

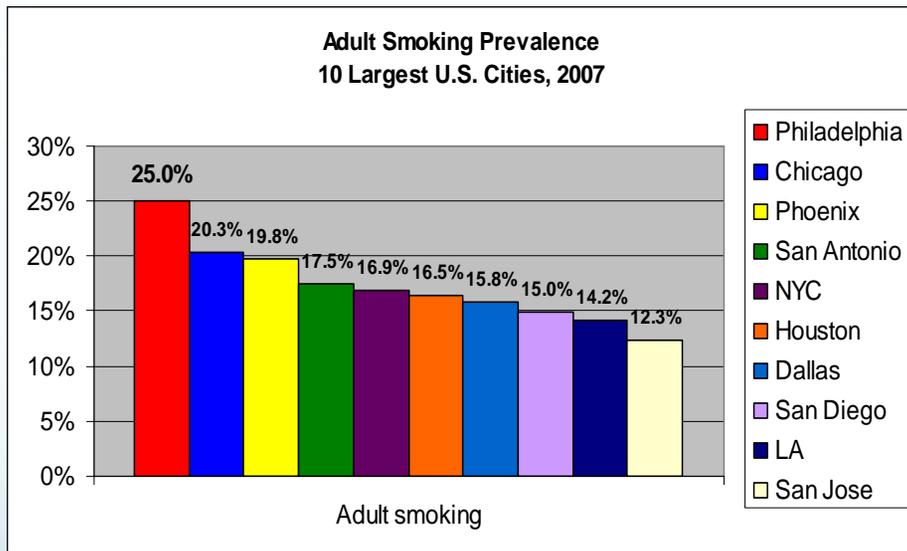
# Get Healthy Philly

Philadelphia Department of Public Health  
Communities Putting Prevention to Work

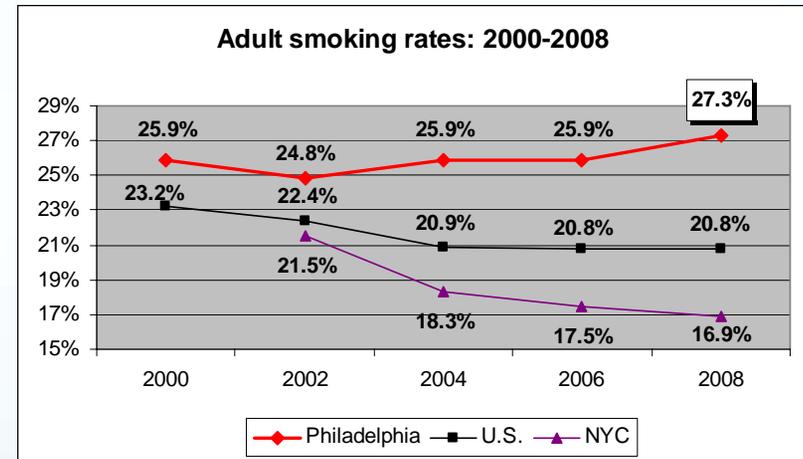


# Overview: The Problem

- Philadelphia has the highest rate of smoking among the 10 largest US cities and rates are rising



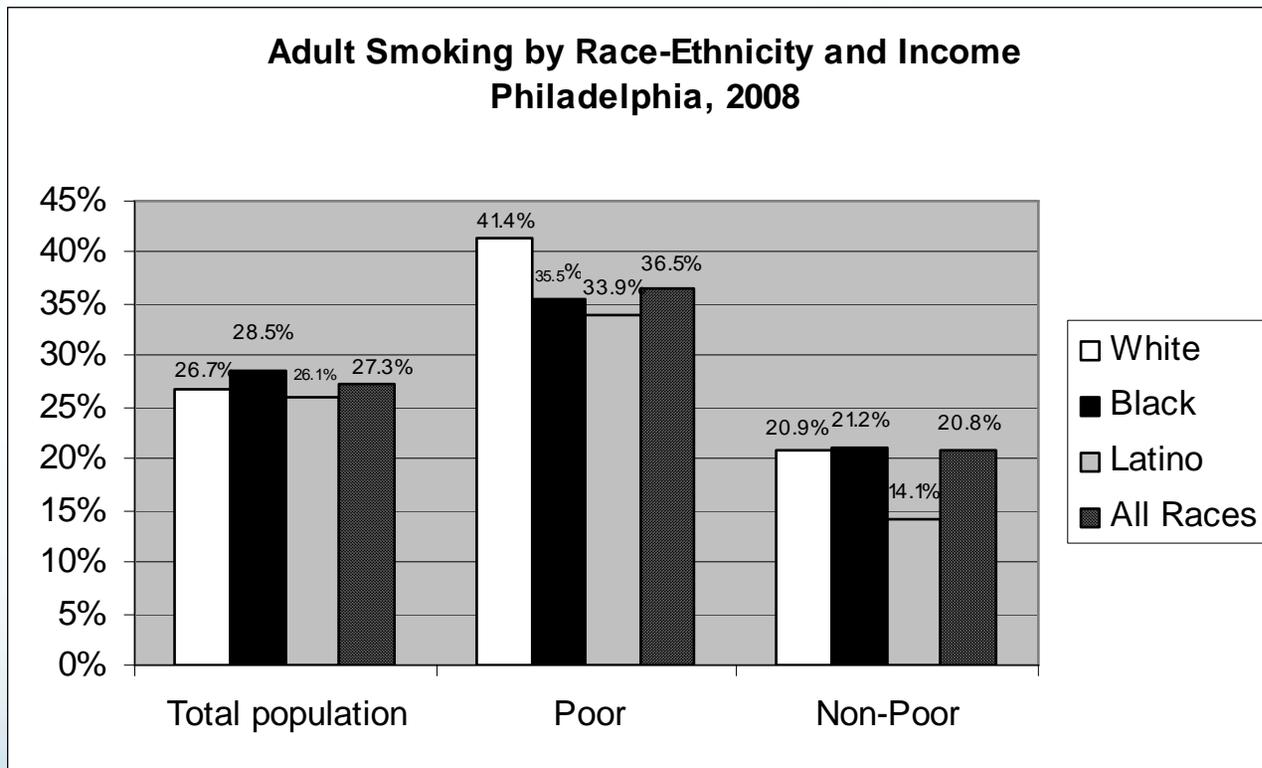
BRFSS and local data sources



BRFSS, PHMC HHS, NYC DOH

# Overview: The Problem

- Racial, ethnic, and income disparities in smoking persist



INTEROFFICE MEMORANDUM

To: Dick Kampe  
From: Maura Payne  
Date: January 12, 1990  
Re: Revised Uptown Planning

Following are recommended "next steps" for PR, Ben Ruffin and members of the Uptown marketing staff.

Step One: to be completed 1/12 or 1/15

- o Ben Ruffin will contact leaders of the NAACP, OIC, Urban League and Rep. Dave Richardson to see if they would be willing to respond if RJRT recommended that

Should protest from the black community, the Philadelphia community at large, the legislative community or other key constituencies reach a point where broad national response is necessary, the following should be considered:

assess their level of support, and see if any would be willing to comment if contacted by the media.

Ask Ben Hooks and others within the black community to host lunches, breakfasts, or other events with their constituents. Include mention

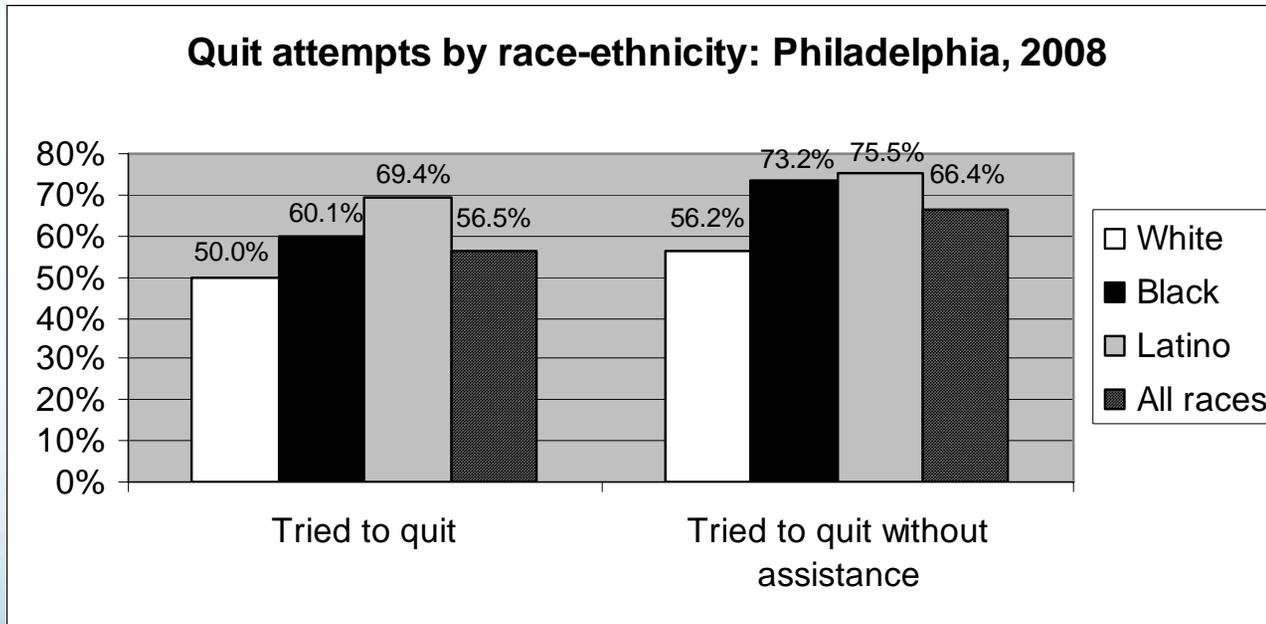
-- inviting community leaders to be RJR's guests for an evening at the club when we have sponsored an event. (Would depend on appropriateness of the club, the interests of the individual, etc.)

-- tying in fund-raising effort for local community organization. We might make it a special night at the club, sponsored by RJR to benefit the Philadelphia OIC, for example. A certain percentage of the receipts could be donated to the organization, or her Jane could

50774 5368

# Overview: The Problem

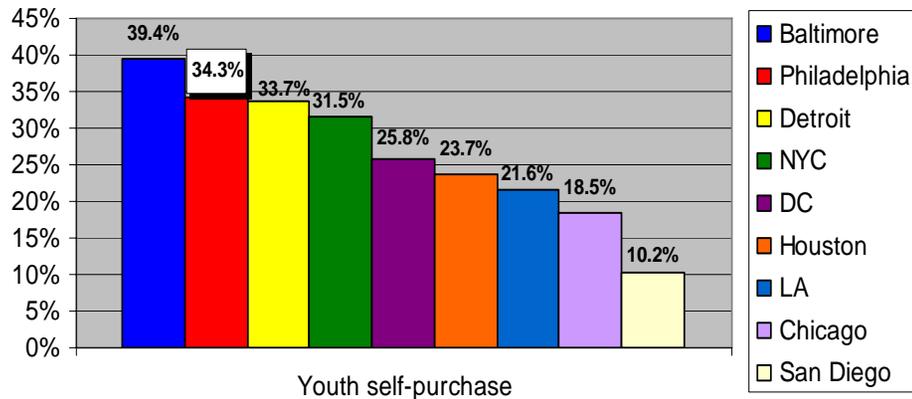
- Over half of smokers have attempted to quit but most do so without help
  - Only 1000 Philadelphia callers to Quitline annually
  - Low use of Medicaid cessation benefits



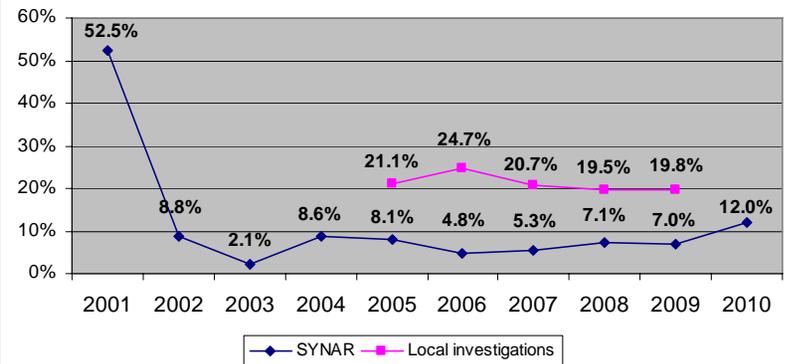
# Overview: The Problem

- Access to cigarettes is easy for Philadelphia youth
  - More than a third of youth smokers buy their own cigarettes
  - 20% of retailers sell illegally to minors
  - 4,500 tobacco retailers → 1 for every 40 youth 10-17 years-of-age

Youth smokers who purchase their own cigarettes:  
Select U.S. cities, 2007



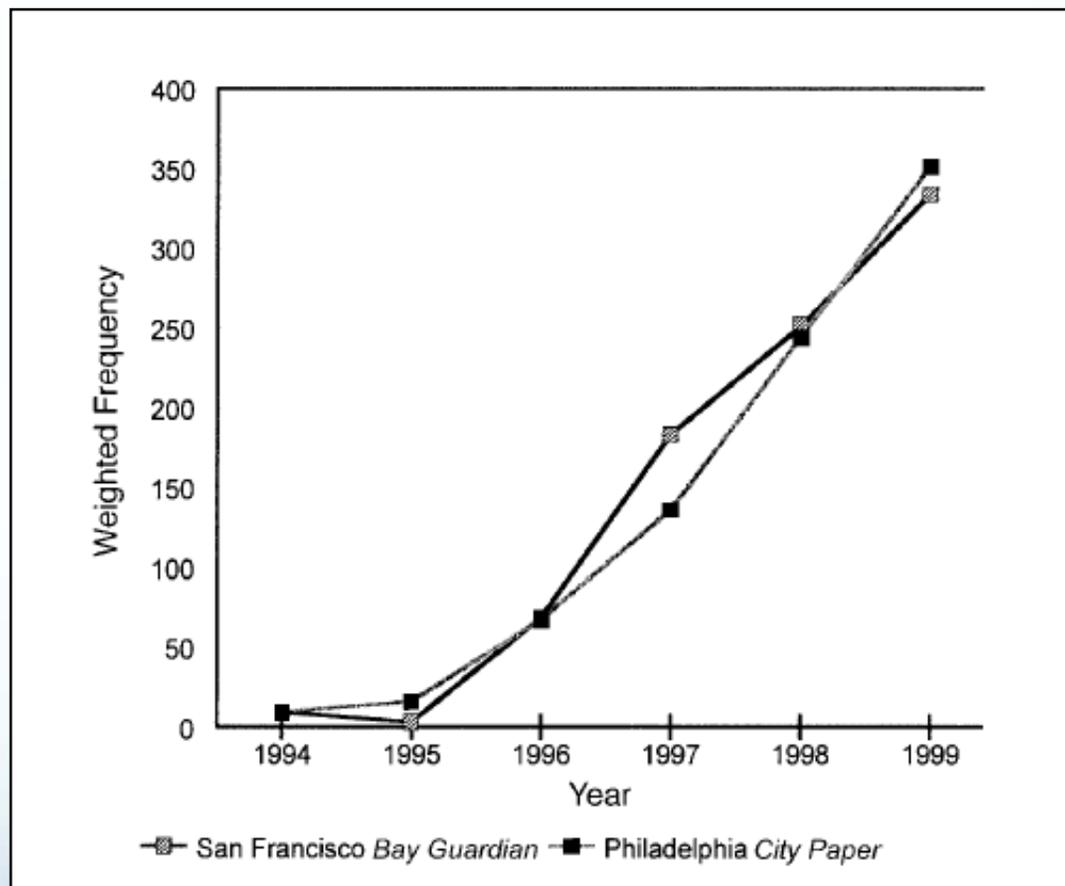
Youth Sales: Philadelphia, FY 2001 - FY 2008



PA SYNAR data, Philadelphia Department of Public Health



# Tobacco Ads in the Alternative Press 1994-1999





- “Snus is pasteurized, and it doesn’t require spitting or chewing.”
- “Snus can be enjoyed almost anywhere, regardless of the growing smoking bans and restrictions.”

# Tobacco Retailers Near Schools

- Nearly 40% of tobacco retailers are within 1 block of a school



**IT'S THE LAW!**  
**STAND 20 FEET AWAY**  
**FROM THE BUILDING ENTRANCE**  
**WITH A LIT CIGARETTE!**



# Consequences of smoking

## CANCERS

Larynx

Oropharynx

Oesophagus

Trachea, bronchus or lung

Acute myeloid leukemia

Stomach

Pancreas

Kidney and Ureter

Colon

Cervix

Bladder

## CHRONIC DISEASES

Stroke

Blindness, Cataracts

Periodontitis

Aortic aneurysm

Coronary heart disease

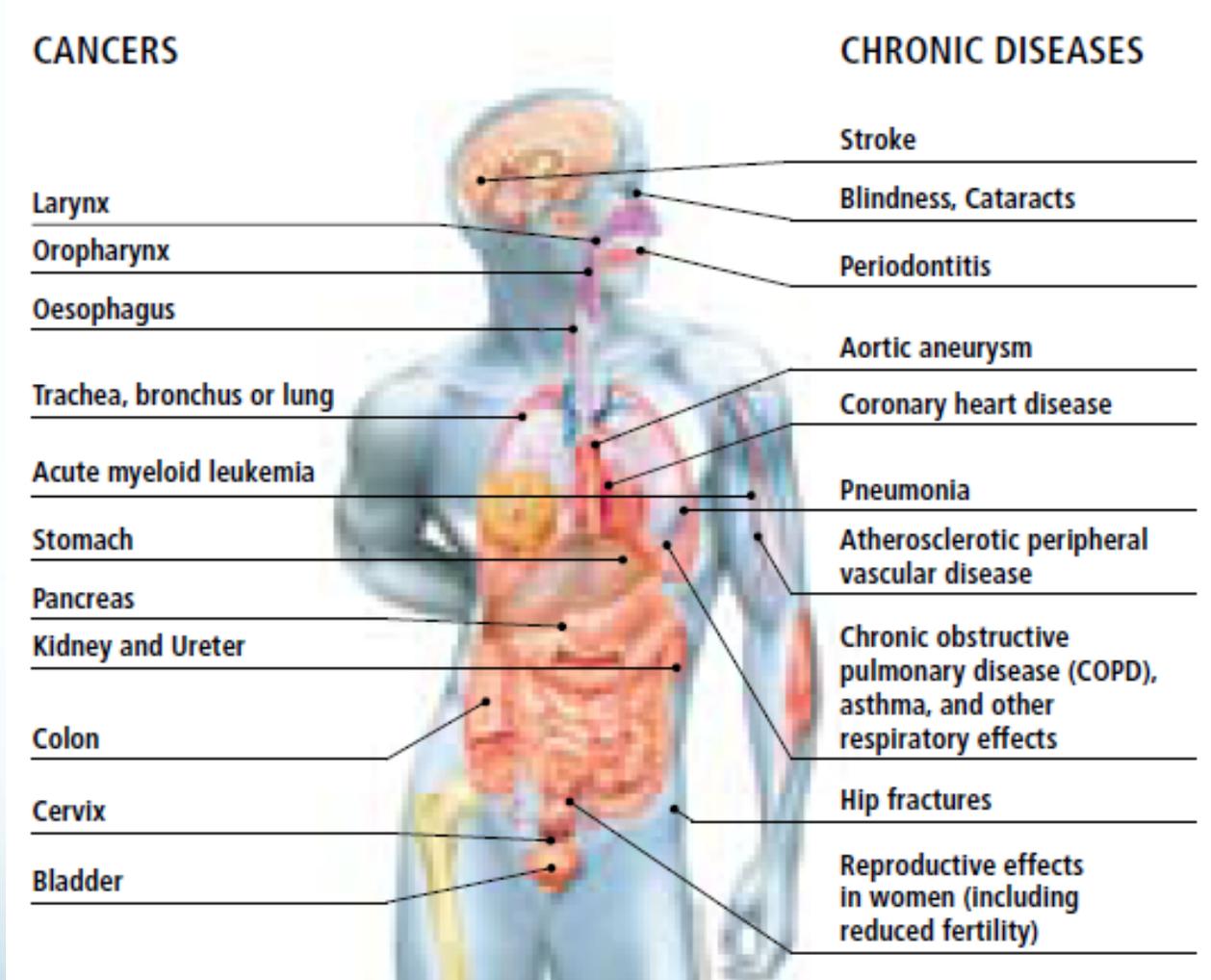
Pneumonia

Atherosclerotic peripheral vascular disease

Chronic obstructive pulmonary disease (COPD), asthma, and other respiratory effects

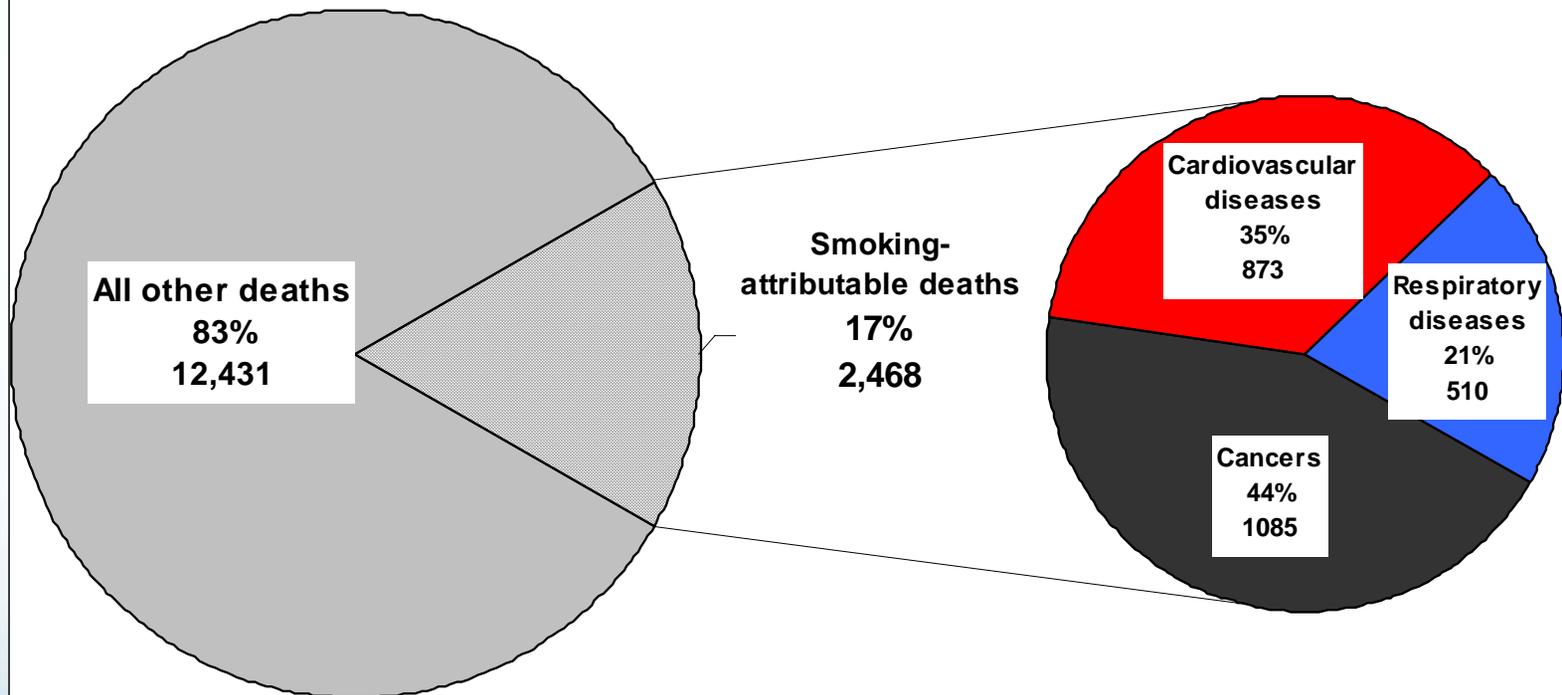
Hip fractures

Reproductive effects in women (including reduced fertility)



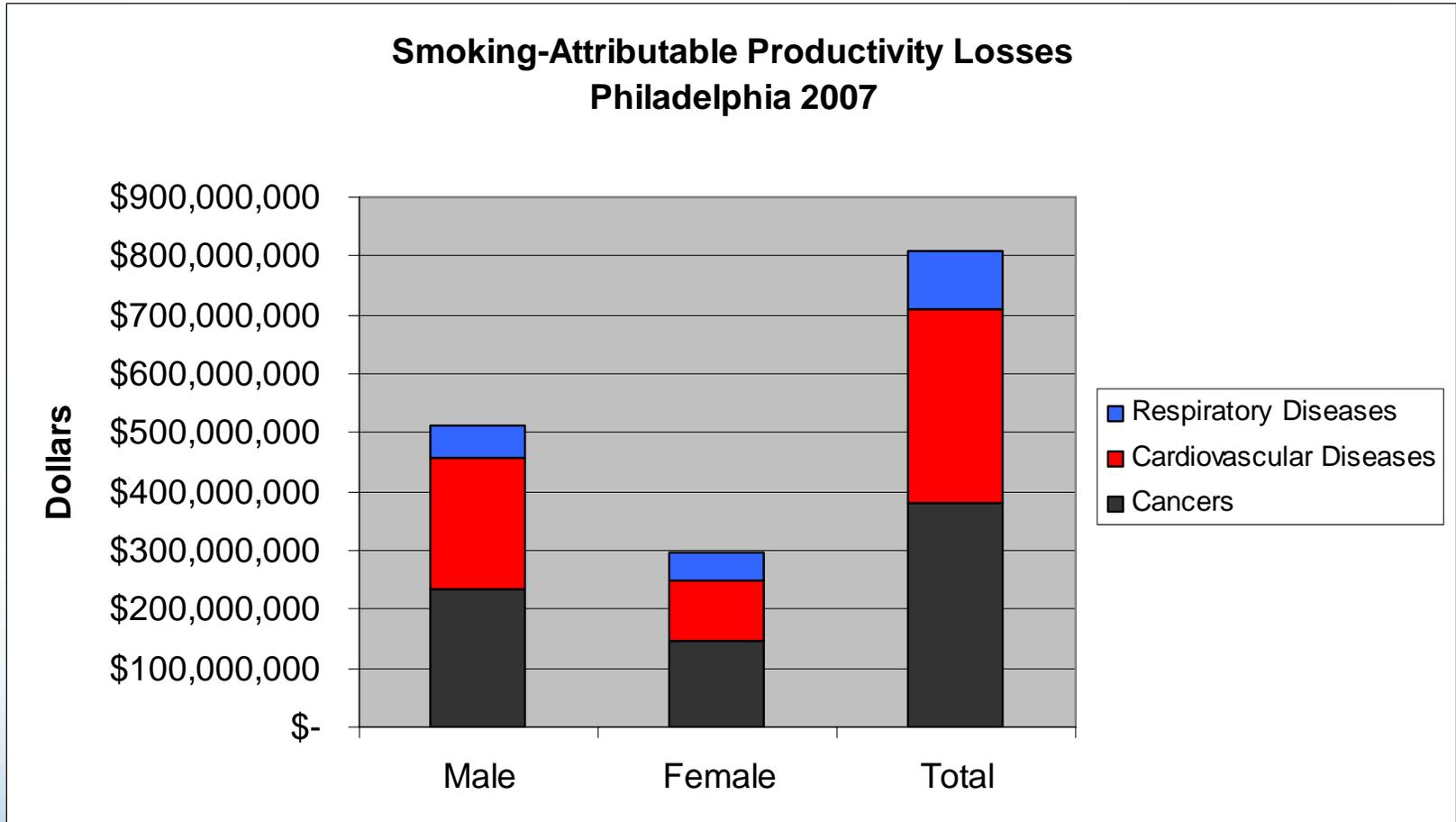
# Smoking attributable mortality

Smoking-attributable deaths: Philadelphia 2007



Philadelphia Department of Public Health analyses  
based on data from PA Department of Health

# Smoking attributable productivity losses



Philadelphia Department of Public Health analyses  
based on data from PA Department of Health

# Key Determinants of Smoking

- **Climate**
  - **Normative** behavior (up to 4 in 10 adults in some neighborhoods)
  - **Aggressive marketing** in poor communities
- **Access**
  - **High density of** tobacco retailers, particularly near schools
  - **High rate of illegal sales** to youth
- **Cessation resources**
  - Most smokers try to quit **on their own**
  - **Inadequate coverage for and use** of quit aids
  - **Limited community-based cessation** classes

How can we make it easier for people to engage in healthy behavior?

# Get Healthy Philly

Working together for a healthy, active,  
and smoke-free city

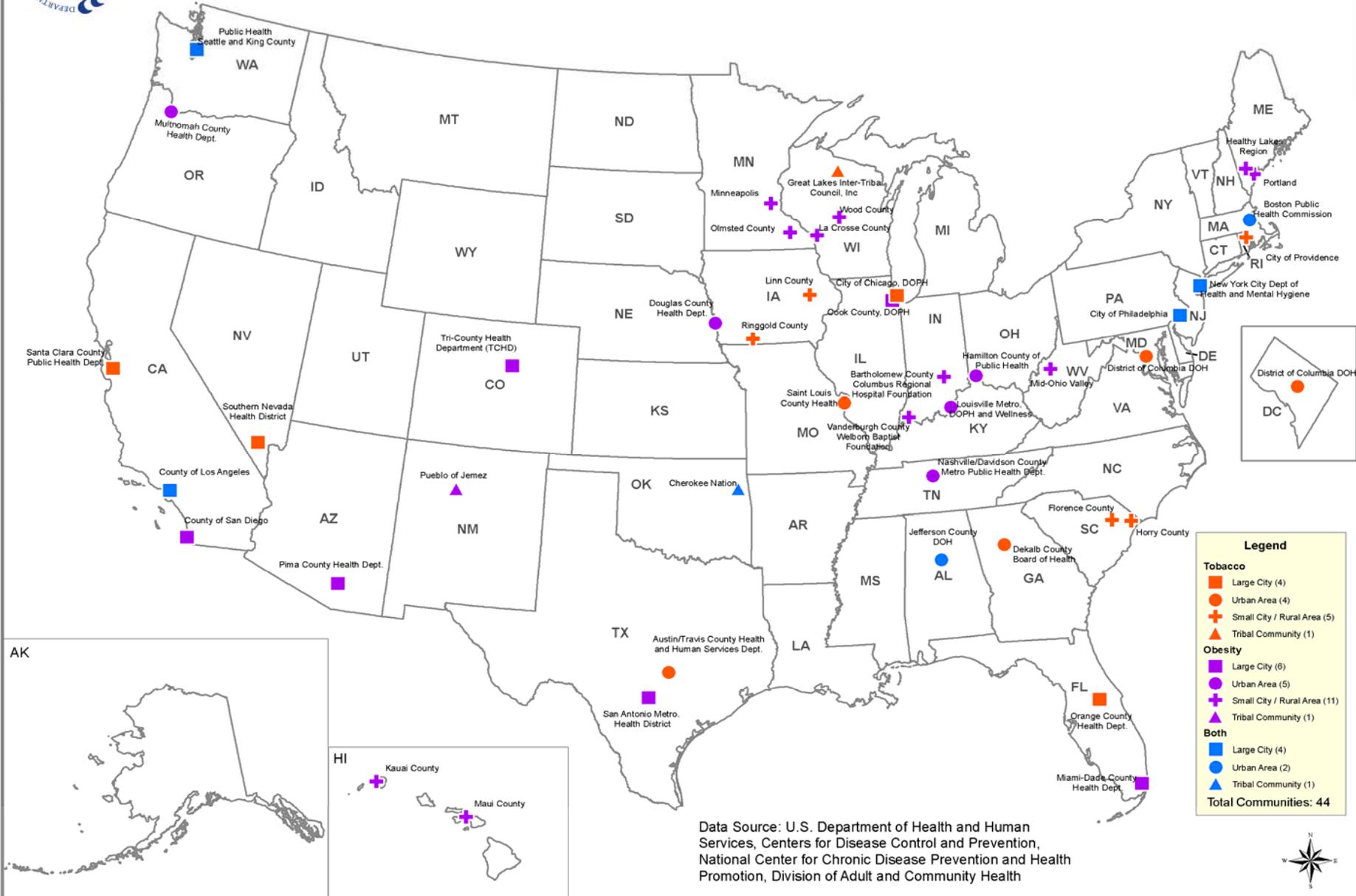
Centers for Disease Control and Prevention

*Communities Putting Prevention to Work (CPPW)*

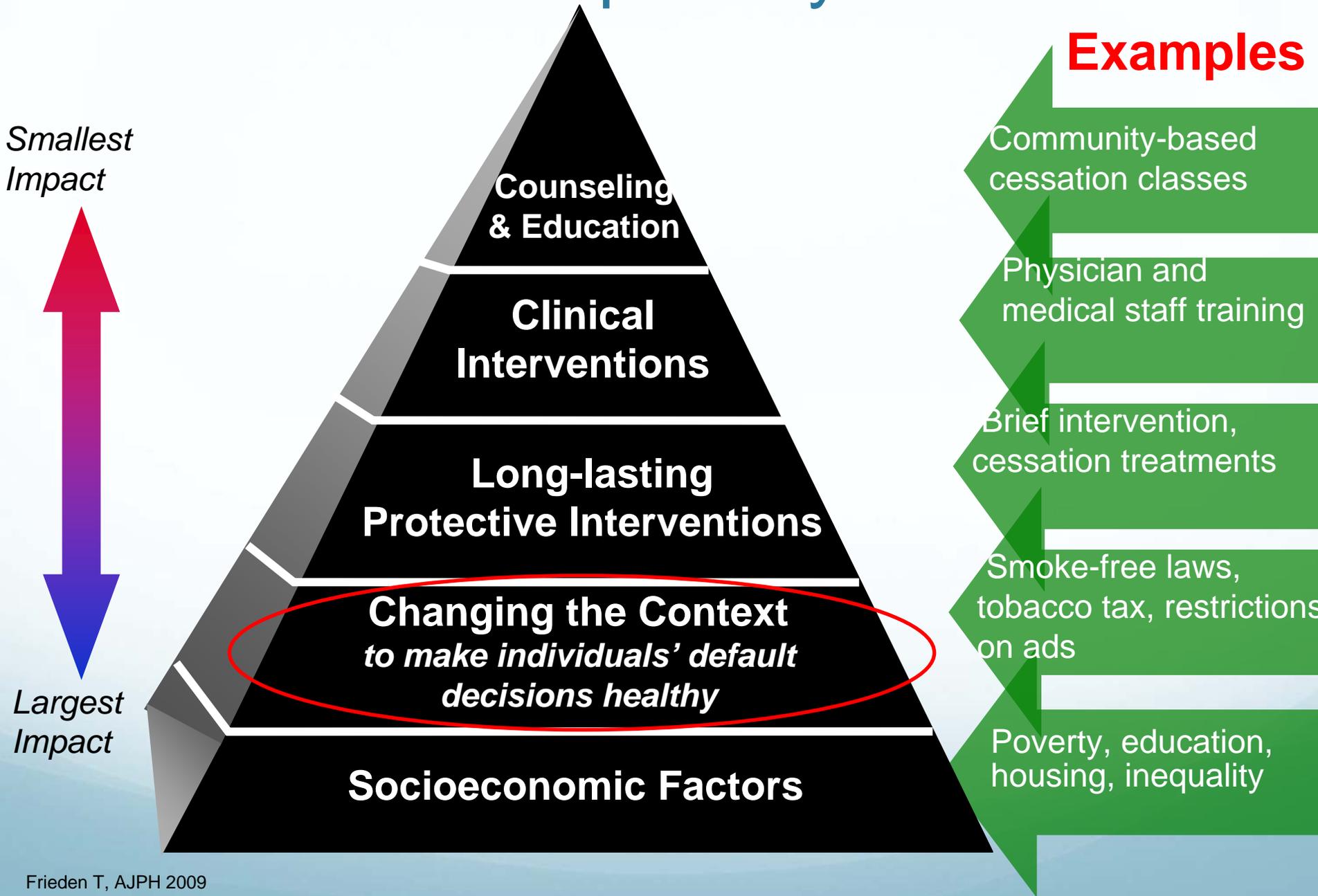
# Communities Putting Prevention to Work (CPPW)

- Supported by American Recovery Reinvestment Act (ARRA) funds
- Pivotal opportunity to prevent chronic disease and promote health
- Funding promotes community prevention but also need to strengthen clinical preventive services

# ARRA Communities Putting Prevention to Work Community Awards



# Health Impact Pyramid



## Examples

Community-based cessation classes

Physician and medical staff training

Brief intervention, cessation treatments

Smoke-free laws, tobacco tax, restrictions on ads

Poverty, education, housing, inequality

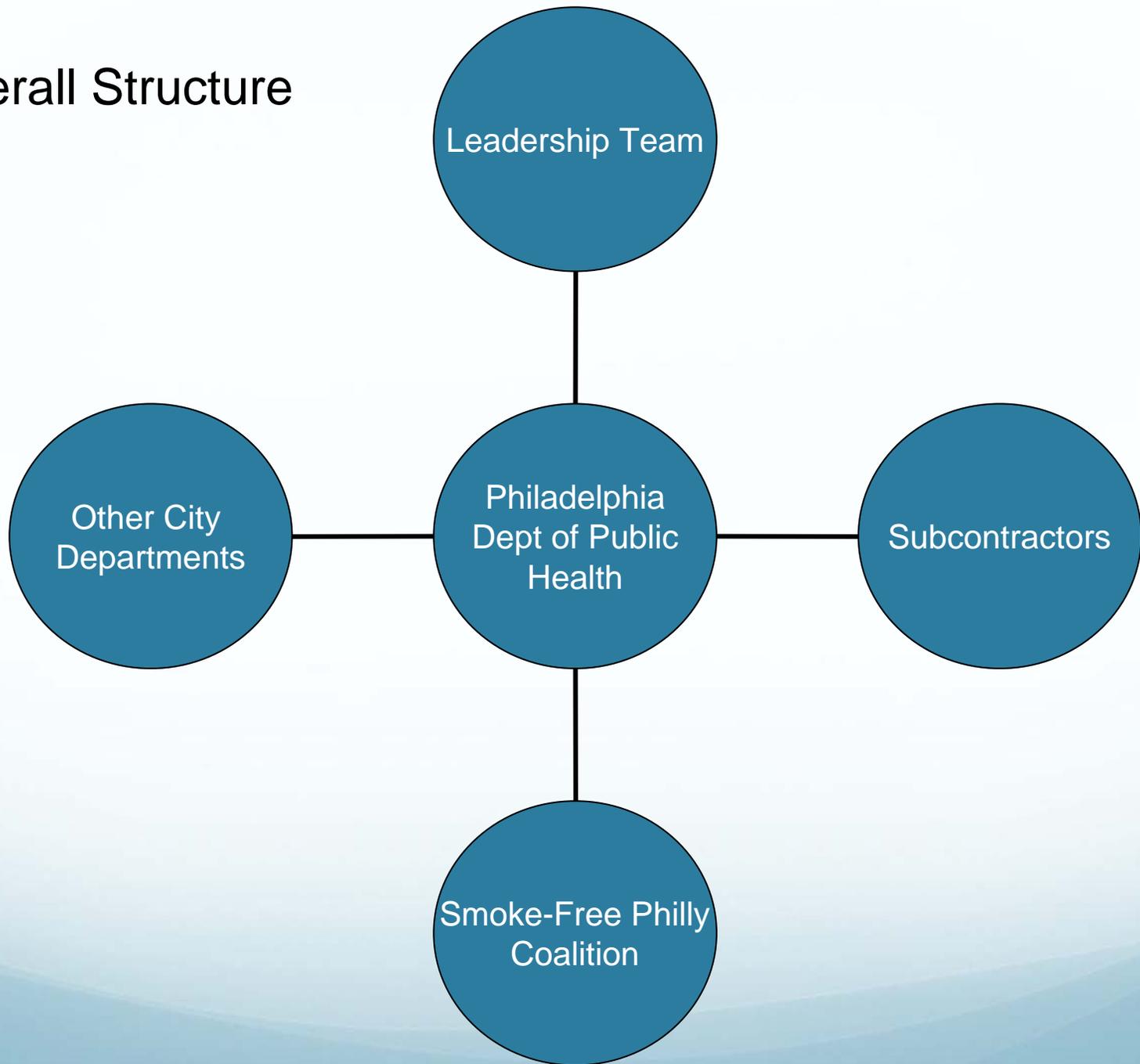
# Our Vision

## **Policies. Systems. Environment.**

- Show that the dangers of smoking and environmental tobacco smoke
- Enforce existing bans on tobacco use and sales
- Raise the price of cigarettes
- Increase cessation by ensuring access to quit assistance

**Fewer  
smokers  
and lower  
ETS  
exposure!**

# Overall Structure



# Tobacco Policy and Control Themes

- Change **CLIMATE** in city around to promote quitting and decreased exposure to secondhand smoke
- Restrict **ACCESS** to tobacco products
- Make **CESSATION** resources more available

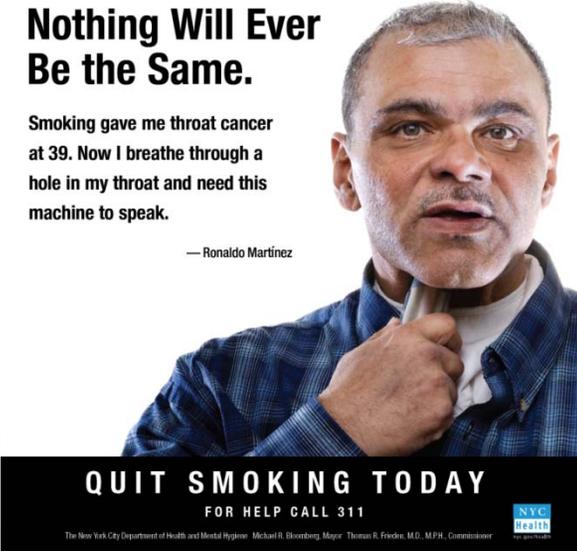


# 5 - 7 Year Goals: Tobacco Policy and Control

- Reduce smoking among adults from 27% to 23%
- Reduce tobacco youth sales rate from 20% to 15%
- Reduce environmental tobacco smoke exposure (ETS) for children from 20% to 15%

# Change Climate to Promote Quitting and Decrease Initiation

- 16-month media campaign to promote quitting with help
- Assessment of prevalence of tobacco advertising (ad counting)
- Mandate counter-advertising at point-of sale
- Education of childcare providers about the harms of secondhand smoke and the applicable laws and regulations



**Nothing Will Ever Be the Same.**

Smoking gave me throat cancer at 39. Now I breathe through a hole in my throat and need this machine to speak.

— Ronaldo Martínez

**QUIT SMOKING TODAY**  
FOR HELP CALL 311

The New York City Department of Health and Mental Hygiene Michael R. Bloomberg, Mayor Thomas R. Frieden, M.D., M.P.H., Commissioner

NYC HEALTH

# Media Initiative

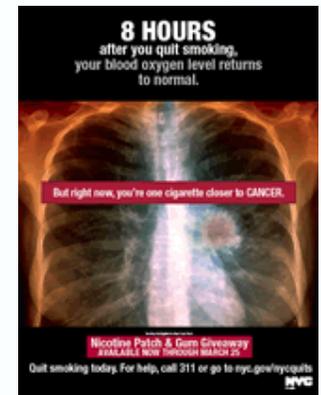
- **Overall goal:** Promote aided cessation attempts among smokers and change social norms around smoking and cessation

## Key Activities:

- 16-month paid media campaign to address challenges of quitting smoking
- Earned media
- Photo-voice Project

## Example Channels:

- Social media: (i.e. social web, text, mobile application)
- Print, public TV and radio, public transport, community events, movie theaters, neighborhood newspapers, non-English language outlets



## Key Partners:

- Neiman Group
- Annenberg
- PA DPW
- PA DOH
- TPC Coalition
- Leadership Team
- Mixed Methods Research Laboratory

# ETS Exposure



- **Overall goal:** Reduce ETS exposure in childcare, foster care settings, common areas of public housing, and places where youth frequent

## Key Activities:

- Develop and implement curriculum to educate childcare leaders at youth facilities on dangers of ETS exposure and their responsibilities under the Clean Indoor Air Worker Protection Law
- Extend usage ban to outdoor areas of recreation centers
- Promote smoke-free college campuses
- Audit bars that have CIAWPL Waivers

## Key Partners:

- Healthy Homes
- Healthy Start
- PA DPW
- Law Department
- Dept of Parks and Recreation

# Decrease Access to Tobacco Products



- Pricing strategies
- Stronger penalties to merchants who illegally sell to youth
- Restricting establishment of new tobacco retailers near schools
- Empower and train youth to become self-advocates through Youth Policy Program

# Consumer Sales

**Overall goal:** Discourage consumer use of tobacco through pricing strategies and promote quitting at point-of-purchase

## Key Activities:

- Pricing strategies (local excise tax on cigarettes)
- Assessment of prevalence of tobacco advertising (ad counting)
- Develop local regulation to mandate point-of-purchase counter-advertising and cessation information at retailer location

## Key Partners:

- TPC Coalition
- PA DOH
- Dr. Mark Stehr, Drexel University
- Law Department
- The Food Trust

State Cigarette Excise Tax Rates, As of February 2010

(Dollars Per 20-Pack)

State	Tax Rate	Rank
Ala.	\$0.425	45
Alaska	\$2.00	10
Ariz.	\$2.00	10
Ark.	\$1.15	26
Calif.	\$0.87	31
Colo.	\$0.84	32
Conn.	\$3.00	2
Del.	\$1.60	17
Fla.	\$1.34	23
Ga.	\$0.37	46
Hawaii (a)	\$2.80	3
Idaho	\$0.57	41
Ill.	\$0.98	29
Ind.	\$0.995	28
Iowa	\$1.36	22
Kans.	\$0.79	34
Ky.	\$0.60	39
La.	\$0.36	47
Maine	\$2.00	10
Md.	\$2.00	10
Mass.	\$2.51	7
Mich.	\$2.00	10
Minn.	\$1.504	20
Miss.	\$0.68	36
Mo.	\$0.17	49
Mont.	\$1.70	16
Nebr.	\$0.64	37
Nev.	\$0.80	33
N.H.	\$1.78	15
N.J.	\$2.70	5
N.M.	\$0.91	30
N.Y.	\$2.75	4
N.C.	\$0.45	43
N.D.	\$0.44	44
Ohio	\$1.25	24
Okla.	\$1.03	27
Ore.	\$1.18	25
Pa.	\$1.60	17
R.I.	\$3.46	1



# Decrease Youth Access

**Overall goal:** Reduce youth access to tobacco retail establishments by enhancing surveillance, education, and enforcement of tobacco retailers who sell to youth

## Key Activities:

- Face-to-face merchant education within 30 days of violation
- Issuance of citations within 48 hours
- Higher fines for youth sales violators
- Posting names online of businesses that violate youth sales law
- Involve youth in advocacy work
- Limit the number of tobacco retailers near schools

## Key Partners:

- Health Promotion Council
- Zoning Code Commission
- PA DOH
- Law Department
- Division of Environmental Health Services
- Mayor's Youth Commission

# Increase Availability and Use of Quit Aids

- Promote use of free community-based cessation classes and state Quitline
  - [www.smokefreephilly.org](http://www.smokefreephilly.org)
  - 1-800-QUIT-NOW
- Offer free NRT via Quitline to ~5000 Philadelphia smokers annually
- Engage insurers and large employers to offer comprehensive cessation benefits



# Social Supports & Services

**Overall goal:** Increase access to cessation resources in the public sector

## Key Activities:

- Giveaway of 5,000 Nicotine Replacement Therapy kits via State Quitline
- Expand use of Medicaid comprehensive cessation benefit
- Provide site-based cessation services for disparately affected populations

## Key Partners:

- PADOH
- PADPW
- Concilio
- Southeast Asian Mutual Assistance Coalition (SEAMACC)
- University of Penn -Tobacco Cessation
- Drexel University - Tobacco Cessation
- Law Department

# Social Supports & Services

**Overall goal:** Increase access to cessation resources in the public sector

## Key Activities:

- Giveaway of 5,000 Nicotine Replacement Therapy kits via State Quitline
- Expand use of Medicaid comprehensive cessation benefit
- Provide site-based cessation services for disparately affected populations

## Key Partners:

- PA DOH
- PA DPW
- Concilio
- Southeast Asian Mutual Assistance Coalition
- University of Pennsylvania PRESS Program
- Drexel University - Tobacco Cessation
- Law Department
- Health Federation of Philadelphia
- Mercy Hospital
- Temple University – Health Behavior Research Center

# Social Supports & Services

**Overall goal:** Increase access to cessation resources in the public and private sector

## Key Activities:

- Educate CEOs, and HR administrators on adopting comprehensive cessation benefits in 35 mid to large Philadelphia employers
- Train physicians on cessation counseling through a public health detailing pilot program

## Key Partners:

- College of Physicians
- PA DPW
- TPC Coalition
- Leadership Team
- Law Department
- University of Pennsylvania

# Evaluation



- Change climate around smoking
  - % smokers who make quit attempts
  - % smokers who use quit aids
  - Changes in knowledge and attitudes
- Restrict access to tobacco for adults and youth
  - Number of tobacco retailers (by type and location)
  - % of youth who buy their own cigarettes
- Make cessation resources more accessible
  - Number of Quitline users
  - Exposure to media campaign
  - NRT uptake rate; Medicaid
- **Tools**
  - YRBSS; BRFSS; PHMC HHS; PDPH Sales investigations; Dept of Licensing & Inspection Records, PADOH, PADPW

# Contact Information

Lori Dean, Program Manager, Tobacco Policy and Control  
[Lorraine.Dean@phila.gov](mailto:Lorraine.Dean@phila.gov)

Giridhar Mallya, Director of Policy and Planning  
[Giridhar.Mallya@phila.gov](mailto:Giridhar.Mallya@phila.gov)

**QUESTIONS?**