



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

March 2007



**Tobacco use, the leading preventable cause of death, continues to be a serious problem in GUILFORD County as:**

- ▶ **18.5%** of adults<sup>1</sup> currently smoke cigarettes
- ▶ **57.6%** of high school<sup>2</sup> and **32.9%** of middle school<sup>3</sup> students in this region have tried tobacco (cigarettes, cigars, spit tobacco or other tobacco product)
- ▶ **10.0%** of women smoke while pregnant<sup>4</sup>
- ▶ Tobacco users in GUILFORD County want to quit.  
**57.7%** of GUILFORD adults made a serious quit attempt in 2005<sup>5</sup>


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

GUILFORD County **has** 100% Tobacco Free Schools<sup>6</sup>  
 GUILFORD County has **5** 100% Tobacco Free Hospital(s)<sup>7</sup>  
 GUILFORD County **has** a Tobacco Free Health Department<sup>8</sup>  
 GUILFORD County **has** a Tobacco Free Department of Social Services<sup>9</sup>  
**68%** of GUILFORD County restaurants still allow smoking<sup>10</sup>  
**67.6%** 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>  
**24.1%** adults are exposed to secondhand smoke at work<sup>12</sup>



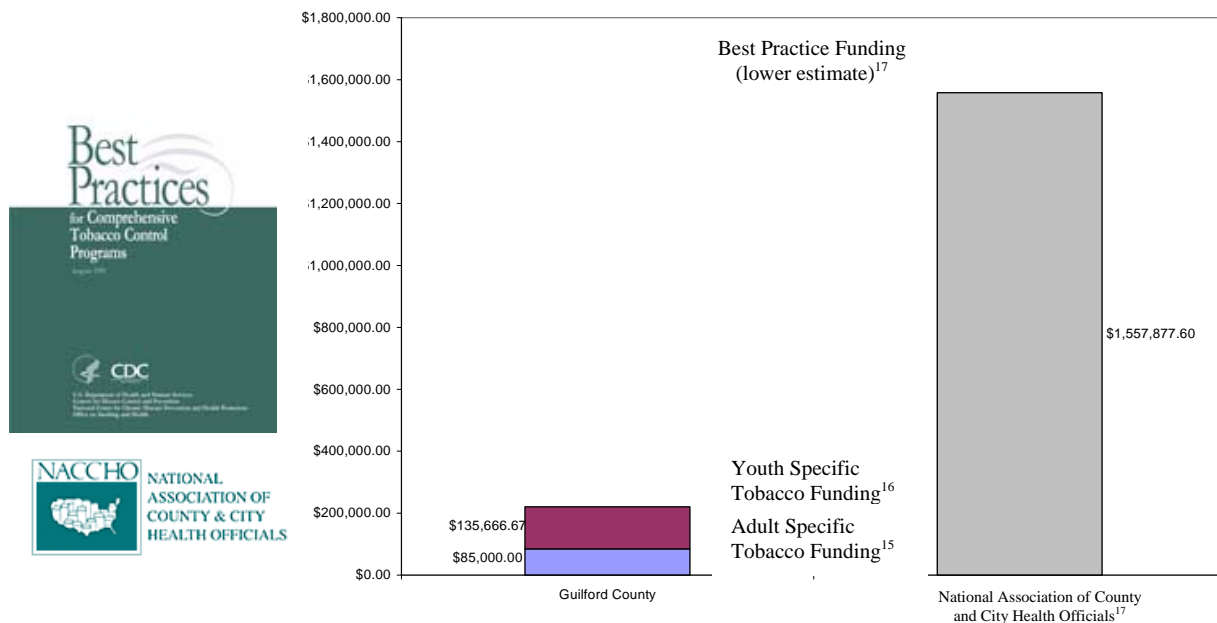
**1-800-QUIT-NOW**  
1-800-784-8669

## Costs of Smoking in NC and GUILFORD 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	\$33,381,927 <sup>14</sup>

## Existing Budget & Need- FY06-07

## GUILFORD 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.