

Tobacco Use and Exposure

The Tobacco Use and Exposure priority has three sets of objectives: youth prevention, tobacco cessation, and secondhand smoke.

Progress in Meeting Objectives—Specific Findings

Youth prevention. This objective has two parts: to decrease tobacco use among middle school and high school youth. Among Wisconsin middle school students, 16% in 2000 reported using any form of tobacco; this percentage was 13% every year thereafter, from 2001 to 2004 (**2010 target:** 12%). Based on combined data for 2001-2004, the percent of middle school students who reported using any form of tobacco was 13% overall, 26% among American Indian students, 22% among Hispanic students, 18% among African American students, 15% among Asian students, and 11% among white students.

8% of middle school students in 2004 reported they currently smoked cigarettes, down from 12% in 2000.

The percentage of high school students who reported using tobacco in any form declined from 39% in 2000 to 28% in 2004 (**2010 target:** 29%). Based on combined data for 2002 and 2004, the percentage of high school students who reported tobacco use was 33% among Hispanic students, 31% among white students, 23% among Asian students, and 20% among African American students.

21% of high school students in 2004 reported they currently smoke cigarettes, down from 33% in 2000.

Tobacco cessation. The percentage of Wisconsin adults who currently smoke cigarettes has decreased from 24% in 2000 to 22% in 2004 (**2010 target:** 19%). The decrease occurred among women, whose rate of smoking declined from 24% to 19%. The rate of smoking did not decrease among men (it was 24% in 2000 and 25% in 2004).

Combined data for multiple years suggest that the smoking rate has declined among American Indian adults (from 46% in 2000-2002 to 31% in 2002-2004), Hispanic adults (from 27% to 24%), and white adults (from 23% to 22%). The smoking rate has remained fairly stable among African Americans (29% in 2002-2004) and Asians (13% in 2002-2004).

A separate part of this objective tracks cigarette smoking among young adults, ages 18-24. Their rate of smoking has declined markedly, from 40% in 2000 to 28% in 2004 (**2010 target:** 32%).

Secondhand smoke. This objective seeks to reduce exposure to secondhand smoke among adults at home, among adults in the workplace, and among youth at home.

In 2000, 28% of Wisconsin adults ages 18 and older reported that they or someone else smoked in their home in the past 30 days (**2010 target:** 21%). No newer data is yet available to measure change in this rate.

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A second component of this objective seeks to “reduce the percent of adults who reported that smoking is allowed in some or all work areas as their place of work’s official smoking policy.” In 2000, 26% of adults reported that smoking was allowed in some or all areas of their workplace or their workplace had no official policy (**2010 target:** 19%). By 2004, this percentage had been reduced to 16%, meeting the 2010 target.

Finally, this objective seeks to reduce the percent of youth who live with someone who smokes. In 2000, 44% of Wisconsin middle and high school students reported they live with a smoker (**2010 target:** 33%). The percentage remained at 44% in 2002, but was 41% in 2004. Based on combined data for 2002 and 2004, the percentage of middle- and high school students who said they live with a smoker was 60% among American Indian students, 54% among African American students, 51% among Hispanic students, 41% among white students, and 28% among Asian students.

Selected Accomplishments and DHFS Activities

- Maintained core surveillance systems to report, monitor trends and evaluate progress on key policy and system efforts. These surveillance systems include (1) the Middle School Youth Tobacco Survey, (2) the High School Youth Tobacco Survey, (3) the Youth Risk Behavior Survey, (4) the Behavioral Risk Factor Survey, and (5) Tracking the State Health Plan 2010 (an online data system).
- Determined the number of smoke-free county and municipal buildings and vehicles.
- Worked with the University of Wisconsin Comprehensive Cancer Center and the American Cancer Society to develop and disseminate the *2005 Burden of Tobacco Report*.
- Funded with the UW Center for Tobacco Research and Intervention community outreach staff in five Wisconsin regions to work with local health professionals and work sites to provide resources to treat tobacco addiction and implement Clinical Practice Guidelines. These Guidelines developed by the U.S. Public Health Service promote clinical best practice, systems change, and policies to support effective tobacco addiction treatment.
- Worked with state and local partners to support 23 local smoke-free policies. Several statewide policies have also been approved in recent years, including an Executive Order by Governor Jim Doyle making all state office buildings smoke-free, a bill sponsored by Representative Rob Kreibich making all UW System dormitories smoke-free, and all Department of Health and Family Services and Department of Corrections facilities going smoke-free by 2006.
- Funding local coalition activities to prevent youth tobacco use, promote smoke-free environments, eliminate tobacco-related disparities, and treat tobacco addiction.
- Helped more than 7,500 people quit smoking through the Tobacco Quit Line and, by doing so, saved Wisconsin \$24 million in health care costs. The Quit Line has provided services to about 35,000 smokers in three years. The overall quit rate for Quit Line callers is 22 percent, which is four times more successful than the rate for smokers who try to quit “cold turkey” (without counseling or medication). And 91% of callers say they’re satisfied with the service.
- The First Breath Program established over 120 sites statewide and has provided intensive cessation counseling and support for almost 2,000 pregnant smokers on public assistance programs. During the first six months of 2004, 34% of participants reported quitting.

- With funding from the DHFS, the University of Wisconsin Center for Tobacco Research and Intervention partnered with the Wisconsin Hospital Association in 2004 to encourage hospitals across the state to utilize the Clinical Practice Guidelines and make smoking cessation treatment a standard of patient care. The Center for Tobacco Research and Intervention presented three training sessions via conference call to leaders from 55 Wisconsin hospitals and care quality promotion organizations. These hospitals serve more than 866,000 patients a year. In addition, the Center for Tobacco Research and Intervention has provided training and technical assistance to multiple health systems and clinics across Wisconsin, systems that serve tens of thousands of patients.
- Leveraged over \$1 million American Legacy Foundation Funds for youth prevention media buys.
- Established effective community coalitions in over 40 Wisconsin communities. These local anti-tobacco coalitions are working to prevent youth tobacco use, promote smoke-free environments, eliminate tobacco-related disparities, and treat tobacco addiction. The Department provides funding and technical assistance on effective tobacco control programs and policies.
- Created “Bringing Everyone Along: A Strategic Plan to Identify and Eliminate Tobacco-Related Disparities in Wisconsin” through a pilot project funded by the Centers for Disease Control and Prevention. The plan set strategies aimed at addressing root causes of tobacco-related disparities. The Disparities Team actively ensures that the plan is implemented by local and state partners in tobacco control.
- Developed and offered a series of Web-based trainings, a resource CD, and a rural summit for existing tobacco control programs to help those programs address tobacco-related disparities. These trainings increased knowledge of available resources to identify and address disparities, increase an organization’s ability to integrate and adapt disparity considerations into existing programming, and increased knowledge of effective strategies to reach populations with disparities.
- Strengthened tobacco prevention services by funding four ethnic networks, the Poverty and Prevention Network, and the First Breath Program. The four ethnic networks serve the Hispanic/Latino, African American, Asian, and American Indian populations of Wisconsin.
- Established a Poverty and Prevention Network to address tobacco use among low socioeconomic status populations. The Network’s primary goal is to help social service organizations incorporate tobacco prevention interventions into their already established services.
- Funded a campus-wide effort at U.W.-Oshkosh that decreased smoking from 34% to 24% in just one year.
- Worked with the Wisconsin Ethnic Network Collaborative to develop and air the “Let’s Be Clear” campaign. The campaign featured testimonials on cessation and smoke-free air from American Indian, African American, Latino, and Hmong community members and utilized radio, television, and print advertising.

New and Emerging Issues

- Youth tobacco use is at an historic low:
 - Middle school smoking rates dropped 37% from 2000 to 2004. This equals almost 10,000 fewer middle school smokers in 2004 than in 2000.
 - Smoking among high school students decreased 45% during this period. This equals almost 45,000 fewer high school smokers in 2004 than in 2000.
 - The Wisconsin Wins program reduced illegal sales of tobacco to minors by over 75% statewide, from more than 33% of purchase attempts in 2001 to less than 8% in 2004.
 - The “B-Force” anti-spit-tobacco program sponsored by the DHFS, Wisconsin Dental Association, the Milwaukee Brewers, and the Department of Public Instruction reached over 90,000 fifth graders across Wisconsin.
 - Almost 280,000 students in 300 schools received evidence-based educational programs and services through the Thomas T. Melvin School Grants program.
 - The Not-On-Tobacco program, a partnership with the American Lung Association of Wisconsin, helped hundreds of Wisconsin middle and high school students quit or reduce smoking.
- Improving integration and coordination between Alcohol and Other Drug Abuse programs and services, mental health programs and services, and tobacco addiction treatment and prevention programs and services.
- Improving integration and reimbursement of tobacco addiction treatment services and technologies in Wisconsin Medicaid programs.
- Providing technical assistance to local and state efforts to protect the rights of all workers to breathe clean air.
- Improving integration of tobacco addiction treatment and prevention with the treatment and prevention of other chronic diseases (diabetes, asthma, heart disease, etc.).
- Researching stable funding for tobacco prevention and control.
- Addressing the stagnation of adult smoking rates. The adult smoking rate has remained around 22% – 23% for the past 15 years.