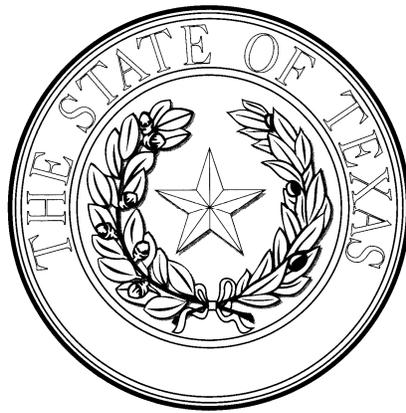


Tobacco Prevention in Texas



**Texas Department of State Health Services
Report to the Governor and Legislative Budget Board**

October 2010

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Tobacco Prevention in Texas: Report to the Governor and Legislative Budget Board

Department of State Health Services Rider 62—81st Texas Legislature

Tobacco use among Texas adults and youth remains a serious public health problem, contributing to and/or causing many preventable illnesses and deaths. To combat this problem, the 81st Texas Legislature directed the Department of State Health Services (DSHS) to implement Rider 62, General Appropriations Act of the 81st Legislature (2009). This legislation required the department to create a competitive statewide grant program that allows all Texas city and county health departments and local independent school districts to apply for funding. DSHS also was required to publish or make available via the Internet a resource list that identifies best practice and evidence-based interventions in tobacco prevention, cessation, and enforcement for use by entities that receive state appropriated funds. Finally, DSHS was expected to report violations of state tobacco laws to the Comptroller of Public Accounts when they were observed during the administration of the annual federal Synar survey.

Rider 62 directs DSHS to prepare a report on its progress in the following areas:

- (1) the number and amount of grants issued to communities to implement comprehensive tobacco prevention efforts,
- (2) the number of Texas communities implementing a comprehensive tobacco prevention program,
- (3) the youth and adult tobacco use rate in communities implementing comprehensive programs,
- (4) the statewide youth and adult tobacco use rates,
- (5) the number of Texans accessing cessation resources, and
- (6) the number of Texans exposed to tobacco prevention advertising.

The rider also requires the report to include an overview and evaluation of the state's tobacco prevention and enforcement progress, and recommendations to improve the state's efforts.

This report meets the requirements of Rider 62 and also includes information regarding DSHS' activities outside of DSHS Rider 62. These include activities such as DSHS Rider 68 regarding tobacco prevention in schools, and DSHS Rider 72 relating to smokeless tobacco prevention.

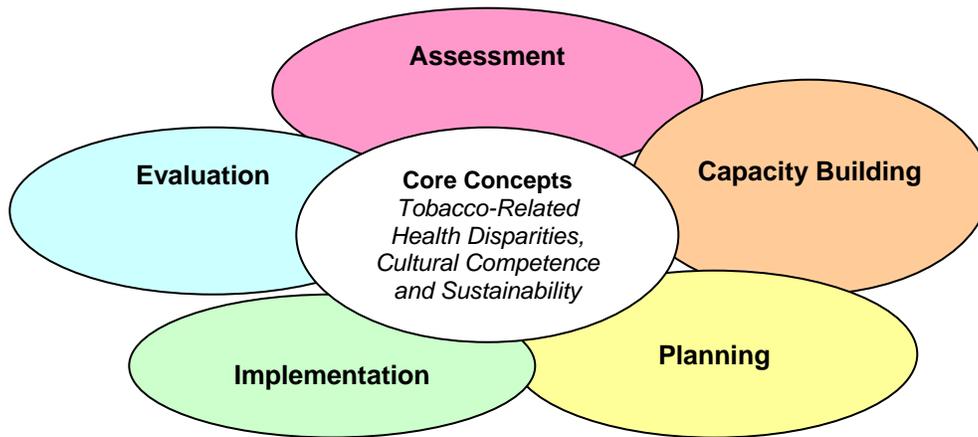
Statewide Comprehensive Tobacco Prevention Community Grant Program

In September 2007, as directed by the 80th Texas Legislature, DSHS announced through a Request for Proposals (RFP) the availability of tobacco funds to organize and manage community Tobacco Prevention and Control Coalitions (TPCC). Qualified applicants would be city and county health departments and independent school districts. The purpose of these coalitions was to provide evidence-based environmental tobacco prevention and control

activities. In February 2008, six contracts were awarded to develop a comprehensive program to meet the following DSHS tobacco program goals:

- Goal 1: Prevent tobacco use among young people.
- Goal 2: Ensure compliance with state and local tobacco laws with adequate enforcement.
- Goal 3: Increase cessation among young people and adults.
- Goal 4: Eliminate exposure to secondhand smoke.
- Goal 5: Reduce tobacco use among populations with the highest burden of tobacco-related health disparities.
- Goal 6: Develop and maintain statewide capacity for comprehensive tobacco prevention and control.

To guide their planning and implementation, the coalitions use the Centers for Disease Control and Prevention (CDC) *Best Practices for Tobacco Prevention and Control*, and the Substance Abuse and Mental Health Services Administration’s (SAMHSA) *Strategic Prevention Framework*.



Texas Strategic Prevention Framework

Tobacco Prevention and Control Coalitions (TPCC)

Six community entities, strategically placed across the state, were selected for the TPCC initiative to conduct culturally appropriate tobacco prevention and control strategies through a comprehensive program. The selected organizations are the City of Austin Health and Human Services Department, Ector County Health Department, Fort Bend County Health and Human Services Department, Lubbock-Cooper Independent School District, Northeast Texas Public Health District, and the San Antonio Metropolitan Health District. Ector County Health Department declined the funding for FY11.

These grant-funded coalitions carry out the Strategic Prevention Framework planning model to conduct a comprehensive community approach to reducing tobacco use and consequences. The Strategic Prevention Framework requires an in-depth needs assessment that measures community tobacco use and tobacco-related health consequences among young people and adults, and assesses local resources. The TPCC’s have collected, analyzed, and interpreted data in their target communities to help identify specific local tobacco-related problems, and set goals and

priorities for the coalition. The TPCC coalitions mobilize community stakeholders to build local capacity and develop an annual strategic plan for comprehensive evidence-based activities that will be implemented by coalition partners and contractors in the following year.

The local tobacco coalitions are evaluating evidence-based tobacco prevention and cessation strategies that addressed tobacco use among adults and young people. Certain key performance measures are used to evaluate the processes of the TPCC programs. They include the number of cessation consultations with health care providers, the number of media awareness activities, and the number of youth attending tobacco presentations, along with the number of environmental strategies that have been implemented.

Since receiving funding in February 2008, the six tobacco prevention coalitions have entered into 477 written agreements with local community stakeholders. These agreements are intended to enhance each community's ability to more effectively provide tobacco prevention, cessation, and second-hand smoke strategies through community mobilization, capacity building, and empowerment. During the last year, through alternative activities such as Tobacco-Free Kids Day events, the coalitions reached 27,877 youth. 3,817 youth participated in tobacco prevention education classes in the target communities. The coalitions consulted with 1,674 local health care providers to educate them on the use of *YES YOU CAN: A Clinical Toolkit for Treating Tobacco Dependence*. They visited 642 worksites to encourage smoke-free policies, and to promote the DSHS Quitline cessation services. In addition to the six DSHS funded coalitions, two communities, El Paso and Amarillo, currently fund comprehensive tobacco programs using local foundation or hospital district funding.

The TPCC coalitions have made strides in the winnable battle against the harmful effects of tobacco use. The Ector County TPCC coalition assisted three major hospitals to implement smoke-free campus policies and received a \$30,000 contribution from the Ector County Hospital District tobacco settlement funds to help sustain and continue the work.

The Fort Bend County coalition worked with the city of Rosenberg to implement a Smoke Free parks policy, and supported Missouri City efforts to reduce exposure to secondhand smoke through a comprehensive smoking ordinance passed in July, 2010.

The San Antonio TPCC coalition provided educational support to provide awareness of the health effects and the environmental and economic benefits of a 100% smoke-free ordinance. The ordinance subsequently passed in August, 2010.

The Austin coalition successfully collaborated with Capitol Metro transportation to adopt a tobacco-free workplace policy that applies to all employees, contractors, and visitors to Capitol Metro's buildings starting June 1, 2010.

The Centers for Disease Control and Prevention (CDC) has awarded Austin/Travis County Health and Human Services \$7,473,150 in federal stimulus funds over two years to decrease tobacco use, and decrease exposure to secondhand smoke. The grant formally is called *Communities Putting Prevention to Work (CPPW)*. The CPPW focuses on policy, and systems and environmental changes to reduce the burden of chronic disease. The City of Austin Health

and Human Services, one of the TPCC target communities, is coordinating DSHS activities with the CPPW grant activities to achieve optimal outcomes for Travis County.

The coalition in Tyler and Longview has successfully enhanced the activities of the long-established youth coalition *People Educating Communities Against Tobacco (PECAT)* by providing alternative activities such as Tobacco-Free Kids Day and Red Ribbon Week events to 3, 863 youth in FY10.

The Llano Estacado TPCC for Lubbock and surrounding counties has collaborated with local Walmart stores, which now promote the DSHS Quitline cessation services at their pharmacies.

Tobacco Prevention and Control Coalitions

HHS Region	Tobacco Prevention and Control Coalition	Counties Served	Total Population	FY11 Funding
1	Lubbock-Cooper ISD <u>Llano Estacado TPCC</u>	Lubbock, Crosby, Dickens, Hale, Hockley, Lynn, and Terry	363,847	\$318,887
4	Northeast Texas Public Health District <u>North East Texas TPCC</u> <i>The Northeast Texas Public Health District is combining efforts with an existing CDC funded coalition at the East Texas Council on Alcohol and Drug Abuse. These CDC funds pass through DSHS.</i>	Smith and Gregg	359,202	\$381,355 \$100,000
6	Fort Bend County Health and Human Service <u>Tobacco-Free Fort Bend TPCC</u>	Fort Bend	489,074	\$328,080
7	City of Austin Health and Human Services <u>Austin TPCC</u>	17 zip codes in Eastern Travis Co.	346,000	\$420,033
8	San Antonio Metropolitan Health District <u>San Antonio TPCC</u>	Bexar	1,541,881	\$1,193,313
9	Ector County Health Department <u>Ector County TPCC</u>	Ector		Declined Funding for FY2011
Total			3,100,004	\$2,641,668.00

Note: FY11 funding includes initial contract amounts awarded to each coalition.

Adult Tobacco Use Rates

Adult Tobacco Use and Cessation in Texas and the Tobacco Prevention Coalition Communities

According to the latest Behavioral Risk Factor Surveillance System (BRFSS) data, the rate of tobacco use among Texas adults was 23.7% in 2008, while the smoking rate was at 18.5%. The 2009 adult smoking rate in Texas is 17.9%. The use of smokeless tobacco for Texas adults in 2009 was 3.8%.

Although rates shown in the figures below are not age-adjusted, comparison of the 2009 Texas smoking rate with the 19.4% 2007 baseline rate indicates that smoking declined slightly statewide. The rate decrease may be due in part to the January, 2009 state tax increase that added \$1.41 to the cost of a pack of cigarettes. Similar to the statewide trend, smoking declined in five of the six TPCC communities from 2004-2007 to 2009. Only the rates in Llano Estacado (Lubbock and surrounding counties) increased from 2007 to 2009. Examination of all six sites combined indicates that the rate of smoking decreased from 19.2% in 2004-2007 to 15.6% in 2009. Although the current smoking rate for the six sites is similar to the state rate in 2004-2007, the 2009 rate of current smoking was lower for the six sites combined than it was for the state (see Figure I).

Figure I. Adult Cigarette Use in Texas and the Six TPCC Sites Combined (BRFSS 2004-2007¹ compared to 2009²)

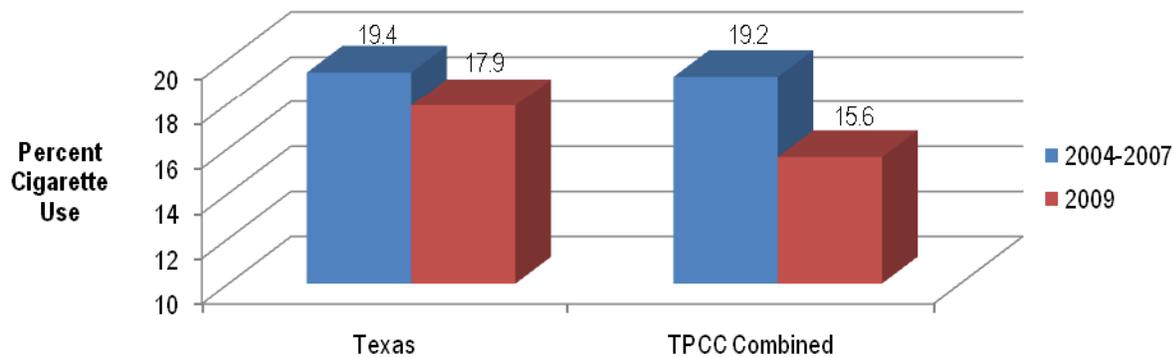


Table 1 describes adult smoking rates by gender at baseline and in 2009. In Austin, Fort Bend, and North East Texas, the smoking rates were higher for males than for females. In Llano Estacado, women had a higher prevalence of smoking in 2004-2007, but this was reversed in 2009. In San Antonio, men had a higher prevalence of smoking in 2004-2007, but the 2009 data indicate that females have a higher prevalence. Ector/Midland reports a higher rate of smoking for women than men at both time periods, although the differences were very small in 2004-2007 (see Table 1).

Table 1. Adult Cigarette Use by Gender (BRFSS 2004-2007¹ compared to 2009²)

	Texas	Austin	Fort Bend	Llano- Estacado	NE Texas	Ector/ Midland	San Antonio
Males (2004-2007)	22.3%	31.8%	17.1%	16.5%	25.8%	18.2%	24.8%
Females (2004-2007)	16.7%	16.5%	8.7%	23.2%	19.3%	19.5%	14.1%
Males (2009)	22.1%	21.7%	10.8%	29.1%	19.4%	16.2%	10.4%
Females (2009)	13.8%	15.3%	8.7%	20.9%	15.4%	19.2%	17.0%

In addition to tobacco use, assessing the proportion of individuals who attempt to quit smoking is an indicator of the success of prevention and control efforts, particularly as all TPCC communities are promoting the Texas Quitline. More than half of all current Texas smokers participating in the 2004-2007 and 2009 BRFSS surveys report attempting to quit smoking at least once in the past year.

Youth Tobacco Use Rates

According to the 2010 Youth Tobacco Survey, all tobacco program target communities were found to be above the state rate for current tobacco use among middle and high school students. The combined middle and high school youth tobacco use rates for the target communities in 2010 was 22.3%. While Fort Bend County had the lowest rate for middle school students and Bexar County had the lowest rate for high school students, Lubbock and surrounding counties had the highest rates of current tobacco use for high school students. Northeast Texas, and Lubbock and surrounding counties, had similarly high rates of current tobacco use among middle school students. The Austin Independent School District declined to participate in the Youth Tobacco Survey due to time constraints within the district.

The overall youth tobacco use rates (middle school and high school) in Texas have dropped from 24.7% in 2006 to 20.2 % in 2010 indicating significant progress was made in reducing tobacco use among youth during this period.

Youth Tobacco Use Rates in Texas and the Tobacco Prevention Coalition Communities

As expected, tobacco use rates did not change considerably for most TPCC communities from 2008 to 2009. Tobacco use combined across middle and high school students is shown in Figures V, VI, and VII. An exception is Fort Bend, where rates decreased considerably for cigarette and any tobacco use. Tables 3 to 6 show cigarette use for high school and middle school students, separately. The rate of smoking for high school students in Fort Bend was 16.1% in 2009, which is a decrease from 24.6% in 2008. High school smoking also declined in Ector and San Antonio, but increased slightly in Llano Estacado (Lubbock and surrounding counties), and did not change in North East Texas.

Consistent with expectations, middle school students had lower rates of tobacco use than high school students. Middle school smoking decreased from 2008 to 2009 for Fort Bend and North

East Texas, but increased for Llano and Ector. San Antonio middle school smoking increased only slightly from 2008 to 2009 (see Table 5). Examination of gender differences (see Tables 4 and 6) indicates that on average, males are more likely to use cigarettes than females. One exception is North East Texas where smoking rates were similar for male and female middle school students in 2009. Interestingly, 2008 smoking rates were higher for female than male high school and middle school students in Fort Bend, and middle school students in San Antonio, but these gender differences were reversed in 2009.

Figure V. Past 30-Day Smoking for Middle and High School Students Combined (YTS 2008 compared to 2009)

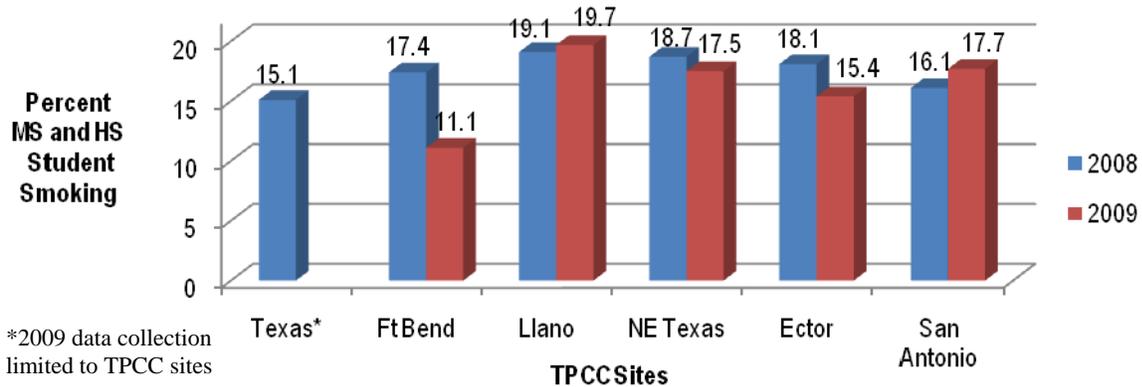


Figure VI. Past 30-Day Smokeless/Chew Use for Middle and High School Students Combined (YTS 2008 compared to 2009)

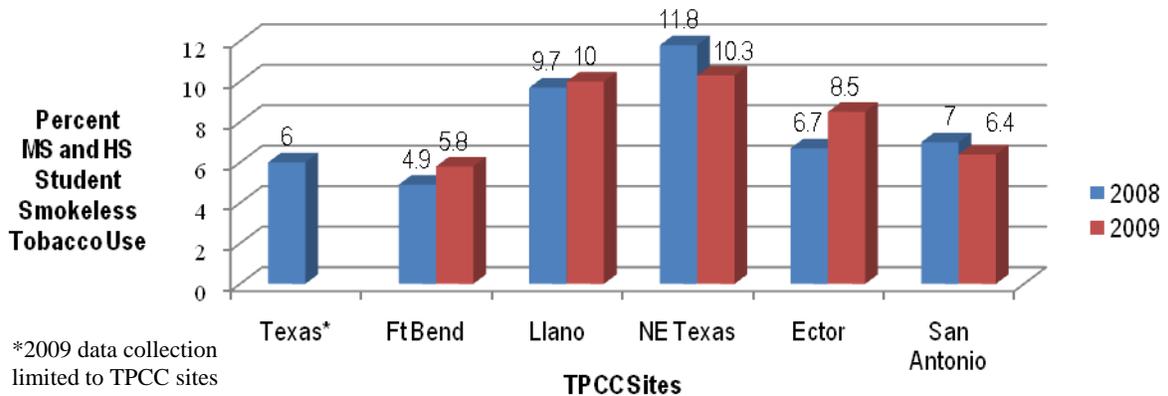


Figure VII. Past 30-Day Any Tobacco Use for Middle and High School Students Combined (YTS 2008 compared to 2009)

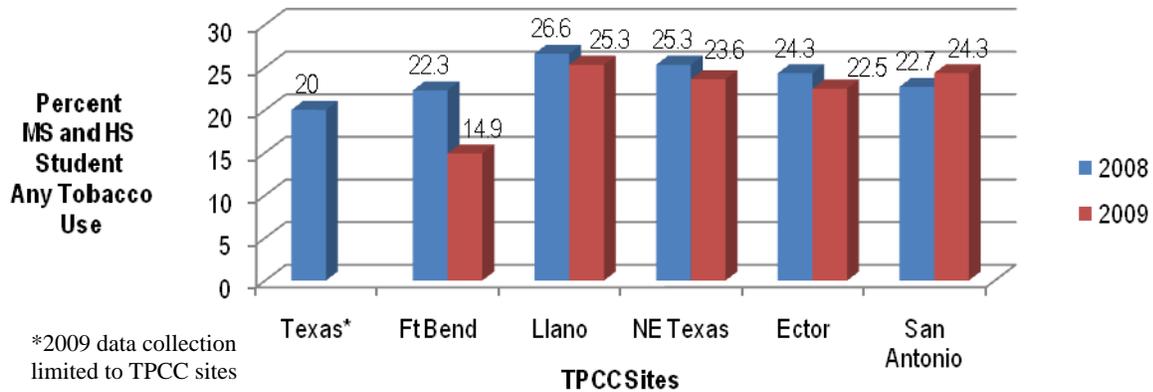


Table 3. High School Past 30-Day Cigarette Use

	Texas*	Ft. Bend	Lubbock	NE Texas	Ector	San Antonio
2008	19.8%	24.6%	23.7%	23.9%	24.1%	22.4%+
2009		16.1%	24.9%	23%	19.4%	20.4%

*2009 data collection limited to six TPCC sites only, no Statewide estimates available. +Drawn from the 2006 YTS. Note: No data for Austin.

Table 4. High School Past 30-Day Cigarette Use by Gender

	Texas*	Ft Bend	Lubbock	NE Texas	Ector	San Antonio
Males (2008)	24.3%	19.0%	27.3%	25.8%	24.7%	23.4%+
Females (2008)	15.4%	29.2%	21.5%	19.8%	23.8%	21.4%+
Males (2009)		23.6%	31.0%	27.1%	24.1%	22.7%
Females (2009)		6.6%	18.5%	19.5%	14.4%	18.2%

*2009 data collection limited to six TPCC sites only; no Statewide estimates available. +Drawn from the 2006 YTS. Note: No data for Austin.

Table 5. Middle School Past 30-Day Cigarette Use

	Texas*	Ft. Bend	Lubbock	NE Texas	Ector	San Antonio
2008	8.9%	8.9%	10.9%	12.1%	7.9%	13.6%+
2009	12.8%	5%	13.3%	8.5%	10.3%	14.4%

*2009 data collection limited to six TPCC sites only; no Statewide estimates available. +Drawn from the 2006 YTS. Note: No data for Austin.

Table 6. Middle School Past 30-Day Cigarette Use by Gender

	Texas*	Ft Bend	Lubbock	NE Texas	Ector**	San Antonio
Males (2008)	11.7%	6.6%	14.9%	13.1%	11.0%	12.1%+
Females (2008)	6.6%	10.8%	6.7%	11.0%	5.5%	15.2%
Males (2009)	14.9%	7.0%	18.5%	8.2%	12.2%	16.6%+
Females (2009)	10.4%	2.4%	6.7%	8.9%	8.3%	11.9%

*2009 data collection limited to six TPCC sites only; no Statewide estimates available. **Insufficient data for Midland. +Drawn from the 2006 YTS. Note: No data for Austin.

Statewide Tobacco Prevention and Enforcement

School-based Prevention

Tobacco prevention education is provided for individual youth in grades 4 to 12 through a \$3 million annual interagency contract with the Texas Education Agency (DSHS Rider 68, 81st Texas Legislature). The tobacco prevention education program is implemented through the 20 regional Education Service Centers that provide training and curriculum materials for two programs, “The Short Story of Life” and “Toward No Tobacco Use.” The Texas Education Agency reported that 480,499 students were served through this tobacco prevention education initiative in 636 school districts.

Smokeless Tobacco Prevention

The *Spit It Out* Media and Outreach Campaign (DSHS Rider 72, 81st Texas Legislature) was launched at the Texas FFA Association Convention in Lubbock in July, 2008. The *Spit It Out* outreach events at the Texas FFA convention have continued each summer. Approximately 10,000 youth from across the state attended the FFA convention in Corpus Christi in July, 2010, during which over 500 youth signed pledges to remain tobacco-free at the *Spit It Out* outreach booth. The campaign resulted in media coverage that reached over 206,600 Texans. An educational prevention program is also conducted in rural communities statewide by the 11 regional Prevention Resource Centers to prevent the use of smokeless tobacco products. The Prevention Resource Centers reached nearly 50,000 youth and adults with information and presentations. In FY10, the smokeless prevention initiative was promoted through the Texas FFA web site, newsletter, and convention. Additionally, a curriculum, *SOS: Spotlight on Smokeless*, targeted to rural school districts working with vocational agriculture (FFA) teachers, reached 16,631 students.

Texas Teen Ambassador Program

The Texas Teen Ambassadors are a network of well-trained, educated, and committed high school-aged youth advocates who provide the youth voice regarding tobacco use and secondhand smoke. Teen Ambassadors provide guidance to DSHS’ tobacco program on the state’s tobacco prevention efforts, including youth prevention media campaigns. They appear on television and radio talk shows and give presentations at public events on behalf of tobacco prevention. Many of these youth have witnessed the devastating effects of tobacco use first-hand through illnesses

or deaths of family members. Currently, there are also 20 Teen Ambassadors and 7 college-aged youth who are former Teen Ambassadors and continue to be involved as consultants. In 2010, the Teen Ambassadors reached over 18,500 of their peers through local prevention activities, more than doubling the outreach from 2008.

Texas Teen Tobacco Summit and Comprehensive Tobacco Prevention Conference

This conference is held annually in late July and provides best practice training for effective tobacco use prevention, and cessation programming. In 2010, 373 adults including 94 adults acting as youth sponsors, 76 law enforcement officers, and 335 youth representing 44 organizations attended. This event assembles tobacco-control professionals, researchers, healthcare providers, community coalition members, law enforcement officers, counselors, teachers, and young people dedicated to protecting Texas youth from the dangers of tobacco use, and to helping those who smoke to quit.

Regional Texas Teen Tobacco Summits

These weekend summits train and equip community and school-based organizations to invest in youth and to create positive social change at the local level. Summit participants receive prevention training to address local community conditions that contribute to youth tobacco use. In the spring of 2010, summits were conducted for 454 youth statewide in six camp settings.

The State Youth Summit

In March, 2009, the first Texas Youth Summit brought together a select group of 47 youth delegates from across the state to examine tobacco issues, and develop recommendations for change to reduce tobacco-related problems in Texas. The youth delegates presented their recommendations to their legislators at the Capitol on March 25, 2009, Tobacco-Free Kids Day.

The State Youth Summit held in Austin in January, 2010, gathered 33 youth to represent the Tobacco Prevention and Control Coalitions. Their goal was to develop a brand for a statewide youth movement that will create a unified youth voice for change in the current climate surrounding tobacco use among Texas youth.

Texas Youth Engagement Initiative

The Texas youth leadership and activism initiative is implemented in coordination with TPCCs and other existing youth tobacco prevention stakeholders. The initiative's goal is to support local school and community efforts to create tobacco-free social norms among youth. Following the CDC's Best Practices User Guide: Youth Engagement, DSHS will support mini-grants to local youth-led school groups to conduct recommended youth activities to advocate, engage with the school and community, and fight pro-tobacco influences. The Texas youth engagement movement works as a pyramid. At the top of the pyramid are youth age 14-17 that do not use tobacco. This group serves as peer models to younger youth, reinforcing the core prevention messages that are presented to youth age 6-14 to build a value structure that dissuades tobacco use. Texas youth are creating a "brand" that will be unveiled at the 2011 state youth summit. The Texas "brand" will serve to connect the dots between local tobacco prevention groups with a website, promotional items, and networking opportunities that will bring the youth from awareness to action.

Texas Tobacco-Free Kids Day

Tobacco-Free Kids Day is held annually in Texas in conjunction with the national Kick Butts Day event that is sponsored by the Campaign for Tobacco-Free Kids. This tobacco awareness day encourages students of all ages to live tobacco-free lifestyles. Schools and organizations receive an activity guide to use in their community or campus. On March 24, 2010, during the fourth annual Tobacco-Free Kids Day, youth leadership events across the state reached 98,811 youth.



2010 Tobacco-Free Kids Day in San Antonio

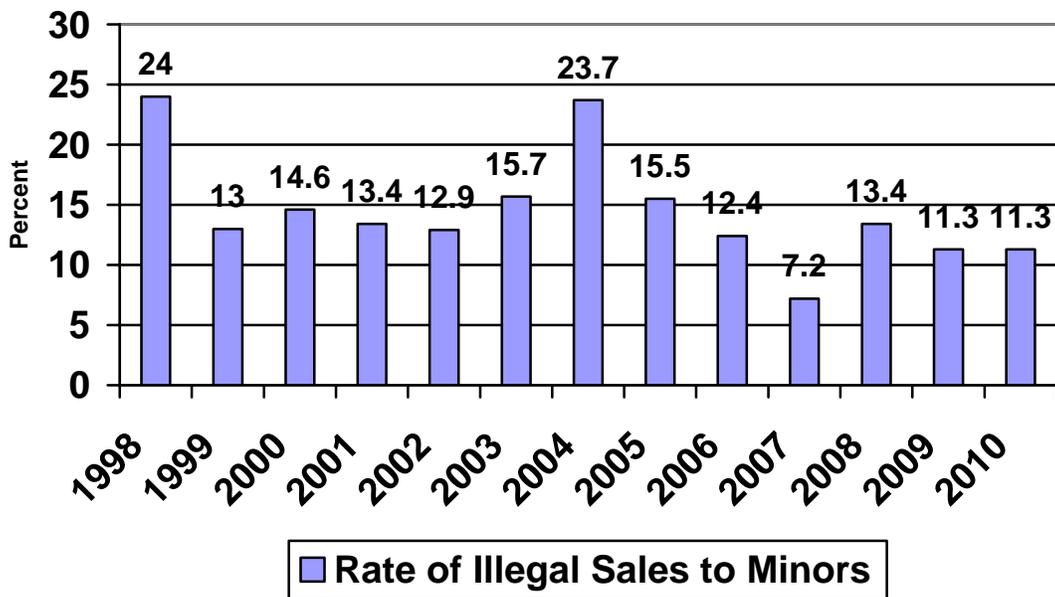
The Teen Ambassador Program, tobacco prevention conference, teen summits, youth engagement initiative, and Texas Tobacco-Free Kids Day activities detailed above are conducted through a contract with the Center for Safe Communities and Schools at Texas State University – San Marcos. (<http://cscs.txstate.edu/cscs/cscs-tobacco.htm>)

Comptroller of Public Accounts Collaboration for Tobacco Law Enforcement

In Texas, the Comptroller of Public Accounts (Comptroller) is responsible for enforcement of the Texas tobacco laws. Through a memorandum of agreement and an interagency contract with the Department of State Health Services, the Comptroller works with DSHS to prevent youth access to tobacco products. Federal legislation, known as the Synar Regulation, requires annual random inspections of tobacco retailers to ensure that 20% or fewer retailers are in violation of tobacco laws. Non-compliance with the federal requirement could result in a major financial penalty (40%) to the state's Substance Abuse Prevention and Treatment Block Grant funding.

In Texas, the Comptroller's office works in partnership with local law enforcement agencies to educate the public and enforce compliance. DSHS conducts the annual Synar Survey to determine the annual retailer violation rate. Through the coordinated efforts of the Comptroller's office and DSHS, the sales rate to minors has seen an overall decrease since Federal Fiscal Year (FFY) 1998. The rate in FFY 2010 of illegal sales to minors for the state was 11.3%. DSHS has established a protocol to alert the Comptroller during the annual Synar Survey to ensure that local law enforcement is notified of local retailer violations. One hundred and forty retailer violations during the 2010 Synar Survey were reported to local law enforcement for follow-up enforcement activities.

Synar Survey - Retailer Violation Rate
(FFY1998 to FFY2010)



In FY10, through grants funded by the Comptroller’s office, 121 local law enforcement agencies and 119 school districts with school-based police provided compliance education to approximately 1.7 million minors, retailers, court personnel, parents, educators, and law enforcement officers. Local law enforcement grantees educated 8,359 tobacco retailers. The Comptroller’s law enforcement grantees conducted 10,460 controlled buys using youth inspectors. This resulted in 579 violations for retailer sales to minors. In the year prior to the 2010 Synar Survey, the 11 DSHS regional Prevention Resource Centers contacted 15,379 tobacco retailers to provide education and ask for voluntary compliance with Texas tobacco law in support of the efforts of Comptroller-funded law enforcement. During the year, the Prevention Resource Centers and other DSHS-funded prevention programs facilitated 17,445 prevention presentations to 93,250 adults and 416,339 youth in local communities across the state. The six comprehensive tobacco coalitions provided tobacco prevention presentations to 25,927 youth. Local law enforcement is further supported by a media campaign, *Enforcing It is Easy*.

Texas Youth Tobacco Awareness Program

If a minor (under 18) has been cited for violating Texas tobacco laws, the court may send him or her to a state-certified tobacco awareness/cessation class. The Texas Youth Tobacco Awareness Program is responsible for ensuring that Texas youth are offered a tobacco awareness course as mandated by the 75th Texas Legislature through the Texas Health & Safety Code, Sec.161.253. These classes consist of eight hours over two weeks, and use the Texas Adolescent Tobacco Use and Cessation curriculum. Last year, 2,305 youth enrolled in Texas Youth Tobacco Awareness Program classes, which are administered by the Department of State Health Services through an interagency contract with the Comptroller’s office.

The Texas Tobacco Prevention Hotline

DSHS maintains the Texas Tobacco Prevention Hotline (1-800-345-8647) to encourage citizens in local communities to report violations of the minors and tobacco law. Citizens can call toll-free to report a merchant who sells tobacco products to minors, tobacco advertising within 1,000 feet from a church or school, or a cigarette vending machine that is accessible to minors. Once the hotline service determines the nature of the violation reported, the caller is transferred to the proper authority. The service is available 24 hours per day and is provided bilingually.

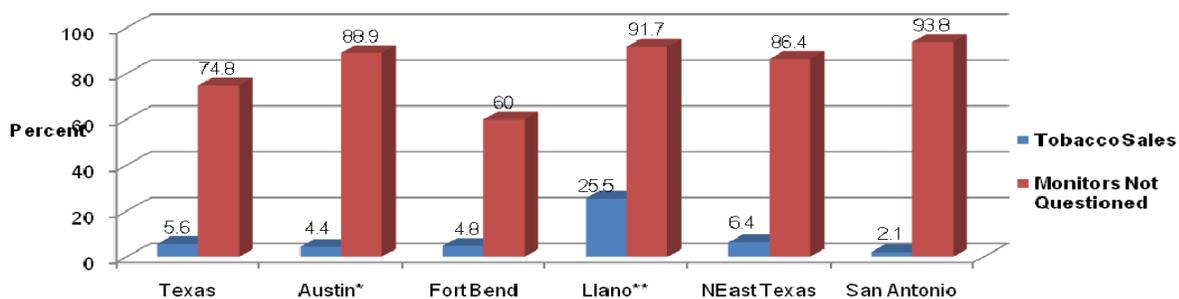
Texas Tobacco Law Website

The Texas Tobacco Law website provides information on the Texas tobacco laws. There is an online Texas Youth Tobacco Awareness Program class locator for youth who are cited for violating the minors in possession of tobacco laws. This site also includes external links to resources related to the Texas laws limiting youth access to tobacco products (<http://www.texastobaccolaw.org/>).

TPCC Tobacco Law Enforcement Collaboration

TPCC programs support local law enforcement of tobacco control policies. The TPCC collaborations effectively discourage youth and retailers from breaking the law, and send a message to the public that community leaders believe that these policies are important. One primary policy for enforcement efforts is implementation of restrictions to minors' access to tobacco. The Synar Amendment, which directs federal funds for substance abuse prevention to states, mandates penalties for states that exceed a 20% retailer rate of illegal sales to minors. As shown below using data from compliance checks done by the Comptroller's Office law enforcement grantees during 2009, only Llano Estacado exceeded the 20% rate. All other sites had rates well below the more conservative 10% goal. Also relevant is the percent of monitors whose age was not questioned when they successfully purchased tobacco products during a controlled buy. Results ranged from 60% for Fort Bend to 94% in San Antonio, although these rates must be contrasted against low tobacco sales to minors.

**Percent Tobacco Sales to Minors and Monitors Not Questioned in a Successful Controlled Buy
September 1, 2008-August 31, 2009**



*Data from 17 zip codes. **Based on data from Hockley and Lubbock Counties only. Note: No data reported for Ector/Midland

Accessing Cessation Services

CDC's *Best Practices for Comprehensive Tobacco Control Programs, October 2007*, states the case for smoking cessation activities.

- Tobacco use screening and brief interventions by clinicians are not only top-ranked clinical preventive services relative to health impact and effectiveness, but also cost-effectiveness.
- Interventions that increase quitting tobacco use can decrease premature mortality and tobacco-related health care costs in the short term.
- Tobacco use treatment is more cost-effective than other commonly provided clinical services, including mammography, colon cancer screening, Pap tests, treatment of mild to moderate hypertension, and treatment of high cholesterol.
- Quitting by age 30 eliminates nearly all excess risk associated with smoking, and smokers who quit smoking before age 50 cut in half their risk of dying from smoking related causes during the next 15 years.

DSHS Quitline Cessation Services

DSHS has funded the telephone Quitline since 2000. The Quitline provides telephone counseling, tobacco education, and limited nicotine replacement therapy to Texas residents. The American Cancer Society Quit for Life program currently uses a five-session intervention that assists callers with assessing their nicotine dependence, setting a quit date, and provides longer-term support if necessary. Nicotine replacement therapy is available in the targeted coalition communities and through a physician fax referral program that is available statewide. While over 3,000 Texans accessed Quitline cessation services in FY08, the number of callers to the Quitline had increased to 14,222 in FY10. The dramatic increase is due to increased promotion of the Quitline in the TPCC target communities, and enhanced reporting capabilities of the Quitline contractor to report calls answered from the national Quitline number and the Paso del Norte Foundation calls from El Paso and surrounding counties.

TPCC Cessation Activities

Cessation efforts by the Tobacco Prevention and Control Coalitions educate the public and encourage healthcare providers to take a more active role in promoting patient cessation. Coalitions consulted with 1,674 healthcare providers in FY10. The *Yes You Can!* Cessation Tool Kit was developed by DSHS and promotes changes in clinical practice regarding tobacco assessment and referrals to appropriate counseling and resources. The toolkit is supported by the *Yes You Can!* media campaign. All *Yes You Can!* materials promote the DSHS Quitline telephone counseling service.

During FY10, all Tobacco Prevention and Control Coalition communities were engaged in promotion of the Texas Quitline. Comparison of new callers to the Quitline from baseline in FY08 (*September 1, 2007-August 31, 2008*), to FY10 (*September 1, 2009-July 31, 2010*), shows a combined 136% increase in calls for the six coalition communities (see Table 2). This increase is substantially larger than the 16% increase in the rest of Texas. Five of the communities showed a substantially higher rate of change in Quitline use in FY10 from FY08 than did the rest of Texas. Austin showed a slightly higher rate of change in FY10 than did the rest of Texas.

Table 2. Percent Change in Texas Quitline Use in FY10 Compared with FY08 and FY09

	New Callers FY08	New Callers FY09	New Callers FY10*	% Change in FY10 from FY08	% Change in FY10 from FY09
TX-TPCC sites	2917	3514	3396	16%	-3%
TPCC sites	994	2450	2350	136%	-4%
+Austin	368	516	432	17%	-16%
Fort Bend	42	47	82	95%	74%
Llano-Estacado(Lubbock)	114	159	300	163%	89%
NE Texas	70	184	257	267%	40%
Ector/Midland	55	478	329	498%	-31%
San Antonio	345	1066	950	175%	-11%

* FY10 data gathered from September 1, 2009-July 31, 2010

+Based on data from all of Travis County

Health Communications

CDC's *Best Practices for Comprehensive Tobacco Control Programs, October 2007*, reports that health communication interventions can be powerful tools for preventing smoking initiation, promoting and facilitating cessation, and shaping social norms related to tobacco use. CDC recommends that effective messages, when targeted appropriately, can stimulate public support for tobacco control interventions and create an encouraging climate for community-based prevention efforts.

Developed through a contract with Enviromedia Social Marketing, the following targeted media campaigns support tobacco prevention and cessation efforts in Texas. The number of Texans reached with tobacco prevention advertising in these campaigns is estimated based on the Nielsen Ratings and/or Arbitron Ratings, and indicates the number of persons who see or hear the spot.

DUCK – Tobacco is Foul

This campaign targets 6-11 year olds through outreach activities; a web site; and television, radio, Internet, and theater advertisements. The campaign's goal is to prevent youth from experimenting with tobacco and to motivate those who are already experimenting to quit. Messages emphasize tobacco's negative consequences on appearance, social life, and health. Some materials are available in Spanish. In FY10, DUCK advertising on television, cable, and radio ran in the six the Tobacco Prevention and Control Coalitions' media markets and resulted in 199,854 youth viewing or hearing these messages an average of 7.3 times, for a total of 1,467,000 impressions. (www.ducktexas.org)

WorthIt?

The *WorthIt?* campaign targets teenagers 12-17, with a secondary audience of adults. *Worth It?* presents the facts about tobacco use and its consequences, and challenges teens to decide for themselves. The campaign includes over-the-air and cable TV, and in FY10 it added Channel One, the in-house TV network seen in thousands of middle and high schools throughout the state. During FY10, the *WorthIt?* over-the-air TV campaign ads were seen by 77,337 youth, age

12-17, an average of 4.4 times for 340,829 total impressions. The cable TV spots were seen by 175,130 youth an average of 3.7 times for 654,000 total impressions in the Tobacco Prevention and Control Coalitions' target areas. It also is estimated that over 1.8 million Texas youth were exposed to the Worth It? messages on Channel One in middle and high schools.
(www.worthit.org)

Spit It Out

While the targeted age group was similar to the Worth It? campaign, this educational campaign was designed to prevent smokeless tobacco use by Texas youth in rural areas. The campaign consists of youth-oriented outreach, a web resource for teens, and cable TV and radio advertising. *Spit It Out* once again was a major sponsor at the Texas FFA Association's annual conference, which drew over 10,000 teenagers from across the state. In FY10, the *Spit It Out* cable TV ads were seen in several markets across the state including, Waco, Odessa-Midland, Harlingen, San Antonio, Austin, Wichita Falls, Tyler-Longview and Lubbock. A total of 206,636 youth age 12-17 saw the spots an average of 3.1 times for 636,792 total impressions. *Spit It Out* radio ads ran 21 markets across the state, including, Austin, Corpus Christi, Bryan-College Station, Lubbock, Amarillo, McAllen-Harlingen, Dallas-Ft. Worth, and San Antonio. 569,001 youth age 12-17 heard the spots an average of 4.8 times for 2,749,276 total impressions.
(www.spititouttexas.org)

Enforcing It Is Easy

A companion to *Worth It?*, this campaign targets tobacco retailers, parents, and other Texas adults. It is intended to remind them of their responsibilities under the Texas Tobacco Law, which prohibits sale or distribution of tobacco products to minors. In FY10, special emphasis was placed on promoting the consequences faced by youth under 18 who purchase or possess any tobacco product, especially the loss of driving privileges. The "*Meet Your New Ride*" campaign consisted of billboard and convenience store posters in selected counties throughout the state. They included Austin, Hill, Houston, Lamb, and Wood counties as well as Odessa-Midland, El Paso, Tyler, and the Rio Grande Valley. It is estimated that the billboards had a daily effective circulation of 1,365,608 viewers.

Yes You Can!;/¡Sí Se Puede!

This statewide campaign encourages Texas adults to take the first steps to quit tobacco by seeking the support and information they need through family, health care providers, and the DSHS toll-free Quitline. Blue-collar adult males have the highest rate of tobacco use in Texas and are the primary target audience, but the message is applicable to all smokers who wish to quit. This campaign included over-the-air and cable TV ads, with some ads available in Spanish. In FY10, the *Yes You Can!* campaign ran during two different time frames. The first media buy covered the last week of Dec., 2009, through Jan. 10, 2010. The buy was designed to coincide with the New Year and people's consideration of resolving to quit smoking. The campaign ran in the Tobacco Prevention and Control Coalitions' media markets of Austin, Lubbock, Odessa-Midland, San Antonio, and Tyler. 1,271,126 adults, 25-54, saw the spots an estimated 2.7 times to create 3,458,669 total impressions. Another *Yes You Can* media flight ran from February 14, 2010 through March 28, 2010. This campaign was on cable TV and included the Ft. Bend-Sugarland area. 501,550 persons age 25-54 were reached an average of 2.9 times for 1,504,083 total impressions. The media campaign supports local coalition cessation interventions with

health care providers, worksites, local school districts, and others. As a result of the coordinated effort between the media campaign and the Tobacco Prevention and Control Coalitions' efforts on the ground, the Quitline experienced a 78 percent increase in volume of calls from FY2008 to FY09 (3,607 to 6,428). (<http://www.yesquit.com>)

Yes You Can! (Title V-2010)

In March of 2010, the DSHS received a \$200,000 grant from DSHS Maternal and Child Health Services' Title V funding to conduct media outreach that targeted women who smoke. The media flight started just before Mother's Day and ran for two weeks. The over-the-air media campaign ran for four weeks in five of the six TPCCs' markets, starting before Mother's Day. The total number of women, 18-34, reached with the over-the-air campaign was 446,500. They saw the spots an average of 4.1 times for 1,849,658 total impressions. The cable campaign included specific cable outlets in the Ft. Bend TPCC market area, along with the other five markets. A total of 296,566 women, 18-34, viewed the cable spots an average of 4.5 times for 1,321,607 total impressions. The combined campaign reached 744,066 women, 18-34, which is an average of 4.3 times for 3,171,265 total impressions. During the media flight, there were 579 callers to the Quitline from the six coalition media markets, which accounted for 58.4% of all calls during that time frame. 544 of the 1,032 women who called were from those six markets. In the month of April, there were four calls from pregnant women from the six markets.

Share Air

The *Share Air* media campaign educates the public about the dangers of secondhand smoke. Television, radio, cable, outdoor, theater, Internet, and print advertisements are available in English and Spanish on a revised web site <http://www.shareair.org/>, which also provides additional resources. The 2010 Share Air educational campaign ran in the Austin, Lubbock, Midland-Odessa, San Antonio, and Tyler TPCC markets during the summer months and was seen or heard by 7,246,928 persons viewed an average of 3.2 times to create 23,100,079 total impressions.

The paid media campaigns described above are supplemented through the efforts of the Tobacco Prevention and Control Coalitions, community groups, and volunteer agencies who work to raise public awareness through press releases, letters to the editor, and public service announcements. Stations that run paid media schedules typically provide further exposure for campaigns by running additional public service announcements free-of-charge.

Elimination of Exposure to Secondhand Smoke

Studies continue to demonstrate that exposure to secondhand smoke is linked to cancer and other serious health consequences. Placing restrictions on smoking in public places is an effective strategy to limit the public's exposure to secondhand smoke. DSHS maintains a website designed to track the state's progress toward a smoke-free Texas. The website contains information about all known Texas municipal ordinances designed to restrict exposure to secondhand smoke. Local communities can create reports from the website database, including a review of the local ordinances. The site also lists cities with the best clean indoor air protection in Texas, and gives short summaries for ordinances in cities all over Texas.

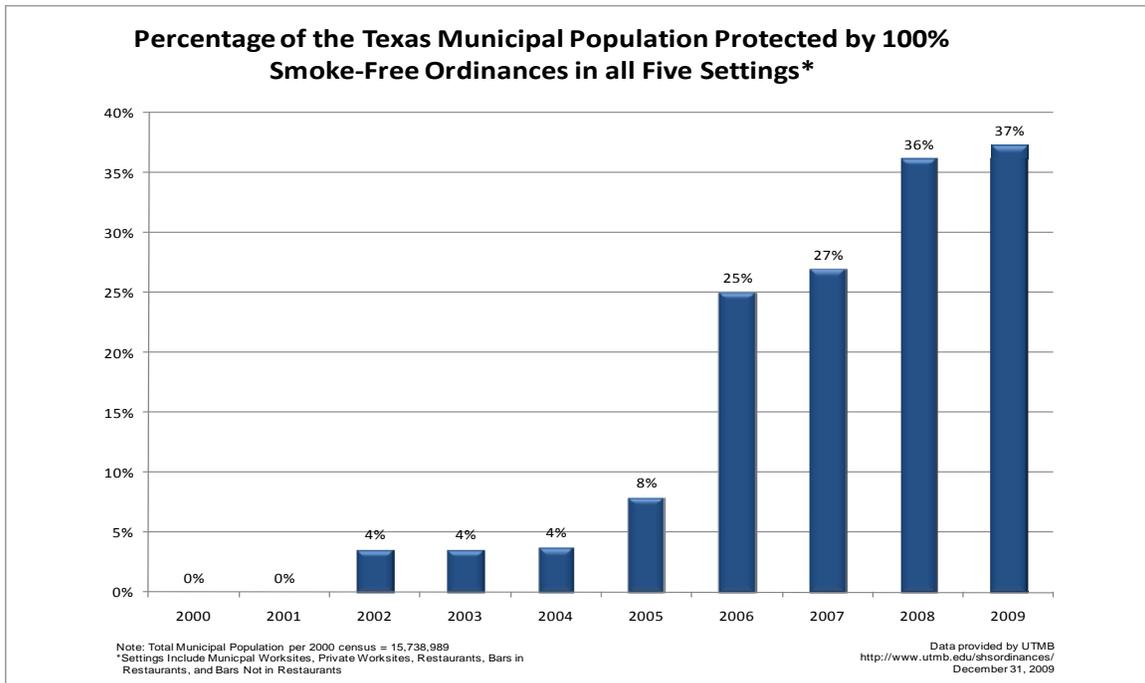
By the end of 2009, 47% of Texas' municipal population was covered by moderate to strong smoke-free policies, and 37% of the Texas municipal population was covered by 100% smoke-free ordinances. The University of Houston's Health Network for Evaluation and Training Systems maintains the website through a contract with DSHS, <http://txshsord.coe.uh.edu/>. Five focal settings are considered:

- municipal worksites
- private worksites
- restaurants
- bars in restaurants
- bars not in restaurants

Ordinances with all five settings smoke free are categorized as 100% smoke-free and ordinances with one to four settings are categorized as limited smoke-free.

Once the City of San Antonio's ordinance goes into effect in August 2011, 45% of the Texas municipal population will be covered by an ordinance that is smoke-free in all five settings, and 55% of the municipal population will be covered by an ordinance that is smoke-free in at least three settings.

The chart below shows progress made since 2000, when there were no smoke-free ordinances in any municipality.



DSHS Tobacco Prevention Program Infrastructure

The DSHS Tobacco Prevention and Control Program has four staff members in Austin who provide oversight for the program interventions. The program coordinates across other DSHS

divisions to provide a strategy that involves multiple state agencies, local and regional governments, voluntary organizations, universities, and local community coalitions. DSHS also has tobacco staff located in the eight regional health service offices across the state. DSHS regional tobacco coordinators conduct the following activities in their health services regions:

- community mobilization and training activities
- policy change activities
- counter-marketing/educational activities
- activities targeted to diverse/special populations, such as minorities, persons in rural areas, youth in alternative settings
- cessation activities.

Training for Tobacco Prevention and Control Coalitions is provided statewide through DSHS' Coordinated Training Services prevention contract with Texans Standing Tall. DSHS also sponsors local, regional, and statewide trainings, conferences, and technical assistance on best practices for effective tobacco use prevention and cessation programs. As part of this activity, DSHS supports the Education Service Center - Coordinated School Health project. This initiative strengthens collaborative approaches to tobacco prevention by providing training and technical assistance to 20 regional Education Service Center School Health Specialists. The DSHS-funded School Health Network project provided training, technical assistance, and information to 39,021 local school district professionals across Texas in 2010.

DSHS has contracted with the University of Texas at Austin to develop an evaluation system for the Tobacco Prevention and Control Coalition grant program. This evaluation documents short-term and intermediate program outcomes for future use by both local coalitions and DSHS. The FY10 Evaluation Report that documents project effectiveness at community and state levels is attached.

In February, 2010, DSHS' Tobacco Prevention and Control Program received two American Recovery and Reinvestment Act (ARRA) grants – one to enhance the Quitline telephone counseling services, and another to support local coalitions' efforts to reduce exposure to secondhand smoke. Over the two year grant period, Quitline services will be expanded to include all state employees, retirees, and their beneficiaries along with additional services in six areas of the state: Beaumont-Port Arthur, College Station-Bryan, Killeen-Temple-Fort Hood, Lufkin-Nacogdoches, Texarkana, and Waco. The ARRA funds will boost the state's efforts to strengthen health care systems' ability to ensure that cessation treatment protocols are used in daily practice through the development of online resources and an electronic health records protocol for tobacco screening, treatment, and referrals. Coalitions in six communities (Carrollton, Denton, Grand Prairie, Lewisville, Lufkin, and Rio Grande City) will be supported by the ARRA grant. Their purpose is to implement the Strategic Prevention Framework planning model to mobilize and reduce exposure to secondhand smoke in their communities.

DSHS will continue to provide statewide and targeted community surveillance through participation in national surveillance systems (Behavioral Risk Factor Surveillance System, Youth Risk Behavior Surveillance System and National Youth and Adult Tobacco Surveys), and state surveys (Youth Tobacco Survey and Adult Tobacco Survey).

Best Practices Approach to Tobacco Prevention

DSHS has provided an online resource for local community coalitions, grantees, and other interested stakeholders by identifying best practices and evidence-based interventions in tobacco prevention, cessation, and enforcement strategies.

Community Tobacco Prevention and Control Toolkit

This evidence-based guide for communities is on the DSHS website, <http://www.dshs.state.tx.us/tobacco/bestpractices/>. Using the Substance Abuse and Mental Health Services Administration's Strategic Prevention Framework, a public health model for building healthy communities, this six module toolkit provides information on the comprehensive tobacco prevention and control program components. The five basic components are: state and community interventions; health communications; cessation services; surveillance and evaluation; and administration and management.

These CDC-developed components are used to coordinate community efforts to establish smoke-free policies and social norms, to promote and assist tobacco users to quit, and to prevent initiation of tobacco use. This approach combines educational, clinical, regulatory, economic, and social strategies.

The DSHS tobacco prevention webpage (<http://www.dshs.state.tx.us/tobacco/default.shtm>) cited above also includes links to many other evidence-based tobacco program resources.

Texas Prevention Initiative Supports Best Practice Approach

In 2000, DSHS (then the Texas Department of Health) implemented the Texas Tobacco Prevention Initiative in Southeast Texas. Youth Tobacco Survey data from the comprehensive program implemented in Beaumont/Port Arthur showed that "current use of any tobacco" reported by middle school students declined from 21.3% in 2003, to 14.3% in 2006, while "current use of any tobacco" by middle school students in Houston and the surrounding area, rose from 14.8% in 2003, to 17.0% in 2006 without the comprehensive programming.

Kaiser Permanente Northwest conducted a Return on Investment (ROI) study for DSHS on outcomes of the Southeast Texas pilot prevention and cessation activities. The June, 2006, final report, *The Financial Returns from Community Investments in Tobacco Control*, reported that smoking in Texas is responsible for 24,100 deaths annually, and \$10.6 billion in excess medical care expenditures and lost productivity. Annual medical care costs of smoking are more than \$4.5 billion. The Kaiser study assessed net financial returns to employers, health plans, and the state from the pilot initiative. The study concluded that a \$3 per capita investment in comprehensive programming resulted in a cumulative return on investment per capita of \$58 for the state, \$44 per capita for health plans, and \$16 per capita for employers.

The Kaiser-Permanente study concluded that after five years, the Texas Tobacco Initiative saved over \$252 million in total medical care and productivity costs, more than \$186 million in total medical care savings, and more than \$66 million in future productivity costs.

Recommendations

The federal government is intensifying its efforts to reduce tobacco use in an attempt to achieve the tobacco use targets in [Healthy People 2010](#) of 12% for adults and 16% for youth. The 2009 [Family Smoking Prevention and Tobacco Control Act](#) gives the [Food and Drug Administration](#) authority to regulate the manufacturing, marketing, and distribution of tobacco products and has provided new opportunities to reduce tobacco use. In addition, the ARRA funded [Communities Putting Prevention to Work](#) program has provided guidance and funding for the state and for Austin/Travis County specifically to change policies to prevent tobacco use and protect nonsmokers from secondhand smoke. The latter is especially important, given that more than half of young children are exposed to secondhand smoke. Children whose parents smoke are twice as likely to smoke themselves, but children who grow up in communities with comprehensive smoke-free laws are much less likely to become smokers.

The 2007 Institute of Medicine report, *Ending the Tobacco Problem: A Blueprint for the Nation*, is a call to action to “reduce smoking so substantially that it is no longer a public health problem for our nation.” The Centers for Disease Control’s 2007 best practices guide lays out a plan to end the tobacco epidemic: “evidence-based, statewide tobacco programs that are comprehensive, sustained, and accountable have been shown to reduce smoking rates, tobacco-related deaths, and diseases caused by smoking.” CDC’s recently released user guides regarding coalitions and youth engagement, add to the 2007 best practices guide to assist state and local tobacco control staff with building effective and sustainable comprehensive programs. Fully implementing the proven strategies detailed in these reports could prevent the overwhelming toll that tobacco takes on Texas’ families and communities.

CDC’s *Vital Signs*, part of the CDC journal *Morbidity and Mortality Weekly Report (MMWR)*, provides the latest data on key health indicators, including tobacco use and makes the following recommendations for State and Community Leaders:

- Consider the World Health Organization's **MPOWER** strategies in efforts to prevent and control tobacco use. These are:
 - **M**onitor tobacco use and prevention policies
 - **P**rotect people from tobacco smoke
 - **O**ffer help to quit
 - **W**arn about the dangers of tobacco use
 - **E**nforce bans on tobacco advertising
 - **R**aise taxes on tobacco
- Establish comprehensive tobacco control programs funded at CDC-recommended levels and sustain them over time.
- Reduce tobacco use by making tobacco products less accessible, affordable, desirable, and accepted.

DSHS recommends that the state should remain committed to the guidance of the Centers for Disease Control and Prevention, Institute of Medicine and World Health Organization to maintain a comprehensive approach that includes statewide and community-based prevention and cessation services, health communication intervention messages that support the overall tobacco program efforts, maintenance of a strong collaborative infrastructure, and surveillance/evaluation to monitor the achievements of the tobacco program.