

Cook County Department of Public Health

Quarterly Report to the Cook County Board of Commissioners

First Quarter, 2019



COOK COUNTY
HEALTH

CCDPH Tobacco Prevention & Control Program

Goals

- Eliminate exposure to secondhand smoke
- Promote quitting among adults and youth
- Prevent initiation among youth and young adults
- Identify and eliminate tobacco-related disparities

Funding

- Illinois Tobacco-Free Communities grant via Illinois Department of Public Health
- Master settlement dollars expected through 2025; ~\$600,000/year this fiscal year
- Project period: July 1 – June 30 (State fiscal year)



Tobacco Use

Background

- Tobacco use is the largest preventable cause of disease, disability, and death in the U.S.¹
- Annual health care costs in Illinois directly caused by tobacco are \$5.49 billion and \$5.27 billion in lost productivity²
- In suburban Cook County, 16.7% of adults identify as current smokers³
- E-cigarettes are currently the most used tobacco product among youths⁴
- In the last year, e-cigarette use in the U.S. has increased by 78% among high school students and 48% among middle school students⁵
- E-cigarette use increases the risk for using cigarettes among youths⁶



Vaping

- E-cigarette liquid contains chemicals and carcinogens; +/- nicotine, +/- marijuana
- E-cigarette liquid can poison children through ingestion or skin absorption
- Youth who use e-cigarettes are more likely to use cigarettes or other tobacco products^{7, 8}
- Major American professional societies (AAFP, AAP, APHA) urge tighter regulation and more research
 - None support the use of e-cigarettes for quitting
- Recent large study demonstrated e-cigarettes were more effective for smoking cessation than conventional methods⁹, however:
 - Of those who maintained abstinence at 52 weeks, 80% (n=79) were still using e-cigarettes
 - Another recent study demonstrated a higher risk of stroke and heart attack among e-cigarette users¹⁰



Application of Evidence-Base

| Evidence-Base / Best Practices | CCDPH Program |
|---|---|
| Community interventions | <ul style="list-style-type: none"> • Enforce Smoke-Free Illinois Act and Cook County Clean Indoor Air Ordinances • Advance tobacco-free living policies |
| Mass-Reach Communication Interventions | <ul style="list-style-type: none"> • Integrated marketing campaigns to promote cessation and raise awareness of policies that prevent initiation and support tobacco-free living |
| Cessation Interventions | <ul style="list-style-type: none"> • Promote referrals to Illinois Tobacco Quitline (ITQL) |
| Surveillance and Evaluation | <ul style="list-style-type: none"> • Assess program effectiveness and impact |
| Infrastructure, Administration and Management | <ul style="list-style-type: none"> • Tobacco-free living action team of Alliance for Healthy & Active Communities • 3 FTEs funded by grant |



2018-2019 Success and Impact

Tobacco-free Living Policies



**THIS BUILDING IS
SMOKE-FREE**

Thank you for not smoking in any residential units or common areas.

HealthyHotSpot.org

Made possible with funding from the Centers for Disease Control and Prevention.

- Ambria College adopted Tobacco-free Campus Policy
 - ~ 500 students, faculty and staff have a healthier living, learning, and working environment
- 48 market rate units adopted smoke-free housing policies in Chicago Heights, Elmwood Park, Evergreen Park, and Tinley Park
 - ~110 residents will be spared from exposure to secondhand smoke
- Previous success: Housing Authority of Cook County went smoke free in 12/2015, impacting 3500 residents



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2018-2019 Success and Impact

Referral to Illinois Tobacco Quitline



- BEDS Plus became an Illinois Tobacco Quitline Partner
 - Staff are now trained to consistently identify tobacco-use status, document status, and connect clients to treatment and cessation resources at every visit
 - BEDS Plus served ~920 homeless individuals in west suburban Cook County in 2018



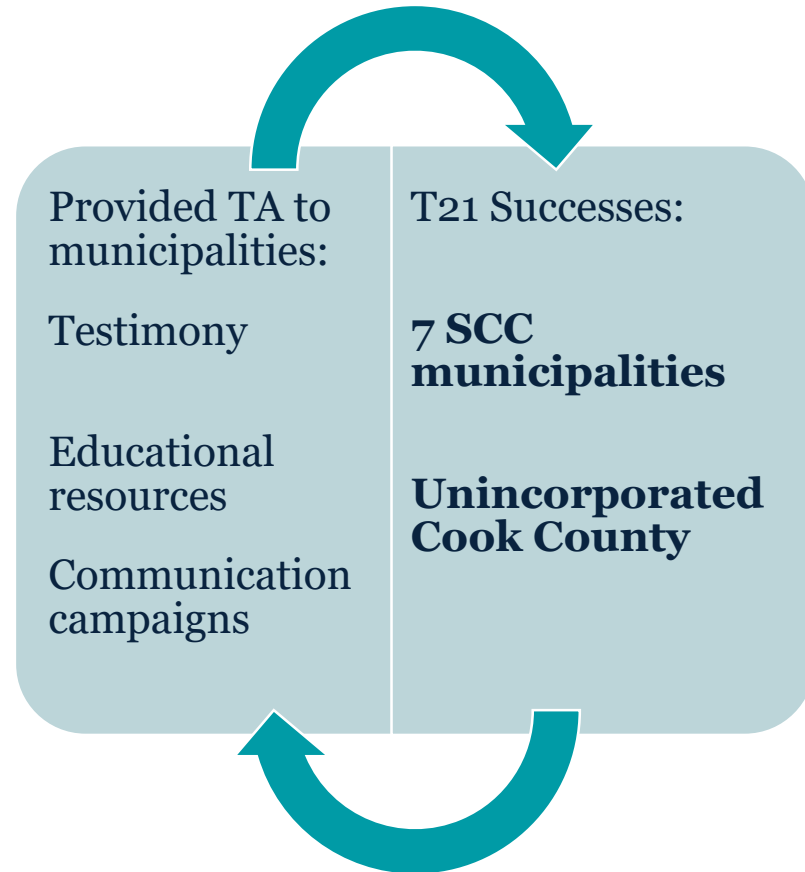
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2018-2019 Success and Impact

Tobacco 21 Policies



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This project was made possible by funds received from the Illinois Department of Public Health.

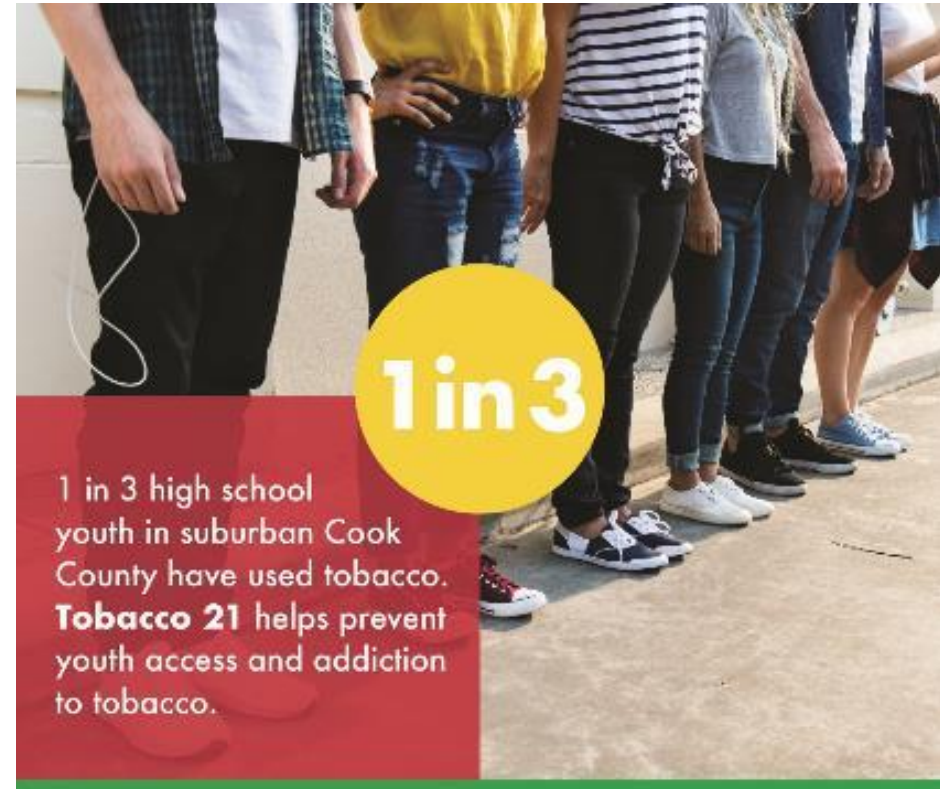
HealthyHotSpot.org

2018-2019 Success and Impact

Tobacco 21 Policies

- 683,922 suburban Cook County residents* protected
- Expected to keep tobacco products out of schools¹¹ and immediately improve community health¹²
- Estimated 12% decrease in overall smoking rates by the time today's teenagers become adults¹²

** This is the total population of residents living in suburban Cook County municipalities including unincorporated Cook County that have passed Tobacco 21 policies.*



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2018-2019 Success and Impact

Integrated Marketing Campaign

Digital Ads



Social Media Ads



Print Ads



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Integrated Marketing Campaign

| CCDPH Media Campaigns | Type of Ads | Target Population within Suburban Cook County | Media Campaign Metrics |
|---------------------------|--|---|--|
| Cessation | <ul style="list-style-type: none"> Digital & audio Print Social Media Posts | <ul style="list-style-type: none"> Spanish speaking population African American population CCDPH Social Media Followers | <ul style="list-style-type: none"> Weekly Circulation*: 73,937 Social Media Reach^:4,508 |
| Smoke-free Housing | <ul style="list-style-type: none"> Social Media Ad Print | <ul style="list-style-type: none"> Municipalities with high concentration of voucher public housing African American population | <ul style="list-style-type: none"> Weekly Circulation*: 73,937 |
| Tobacco 21 | <ul style="list-style-type: none"> Digital & video Social Media Posts | <ul style="list-style-type: none"> Municipalities with home rule and municipalities that passed tobacco 21 CCDPH Social Media Followers | <ul style="list-style-type: none"> Social Media Reach^:1,293 |

**Total Reach of CCDPH FY18 Media Campaigns:
2,039,516**

Future Directions

- Increase adoption of Tobacco 21 policies and support implementation to prevent youth initiation
- Increase adoption of tobacco-free policies that includes e-cigarettes (e.g. smoke-free housing, tobacco-free parks, tobacco-free campuses, etc.)
- Increase the number of Illinois Tobacco Quitline partners and partners that integrate the brief tobacco intervention into their routine services
- Conduct integrated marketing campaigns to promote cessation, highlight the risks of all tobacco product use, including e-cigarettes, and raise awareness of policies that prevent initiation and support tobacco-free living
- Assess the effectiveness and impact of CCDPH's programs and tobacco-free policies in suburban Cook County



References

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Thank you.



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