

# Is Tobacco Use Causing Cancer and Hurting Business' Bottom Line in WV?

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Mercer County, WV

# Pre-Session Quiz

Is Tobacco Use Hurting the Bottom Line of West Virginia Business?

- What is the Prevalence of Adult (18 and up) cigarette smoking in West Virginia?

and/or...

- Do you know the prevalence of smoking of the employees at your Workplace/Business?

# Pre-Session Quiz

Is Tobacco Use Hurting the Bottom Line of West Virginia Business?

- What is the Prevalence of Adult (18 and up) spit/smokeless tobacco use in WV?

and/or...

- Do you know the prevalence of smokeless tobacco use by the employees at your Workplace/Business?

# Pre-Session Quiz

Is Tobacco Use Hurting the Bottom Line of West Virginia Business?

Does your workplace provide a workplace wellness program, health insurance coverage for tobacco cessation services, or any service or benefit to assist smokers, other tobacco product users to quit?

List \_\_\_\_\_

# Pre-Session Quiz

Is Tobacco Use Hurting the Bottom Line of West Virginia Business?

- Do you know of any free tobacco cessation services that are provided by the State of West Virginia to assist smokers, other tobacco product users to quit?

List \_\_\_\_\_

# Pre-Session Quiz

Is Tobacco Use Hurting the Bottom Line of West Virginia Business?

- What is the estimated total economic cost of cigarette smoking to business in the state of West Virginia annually?

*Smoking-related health care costs*

+

*Smoking-related work productivity losses due to illness, lost work, & death*

= \$ \_\_\_\_\_ ?

# Pre-Session Quiz

Is Tobacco Use Hurting the Bottom Line of West Virginia Business?

- What is the estimated total economic cost for EACH INDIVIDUAL CIGARETTE SMOKER in the state of West Virginia?

*Total health & economic costs to WV  
divided by*

*Total # WV Adult Cigarette Smokers (age 35 and up)*

*= \$ \_\_\_\_\_ ?*

# Pre-Session Quiz

Is Tobacco Use Hurting the Bottom Line of West Virginia Business?

- What is the estimated bottom line loss from employee's cigarette breaks to business in the state of West Virginia annually?

*A) How much work time is spent on the average smoke break?*

*B) How many smoke breaks a day?*

*C) Average work time lost for a smoker vs. a non-smoker?*



○ The 2012 WV adult smoking rate is 23.9 percent.

*(from 2012 WV Adult Tobacco Survey - WVATS)*

- **Males = 25.6 percent**
- **Females = 23.1 percent**



# Chewing/Spit Tobacco



# Newer ST/Spitless Tobacco

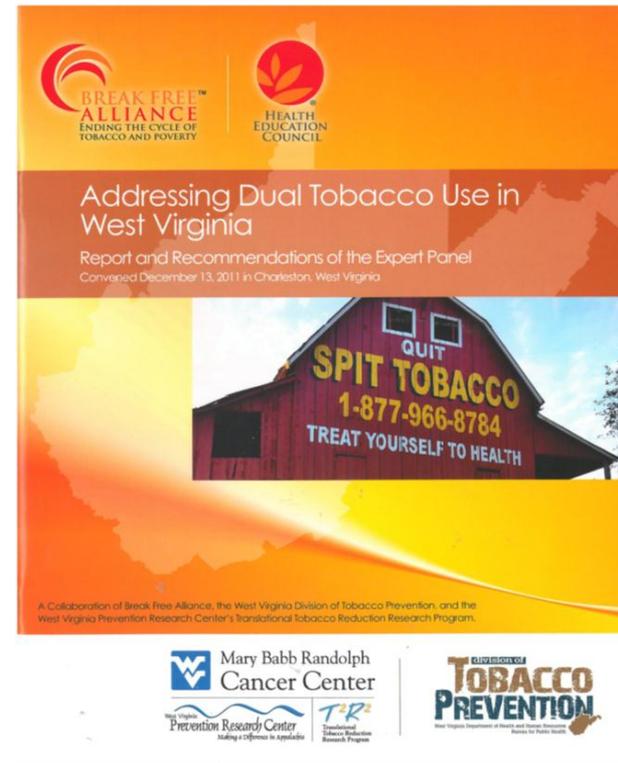
- The 2012 WV adult male smokeless tobacco use rate is 15.5 percent.

*(from 2012 WVATS)*

**Females = 2 percent**

# Dual Tobacco Use in West Virginia

There are many tobacco users in West Virginia hooked on **TWO** very different types of tobacco products...



○ The 2012 WV adult **dual\*** tobacco use rate is 11.4 percent.

*(from 2012 WVATS)*

\* **Dual Use** = “*smokers who also report frequent SLT use*”



+



## WV Division of Tobacco Prevention

\*From WV BRFSS data:

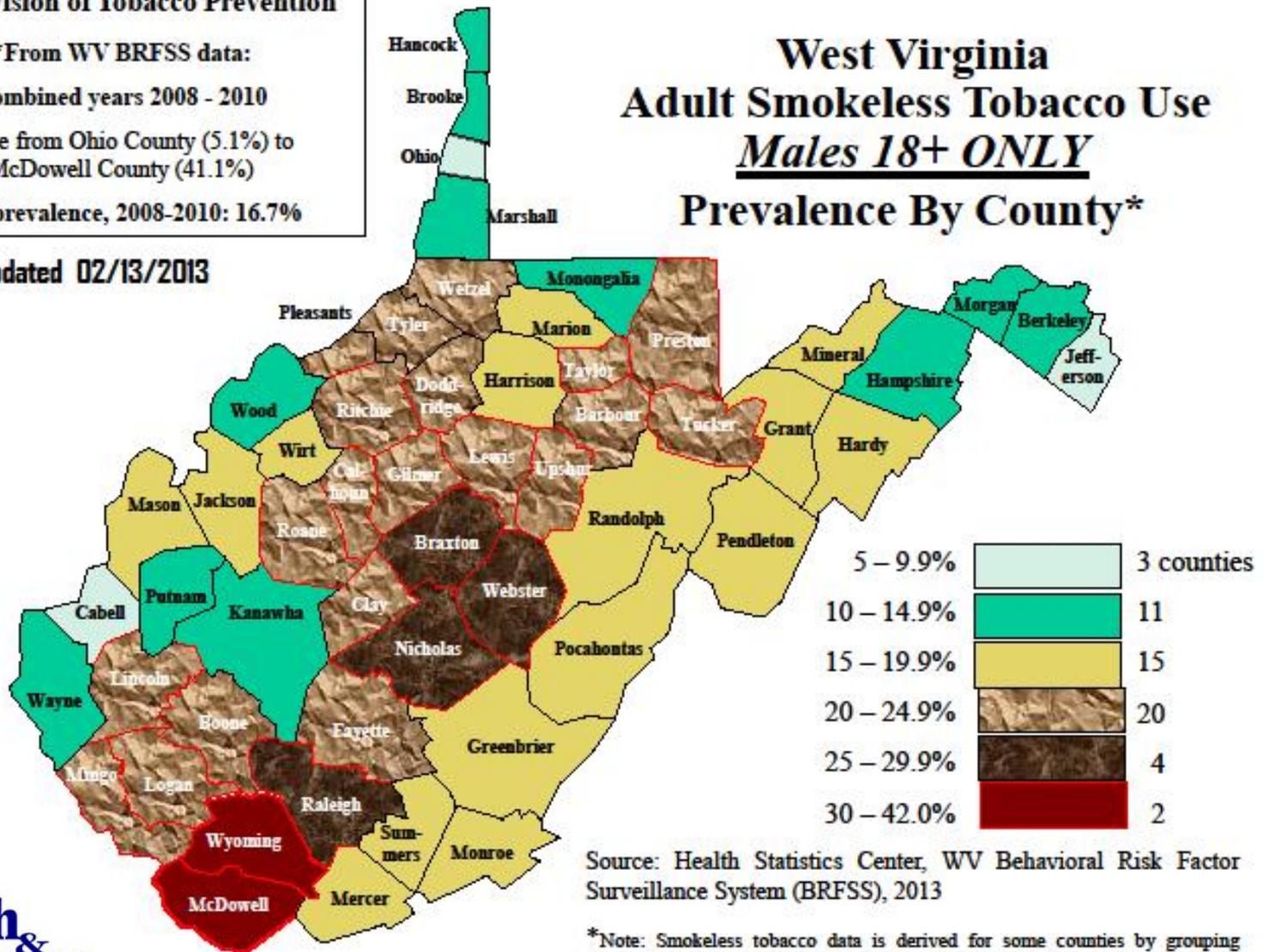
Combined years 2008 - 2010

Range from Ohio County (5.1%) to  
McDowell County (41.1%)

WV prevalence, 2008-2010: 16.7%

Updated 02/13/2013

# West Virginia Adult Smokeless Tobacco Use Males 18+ ONLY Prevalence By County\*



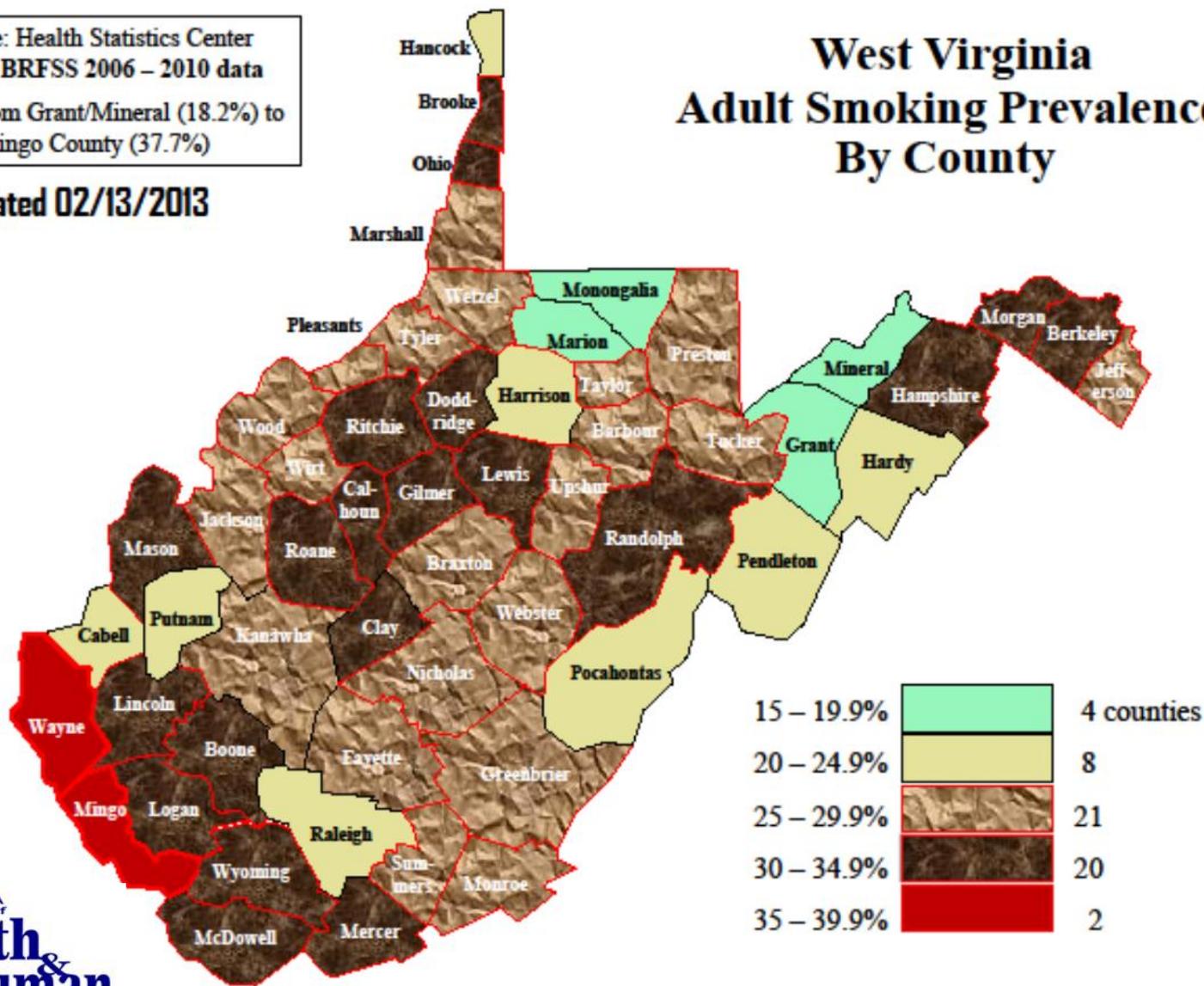
Source: Health Statistics Center, WV Behavioral Risk Factor Surveillance System (BRFSS), 2013

\*Note: Smokeless tobacco data is derived for some counties by grouping counties together to create a sample size to ensure reliable county level data.

Source: Health Statistics Center  
 \*From BRFSS 2006 – 2010 data  
 Range from Grant/Mineral (18.2%) to  
 Mingo County (37.7%)

Updated 02/13/2013

## West Virginia Adult Smoking Prevalence By County

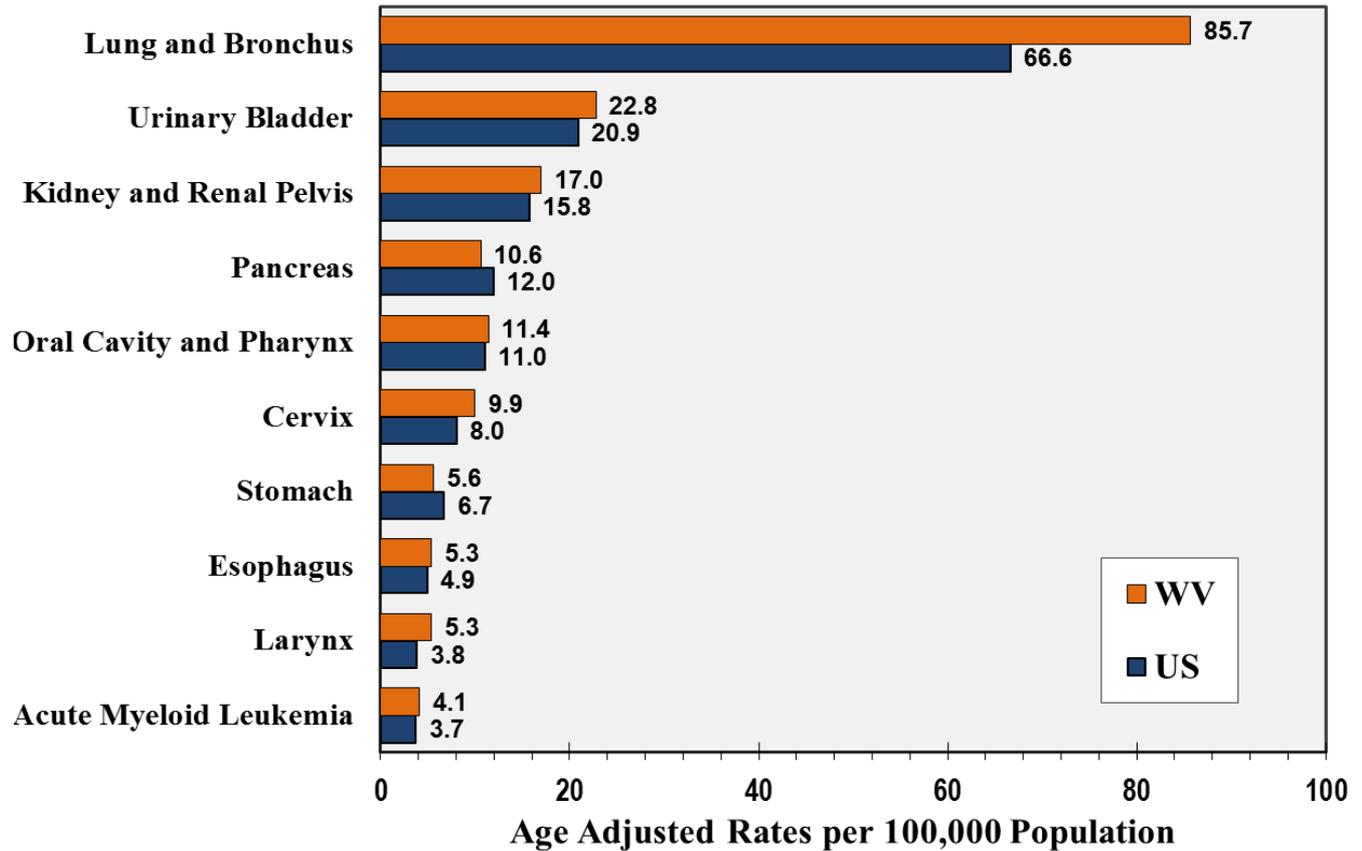




Randolph County, WV

# Tobacco-Related Cancer Incidence, WV & US

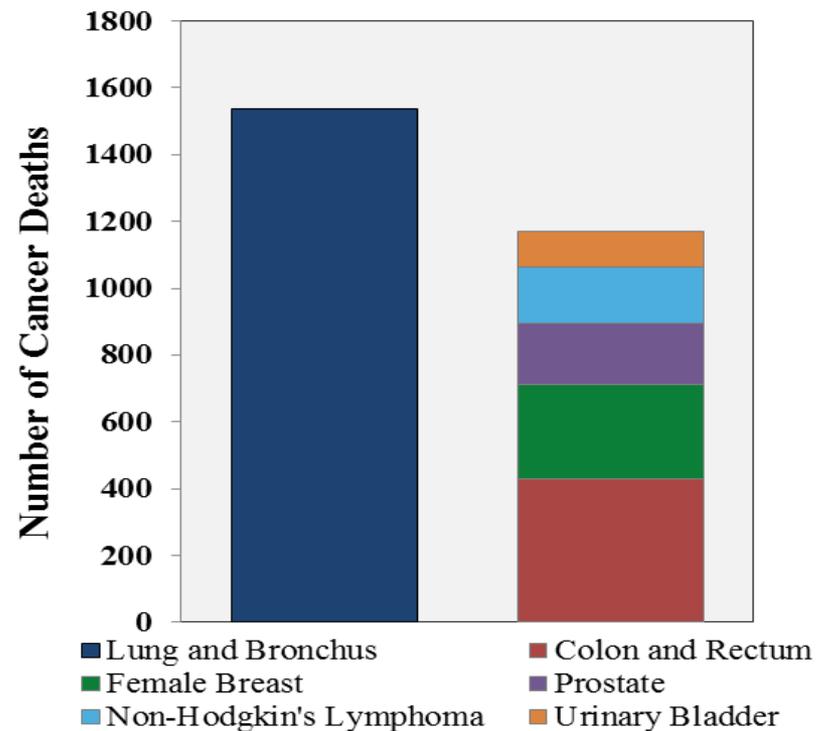
Figure 1. Tobacco-Related Cancer Incidence Rates, WV and US, 2006-2010



# Average Annual Number of Cancer Deaths By Cancer Type, WV

- Lung cancer is the leading cause of cancer-related death in West Virginia.
- Tobacco use accounts for 30% of all cancer deaths, and 85% - 90% of lung cancer deaths in WV.

Figure 2. Average Annual Number of Cancer Deaths by Cancer Type, West Virginia, 2006-2010



Data Sources: WV Cancer Registry and WV Health Statistics Center



- <http://acscan.org/action/wv/campaigns/>



# IS TOBACCO USE HURTING THE BOTTOM LINE OF WEST VIRGINIA BUSINESS?



A DISCUSSION WITH BUSINESS OWNERS AND INFLUENCERS REGARDING TOBACCO CESSATION  
JUNE 2013



# IS TOBACCO USE HURTING THE BOTTOM LINE OF WEST VIRGINIA BUSINESS?



\*This project resulted from supplemental cooperative funding from the Centers for Disease Control and Prevention (CDC) and the Patient Protection and Affordable Care Act (CDC RFA-DP09-9010201PPHF11) that was awarded to address policy and change planning involving state tobacco cessation quitlines. The contents, findings of this research do not necessarily represent the official views of the CDC and/or the West Virginia Department of Health and Human Resources.



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# WV Business Study Research

- This study involved multiple focus groups and in-depth interviews with dozens of business leaders and key influencers from across the State.



# WV Business Study Research

## Focus Groups

- *Beckley, Charleston, Clarksburg, & Martinsburg.*
- Groups included a range of participants, drawing chief executive officers, presidents, entrepreneurs and human resources managers from small, medium and large businesses.
- Each group included 12-15 participants, with the exception of Beckley/Princeton, which, due to inclement weather, seated a smaller group of six participants.



# WV Business Study Research

## Thought Leader In-Depth Interviews

### *THOUGHT LEADER IN-DEPTH INTERVIEWS:*

- 11 in-depth interviews were conducted with thought leaders and influencers from the healthcare, education & government sectors throughout the state
- Interviews designed to gain a higher perspective of smoking cessation best practices, anticipated challenges of working within the business community as well as influences and resources with respect to tobacco prevention and cessation



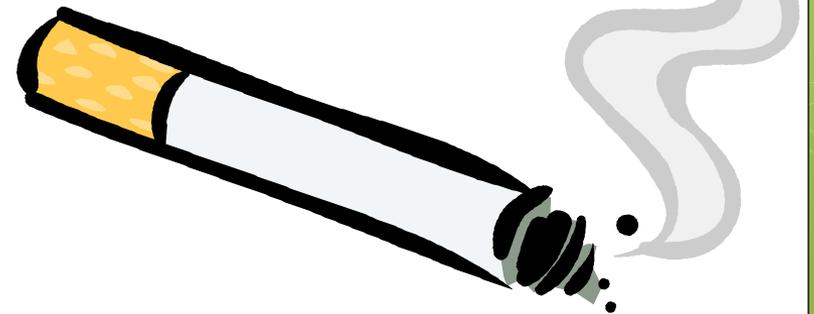
# Economics of Cigarette Smoking

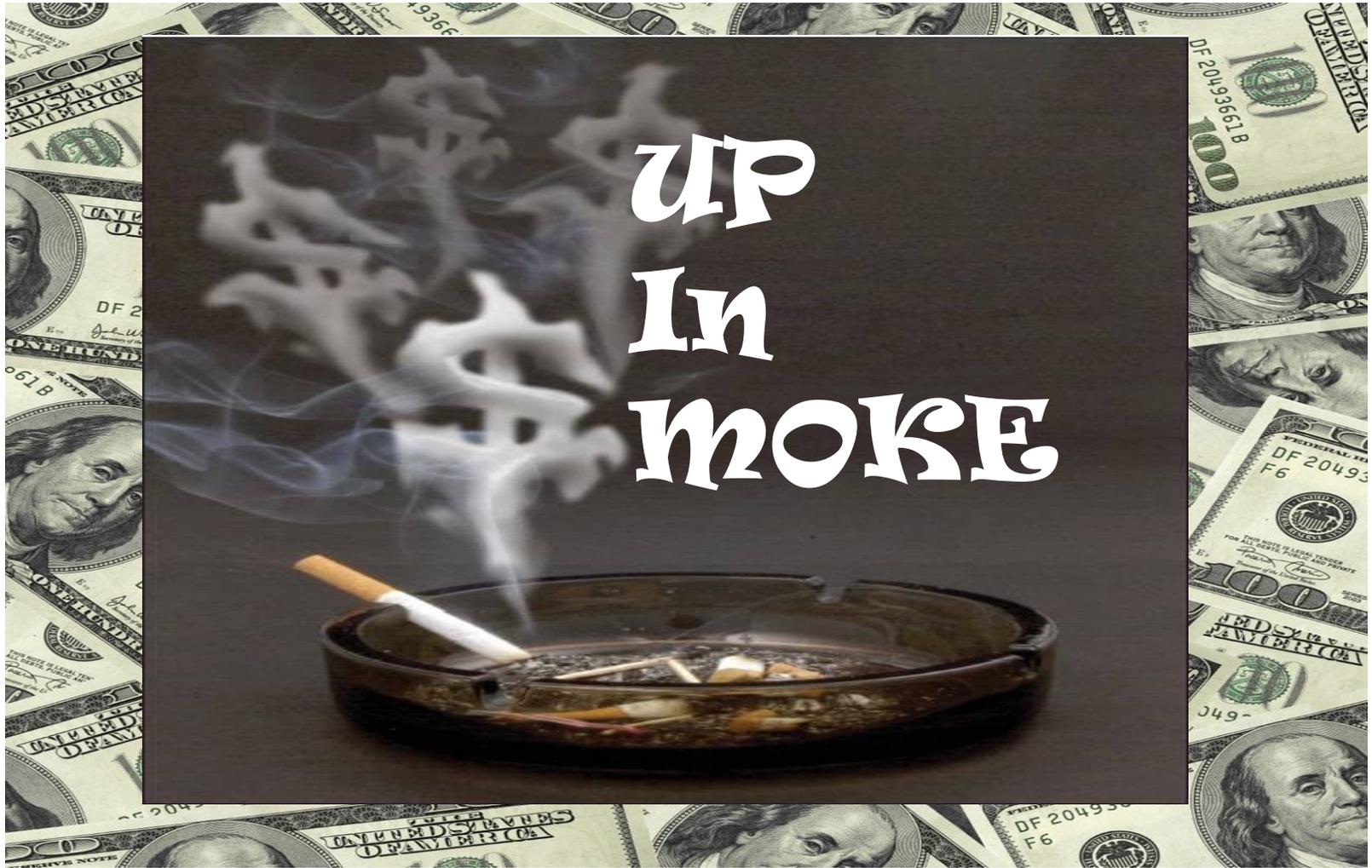


**Tobacco Is Killing (and Costing) Us**

# WEAPONS OF MASS DESTRUCTION!

**3800** WV residents **DIE**  
each year from smoking!





UP  
In  
MOKE

23.9% or 367,000 West Virginia adults  
are current cigarette smokers

25.6% of males; 22.3% of females

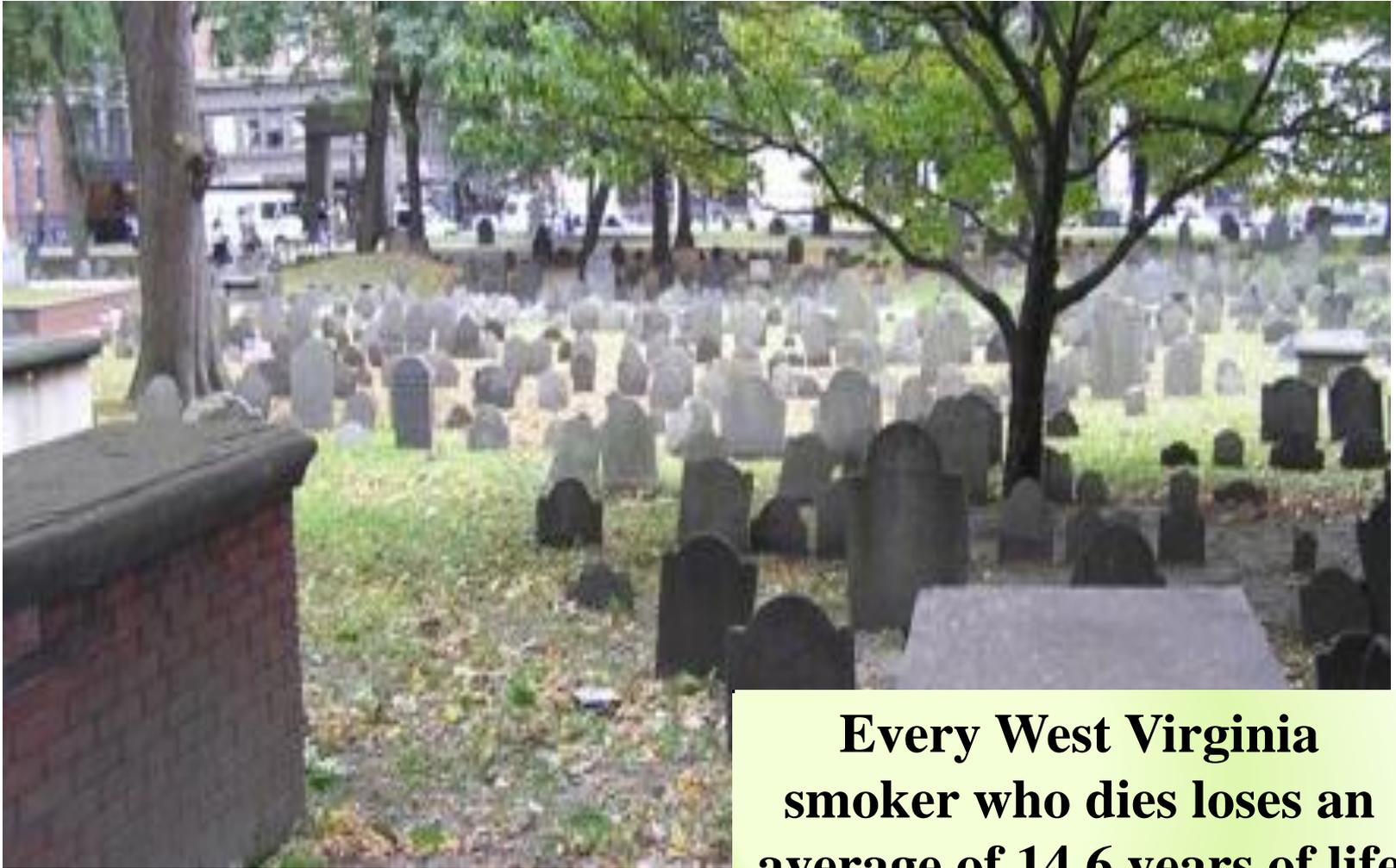


**55,000+ preventable deaths  
in WV from cigarette  
smoking since 1999\***





Each year,  
Smoking Costs  
West Virginia  
over  
\$1.8 Billion!



**Every West Virginia smoker who dies loses an average of 14.6 years of life due to premature death!**

Each WV  
smoking-related  
death equals

an average of  
\$283,000  
in lost wages.





**Annual**  
**preventable**  
**costs total**  
**\$4,676 for**  
**each**  
**smoker in**  
**WV!**

**Estimated  
ANNUAL  
Added Costs  
for each  
WV cigarette  
smoker equals:**

**\$4676**  
*Per year*

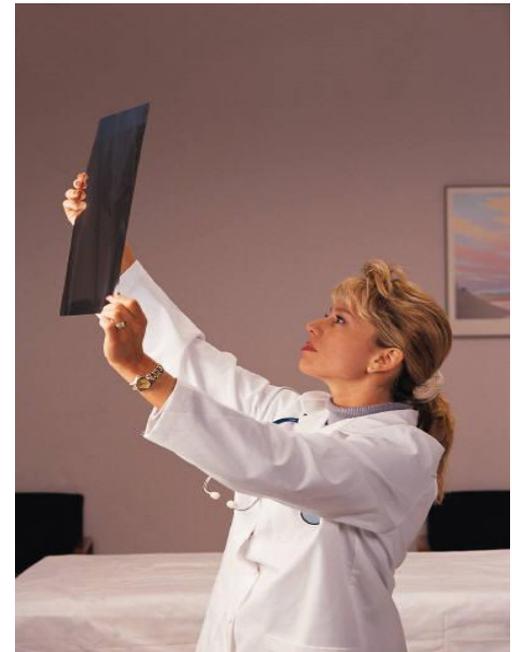
**\$2,811** in future worker productivity losses

**\$1,865** in direct health care costs

*\*only includes those losses related to mortality*

# Absenteeism of Cigarette Smokers

- Absenteeism is 50% higher for smokers than for nonsmokers.
- Smokers are 50% more likely to be hospitalized than those who do not smoke.



# Productivity of a Smoker

- Tobacco use is a leading cause of lost productivity. Employees who smoke have almost twice as much lost production time per week than workers who do not smoke.



# Productivity of a Smoker

- It takes approximately seven minutes to smoke a cigarette; therefore, employees who take four ten-minute smoking breaks a day work one month less per year than workers who do not take smoking breaks.





# WV Business Study Research



# WV Business Study Research

## Key Findings

- When viewed in the context of WV's pressing concerns, namely economic development, substance abuse and lack of healthcare access, tobacco is viewed as only being moderately important.
- The degree to which tobacco use is perceived as a problem in West Virginia varies greatly, and business leaders do not know actual occupational costs from tobacco use.

# WV Business Study Research

## Key Findings (not ranked)

- Many mid-to-large businesses in West Virginia currently provide various types of employee health and wellness programs or coverage; however, tobacco cessation is rarely included and awareness of available resources is limited.



# WV Business Study Research

## Key Findings

- Historical, cultural, political and socioeconomic dynamics within the state create added challenges to reducing and preventing tobacco use in West Virginia.



# WV Business Study Research

## Key Findings

- West Virginia's elevated tobacco use puts a significant strain on the state's healthcare systems, contributes to rising healthcare costs and compromises the well-being and quality of life for tobacco users and non-users alike.



# WV Business Study Research

## Key Findings

- **Tobacco policy legislation in West Virginia has fallen well behind most states.**

- At \$0.55 cents, WV's cigarette excise tax ranks as the 44th lowest in the nation, and
- Legislation for a non-preemptive, all-workplace, statewide smoking ban (but progress continues at local level).

**Also note-** Smokeless and other tobacco/nicotine products are not equally taxed in WV.



# WV Business Study Research

## Key Findings

- While tobacco cessation programs have produced positive results in West Virginia, the challenge of sustaining funding for comprehensive tobacco prevention efforts persists.
- SFY14= \$6.3M (24% of CDC recommendation).
- Tobacco tax increases are well supported by business leaders and others, especially if a portion of the excise tax revenues are allocated to offset the cost of tobacco prevention/cessation programming to recommended levels.

# WV Business Study Research

## Key Tool For Businesses!

WV Tobacco Cessation Quitline is a FREE service for people who want to quit smoking or using other tobacco products:

- WV based Quit Coaches
- Free or low cost Nicotine Replacement Therapy
- 8 – 12 weeks of services
- **34% average quit rate**
- **\$238 average cost per enrollee**



# WV Business Study Research

## Though Leader Interviews: Findings

“If you have a healthy workforce you are quite simply going to have a more effective workforce with increased productivity and better outcomes for everyone. Good businesses need to do what they can do to help their employees live productive lives on and off the job. We take this for granted in the U.S.”

# Contact Information:

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