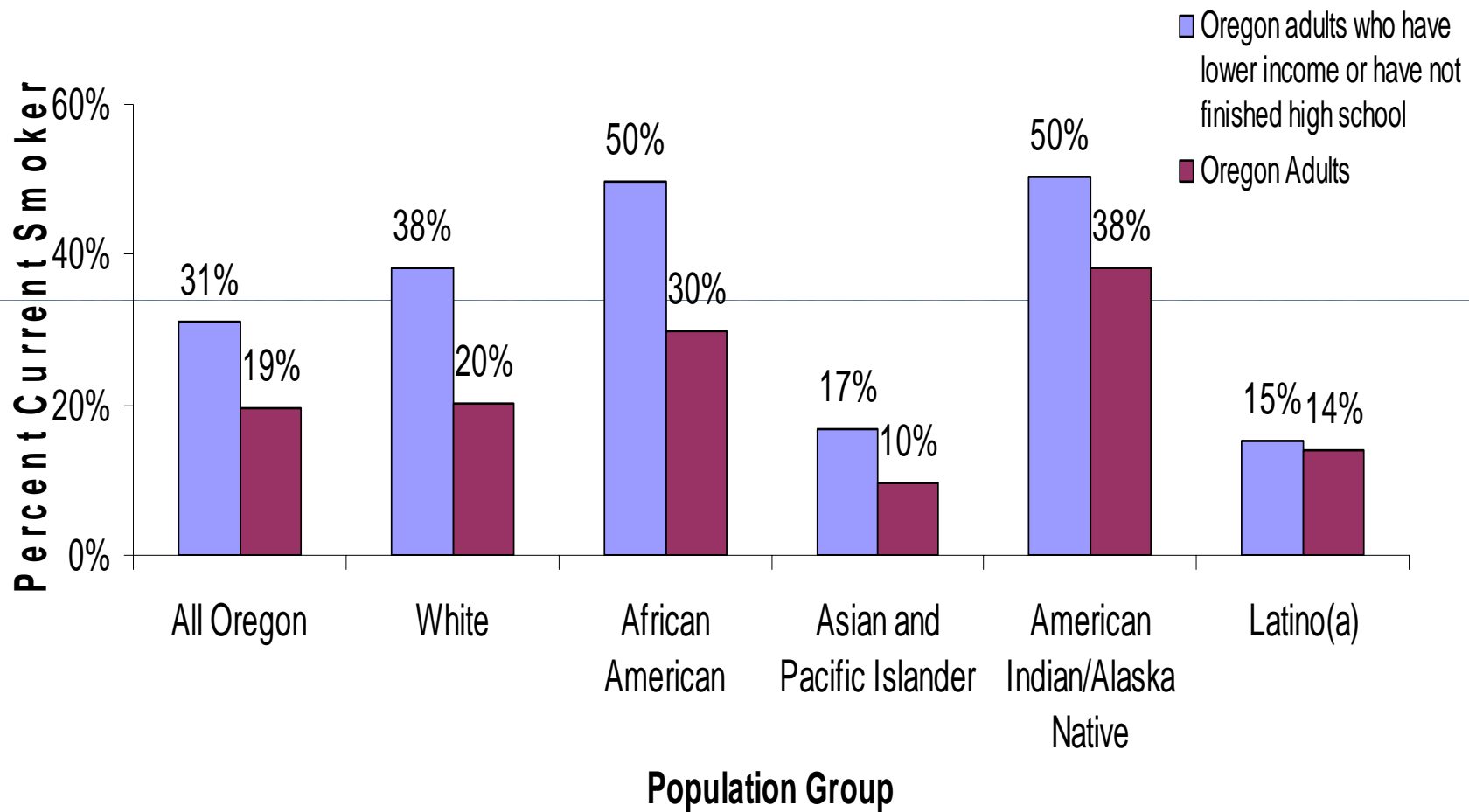


Defining Low Socio-Economic Status

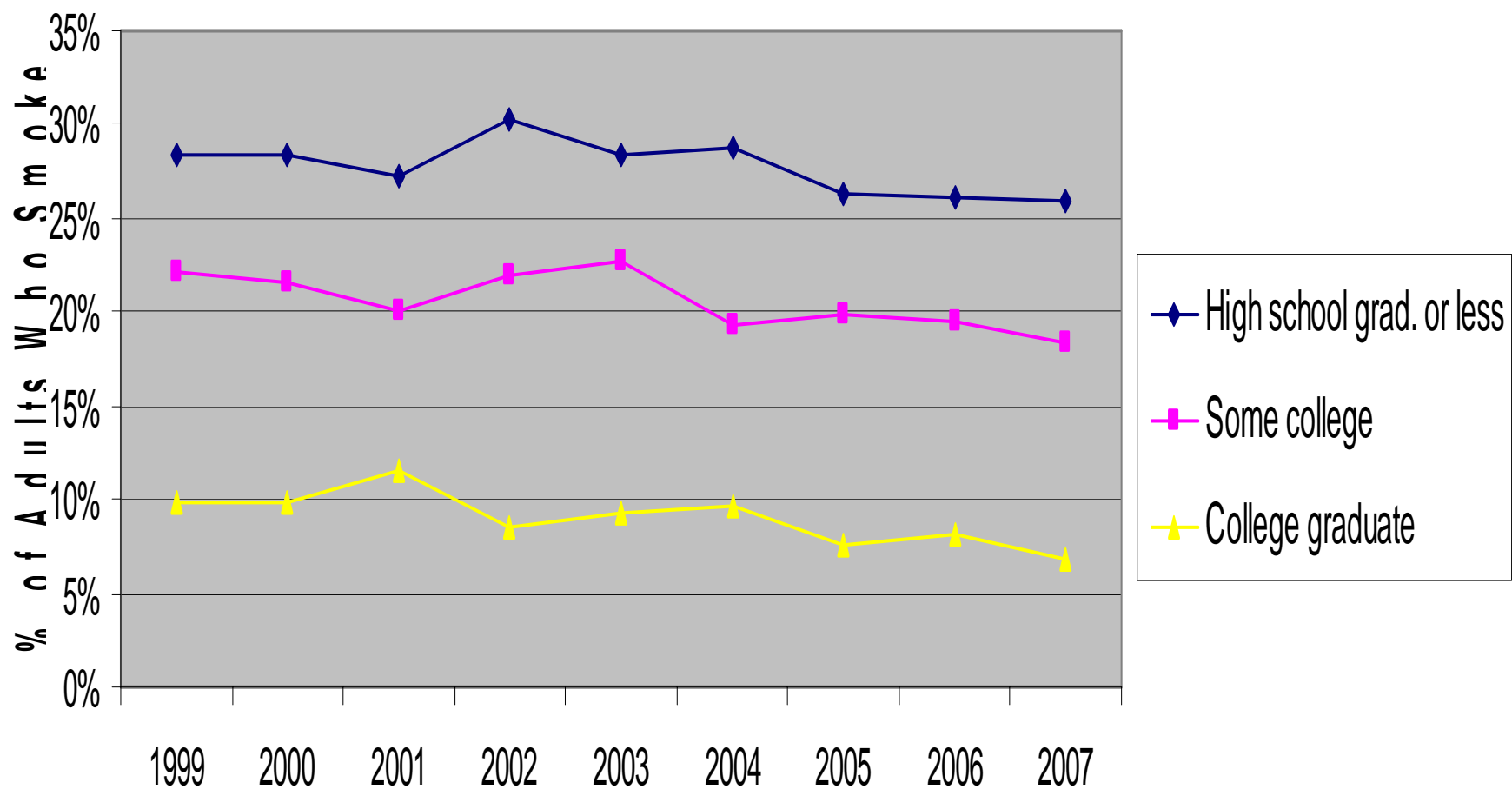
Low SES if:

- Did not graduate high school
- HH income is less than \$25K
- On Oregon Health Plan
- Uninsured

Smoking prevalence among Oregon adults by race, 2004-2005

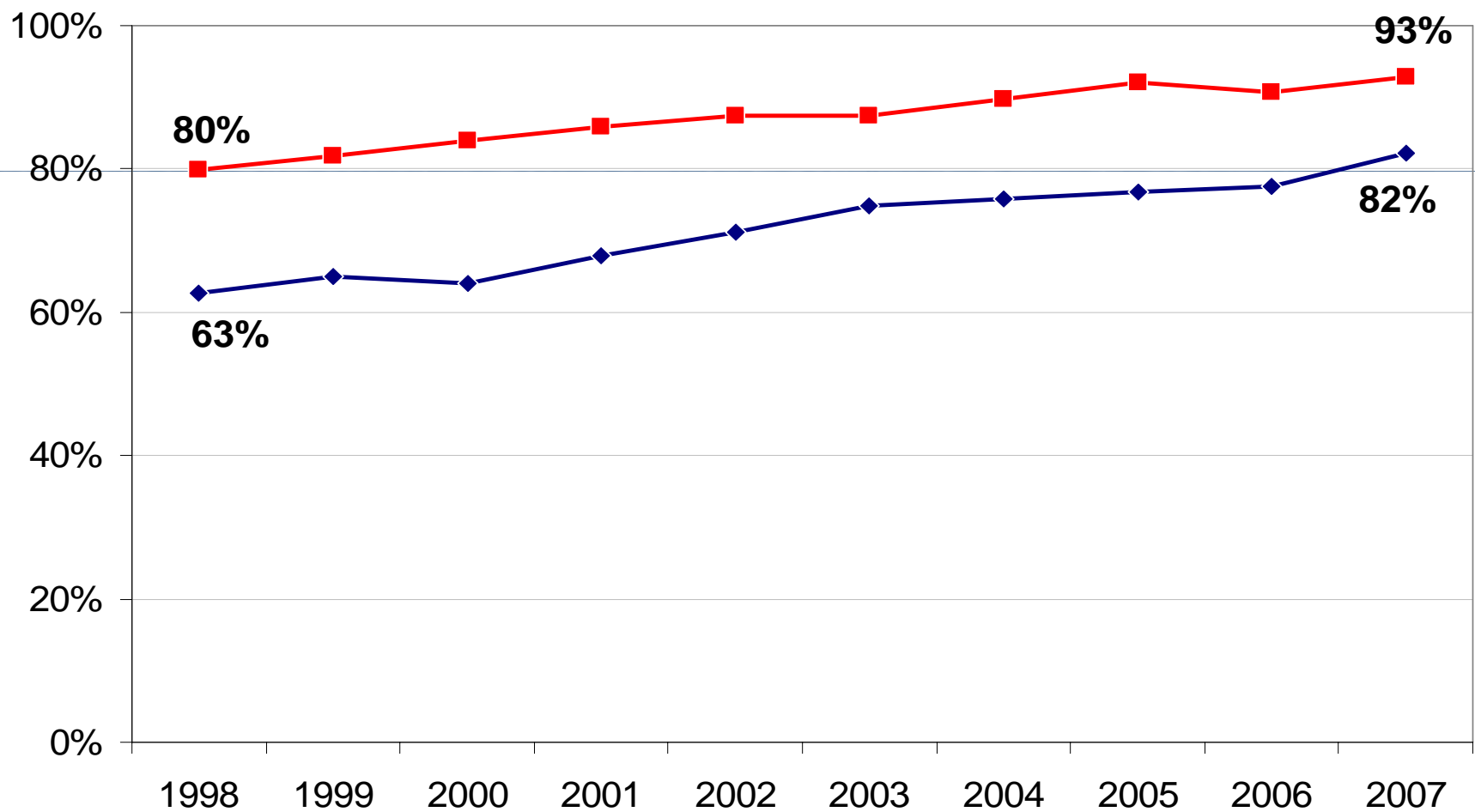


Adult Smoking Prevalence by Education, Oregon, 1999-2007



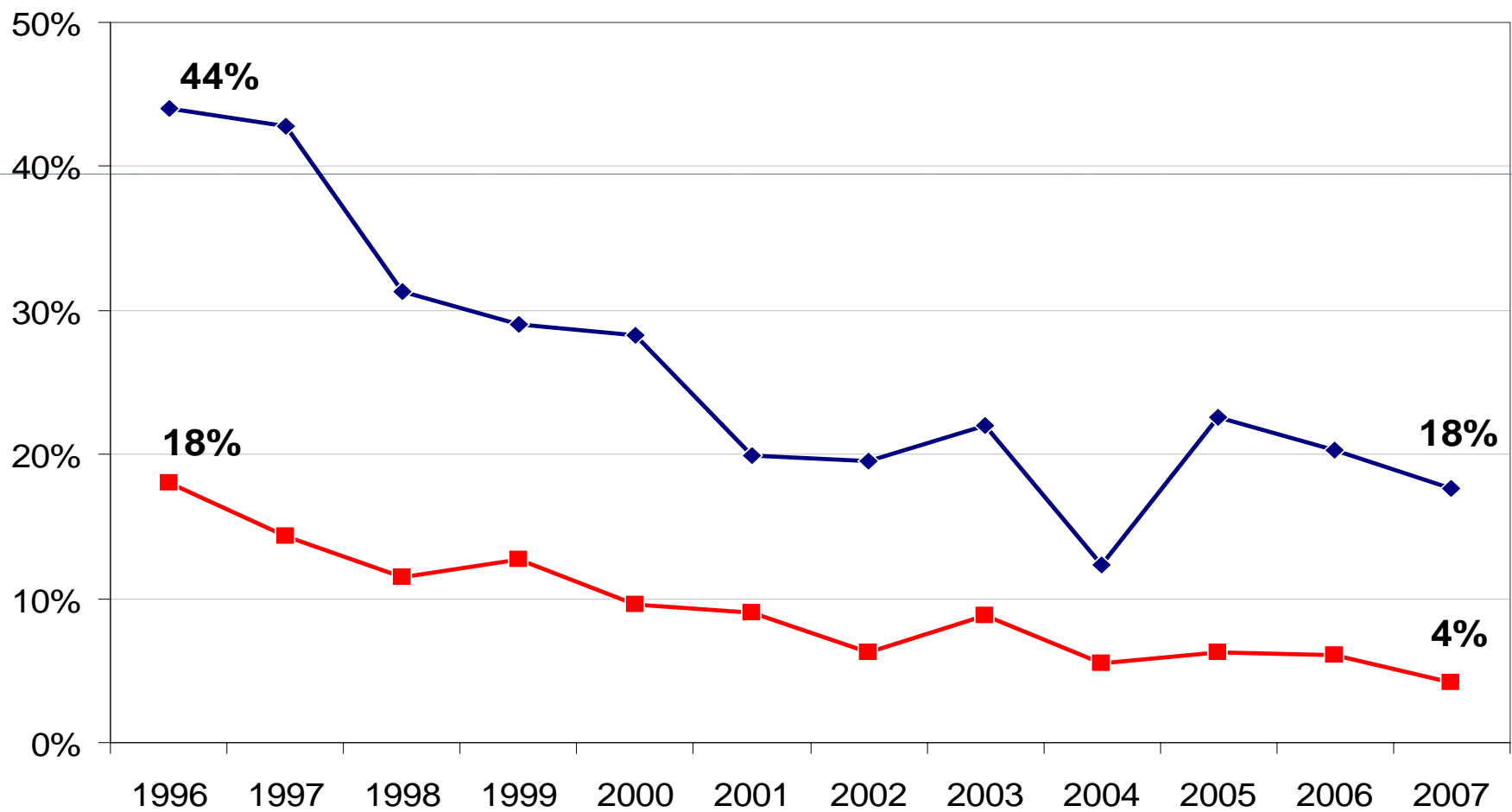
By Low-SES: What about Secondhand Smoke?

Smoking Ban In the Home



What about Secondhand Smoke?

Smoking In Homes with Kids



Medicaid Burden

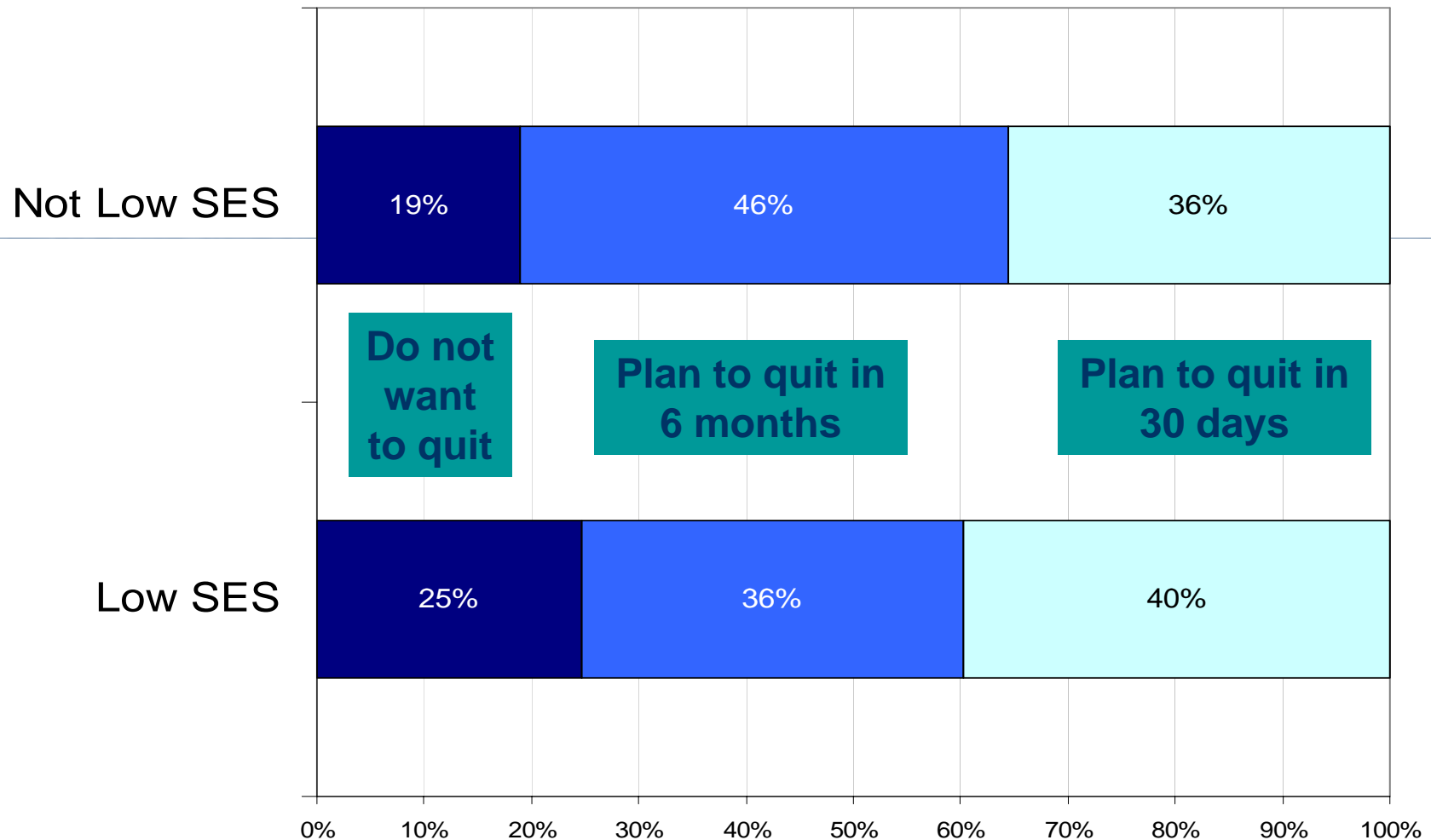
- In 2007, adult smoking prevalence:
 - 37% - Medicaid recipients - adults
 - 19% - Oregon adults

Financial costs to Medicaid in Oregon

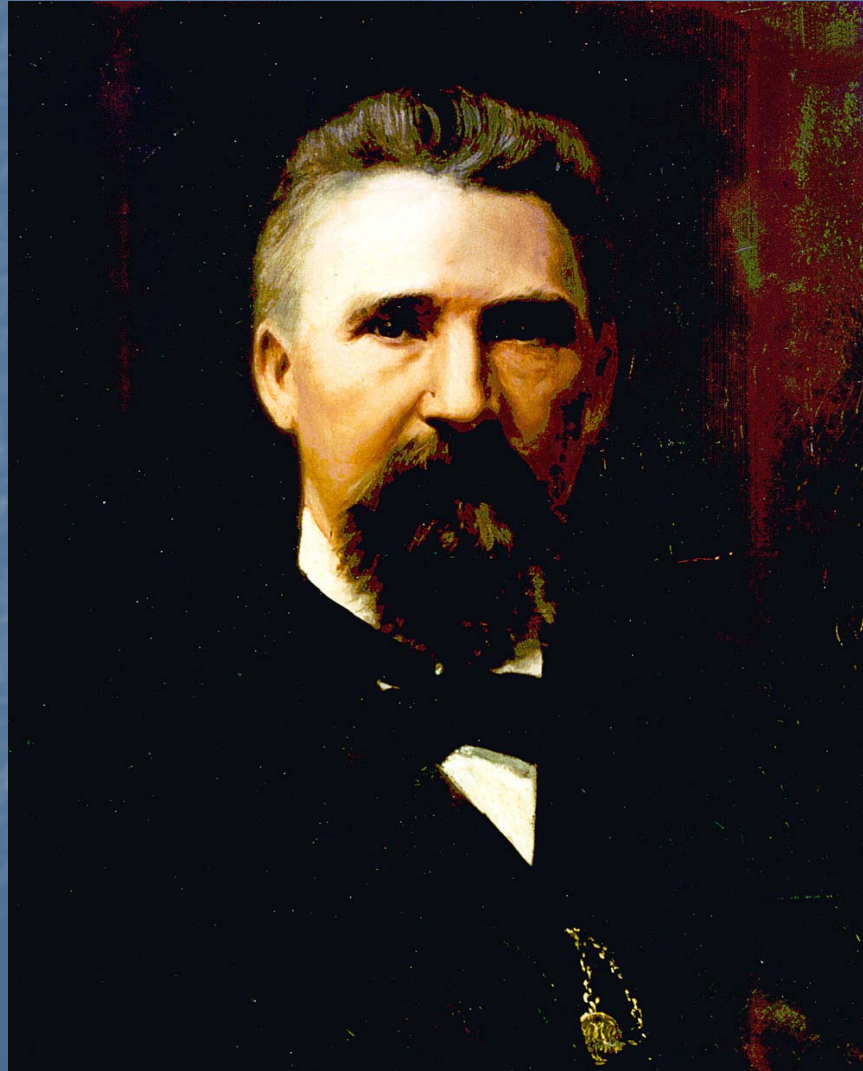
- Medicaid costs for smoking related disease:

\$287 million per year

Intention to Quit Smoking by SES, Oregon, 2007



RJ Reynolds, chew addict, died from pancreatic cancer
(according to the WWW which is always accurate)



What is TCIP?

- What the Tobacco Prevention and Education Program knows about tobacco control +
- What DHS/OHA Divisions know about their clients and workforce =
- TCIP!

Tobacco Control Integration Project

- DHS/OHA touches 1 million Oregonians yearly
- Weaving Tobacco Prevention and Education throughout DHS/OHA
- Policy and procedure changes
- Projects in each Division of DHS/OHA

Temporary Assistance to Needy Families

- In March '10, TANF served 27,715 one and two parent families. The current **maximum** benefit for a family of three is \$528.
- Over a third of the adults in those families smoke.

TANF, Cont.

- At \$5.00 per pack, a two pack per day smoker spends \$300 per month on cigarettes
- If both adults smoke two packs per day, they may easily spend **more** on cigarettes than they receive through TANF

Food Stamps

- In March '10, 366,112 households and 696,306 persons received food stamps.
- This is more than a tenth of our population
- Over a third of these Oregonians smoke

Food stamps

- In 2009, the average household food stamp benefit was **\$250 per month**.
- At one pack per day, two adults will spend more on cigarettes (\$300) in a month than their family receives in nutrition benefits.

Food Insecurity

- *Archives of Pediatric and Adolescent Medicine, 2008:*
- Living with adult smokers doubles the rate of adult and child food insecurity and triples the rate of severe food insecurity.



Vs.



Divisions of the Department of Human Services (DHS) and the Oregon Health Authority (OHA) include:

- Public Health Division
- Addictions and Mental Health Division
- Division of Medical Assistance Programs
- Children, Adults and Families Division
- Seniors and People with Disabilities
- Administrative Services Division

What is TCIP doing now?

Projects include:

- Contract language
- Website buttons
- Targeted mailings
- Quit Line promotion
- Home Care workers

Upcoming projects: Home Care Commission

Target population +
Intervention opportunities!

Demographics

- ~17,000 people in the HCC registry
- Every 3 months, ~13,000 are paid for services rendered (8,000 -10,000 / month)
- Average age = 49 years
- Only 4,000 get health care through HUBB (Homecare Union Benefits Board) – eligibility based on hours worked
- 55% are smokers (maybe more)

Tobacco Control Opportunities

- Promote cessation through monthly newsletters and magazines
- Promote cessation on the HCC Registry website
- Proactive recruitment for the Quit Line
- Policies preventing buying tobacco for clients
- Develop a course on tobacco cessation for HCWs

Communication Opportunities

Existing:

- Monthly newsletter
- Dignity Magazine
- Statewide training classes
 - (~50 classes / month)

New:

- Recruitment for Quit Line?

But what is TCIP REALLY doing??

- Changing systems, policies and procedures to create sustainable environmental support for becoming and remaining tobacco-free.

"MISS AMERICA" LENDS CHARM TO CHESTERFIELDS



Rosemary LaPlanche, Miss America of 1941, adds her engaging smile to 1942 promotion of Chesterfield cigarettes in this new 24-sheet poster produced for Liggett & Myers Tobacco Co. by Forbes Lithograph Co. Full-color car cards and window posters of the same design also will be used.

ARRA Goals

- To increase 100% tobacco-free or smokefree policies in facilities serving DHS/OHA clients
- To increase policies requiring promotion of, access to and delivery of cessation resources to DHS/OHA clients and employees

ARRA Goals, Cont.

- To implement a hard hitting counter-advertising campaign targeted to people with fewer resources
- To raise the price of tobacco by 10%

Vision

Clients and employees of DHS have improved health and quality of life due to the elimination of tobacco use and exposure to secondhand smoke.

Mission

Tobacco use reduction is an integral part of work in each division of DHS.

Thank you!

- Contact information:

Cathryn Cushing

Program Integration Lead, Tobacco Prevention
and Education Program

Oregon Public Health Division

971-673-1013

Cathryn.c.cushing@state.or.us



