



# Cook County Department of Public Health

## Quarterly Report Q2 – Tobacco Prevention and Control Program

*to the Cook County Board of Commissioners in their capacity as the Cook County Board of Health*

April 26, 2024



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Program

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# Public Health Heroes League



## Episode 2: Smoke and Mirrors



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# The Challenge

Youth Tobacco Use



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# Public Health Challenge

Tobacco use remains the largest preventable cause of disease, disability, and death in the U.S.



**Flavored tobacco products play a key role in attracting youth and young adults:** Increases the likelihood that they become regular smokers.



**High nicotine exposure is dangerous:** Causes addiction and harms the developing adolescent brain that control attention, learning, mood, and impulse control.



**Predatory marketing practices:** Leads to Black Americans disproportionately impacted by tobacco-related disease and death.

Middle and high schoolers who reported current e-cigarette use, **89.4%** used **flavored products** and **25.2%** used an **e-cigarette** daily.

\*Data reported by the National Youth Tobacco Survey, 2023

**85%** of Black smokers smoke menthol cigarettes compared to **29%** of White smokers.

\* Nicotine & Tobacco Research, 22(10): 1673-1675, 2020.



# Program Overview

Goals & Strategies



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# CCDPH Tobacco Prevention & Control Program

GRANT DETAILS	Illinois Tobacco-Free Communities Grant (ITFC)	~\$785,000.00 each FY	Project period: July 1 – June 30	4.0 FTE
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## PROGRAM OBJECTIVES

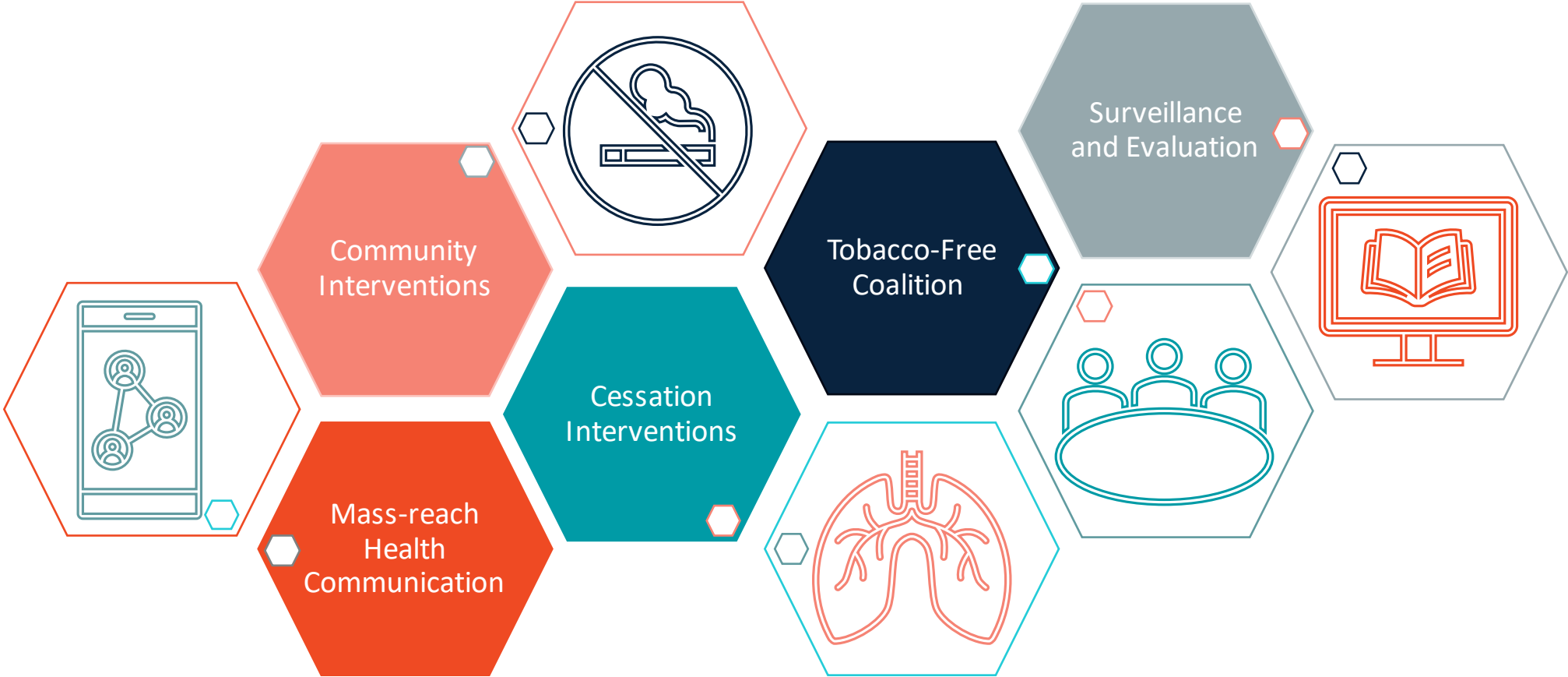
- IDENTIFY AND ELIMINATE TOBACCO-RELATED DISPARITIES
- ELIMINATE EXPOSURE TO SECONDHAND SMOKE
- PREVENT INITIATION AMONG YOUTH AND YOUNG ADULTS
- PROMOTE QUITTING AMONG ADULTS AND YOUTH





# CCDPH Tobacco Prevention & Control Program

## Implementing Evidence-based Strategies





# Program Highlights

Strategy Implementation



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# Ordinance Enforcement

ORDINANCE	Cook County Youth Tobacco Control Ordinance		Cook County Clean Indoor Air Ordinance	Smoke-Free Illinois Act
	Licensing tobacco retailers and compliance		Smoke-free indoor public places	
NOTABLE AMENDMENTS	T21	Liquid flavored nicotine products sales ban	E-cigarettes included definition of smoking	
	Effective Year	2019	2023	2014
JURISDICTION	Unincorporated suburban Cook County			Unincorporated suburban Cook County, Municipalities without local ordinance
CCDPH ACTIVITIES	Educate   Investigate complaints   Conduct annual compliance checks			



# In the Media: Recent Cook County Ordinance Amendment

The collage features three main media pieces:

- FOX 32 CHICAGO:** A screenshot of a news article titled "Cook County bans flavored nicotine products" by Jeremie Bizzari, dated April 27, 2023. The article is part of a "LOCAL NEWS" section. A "River Flood Warning" banner is visible at the top.
- HOMewood-FLOSSMOOR CHRONICLE:** A screenshot of a news article titled "County officials announce ordinance banning sale of flavored nicotine products" by Provided News, dated May 4, 2023. The article includes a photo of five officials at a podium with the Cook County seal. The site's tagline is "News you can't get anywhere else!".
- Mobile App Interface:** A screenshot of a mobile application showing a navigation menu with options like "Sports Betting" and "Suburbs", and a main content area with the text "Incorporated areas".



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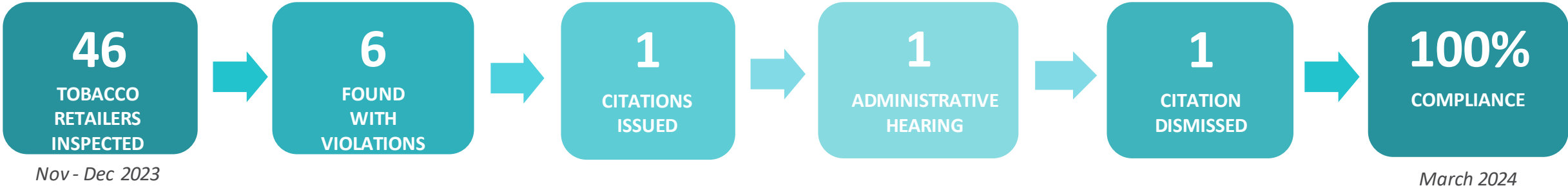
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# Ordinance Enforcement Results

## Cook County Youth Tobacco Control Ordinance (Chapter 54, Article V)

- ❖ **Flavored liquid nicotine products sales restriction amendment approved** – *May 25, 2023*
- ❖ **Education and outreach to tobacco retailers and public** – *June – July 2023*
- ❖ **Amendment effective** – *July 24, 2023*
- ❖ **CCDPH and Cook County Sheriff's Office conduct annual inspections in unincorporated Cook County** – *Nov – Dec 2023*



# Community Interventions

## Promote Tobacco-Free Living Policies for:

- Tobacco-free parks
- Tobacco-free college campus
- Smoke-free multi-unit housing

## Provide Technical Assistance to:

- Municipalities
- Park districts
- Multi-unit housing property owners
- Community-based health organizations
- K-12 Schools and Higher Ed Institutions



*Youth group from Youth Crossroads Inc. conducting a tobacco litter clean-up awareness project in Glaeser Park in Richton Park, IL.*



*Youth group from Youth Crossroads Inc. conducting a tobacco litter clean-up awareness project in Glaeser Park in Richton Park, IL.*

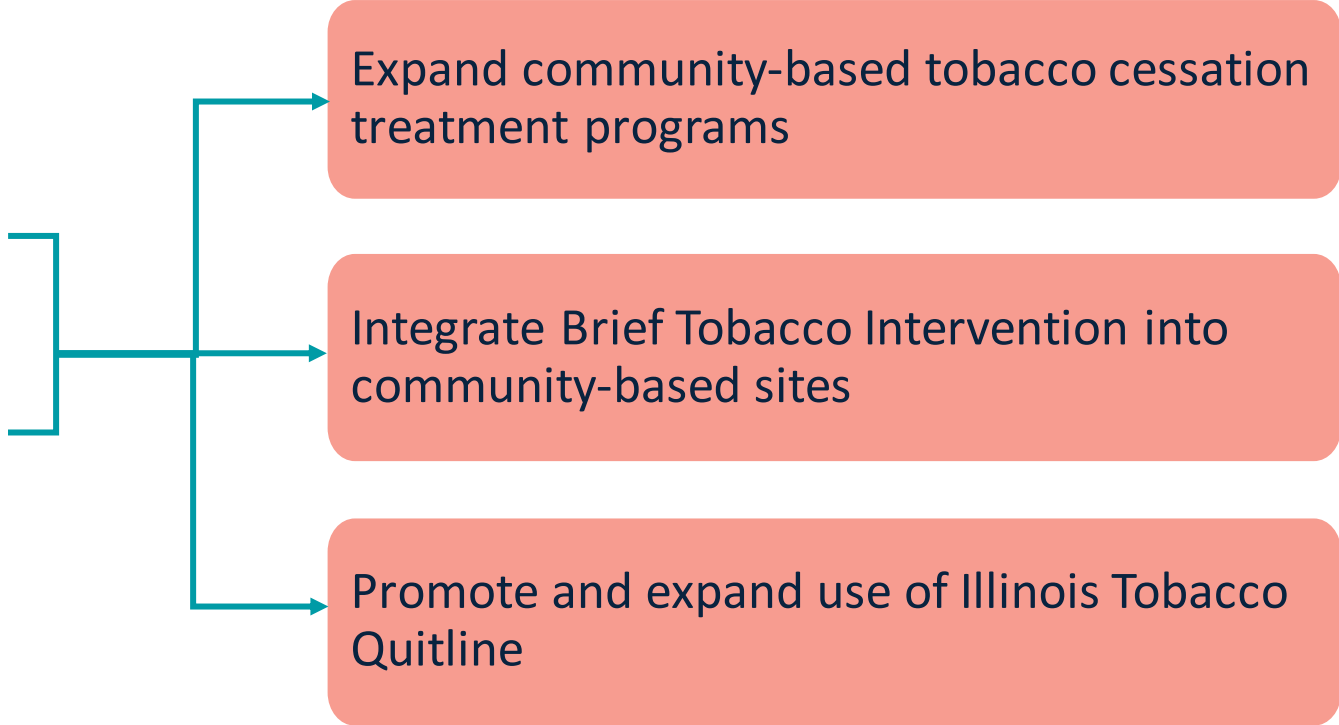


*Family supporting Housing Authority of Cook County (HACC) multi-unit housing becoming 100% smoke-free.*



# Cessation Interventions

CCDPH subcontracts with the following organizations to implement evidence-based cessation programming:



# Tobacco-Free Coalition



## Coalition Partners

CCDPH (Lead)

American Cancer Society - Cancer Action Network

American Heart Association

American Lung Association

Respiratory Health Association

Tobacco Free Kids

Other suburban Cook County Local Health Departments





# Mass-reach Health Communication

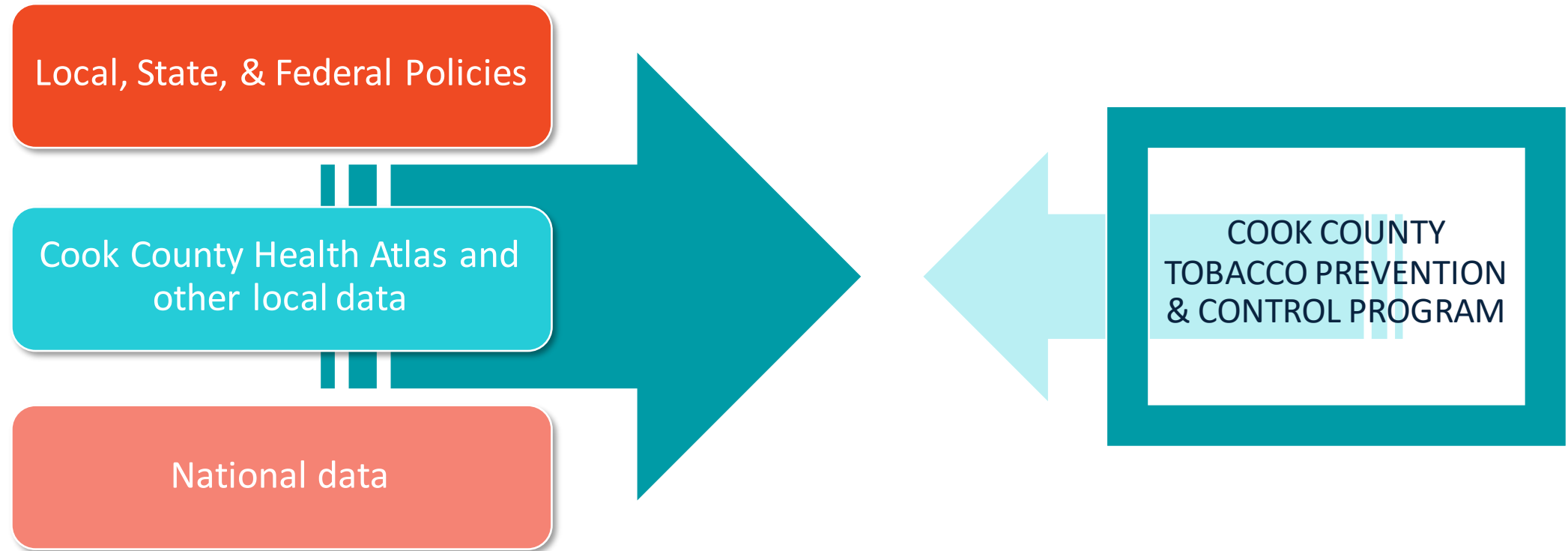
<b>MEDIA CAMPAIGN</b>	Key messages	Cessation Prevention Education
	Target audiences	Youth & Young Adults
	Language	English*
	Channels	Social media TikTok, Snapchat, YouTube, Streaming audio
	Impressions	2.3 million targeted impressions



*DRAFT social media post*

\*Social media assets will be available in five languages (English, Spanish, Arabic, Simplified Chinese, Polish) on CCDPH's website.

# Monitoring and Surveillance



# Thank you!



FOR QUESTIONS, PLEASE CONTACT:



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# Appendix



Additional information on topics covered  
in this presentation



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# Monitoring Tobacco Related Policies & Trends

## Local

- Evanston – passed comprehensive flavors sales ban
- Maywood – exploring sales and tobacco licensing restrictions
- Skokie – enforcing partial ban from 2020
- Unincorporated Cook County – flavored liquid nicotine products sale restriction

## State

- Restricting shape of e-cigarettes (SB2662)
- Industry backed, ‘registration’ of products bills (HB5069)
- Tobacco tax bills (multiple)

## Federal

- Passed - Graphic health warnings on cigarette packs and advertising
- Paused - banning the manufacturing and sale of menthol cigarettes and flavored cigars
- CCDPH submitted public comment in support of rulings
- Product trends – tobacco-free nicotine pouches

