



# ASHE: Tobacco Use Prevention & Control: Status and Need

March 2007



**Tobacco use, the leading preventable cause of death, continues to be a serious problem in ASHE and surrounding counties as:**

- ▶ **19.9%** of adults<sup>1</sup> currently smoke cigarettes
- ▶ **58.8%** of high school<sup>2</sup> and **31.1%** of middle school<sup>3</sup> students in this region have tried tobacco (cigarettes, cigars, spit tobacco or other tobacco product)
- ▶ **21.9%** of women smoke while pregnant<sup>4</sup>
- ▶ Tobacco users in ASHE County want to quit.  
**49.6%** of ASHE and surrounding county adults made a serious quit attempt in 2005<sup>5</sup>


**Children and adults are increasingly being protected from secondhand smoke in ASHE County, but additional work needs to be done.**

ASHE County **has** 100% Tobacco Free Schools<sup>6</sup>  
 ASHE County has **0** 100% Tobacco Free Hospital(s)<sup>7</sup>  
 ASHE County **has** a Tobacco Free Health Department<sup>8</sup>  
 ASHE County **does not have** a Tobacco Free Department of Social Services<sup>9</sup>  
**42%** of ASHE County restaurants still allow smoking<sup>10</sup>  
**74.8%** high school students in this region are exposed to secondhand smoke in rooms or cars at least one day or more per week<sup>11</sup>  
**19.9%** adults are exposed to secondhand smoke at work<sup>12</sup>



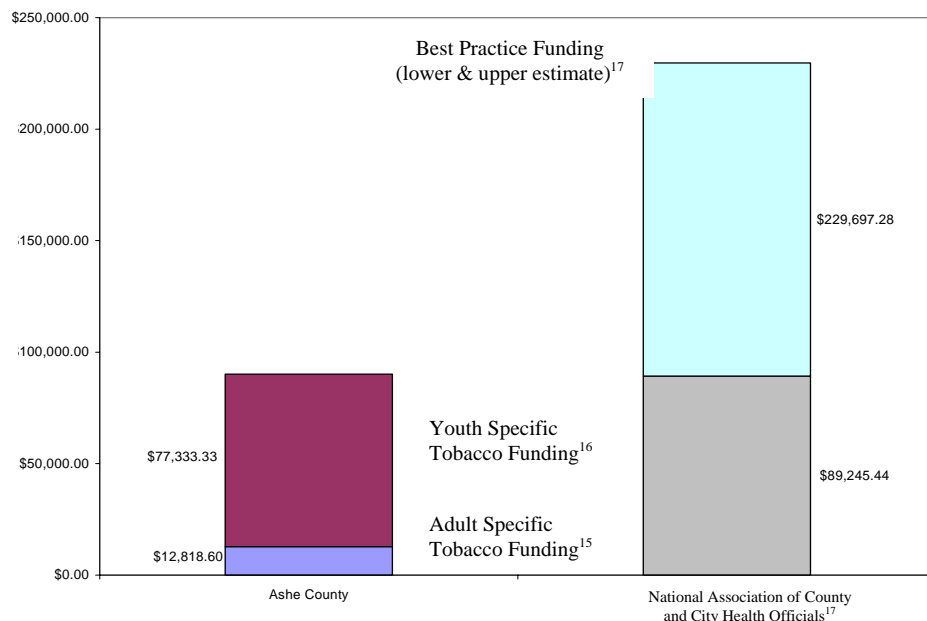
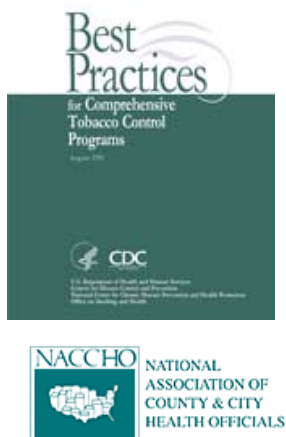
**1-800-QUIT-NOW**  
1-800-784-8669

## Costs of Smoking in NC and ASHE County

	Estimated Smoking Attributable Health Care Costs	Estimated Smoking Attributable Medicaid Costs
N.C. (2004) <sup>13</sup>	\$2,463,000,000	\$769,000,000
County: (2002)	Data not available	\$3,475,829 <sup>14</sup>

## Existing Budget & Need- FY06-07

## ASHE County



## We Know What Works

### Reducing Environmental Tobacco Smoke

- Smoking bans and restrictions

### Increasing Tobacco Use Cessation

- Increasing the unit price for tobacco products
- Reducing client out-of-pocket costs for effective cessation therapies
- Multi component interventions that include client telephone support
- Mass media education campaigns combined with other interventions
- Healthcare provider reminder systems
- Healthcare provider reminder systems with provider education, with or without client education

### Reducing Tobacco Use Initiation

- Increasing the unit price for tobacco products
- Mass media education campaigns combined with other interventions

### Restricting Minors' access to tobacco products

- Community mobilization when combined with additional interventions (stronger local laws directed at retailers, active enforcement of retailer sales laws, retailer education with reinforcement)



[www.thecommunityguide.org](http://www.thecommunityguide.org)

1) NC BRFS, 2005; 2-3) NC YTS by regions, 2005; 4) NC Vital Records 2004; 5) NC BRFS, 2005; 6) NC TFS Program; 7) NC Prevention Partners, 2007; 8-9) TPCB County Profile Data, 2007; 10) NC RHHS 2005; 11) NC YTS by region, 2005; 12) NC BRFS, 2005; 13) CDC State Data Highlights: Tobacco Control, 2006; 14) NC Medicaid Office 2002 based on CDC estimated 13% tobacco related costs, 2002; 15) TPCB CDC Budget; 16) Health and Wellness Trust Fund Tobacco Program; 17) Estimates derived from National Association of County & City Health Officials, *Program and Funding Guidelines for Comprehensive Local Tobacco Control Programs*, 2001.