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- View WVDTP ad campaigns
- Locate your local coalition
- Get information about tobacco
- Learn about WVDTP programs
- Find your county regulation
- Learn how to quit tobacco

## Media and Communications

The WV Division of Tobacco Prevention continues to provide for supportive cessation and prevention media, especially regarding the 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 ten focused tobacco prevention regions have websites, and many community coalitions now have established websites and other on-going social media interventions.

The Cessation Program in collaboration with the WV Office of Maternal Child and Family Health ran a summer ad campaign addressing the ill-effects of smoking by pregnant women. These ads were successful in increasing calls to the WV Quitline.

## Special Populations

The WV Division of Tobacco Prevention continues to focus on special populations known to have high tobacco use including African-Americans, the Lesbian, Gay, Bisexual and Transgender (LGBT) community, the Military and those having medical conditions worsened by tobacco use.

There is a continued focus on smokeless and dual tobacco use in WV. The WV University School of Dentistry remains a key partner to ensure all Dentists and dental hygienists receive tobacco cessation training. The Save Face – Stop Spit Tobacco Use initiative provides targeted outreach to coal miners, factory workers, and other blue-collar workers.

Two nationally-recognized expert panels (on dual tobacco use and smoking during pregnancy) were convened. The findings and recommendations of these meetings are being used to address policy, planning, and programming for these two critical special populations.

## @ College Program

Fifteen colleges receive funding to form campus teams, coalitions to work on tobacco issues, counter industry media and develop tobacco-free policy. Teams include over 225 students, faculty and staff helping to educate college campuses about the dangers of tobacco use. These 15 schools represent over 75,000 students that can be offered prevention information and free quitline services.

## Evaluation

Since 2001, the WV Division of Tobacco Prevention has worked with West Virginia University's 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 evaluation specialists at the PRC are experienced evaluators who strive to contribute to the building of strong and healthy West Virginia communities through evaluation, surveillance, and research.

DTP and the 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.

## DTP Initiatives



# 2013 PROGRESS REPORT

SFY 2013 (JULY 1, 2012 THRU JUNE 30, 2013)



## WEST VIRGINIA Division of Tobacco Prevention

Bureau for Public Health  
350 Capitol Street, Room 514  
Charleston, WV 25301

Earl Ray Tomblin  
Governor

Karen L. Bowling  
Cabinet Secretary





## WEST VIRGINIA TOBACCO CESSATION PROGRAM

**\$1,936,284 FOR FY13**  
**36% OF TOTAL PROGRAMMING BUDGET**

The leading cause of death and disease in West Virginia continues to be tobacco use with high prevalence for both smoking and spit tobacco.

Almost 4,000 West Virginia residents die each year from tobacco use. One in five deaths in WV are due to smoking, and since 1999, over 50,000 residents have died a smoking-related death.

The economic costs of tobacco use are incredibly high in West Virginia. These costs are estimated to be \$1.8 billion annually, half from direct healthcare costs and the other half associated with occupational and work productivity costs. Every smoker who dies loses an average of 14 years of life due to premature death.

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

Goals for the division include:

- Prevent the initiation of tobacco use among WV 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.

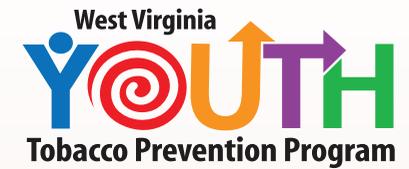
The DTP funds prevention activities through its three programs: Youth Prevention, Clean Indoor Air and Cessation. These programs continue to employ strategies guided by the Centers for Disease Control and Prevention's Best Practices.

- The Cessation Program's goal is to educate users on the dangers of all forms of tobacco and to provide successful ways to quit.
- Quitline services continue to be offered to all West Virginians at no-cost. Services include four proactive calls from experienced, WV-based cessation coaches, unlimited reactive calls, and a choice of nicotine replacement therapy including patches, gum and lozenges.
- The WV Quitline is one of the busiest per capita in the US. During SFY2013, 7,312 WV residents enrolled for services.
- Thirty-seven percent of those who enroll in Quitline services remain successfully quit after 12 months.
- WV has the highest prevalence in the U.S. with 26.3% of pregnant women reporting smoking. Several programs addressing this critical need are funded, including a statewide Tobacco-Free Pregnancy Initiative.
- The Health Care Provider Training Program, managed by the WV Hospital Association with faculty from the Marshall University School of Medicine, offers accredited tobacco cessation training to hundreds of clinicians. The faculty includes experts in Pharmacology, Dentistry, and Obstetrics. Attendees include, dentists, dental hygienists, physicians, pharmacists, medical students, nurses and front office supervisors.
- The Cessation Program collaborates with chronic disease programs whose target populations are worsened by tobacco use (e.g., asthma, cancer, diabetes, heart disease, and osteoporosis).



**\$1,695,684 FOR FY13**  
**31% OF TOTAL PROGRAMMING BUDGET**

- Exposure to secondhand tobacco smoke (SHS) is a common, significant health hazard in WV. 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.
- Ten Regional Tobacco Prevention Coordinators (RTPCs) offer local, community and county level support regarding clean indoor air, cessation, youth prevention and other prevention efforts. These RTPCs help facilitate and maintain local county coalitions to assist with community efforts and to support policy initiatives.
- Forty-nine WV counties have regulations that require restaurants to be smoke-free. Twenty-three counties and two cities have regulations with smoke-free workplaces including bars.
- Partnerships with the American Cancer Society and Wellness Council of WV were successful in targeting workplace tobacco cessation and prevention programs to businesses throughout the state.
- All of West Virginia's 55 counties have a clean indoor air regulation and a representative tobacco prevention coalition.
- Over 90% of West Virginians report knowing that secondhand smoke is harmful to nonsmokers.
- The Smoke-Free Initiative of West Virginia offers technical assistance and support to local health departments, businesses, and public/private housing tenants and managers regarding SHS protection.



**\$1,780,981 FOR FY13**  
**33% 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 do use in quitting or reducing their use.
- Raze®, the thriving youth-led tobacco prevention initiative, continues to expand in both schools and WV communities, and now includes over 150 "crews" around the state.
- Youth participation in key tobacco prevention events increased in 2013. For example:
  - Over 900 individuals representing Raze attended the 2012 Tobacco Free Day event at the Capitol, representing a 29% increase over 2011.
  - Over 600 teens attended Regional Raze Kickoff Events in 2012 to learn about Raze and receive training in tobacco prevention.
- According to the 2013 Youth Tobacco Survey (YTS), between 2000 and 2013 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; was 20.6 in 2000).
  - A 107% increase in the percentage of high school students who have never tried cigarettes (53.2% in 2013; was 25.7% in 2000).
  - A 52% decrease in the percentage of high school students who currently smoke cigarettes (18.6% in 2013; was 38.5% in 2000).
- The Youth Program works closely with the American Lung Association of WV to facilitate Raze and to provide the Not-On-Tobacco (N-O-T) and Teens Against Tobacco Use (T.A.T.U.) programs.