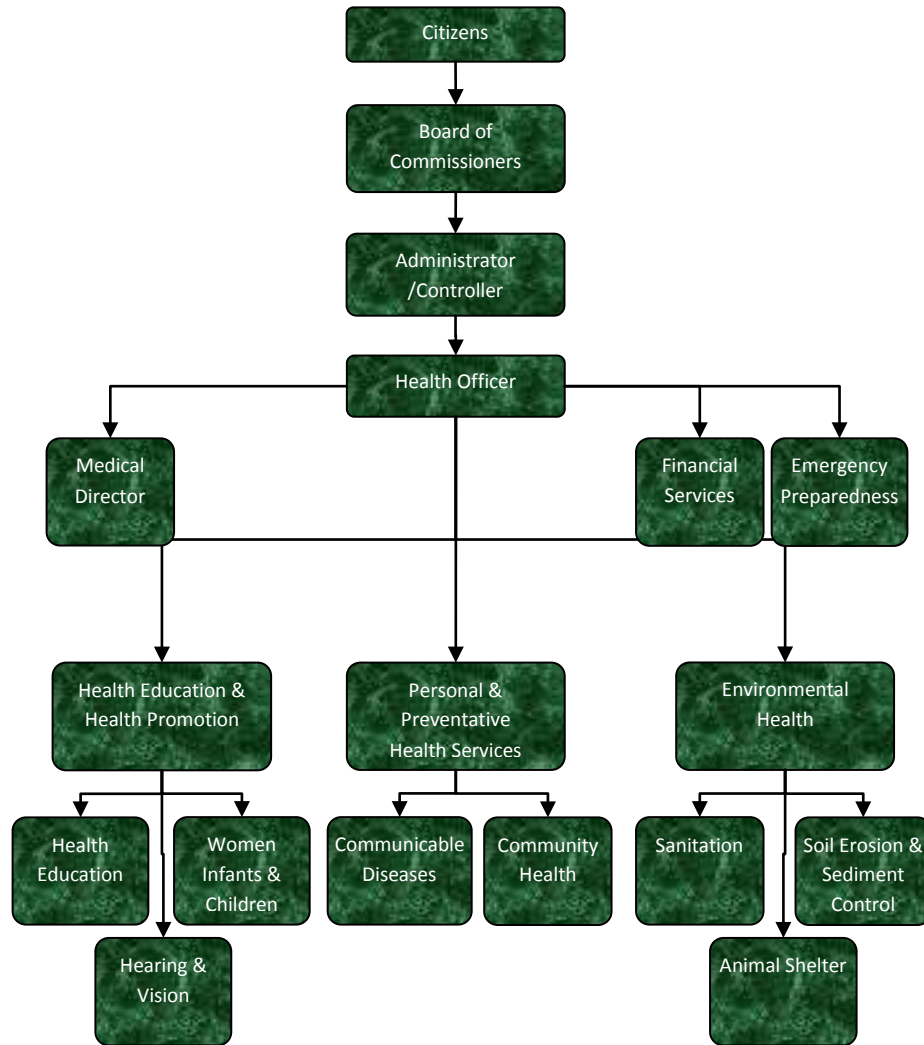


# Tobacco Reduction Program



## Activities

Encourage the reduction of tobacco use.

Inform and educate the public and specific target groups of the hazards of tobacco use

Develop and promote policies and procedures which will encourage and assist target groups in being tobacco free;

Propose local ordinances and encourage enforcement which would restrict the sale of tobacco products, and thus enhance the health of the whole community.



## Mission Statement

The Jackson Tobacco Reduction Coalition seeks to improve the health of the citizens of Jackson County by encouraging the reduction of tobacco use.

## Strategic Plan Impact

### ✓ **Healthy Community**

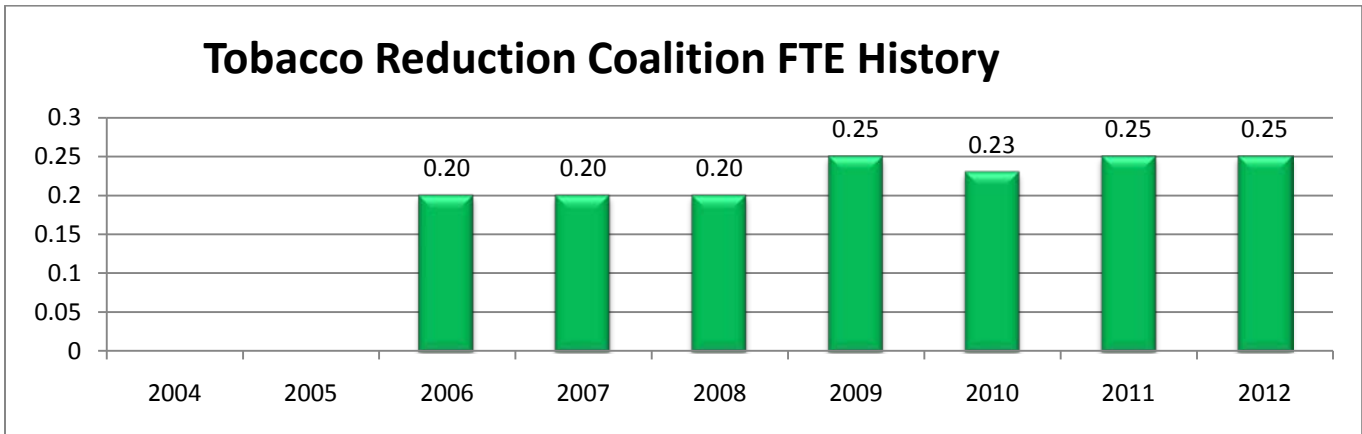
The Jackson Tobacco Reduction Coalition serves as a multi agency collaboration whose focus is on reducing tobacco use through education, prevention, cessation, and advocacy efforts. Improving the overall health of Jackson County citizen is our goal through a reduction in the number of heart attacks, rates of pulmonary disease (asthma, COPD) as well as chronic disease rates (lung and other types of cancers).

## Accomplishments

- ✓ Implementation of the statewide smoke free law for all worksites, including restaurants including the provision of educational presentations to businesses and the general public to increase their knowledge of the details of the law regarding compliance issues .
- ✓ Continued collaboration with the HIO regarding issues surrounding tobacco and encouraging local businesses to implement policies which will address issues not covered by the statewide law such as provision of cessation services for employees and smoke free campuses.
- ✓ The HIO has determined that reduced smoking and exposure to secondhand smoke tobacco is one of the four main priority areas which will be addressed in their Five Year Community Health Plan in an effort to promote healthy lifestyles and reduce chronic disease for Jackson County residents.
- ✓ Collaboration with Allegiance Health to provide monthly Quit Tobacco Workshops to the general public.
- ✓ Strong collaboration with the Jackson County Substance Abuse Prevention Coalition adds additional tobacco prevention resources for the Jackson Community.
- ✓ The Jackson County Substance Abuse Prevention Coalition applied for and received a Federal Drug Free Communities grant to address issues of social norming surrounding lower youth tobacco use rates, tobacco access and 24 / 7 tobacco free school policies.
- ✓ The JTRC maintains a strong tie with the local media in terms of expert opinions for tobacco related issues.
- ✓ Recipient of continued funding to provide tobacco education, cessation and policy development assistance in the community as well as providing ongoing assistance and monitoring of the smoke-free law implementation.

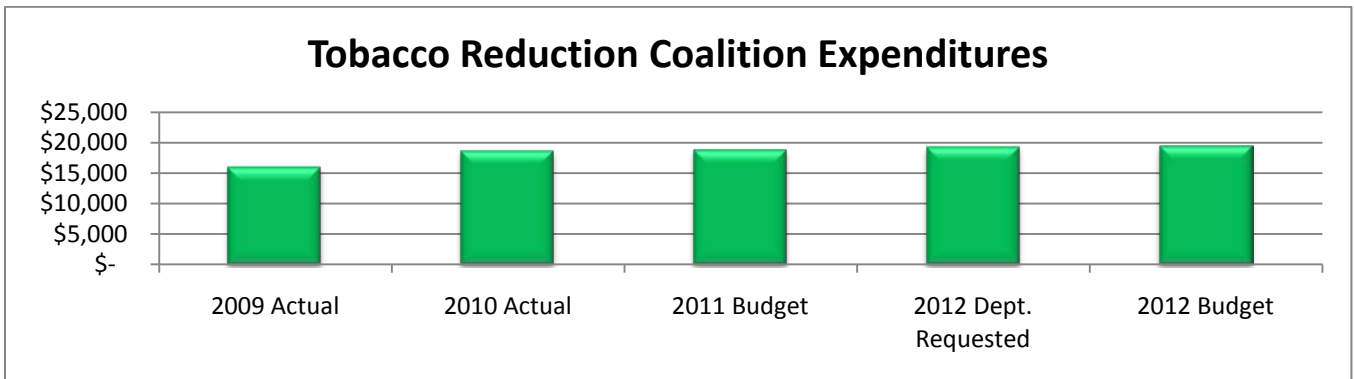
## Budget Adjustments

There are no significant budget adjustments to this program.



### Expenditure History

	2009 <u>ACTUAL</u>	2010 <u>ACTUAL</u>	2011 <u>BUDGET</u>	2012 DEPT <u>REQUESTED</u>	2012 <u>BUDGET</u>
PERSONNEL SERVICES	13,572	15,652	15,455	15,911	16,061
SUPPLIES & MATERIALS	853	1,021	1,600	1,600	1,600
CONTRACT SERVICES	1,200	1,631	1,200	1,200	1,200
OTHER EXPENSES	310	352	565	565	565
<b>TOTAL PROGRAM COST</b>	<b>\$15,935</b>	<b>\$18,656</b>	<b>\$18,820</b>	<b>\$19,276</b>	<b>\$19,426</b>

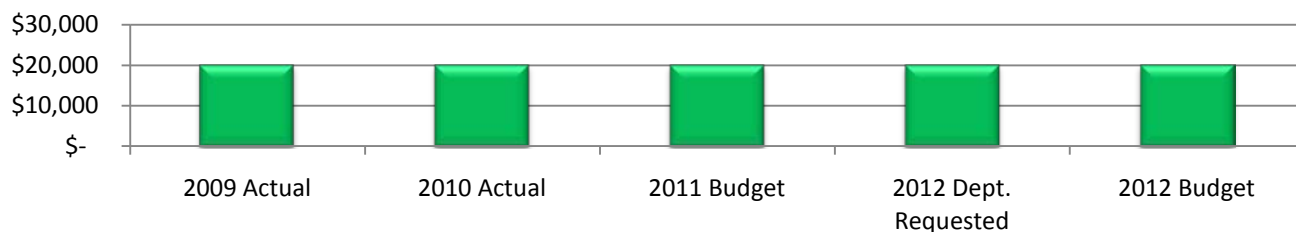


### Revenue History

	2009 <u>ACTUAL</u>	2010 <u>ACTUAL</u>	2011 <u>BUDGET</u>	2012 DEPT <u>REQUESTED</u>	2012 <u>BUDGET</u>
INTERGOVERNMENTAL	20,000	20,000	20,000	20,000	20,000
<b>TOTAL PROGRAM COST</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$20,000</b>

# Health Department

## Tobacco Reduction Coalition Revenues



## Strategic Outcomes

Indicator	2007 Actual	2008 Actual	2009 Actual	2010 Actual	2011 Target	2012 Target
#1 Cause of death - Heart Disease/Attacks	244.2*	238.5*	255.9	TBD	250*	240
#2 Cause of death - Cancers	220.2*	238.5*	223.4	TBD	220*	218
#3 Cause of death - Stroke	47.2*	49.9*	47.6	TBD	45*	44
#4 Cause of death - Chronic Lower Respiratory Disease	53.4*	64.9*	68.8	TBD	65*	60
<b>Ambulatory Care Sensitive Hospitalization Rates for Jackson County.</b>						
Congestive Heart Failure	12.6%	11.2%	12.3	TBD	11%	10%
Chronic Obstructive Pulmonary	8.4%	11.3%	10.5	TBD	9.0%	8.5%
Asthma	5.6%	6.8%	5.5	TBD	5.0%	4.5%
<b>Jackson County Smoking Rate by Source</b>						
Smoking Rate of City Residents per Community Health Assessment Report	NA	29.50%	NA	TBD	24%	23.5%
**Smoking Rate of County Residents per Community Health Assessment Report	23.3%	26.70%	NA	TBD	24%	23.5%
<b>Smoke-Free</b>						
Smoke-Free Worksites *as of May 1, 2010	NA	NA	238	ALL*	ALL	ALL
Smoke-Free Restaurants*as of May 1, 2010	163	172	133	ALL*	ALL	ALL

\*Behavioral Risk Factor Survey Data –based on 3 year average Per 100,000

## Other Key Indicators

Indicator	2007 Actual	2008 Actual	2009 Actual	2010 Actual	2011 Target	2012 Target
Quit Line Callers FY	172	178	237	162	175	200
Quit Line Enrollees FY	103	121	178	141	150	155