

College Program

Thirteen colleges receive funding to form campus teams to serve as coalitions to work on tobacco issues, counter industry media and develop tobacco free policy. Teams include more than 150 students, faculty, and staff helping educate college campuses about the danger of tobacco use. These 13 schools represent more than 68,000 students that can be offered prevention information and free Quitline services.

Evaluation

Since 2001, the DTP has collaborated with the WV Prevention Research Center (PRC) to assess the impact and effectiveness of the State's tobacco prevention and cessation efforts. The PRC's Evaluation Services Unit continues to provide technical assistance to DTP and its funded initiatives to ensure that efforts are responsive to community needs and grounded in science.

The DTP and WV Health Statistics Center collaboratively employ an epidemiologist solely dedicated to tobacco prevention/control efforts. As a result, DTP's surveillance/data and evaluation are more comprehensive and supportive of program needs.

Staff

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Cessation Program

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Youth Program

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Clean Indoor Air Program

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Media and Communications

The Cessation Program developed two new videos explaining the Quitline enrollment process to medical providers and potential enrollees.

The DTP continues to provide supportive cessation and prevention media, especially regarding Cessation and Youth Programs. There has been an expanded use of social media, especially in regard to the Raze Youth Campaign and the WV Tobacco Quitline.

Each of the ten focused tobacco prevention regions have websites. Many community coalitions now have established websites and other ongoing social media interventions.

Disparate Populations

The DTP continues to focus on disparate populations known to have high tobacco use rates including African-Americans; Lesbian, Gay, Bisexual and Transgender (LGBT) community; blue collar workers; low socioeconomic status population, and West Virginians who receive behavioral health services.

There is continued focus on smokeless and dual tobacco use (including smokeless and e-cigarettes) in West Virginia. The WV University School of Dentistry has been an important partner for many years ensuring that dentists and dental hygienists receive the most up-to-date tobacco cessation education. The Save Face Stop Spit Tobacco Initiative has a program manager who works in five of the highest use prevalence counties in West Virginia. The manager visits blue collar venues providing tobacco cessation classes and education.

Visit DTP online at
www.dhhr.wv.gov/wvdtpp/

- View DTP ad campaigns
- Locate local coalitions
- Get information about tobacco use in West Virginia
- Learn about DTP programs
- Find county smoking regulations
- Learn how to quit tobacco and enroll in the WV Quitline



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West Virginia Division of
Tobacco Prevention

Progress Report
2015

July 1, 2014 - June 30, 2015



The leading cause of death and disease in West Virginia continues to be smoking. According to the 2014 Behavioral Risk Factor Surveillance Survey, West Virginia use prevalence includes:

- **Adult Smoking Prevalence – 26.7%**
- **Adult Male Smokeless Tobacco Prevalence – 16.5%**

Nearly 3,800 West Virginia residents die each year from tobacco use (10 die on average each day).

- The economic costs of tobacco use are incredibly high in West Virginia.
- Each West Virginia smoking-related death equals an average of \$283,000 in lost wages.
- The annual preventable costs total \$4,676 for each smoker in West Virginia.
- Every West Virginia smoker who dies loses an average of 14.6 years of life due to premature death.

The mission of the WV Division of Tobacco Prevention (DTP) is to reduce disease, disability, and death related to tobacco.

Goals of DTP are:

- Prevent the initiation of tobacco use among West Virginia youth.
- Eliminate exposure to secondhand tobacco smoke.
- Promote cessation of tobacco use among adults and young people.
- Identify and eliminate disparities among population groups related to tobacco use.
- Build, maintain, and enhance the State’s capacity to address the burden of all chronic diseases.

DTP funds prevention activities through its three programs: Youth Prevention, Clean Indoor Air and Cessation. These programs employ strategies guided by the Centers for Disease Control and Prevention’s Best Practices.



\$1,726,726 for FY 2015
36% of Total Programming Budget

- The Cessation Program’s goal is to educate users on the dangers of all forms of tobacco, including Electronic Nicotine Delivery System products, and provide successful ways to quit.
- The WV Tobacco Cessation Quitline continues to be one of the busiest, per capita, in the nation. From January 2014 through September 2015, the Quitline enrolled 17,664 residents for Quitline services.
- Of this 17,664, 10,519 were Medicaid members. The initiation of the Affordable Care Act (ACA) has accounted for a 33% increase in the number of Medicaid members enrolled for Quitline services.
- West Virginia has the highest prevalence in the U.S. with 25.6% of pregnant women reported smoking. This rate is down from 26.1% in 2013. The Cessation Program funds a Tobacco Free Pregnancy Initiative, which has seven regional coordinators working in the 10 highest prevalence counties in West Virginia.
- The Health Care Provider Training Program has shifted focus from a three hour program to one hour of intense training provided in hospitals and primary care centers by certified tobacco treatment specialists. This pilot program is planning eight smaller trainings in this grant period.
- The Tobacco Cessation Program collaborates with chronic disease programs to combat comprehensive cancer, diabetes, and heart disease. The Quitline provides disease specific educational materials to these populations.
- A toolkit to help businesses address employee tobacco use was developed and will be implemented in 2016.



\$1,185,665 for FY 2015
26% of Total Programming Budget

- Exposure to secondhand tobacco smoke (SHS) is a common, significant health hazard in West Virginia.
- More than 90% of West Virginians report knowing that secondhand smoke is harmful to nonsmokers.
- Breathing SHS has been shown to cause or contribute to many serious illnesses. Appropriate smoke-free policies can entirely eliminate the hazards associated with SHS.
- 10 Regional Tobacco Prevention Coordinators (RTPCs) offer local, community, and county level support regarding clean indoor air, cessation, youth prevention, and other prevention efforts.
- All of West Virginia’s 55 counties have a representative tobacco prevention coalition.
- These RTPCs help facilitate and maintain local county coalitions to assist with community efforts and support policy initiatives.
- All of West Virginia’s 55 counties have a clean indoor air regulation, with 51 having regulations that require restaurants to be smoke-free. Thirty (30) West Virginia counties and two cities have regulations that eliminate smoking in all enclosed work and public places, including restaurants, bars, and gaming facilities.
- Twenty-eight (28) West Virginia counties or cities have implemented smoke-free or tobacco-free policies in public parks and recreation areas. Some of these policies extend beyond parks to outdoor public events such as fairs and festivals. A growing number of privately owned parks and recreational facilities are also implementing tobacco restriction policies.
- The Smoke-Free Initiative of WV offers technical assistance and support to local health departments, businesses, and public/private housing tenants and managers regarding SHS protection.



\$1,774,789 for FY 2015
37% of Total Programming Budget

- The goal of the Youth Program is to prevent young people from trying or using all tobacco products, and to assist youth who use to quit or reduce their use.
- Raze®, the thriving youth-led tobacco prevention initiative, continues to expand in both schools and West Virginia communities, and now includes approximately 160 “crews” around the state.
- Youth participation in key tobacco prevention events increased in 2015:
 - More than 1,200 Raze members registered for the 2015 Tobacco Free Day event at the Capitol, representing a 180% increase over 2014.
 - More than 900 teens attended Regional Raze Kickoff events in 2015 to learn about Raze and receive training in tobacco prevention. This represents a 36% increase over 2014.
 - The number of Raze crews increased 7% from 2014 to 2015; the number of participating members increased 70% over the same time period.
- According to the 2013 Youth Tobacco Survey (YTS), West Virginia experienced:
 - A 124% increase in the percentage of high school students who have never used ANY form of tobacco (46.1% in 2013; 20.6% in 2000).
 - A 107% increase in the percentage of high school students who have never tried cigarettes (53.2% in 2013; 25.7% in 2000).
 - A 52% decrease in the percentage of high school students who currently smoke cigarettes (18.6% in 2013; 38.5% in 2000).