



BERTIE: Tobacco Use Prevention & Control: Status and Need

March 2007



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

- ▶ **27.1%** of adults¹ currently smoke cigarettes
- ▶ **62.1%** of high school² and **33.5%** of middle school³ students in this region have tried tobacco (cigarettes, cigars, spit tobacco or other tobacco product)
- ▶ **5.8%** of women smoke while pregnant⁴
- ▶ Tobacco users in BERTIE County want to quit.
66.9% of BERTIE and surrounding county adults made a serious quit attempt in 2005⁵


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

BERTIE County **has** 100% Tobacco Free Schools⁶
 BERTIE County has **1** 100% Tobacco Free Hospital(s)⁷
 BERTIE County **does not have** a Tobacco Free Health Department⁸
 BERTIE County **does not have** a Tobacco Free Department of Social Services⁹
92% of BERTIE County restaurants still allow smoking¹⁰
71.3% high school students in this region are exposed to secondhand smoke in rooms or cars at least one day or more per week¹¹
27.3% adults are exposed to secondhand smoke at work¹²



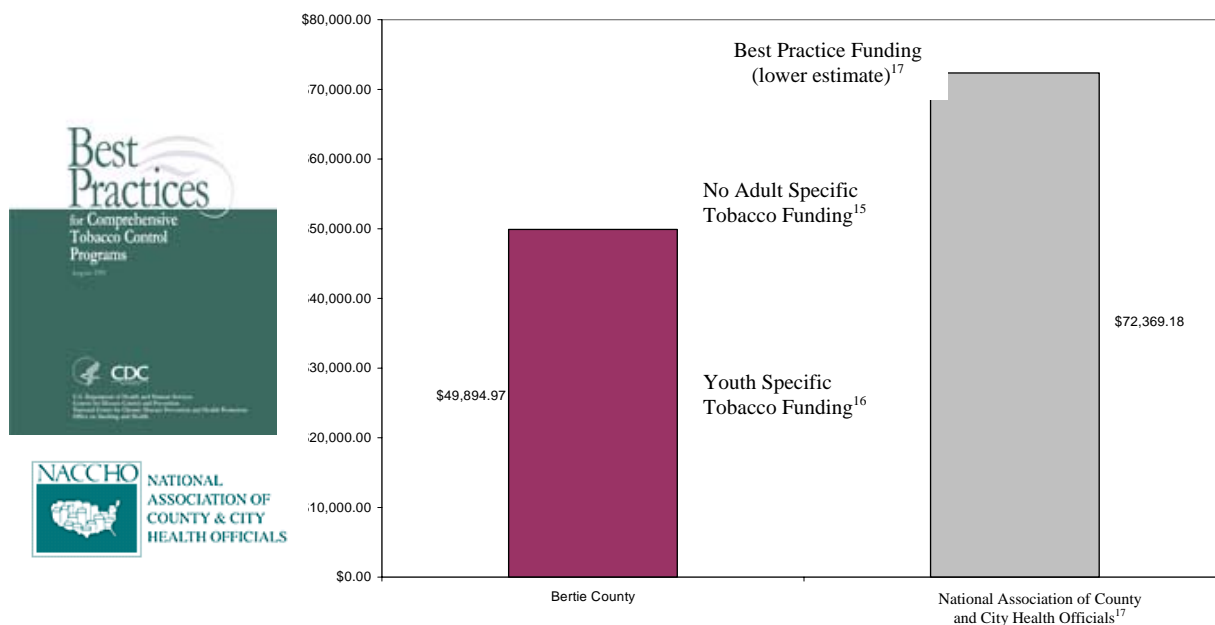
1-800-QUIT-NOW
1-800-784-8669

Costs of Smoking in NC and BERTIE County

	Estimated Smoking Attributable Health Care Costs	Estimated Smoking Attributable Medicaid Costs
N.C. (2004) ¹³	\$2,463,000,000	\$769,000,000
County: (2002)	Data not available	\$4,085,798 ¹⁴

Existing Budget & Need- FY06-07

BERTIE 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

1) NC BRFSS, 2005; 2-3) NC YTS by regions, 2005; 4) NC Vital Records 2004; 5) NC BRFSS, 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 BRFSS, 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.