

Tobacco Prevention Strategy: Why Policy?

Alyssa Mouton, MPH, MPP
February 12, 2019

HEALTH & HUMAN SERVICES



Silent Epidemic

each year, tobacco kills
more people than AIDS,
alcohol, illegal drugs,
fires, suicides, murders,
and car accidents...



COMBINED.

Silent Epidemic

Nationally, cigarettes kill

**15 times more people
annually than opioids.**

2015 Community Health Assessment



32%

of adults in Gaston County
currently smoke

62%

of Gaston County smokers have
tried to quit in the last year

Dangers of Secondhand Smoke



Emerging Threats to Public Health: Electronic Nicotine Delivery Systems (ENDS)



www.TobaccoFreeKids.org

Electronic cigarettes, Juul
and other vaping products
are considered

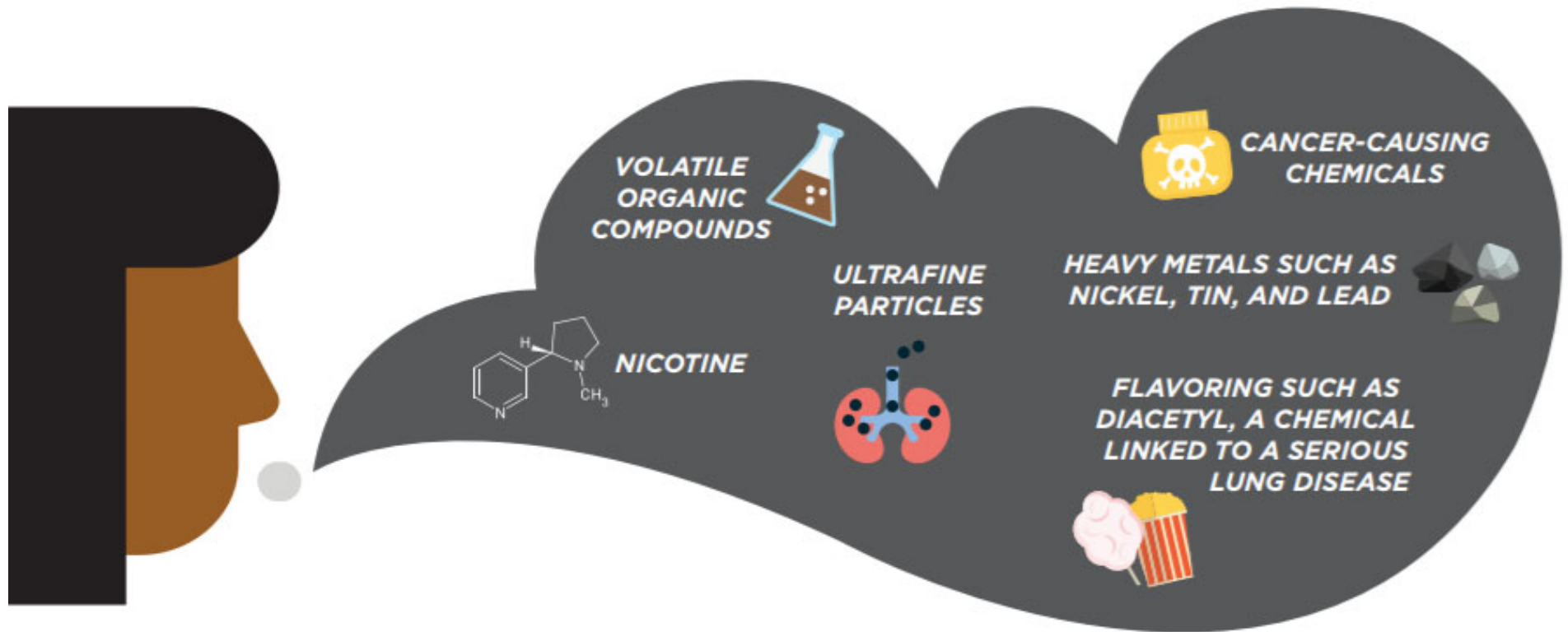
“tobacco products”

by the NC General
Assembly and the FDA

*“The nicotine is derived
from tobacco”*



Dangers of Secondhand Aerosol



It is difficult for consumers to know what e-cigarette products contain. For example, some e-cigarettes marketed as containing zero percent nicotine have been found to contain nicotine.

2017 Gaston County Youth Risk Behavior Survey



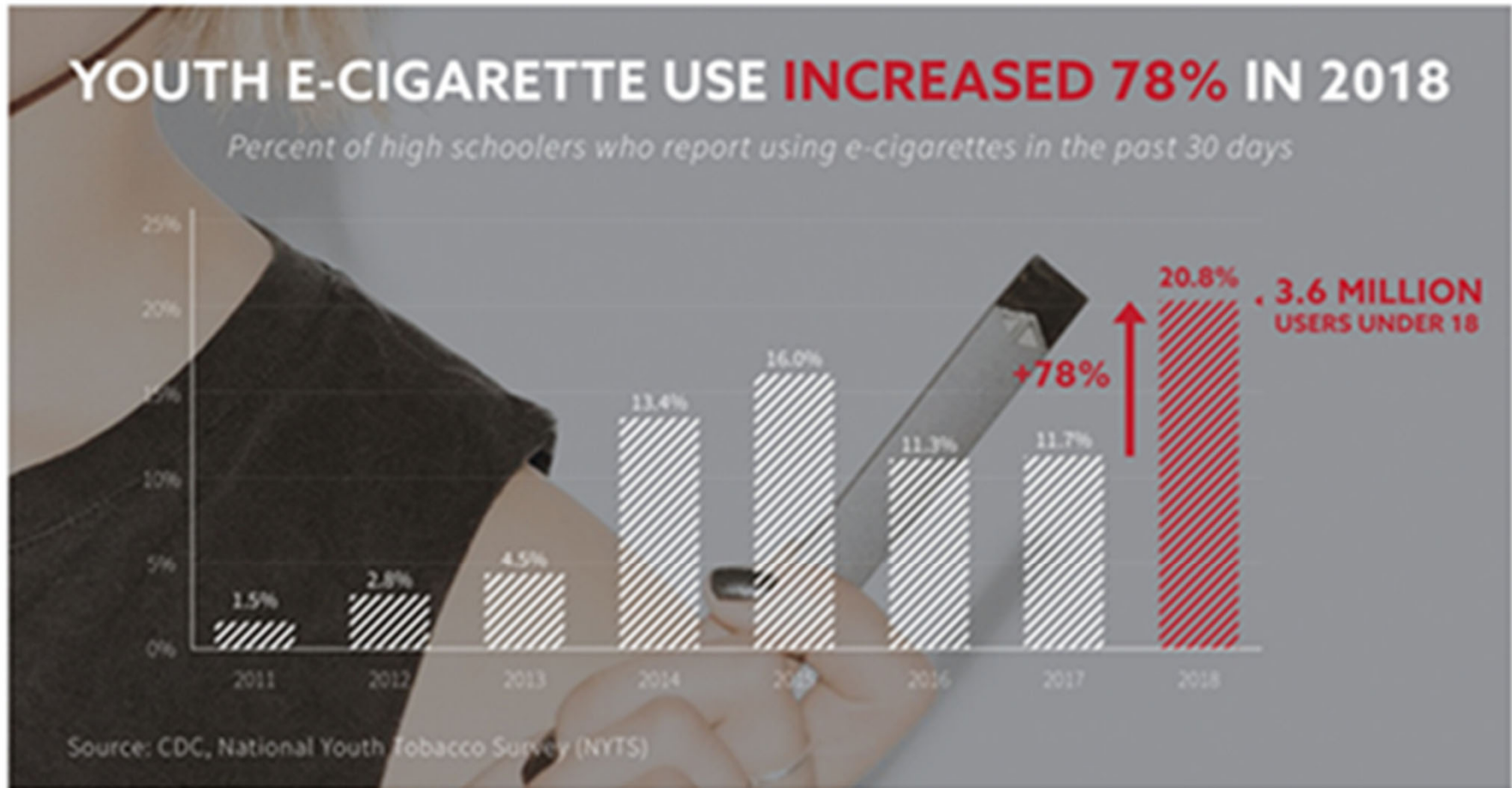
49%

of High school students
reported **EVER** using
electronic vapor products

27%

of High school students
reported **CURRENTLY** using
electronic vapor products

Youth E-cigarette Use at Epidemic Levels



E-cig/Vaping Dangers for Youth: Addiction

- Developing youth brains are more susceptible to addiction
- 63% of youth surveyed don't know that the most popular e-cigarette juice (JUUL) ALWAYS contains nicotine
- One JUUL cartridge has nicotine levels equal to a PACK of cigarettes



E-cig/Vaping Dangers for Youth: Marketing

- Intentional marketing towards kids
 - Flavors, claims of safety, “coolness,” tech-oriented devices attract youth



US Surgeon General's Statement

Surgeon General Advisory Targets Youth E-Cig 'Epidemic'

The nation's doctor is calling for an aggressive approach to keep children from using the tobacco products.



By Katelyn Newman, Staff Writer Dec. 18, 2018, at 10:27 a.m.



MORE HEALTH CARE

CIVIC



**Why
Policy?**

What Works for Tobacco Prevention?

- Raising the price of tobacco (tax increases)



What Works for Tobacco Prevention?

- Raising the price of tobacco (tax increases)
- Media campaigns



What Works for Tobacco Prevention?

- Raising the price of tobacco (tax increases)
- Media campaigns
- **Tobacco-free policies**



What Works for Tobacco Cessation?

- Raising the price of tobacco (tax increases)



What Works for Tobacco Cessation?

- Raising the price of tobacco (tax increases)
- Media campaigns



What Works for Tobacco Cessation?

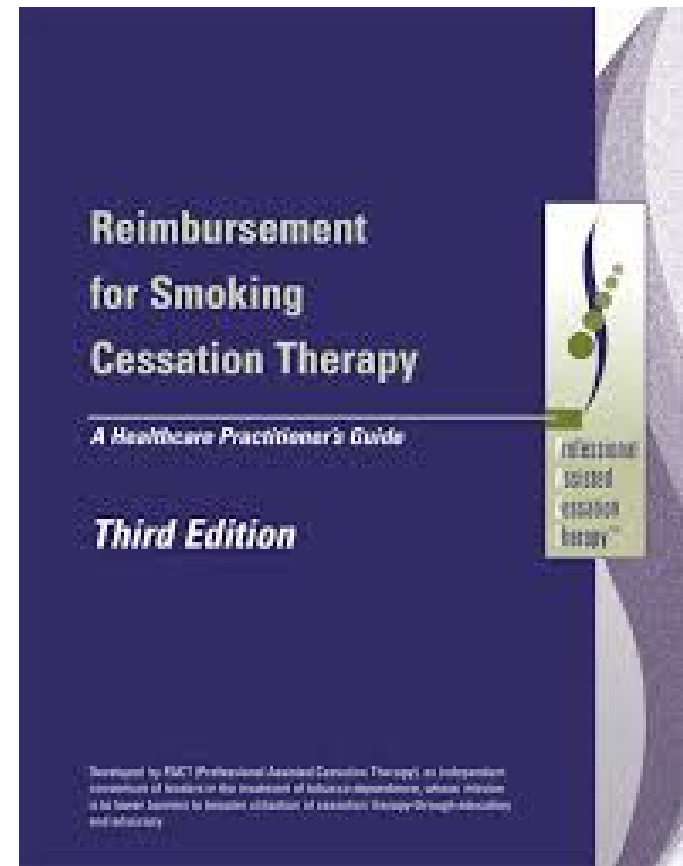
- Raising the price of tobacco (tax increases)
- Media campaigns
- Quitlines



1-800-QUIT-NOW

What Works for Tobacco Cessation?

- Raising the price of tobacco (tax increases)
- Media campaigns
- Quitlines (1-800-QUIT-NOW)
- Reducing the cost of treatments



What Works for Tobacco Cessation?

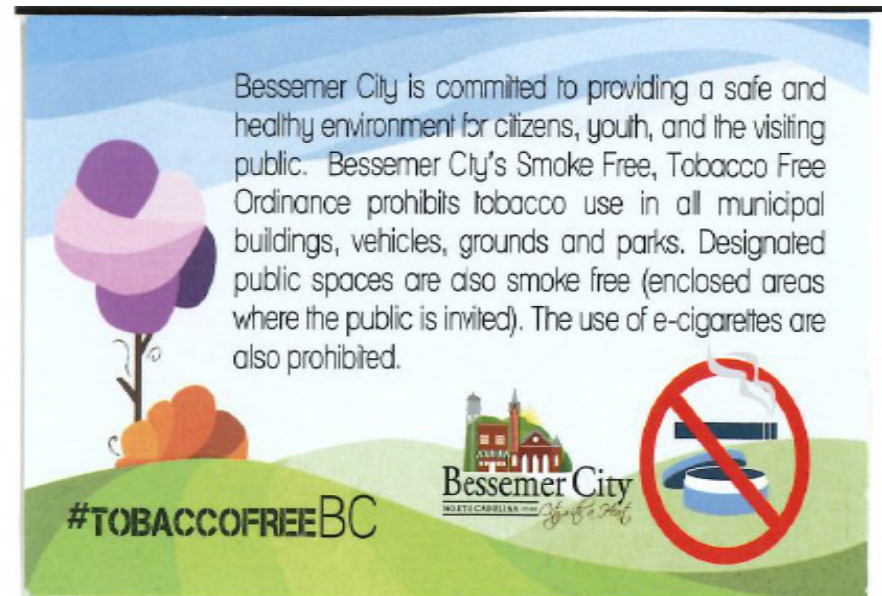
- Raising the price of tobacco (tax increases)
- Media campaigns
- Quitlines (1-800-QUIT-NOW)
- Reducing the cost of treatments
- Tobacco-free policies

Cherryville Wins Region 4 Tobacco-Free Alliance Award



What Works for Secondhand Smoke/Aerosol Prevention?

- Tobacco-free policies



Other benefits of tobacco-free policies:

- Reduced litter and cleanup costs
- Reduced health care costs
- Healthier, more productive workforce
- Makes communities attractive to businesses, residents and tourism



NORTH CAROLINA MUNICIPALITY 100% TOBACCO-FREE OR SMOKE-FREE WRITTEN REGULATIONS

☒	100% Tobacco Free Policy
☒	100% Smoke Free Policy
☐	No Written Regulation or Less than 100% Written Regulation

	County	Local Health Dept. Region	Gov't Buildings	Gov't Vehicles	Gov't Grounds	Gov't-Owned Parks Only	Recreation Areas	Public Places
Bessemer City	GASTON	4	☒	☒	☒	☒	☒	☒
Cherryville	GASTON	4	☒	☒	☒	☒	☒	☒
Conover	CATAWBA	4	☒	☒	☒	☒	☒	☒
Chapel Hill	ORANGE	5	☒	☒	☒	☒	☒	☒
Boone	WATAUGA	3	☒	☒	☒	☒	☒	☒
Durham	DURHAM	5	☒	☒	☒	☒	☒	☒
Carrboro	ORANGE	5	☒	☒	☒	☒	☒	☒
Hillsborough	ORANGE	5	☒	☒	☒	☒	☒	☒
Weaverville	BUNCOMBE	2	☒	☒	☒	☒	☐	☒
Montreat	BUNCOMBE	2	☒	☒	☐	☐	☒	☒
Garland	SAMPSON	8	☒	☒	☒	☐	☐	☒
Lake Park	UNION	4	☒	☐	☐	☐	☐	☒

NORTH CAROLINA COUNTY AND MUNICIPALITY 100% TOBACCO-FREE OR SMOKE-FREE



LEGEND:



100% Tobacco Free Policy



100% Smoke Free Policy



No Written Regulation or Less
than 100% Written
Regulation

		LHD Region	Gov't Buildings	Gov't Vehicles	Gov't Grounds	Gov't-Owned Parks	Recreation Areas	Public Places
GASTON COUNTY	4	✓	✓	⊗	⊗	⊗	⊗	
Bessemer City		✓	✓	✓	✓	✓	✓	✓
Cherryville		✓	✓	✓	✓	✓	✓	✓
Belmont		✓	✓	✓	✓	✓	✓	⊗
McAdenville		✓	✓	⊗	✓	✓	✓	⊗
Cramerton		✓	⊗	✓	✓	✓	✓	⊗
Dallas		✓	✓	✓	✓	✓	⊗	⊗
Gastonia		✓	✓	⊗	⊗	⊗	⊗	⊗
Mount Holly		⊗	⊗	⊗	✓	✓	✓	⊗
Stanley		✓	⊗	⊗	⊗	✓	✓	⊗
High Shoals		⊗	⊗	⊗	⊗	⊗	⊗	⊗
Lowell		⊗	⊗	⊗	⊗	⊗	⊗	⊗
Ranlo		⊗	⊗	⊗	⊗	⊗	⊗	⊗
Spencer Mountain		⊗	⊗	⊗	⊗	⊗	⊗	⊗

Elements of a successful local policy:

1. Community education and engagement



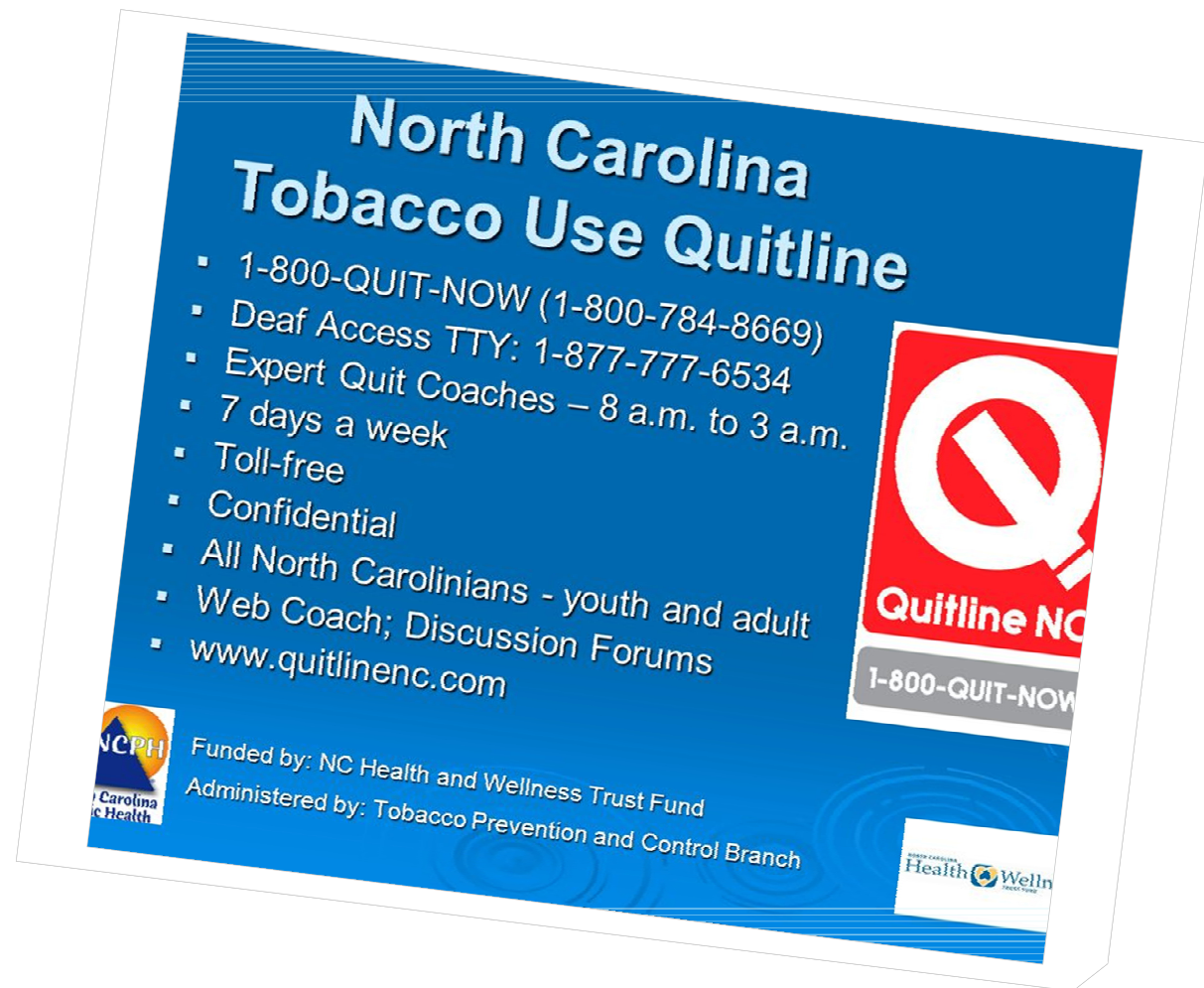
Elements of a successful local policy:

1. Community education and engagement
2. Staged implementation



Elements of a successful local policy:

1. Community education and engagement
2. Staged implementation
3. Cessation support



Elements of a successful local policy:

1. Community education and engagement
2. Staged implementation
3. Cessation support
4. Signage



Elements of a successful local policy:

1. Community education and engagement
2. Staged implementation
3. Cessation support
4. Signage
5. Enforcement



Gaston County organizations that have already gone tobacco free:

- Sim's Park (Gastonia Grizzlies)
- CaroMont Health
- Gaston County Library system
- Gaston County Schools
- Gaston County Department of Health and Human Services

CONGRATULATIONS!



How can we help?

- Technical Assistance
- Resources
- Communication and Community Education

SUPPORT

A hand holding a blue marker is shown underlining the word "SUPPORT". The word is written in a light blue, sans-serif font. The hand is positioned at the bottom right of the word, with the index finger and thumb holding the marker, which is drawing a horizontal blue line underneath the text.



Tobacco Free Gaston

WORKING TOGETHER FOR A
TOBACCO FREE FUTURE

Tobacco Free Gaston is working to reduce the usage of, and exposure to, tobacco products through education, advocacy, and outreach.



Questions?

