PhillyStat Outcomes

The Mayor’s Goal 2: The Education and Health of Philadelphians Improve.

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Vision for Goal 2

Philadelphians will live, work, play, and learn in environments that promote healthy eating, active living, a smoke-free existence, and educational success, enabling them to have long, productive lives free from disease, disability, and premature death.

Philadelphians will be afforded opportunities to learn and enhance their lives through continued education.

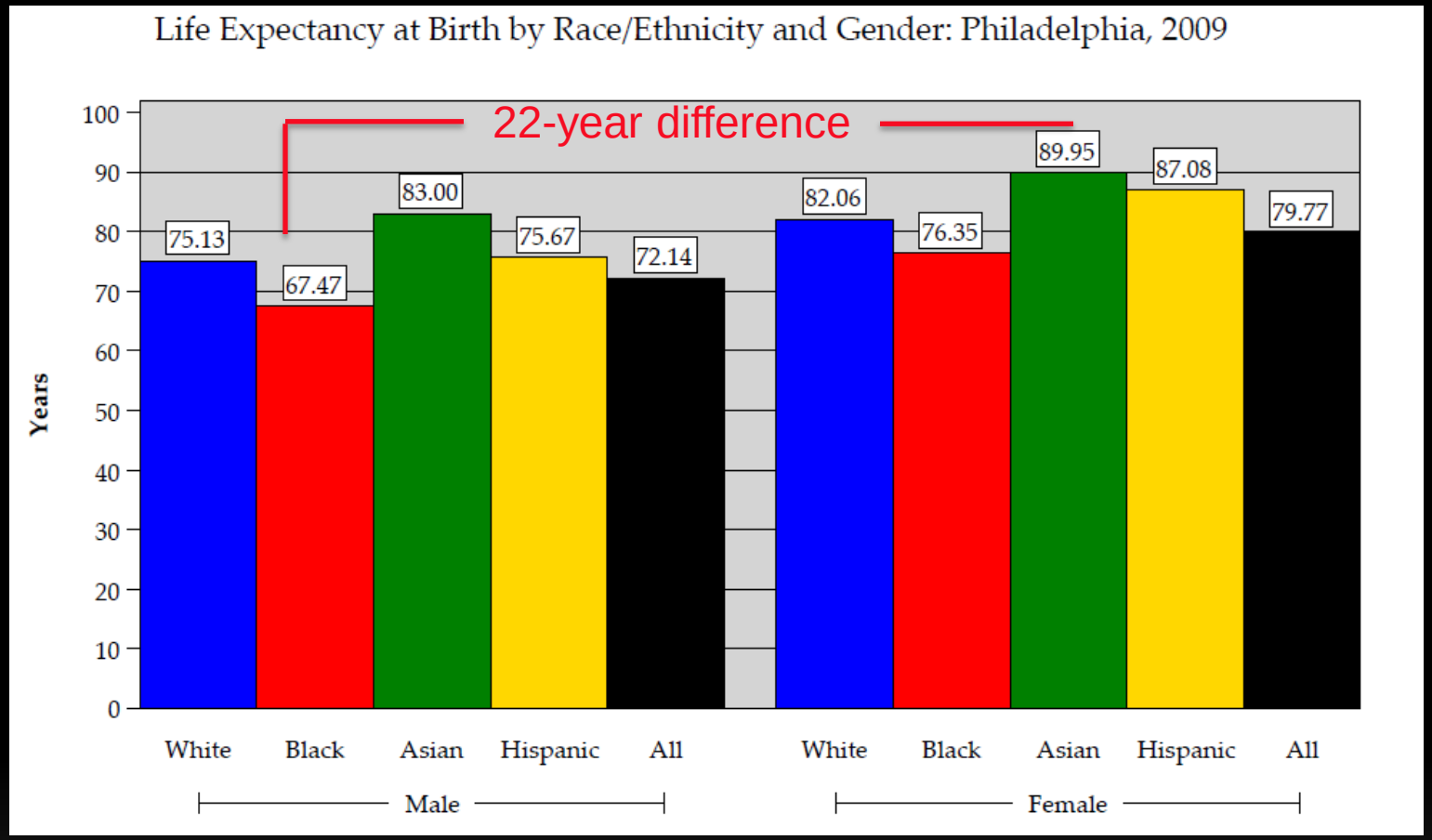
The most vulnerable will find support through public-private collaborative efforts to improve the quality of their lives.

Goal 2 Outcomes

- **Outcome 1: Philadelphians are better educated**
  - High School Graduation Rates
  - Adult Educational Attainment
  - Literacy

- **Outcome 2: Philadelphians are healthier**
  - Obesity
  - Smoking
    - *Today, we will be discussing Smoking*

Philadelphians' Life Expectancy Is a Reflection of Our City's Overall Health



Source: Philadelphia Department of Public Health. 2009 Vital Statistics

Dashboard

Measure	Baseline	Current	Goal	Traffic Light
Adult smoking (%)	27.3% (2008)	25.2% (2010)	23% (2014)	On Track
Youth smoking (%)	10.8% (2009)	9.6% (2011)	8% (2014)	On Track
Smoking-related mortality (#)	2,468 (2007)	2,381 (2009)	2,200 (2014)	On Track
Adult overweight-obesity (%)	66% (2010)	66% (2010)	64% (2014)	On Track
Youth obesity (%)	21.3% (2007-08)	20.5% (2009-10)	18% (2014-15)	On Track
Healthy food access (# of low-income residents in food deserts)	482,000 (2010)	244,000 (2012)	200,000 (2014)	On Track

Legend:

On Track	Off Track	Off Track, Requires Executive Attention	Critical, Requires Urgent Executive Attention
Given current performance, on track to meet the 2015 target on time.	Given current performance, currently off track but can still meet the 2015 target on time.	Given current performance, unlikely to meet the 2015 target on time without some executive attention.	Given current performance, will not meet the 2015 target on time without urgent executive attention.

Why Are We Here Today?

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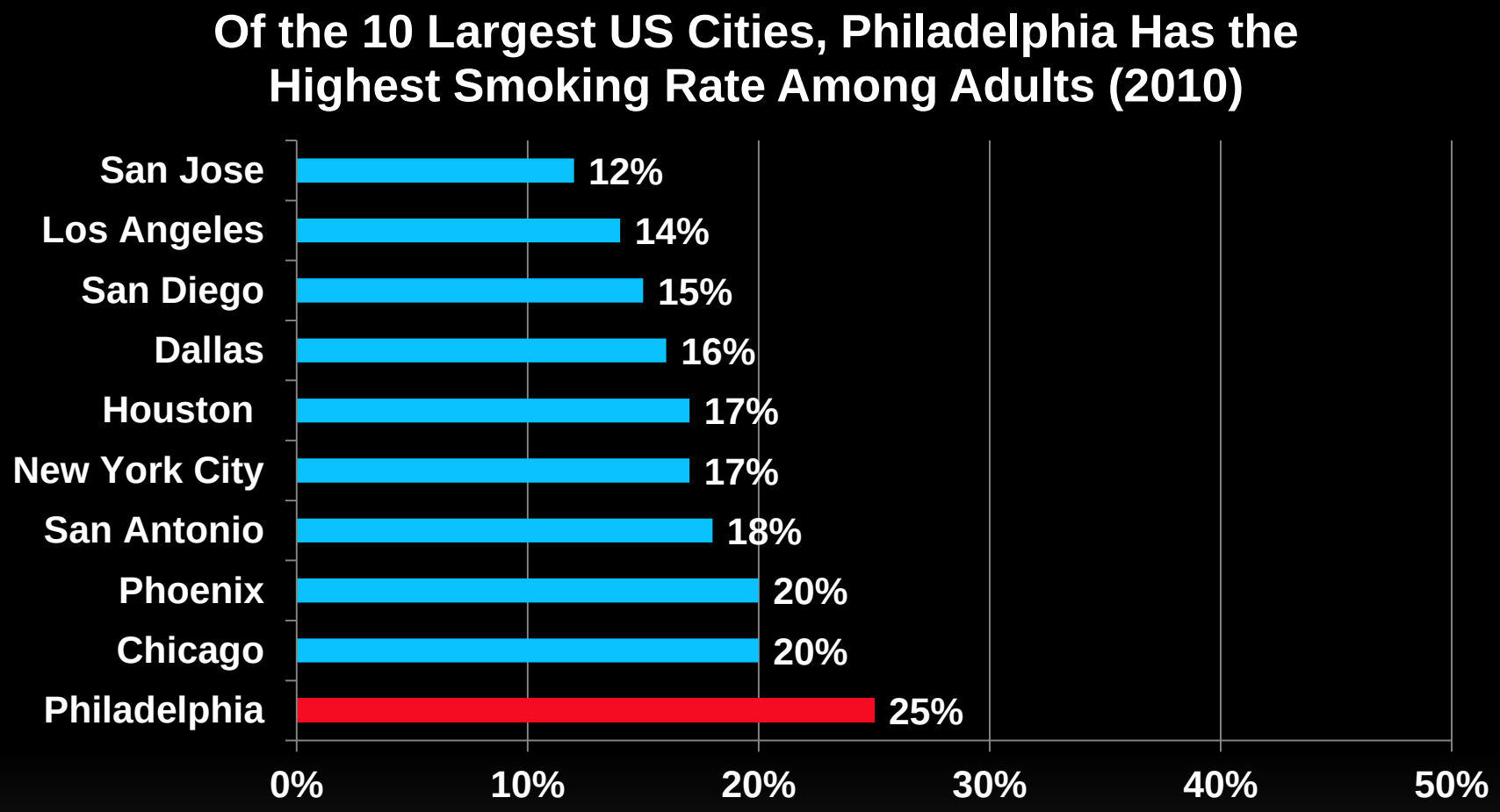
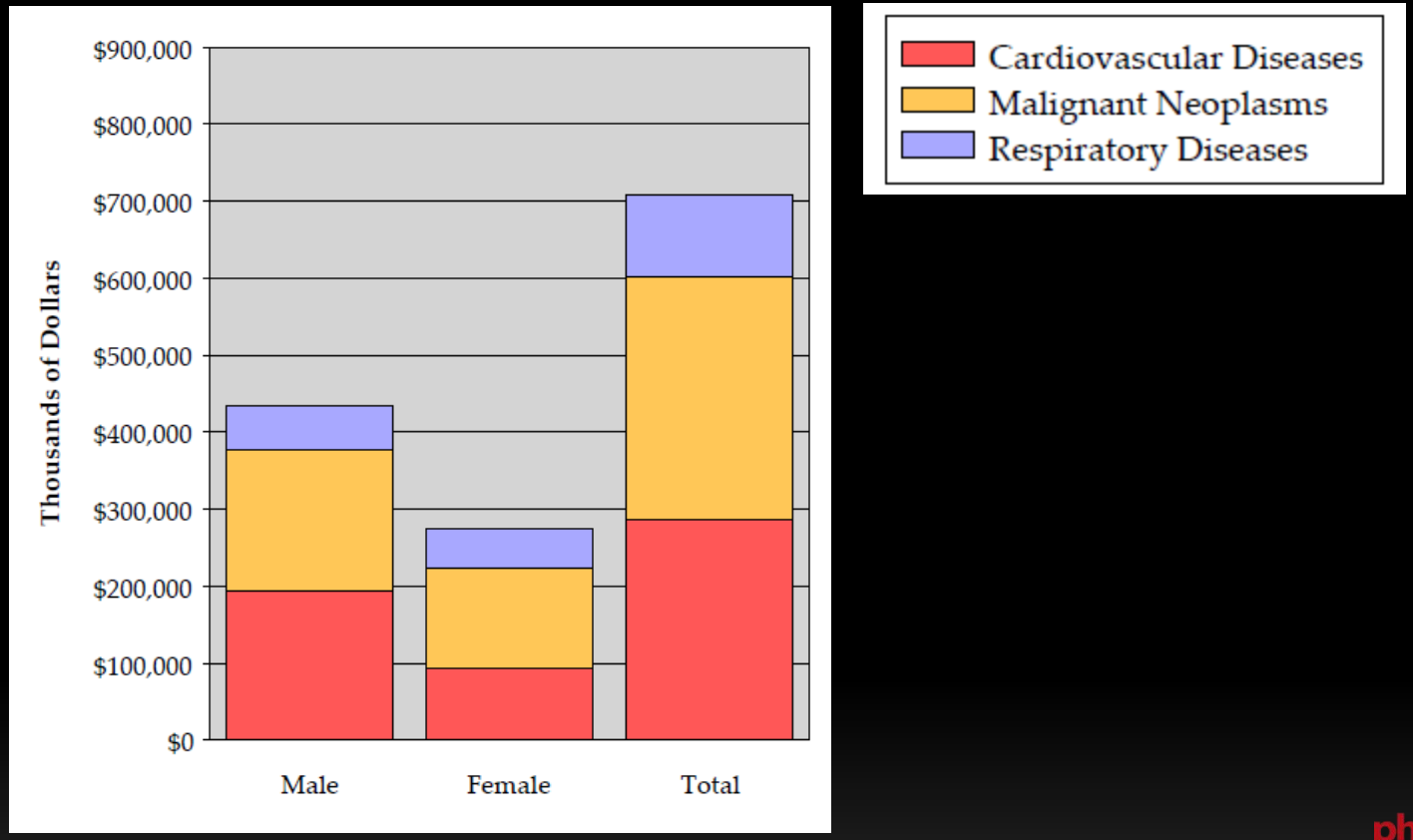
Why Are We Here Today?



Source: Behavioral Risk Factor Surveillance System and local public health sources

Why Are We Here Today?

Smoking Leads to Productivity Losses
(Chart shows smoking-related productivity losses, 2009)



Source: Philadelphia Vital Statistics Report, 2009

Why Is Smoking So Common?

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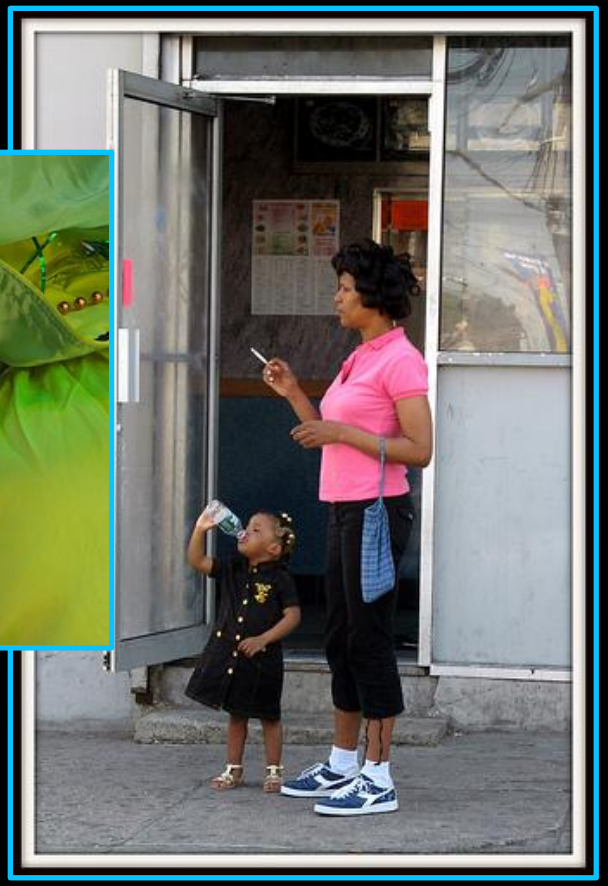
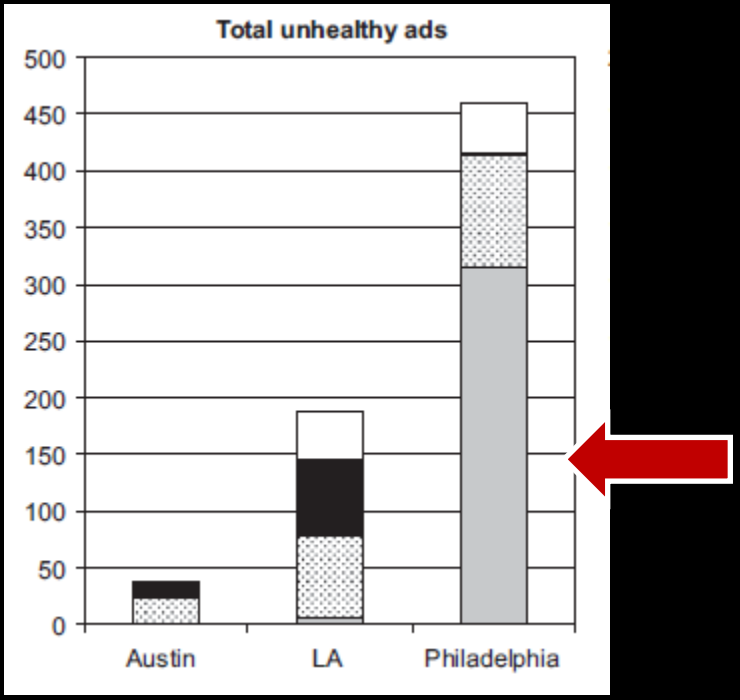
Why Is Smoking So Common?

- ***Norms***



Why Is Smoking So Common?

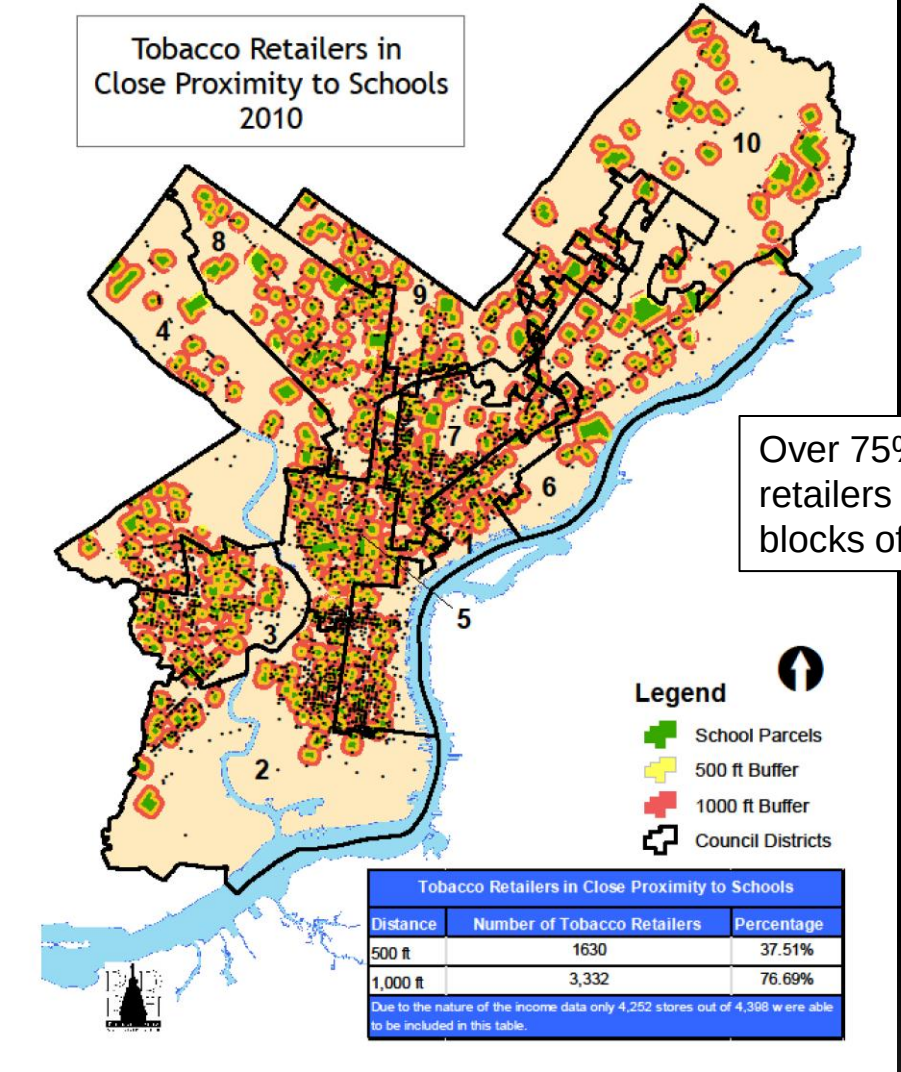
- *Advertising*



Source: Hillier et al, Health and Place, 2009

Why Is Smoking So Common?

- ***Availability***



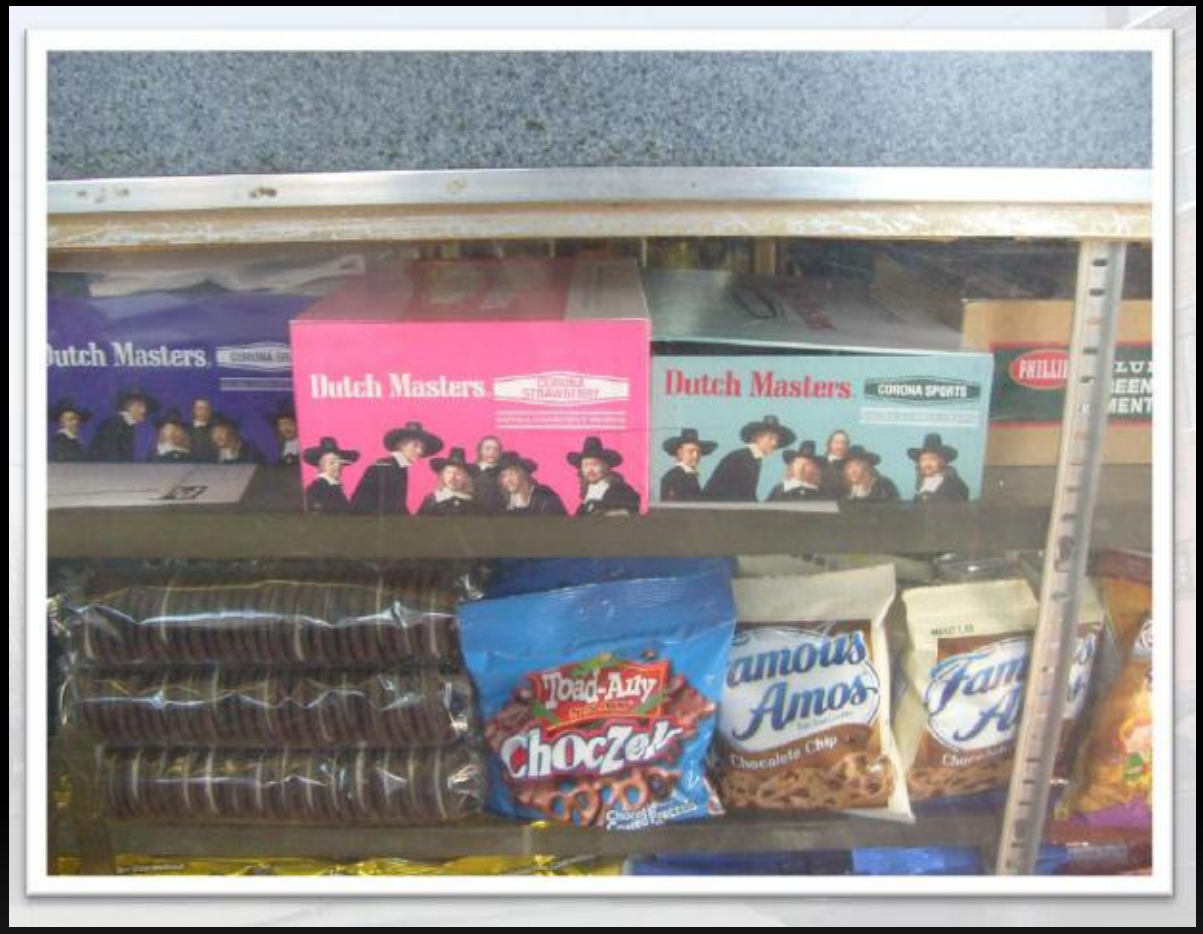
Tobacco Retailers in Close Proximity to Schools		
Distance	Number of Tobacco Retailers	Percentage
500 ft	1630	37.51%
1,000 ft	3,332	76.69%
Due to the nature of the income data only 4,252 stores out of 4,398 were able to be included in this table.		

Over 75% of tobacco retailers are within 2 blocks of a school

Source: Philadelphia Department of Public Health, 2011

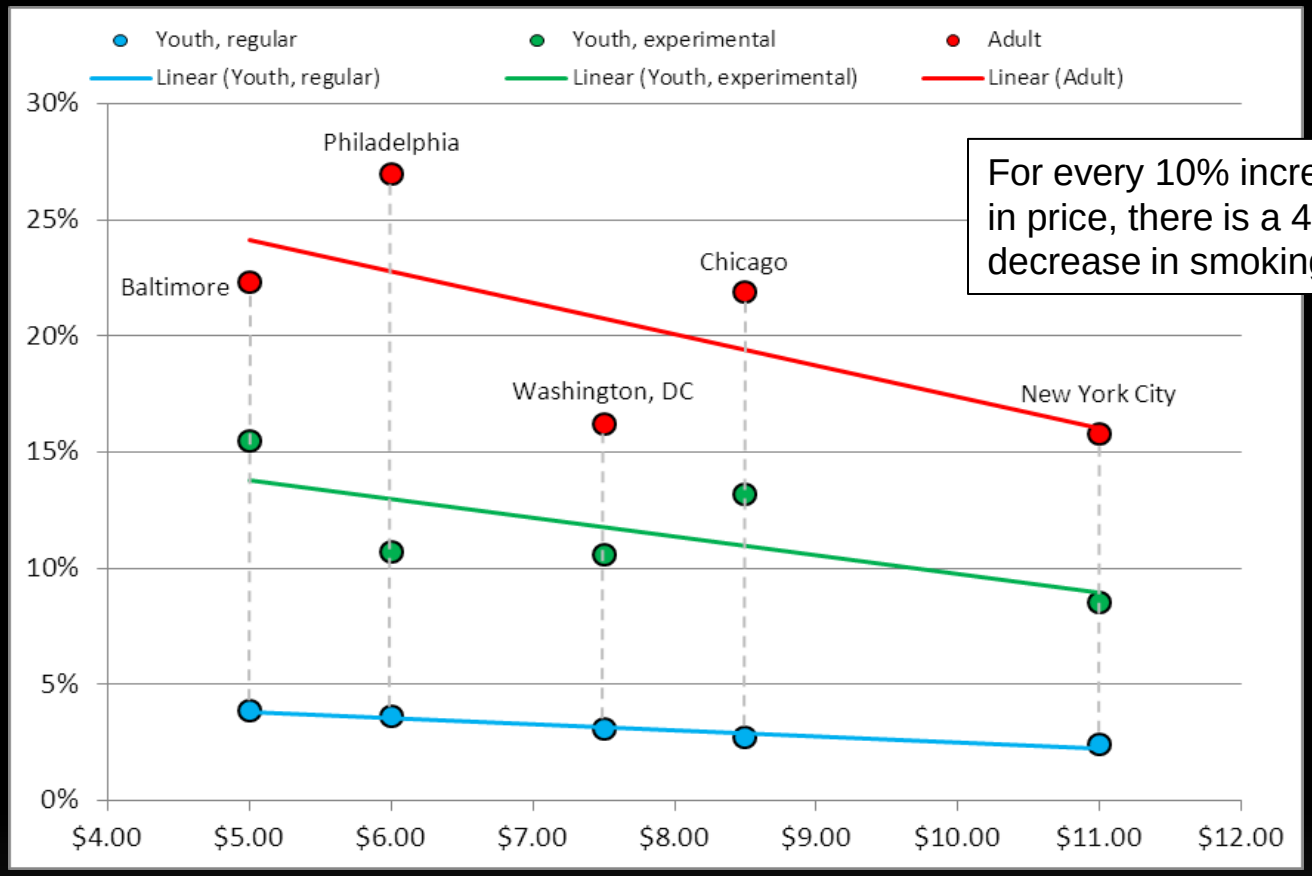
Why Is Smoking So Common?

- ***Advertising and Availability***



Why Is Smoking So Common?

- ***Price***



For every 10% increase in price, there is a 4-6% decrease in smoking

Smoking prevalence

Price per pack

What Are We Trying to Accomplish and Why?

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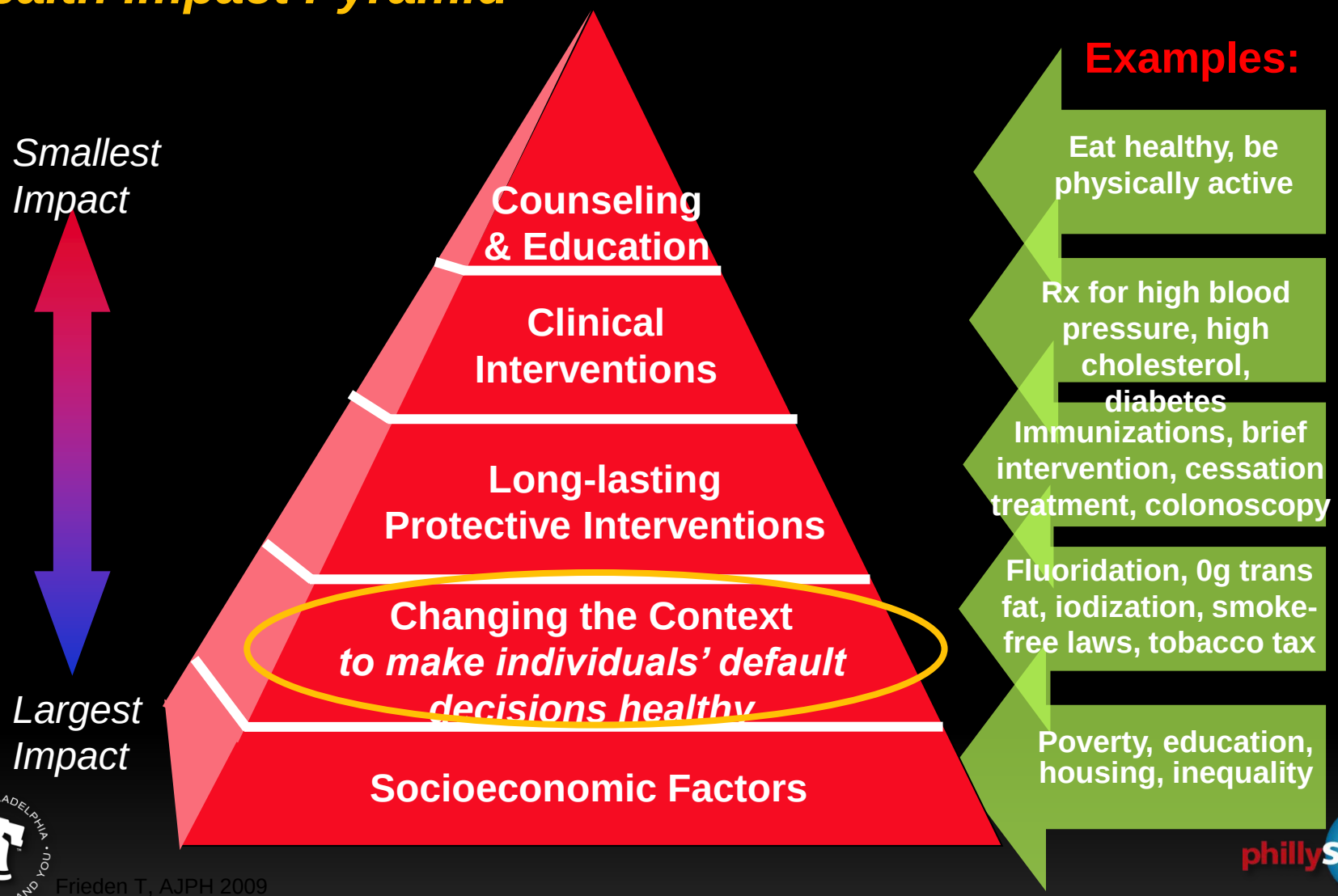
What Are We Trying to Accomplish and Why?

Health Impact Pyramid



Frieden T, AJPH 2009

What Are We Trying to Accomplish and Why?

Actions We Are Taking:

1. **Decrease exposure to secondhand smoke & change norms**
   - Smoke-free recreation centers, playgrounds, and pools
   - Enforcement of Clean Indoor Air Law
   - Smoke-free university and employer campuses
   - Youth and resident engagement and assessment
2. **Reduce initiation of smoking**
   - Youth sales prevention through education, enforcement, and legislation
   - Changes to retail sales, promotion, and advertising
3. **Help smokers quit**
   - Media campaigns
   - Insurance coverage for quit-smoking medications
   - Promotion of Quitline (1-800-QUIT-NOW)

What Are We Trying to Accomplish and Why?

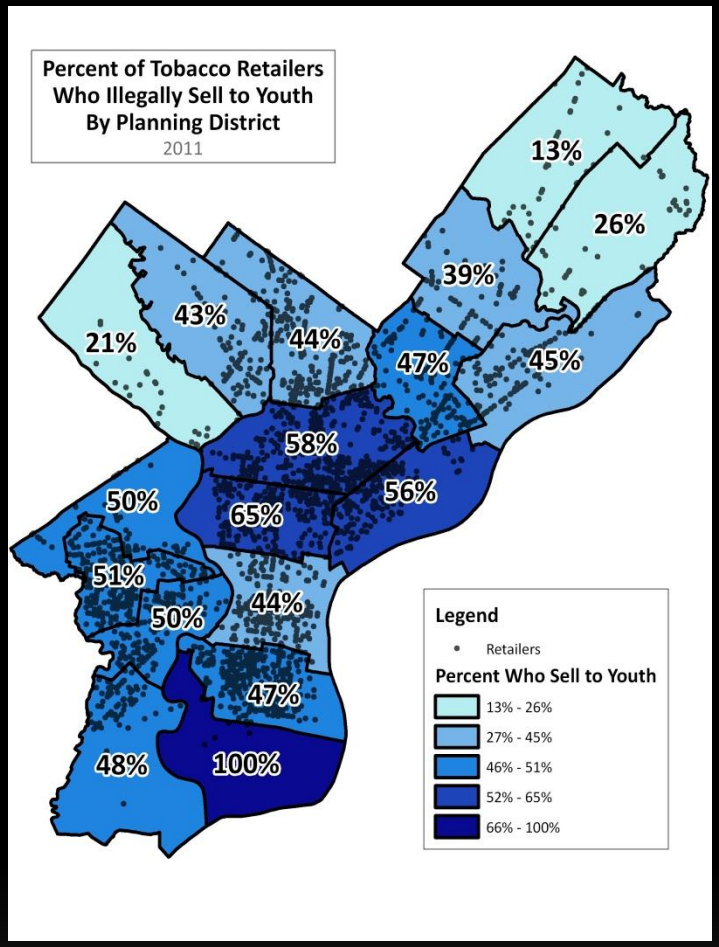
Clean Outdoor Air:

- Mayoral executive order made 183 recreation centers, playgrounds, and pools smoke-free
  - Over 3 million annual visits
  - 850 new smoke-free acres
- Assisted Albert Einstein Hospital to go smoke-free
  - 14,000 staff
  - Tens of thousands of annual patient visits

What Are We Trying to Accomplish and Why?

Rate of illegal sales decreased by 16% and recidivism decreased by 14%:

- Penalties raised for merchants that sell tobacco to minors
- Over 2,000 tobacco merchants educated about youth sales prevention
- New tobacco retailer permitting requirement
- The public can report retailers by calling 1-888-99-SMOKE or online



What Are We Trying to Accomplish and Why?

Media Campaign:

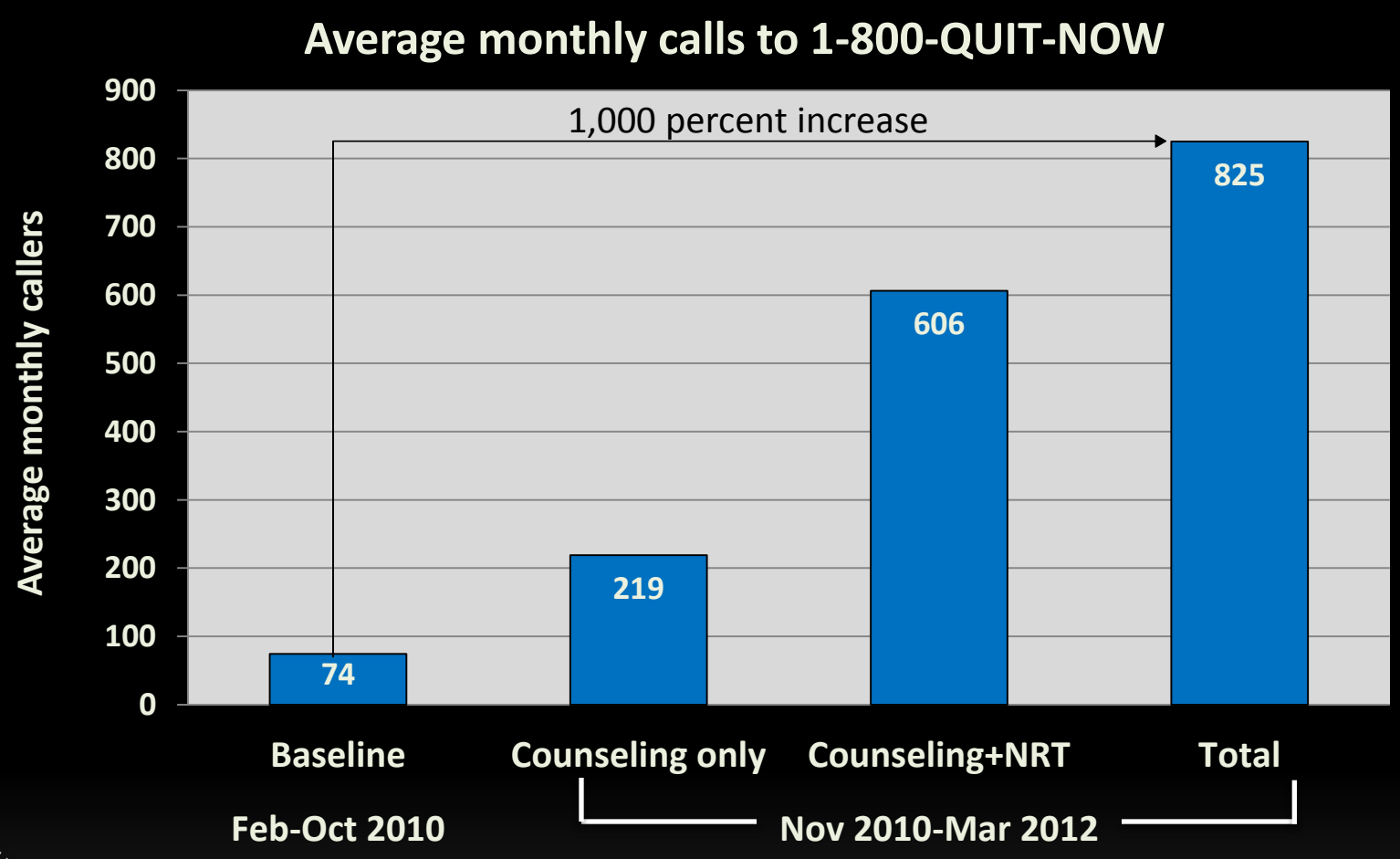
- *Quit with help. Quit for good.*
  - Motivating smokers to quit with assistance, like counseling or medications
  - 24 million impressions over 15 months

What Are We Trying to Accomplish and Why?

Media campaign:

- **60-70% of all Philadelphia smokers saw/heard the ads each month**
  - Average of 4 exposures per month
- **Those exposed 4 times per month or more were:**
  - 5% more likely to make a quit attempts
  - 7% more likely to talk to their MD
  - 8% more likely to use medications
  - 11% more likely to call the Quitline
- **In all, approximately 10,000 additional quit attempts among Philadelphia smokers**

What Are We Trying to Accomplish and Why?



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What Are We Trying to Accomplish and Why?

Insurance coverage

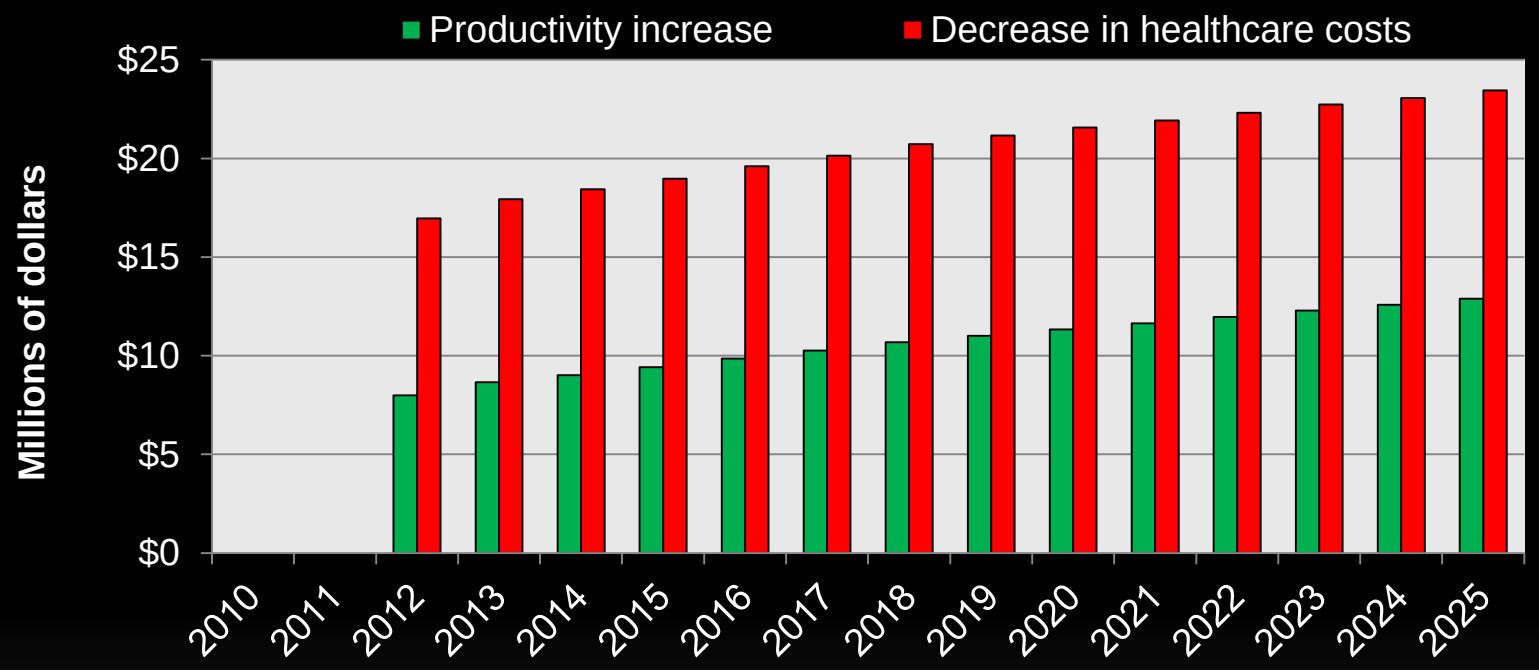
- **4 of the 5 Medicaid plans in Philadelphia agreed to provide coverage for 5 (or more) of the 7 FDA-approved smoking cessation medications**
  - **Expands access for approximately 70,000 low-income smokers**
  - **10-20% increase in utilization from 2010 to 2011**
- **City of Philadelphia expanded coverage for 7,000 employees and dependents**

2 weeks of cigarettes vs. 2 weeks of NRT	
Average Philadelphia price: $6.00/pack If a smoker smokes a half pack a day, 2 weeks' use costs: **$42.00**	Average cost for 2 weeks' use **without** insurance coverage: **a.** **$47.60** – Nicotine nasal spray **b.** **$54.74** – Nicotine patch **c.** **$69.72** – Nicotine lozenges **d.** **$81.34** – Nicotine gum **e.** **$84.98** – Nicotine inhaler

What Are We Trying to Accomplish and Why?

Cigarette Price Increase:

- **A $2 per pack increase in price would lead to $35 million annually in productivity and health care savings in Philadelphia**



Analysis provided by Mark Stehr, Ph.D., Associate Professor of Economics, Drexel University Lebow College of Business.

How Can We Improve and What Are the Next Steps?

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How Can We Improve and What Are the Next Steps?

- **Decrease exposure to secondhand smoke and change norms**
  - Implement smoke-free homes media campaign
  - Make all farmers' markets smoke-free
  - Advocate for 1 major university to become smoke-free
  - Explore smoke-free behavioral health facilities
- **Reduce initiation of smoking**
  - Continue youth sales inspection and enforcement
  - Obtain funding for youth prevention media campaign
- **Help smokers quit**
  - Promote Medicaid cessation benefits
  - Promote Quitline (1-800-QUIT-NOW)
  - Encourage more employers to cover smoking cessation medications

How Can the Public Find Out More?

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Resources

- www.smokefreephilly.org
  - Get tips to quit smoking (or to help a loved one)
  - Report illegal tobacco sales to youth or smoking in restaurants, bars and workplaces
  - Learn how to become a smoke-free campus
- **1-800-QUIT-NOW**
- www.facebook.com/smokefreephilly
- www.youtube.com/user/smokefreephilly

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