

Health Outcome Disparities

Semi-Annual Report

Addressing Tobacco Use and Exposure Health Disparities through the Cook County Department of Public Health Tobacco Prevention and Control Program

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Item 21-4173



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CCDPH Tobacco Prevention and Control Program

Alignment with Cook County Strategies

Strategic Priority (Pillar)	CCDPH	CCH		Cook County
	<i>WePLAN 2025</i>	Strategic Plan	Change Institute	Policy Roadmap
Primary Care and Behavioral Health				
Healthy Environments	✓			
Education & Economic Opportunities				
Patient Safety				
Health Equity, Community Health		✓		
Workforce				
Fiscal Resiliency				
Patient Experience				
Performance Improvement				
Innovation & Transformation				
Cancer			✓	
Diabetes				
Heart Disease			✓	
Neurologic Disease (e.g., stroke)			✓	
Healthy Communities				✓
Vital Communities				
Safe/Thriving Communities				
Sustainable Communities				
Smart Communities				
Open Communities				



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Community Challenge

What disparities are we addressing?



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Tobacco Use and Exposure Health Disparities

While overall tobacco use is declining, it remains the largest preventable cause of disease, disability, and death in the U.S. and significant disparities persist



- Tobacco use is the **number one cause of preventable death among Black Americans.**
- **45,000 deaths** among Blacks every year.
- Widening disparities and **lower quit ratios** across all age groups.
- **Secondhand smoke** causes approximately **7,330 deaths** from **lung cancer** and **33,950 deaths** from **heart disease** each year.

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

Secondhand smoke causes the **premature death of 41,000 adults and more than 400 infants** each year.

Sources: Nicotine & Tobacco Research, 22(10): 1673-1675, 2020; Trends in Secondhand Smoke Exposure, 2011-2018



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Tobacco Use and Exposure Disparities (continued)

While overall tobacco use is declining, it remains the largest preventable cause of disease, disability, and death in the U.S. and significant disparities persist



- **2.1 million** youth and young adults report using e-cigarettes and more than **1 in 4** reported daily use
- Individuals with **behavioral health conditions** account for nearly **50% of all tobacco-related deaths** each year

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

Nearly **25% of adults** have a **mental health or substance use condition.** These adults consume almost **40% of all cigarettes smoked** by adults.

Sources: Data reported by the National Youth Tobacco Survey, 2023; Data reported by the National Survey on Drug Use and Health, 2020.



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Our Approach

How are we addressing the disparities?



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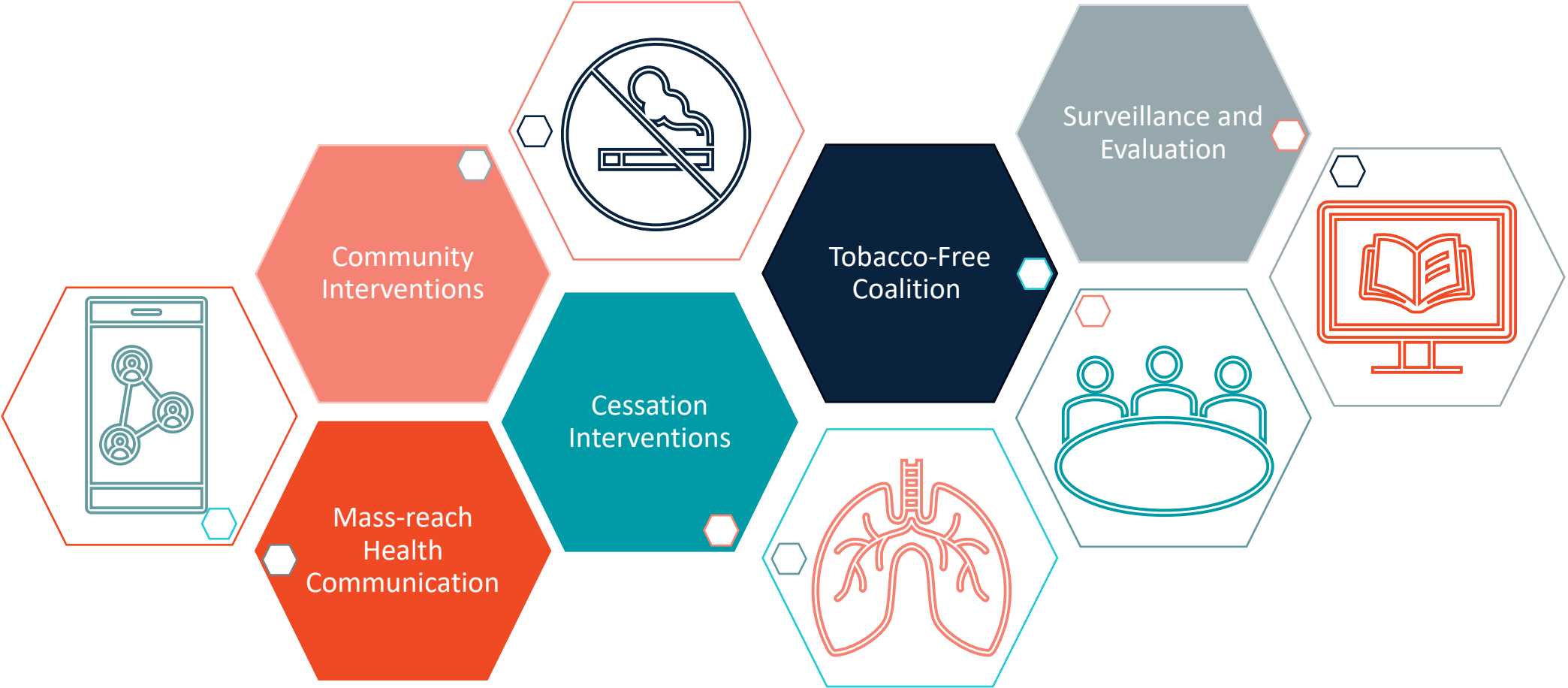
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CCDPH Tobacco Prevention & Control Program

Proven public health strategies to address tobacco-related health disparities



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Our Progress

How are we closing health disparities?



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Policy Change to Address Outcome Disparities

Reduce tobacco access, use, and exposure for groups that are at higher risk

2015

Smoke-Free Multi-Unit Housing

- Housing Authority of Cook County implemented smoke-free protections at all 22 of its family, senior and high-rise properties ahead of HUD requirements.

Secondhand smoke exposure was **higher** among people who **rented, 36.6%**, than among those who **owned, 19.2%**.

2019

Tobacco 21

- Cook County raised the minimum sales age of tobacco products from 18 to 21 leading the way for the state and federal level policies.

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

2023

Flavored Tobacco Sales Restrictions

- Cook County amended resolution to restrict the sale of flavored liquid nicotine products for all tobacco retailers in unincorporated Cook County.

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

Sources: Data reported by the National Youth Tobacco Survey, 2023; Nicotine & Tobacco Research, 22(10): 1673-1675, 2020.



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Educational Campaigns for Prevention and Cessation

Counteract predatory marketing tactics used by Big Tobacco that unfairly target historically marginalized groups

MEDIA CAMPAIGN

Key messages	“Unfriend” tobacco to remove the negative physical, emotional and social impacts the products have on their lives
	Encourage individuals to make healthier lifestyle choices
	Connect to free cessation resources
Audience	Youth & Young Adults
Language	English (social media in 5 languages)
Channels	TikTok, Snapchat, YouTube, Streaming audio

Unfriend Tobacco: Your Lungs, Your Rules
Unfriendtobacco.com

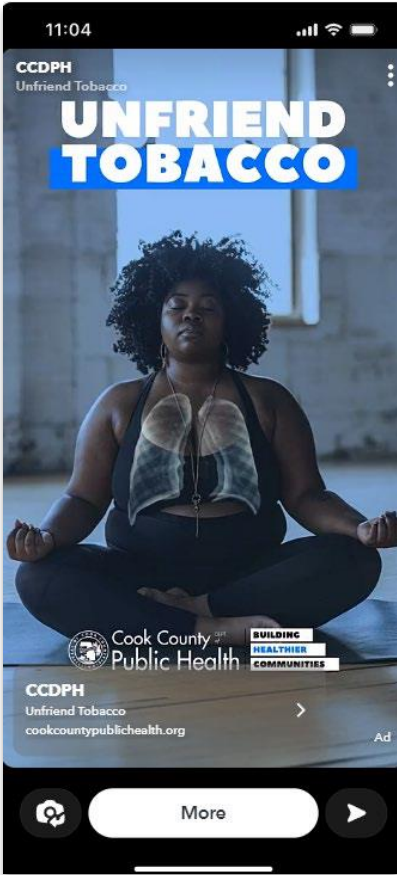


Image of ad on Snapchat



Metrics from the Unfriend Tobacco Educational Campaign

Counteract predatory marketing tactics used by Big Tobacco that unfairly target historically marginalized groups

2.2 million impressions

#1 performing landing page
during market period

2x
the planned
impressions on
Snapchat

18,000
unique visitors to
landing page

15,000
visitors from
clicking on ads

**Higher Click
Through Rates**
than industry
benchmarks

6-week market period (5/13/24 – 6/23/24)

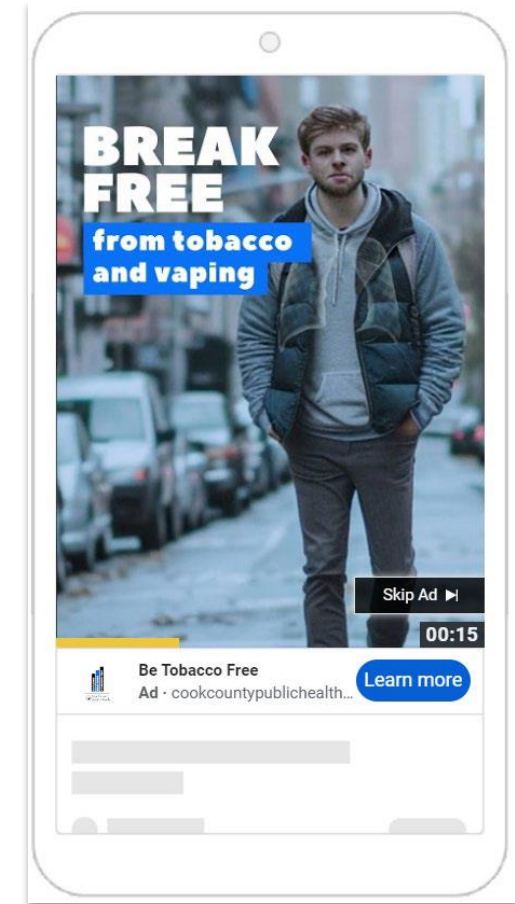


Image of ad on YouTube



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Integrate Cessation Strategies into Behavioral Health Centers

Improve recovery outcomes, quit success and reduce the risk of smoking-related disease for groups with higher risk

Train behavioral health treatment centers staff using evidence-based cessation programming

Integrate brief tobacco screening, education, and referral to resources into patient intake

Provide technical assistance to behavioral health facilities interested in adapting a tobacco-free campus

Nearly **25% of adults** have a **mental health or substance use condition**. These adults consume almost **40% of all cigarettes smoked** by adults.

Trained Sites:

- Metro Family
- PCC Wellness
- Impact Behavioral Health
- Soul Talk
- Sertoma Start
- In Motion Counseling
- Connections for the Homeless

Source: Data reported by the National Survey on Drug Use and Health, 2020.



Recommendations

Further addressing tobacco-related health disparities



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Program Improvements

Further addressing tobacco-related health disparities

Advance Policies

- Increase number of municipalities adopting flavored tobacco sales restriction policies, decreasing youth access and use
- Increase number of schools and behavioral health centers adapting smoke-free campus policies to include e-cigarettes, reducing use/ exposure

Increase Prevention and Cessation Resources

- Provide vape prevention education to middle and high schools, decreasing youth use
- Increase number of behavioral health staff trained on cessation programming, increasing cessation support and resources for patients

Expand Media Campaign

- Adjust and refine our media communications strategy based on FY24 campaign findings, increasing reach to youth and young adults with prevention and cessation messaging



Thank You.

For questions, please contact:



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