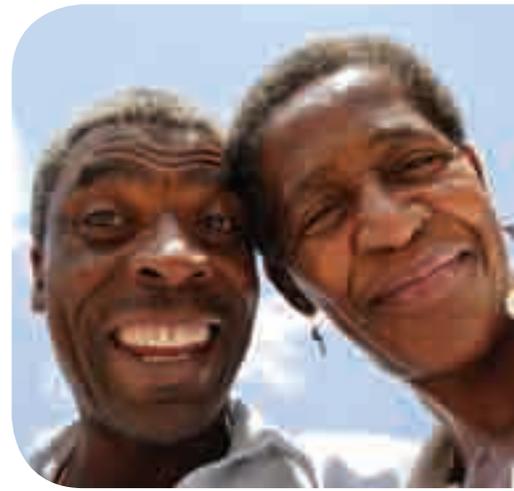


# Tobacco Policy and Control Program: Making the Healthy Choice the Easy Choice

Philadelphia Department of Public Health



**GET  
HEALTHY  
PHILLY**  
Healthy, Active & Smoke-Free

Annual Report  
2011 - 2012



**PD  
PH**  
PHILADELPHIA  
Department of Public Health

# Get Healthy Philly Leadership Team

**Mayor Michael Nutter**

**Marian Tasco**, Councilwoman, City of Philadelphia

**Dr. Dennis Creedon**, School District of Philadelphia

**Dr. Larry Kaiser**, Temple University

**David Cohen**, Comcast

**Daniel Hilferty**, Independence Blue Cross

**Ronnie Bloom**, William Penn Foundation

**Jeffrey Cooper**, University of Pennsylvania

**Ken Trujillo**, Trujillo Rodriguez and Richards, LLC

**Dr. Marla Gold**, Drexel University

**Leslie Best**, Pennsylvania Department of Health

**Dr. Donald Schwarz**, Health Commissioner,  
Deputy Mayor, Health and Opportunity



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## Get Healthy Philly Partners

American Academy of Pediatrics

American Cancer Society of Pennsylvania

American Lung Association of the Mid-Atlantic

Annenberg School for Communications,  
University of Pennsylvania

Clean Air Council

College of Physicians of Philadelphia

Comprehensive Smoking Treatment Program,  
University of Pennsylvania

Concilio

Department of Parks and Recreation, City of Philadelphia

Deputy Mayor's Office of Health and Opportunity,  
City of Philadelphia

Drexel University LeBow College of Business

Drexel University School of Public Health

Health Promotion Council of Southeastern PA

Law Department, City of Philadelphia

Mayor's Office of Sustainability, City of Philadelphia

Mixed Methods Research Laboratory,  
University of Pennsylvania

National Jewish Health

Philadelphia County Medical Society

PennDesign, University of Pennsylvania

Pennsylvania Department of Health

Public Health Management Corporation

School District of Philadelphia

SEAMAAC

St. Christopher's Hospital for Children

Temple University Department of Public Health

Thomas Jefferson University School of Population Health

WHYY

Youth Commission, City of Philadelphia

# DEAR PUBLIC HEALTH PARTNERS,

In March 2010, the Philadelphia Department of Public Health launched **Get Healthy Philly**, a groundbreaking public health initiative bringing together government, community-based organizations, academia, and the private sector.

**Get Healthy Philly** envisions a Philadelphia where all residents can live, work, learn, shop, worship and play in environments that promote healthy eating, active living, and a smoke-free existence, enabling them to have long, productive lives free from disease, disability, and premature death. This is an especially important vision for a county that ranks at the bottom in Pennsylvania in the Robert Wood Johnson Foundation's *County Health Rankings* and for a city that is the poorest of the ten large cities in the U.S.

Over the last two years, we have made significant strides in realizing this vision:

- Mayor Michael Nutter's executive order made 183 recreation centers, playgrounds, and outdoor pools smoke-free, affecting over 3.7 million visits, mostly made by children and adolescents
- The number of bars with waivers from the Clean Indoor Air Worker Protection Law decreased from 80 to 65
- New legislation requires that 4,000-plus retailers in the city obtain a permit to sell tobacco products
- The rate of illegal tobacco sales to minors has been reduced by 16% via 12,000 compliance checks and 2,000 one-on-one merchant education sessions
- A multi-media campaign with 24 million impressions has encouraged smokers to quit with help
- Philadelphians' use of the PA Quitline has been increased 10-fold by promoting its availability and providing one month of free nicotine patches to more than 9,000 Philadelphia smokers
- Through community-based classes 2,100 Philadelphians have received nicotine replacement therapy and 4-6 weeks of free quit-smoking counseling
- Access to quit-smoking medications has been expanded for 70,000 low-income smokers covered by Medicaid
- Economic modeling has been used to determine that a \$2 per pack price increase would halve the adult smoking rate and yield annual healthcare and productivity savings of \$100 million by 2050
- Five civic dialogue sessions have been held to hear community members' ideas on how to protect Philadelphians from the harms of tobacco

These achievements could not have been accomplished without our wonderful partners from city, state, and federal government; community-based organizations; academic institutions; and the non-profit and corporate sectors.

Much of Get Healthy Philly was made possible through **Communities Putting Prevention to Work**, an initiative of the U.S. Centers for Disease Control and Prevention (CDC), which was funded via the American Recovery and Reinvestment Act (ARRA). Through ARRA—also known as the **Stimulus—President Obama** made an historic investment in public health, enabling 50 communities to implement transformative programs and policies to reduce the burden of tobacco use, obesity, and related conditions. The Prevention and Public Health Fund of the Affordable Care Act will support many of these efforts moving forward, serving as a down-payment on health care reform.

Our success in Philadelphia stems from the visionary leadership from **Mayor Nutter**, who has been a champion for reducing the public health impacts of tobacco use over his many years of public service. He believes fundamentally in the importance of healthy, livable, and equitable environments for all Philadelphians. With the Mayor's guidance and that of our tremendous Leadership Team, Get Healthy Philly is poised for even greater achievements in the years to come. For more information about Get Healthy Philly, visit [www.smokefreephilly.org](http://www.smokefreephilly.org) or [www.phila.gov/gethealthyphilly](http://www.phila.gov/gethealthyphilly).

Thank you for all you do to improve the public's health in Philadelphia. We look forward to continued partnerships in pursuing a healthy, active, and smoke-free city.



Donald Schwarz, MD, MPH  
Health Commissioner and Deputy Mayor, Health and Opportunity  
City of Philadelphia

# EXECUTIVE SUMMARY

**Get Healthy Philly** is a groundbreaking public health initiative focused on tobacco control, healthy eating, and active living. Through partnerships with government agencies, community-based organizations, and academic institutions, Get Healthy Philly is working to decrease secondhand and thirdhand smoke exposure, restrict minors' access to tobacco products, help smokers quit, and change tobacco prices and norms.

## Clean Indoor and Outdoor Air

We worked to enforce existing indoor smoke-free policies and extend them to outdoor spaces.

- On May 23, 2011, Mayor Nutter signed an executive order making all City-owned recreation centers, playgrounds, and outdoor pools smoke-free
- The number of bars with waivers from Philadelphia's smoke-free law decreased from 80 to 65, and we assessed waiver compliance of the remaining 65 locations.
- The Board of Health voted to give the Philadelphia Department of Public Health (PDPH) authority to enforce the state smoke-free law in local casinos
- One large employer adopted a 100% smoke-free policy, affecting nearly 14,000 employees and visitors per month

## Limiting Access to Tobacco Products

Through policy, education, and enforcement, we strived to decrease youth access to tobacco products.

- In 2010, by a 15 to 0 vote, City Council raised penalties from \$100 to \$250 for retailers who sell tobacco products illegally to minors
- The overall youth sales rate decreased by 16% and the recidivism rate decreased by 14%
- We completed over 12,000 compliance checks, and issued over 7,500 citations, generating \$1.5 million in penalties
- We held nearly 2,000 in-person, culturally-tailored merchant education sessions
- City Council passed a law requiring all tobacco retailers to obtain a \$50 annual permit, starting January 2012. Over 2,200 applications have been processed

## Helping Smokers Quit

We engaged insurers, employers, physicians, and the media to make it easier for smokers to quit.

- We worked with the five Medicaid managed care organizations to expand coverage for quit-smoking medications for 70,000 low-income smokers and expanded coverage for City of Philadelphia employees
- In partnership with the PA Free Quitline, we successfully implemented the second annual giveaway of 5,000

nicotine patch kits. Data from the first year's giveaway showed that one in three participants had stayed quit up to six months after the giveaway period!

- We reached nearly 75% of smokers through 24 million impressions on television, radio, transit, and corner store ads to encourage smokers to "Quit with help. Quit for good."
- Our public health detailing program reached out to nearly 400 physicians' offices to improve how clinicians counsel and treat their patients to quit smoking

## Tobacco Pricing and Norms

We engaged youth, the community, and academic partners to assess and change tobacco pricing and norms.

- Through economic modeling, we discovered that a \$2 per pack price increase would cut the adult smoking rate in half by 2050 and save over \$100 million in annual healthcare and productivity costs
- We held five civic dialogues on tobacco use in Philadelphia, finding that participants emphasized the need to protect children, reduce inducements to smoke, and help people make healthy choices
- We organized a citywide contest to spur community-generated videos depicting the impact of smoking on Philadelphia residents and communities
- We completed a PhotoVoice online photo-documentary exhibit on how tobacco use and promotion affect Philadelphians' everyday lives
- We conducted an assessment that showed, in early analysis, that over 90% of chain convenience stores, gas stations, and chain pharmacies display indoor and/or outdoor tobacco advertising

In just two short years, **Get Healthy Philly** has made great progress in making it easier for Philadelphians to engage in healthy behaviors. These changes have occurred in neighborhoods, schools, workplaces, and the media. We have been featured in both local and national news and have competed successfully for additional sources of funding. This report highlights our impacts and achievements and describes our next steps in making Philadelphia healthier, more active, and smoke-free.



## GET HEALTHY PHILLY BY THE NUMBERS...

**3** highest dollar amount any Philadelphia Medicaid user will now pay for most quit-smoking medications

**15** fewer bars with waivers from the Clean Indoor Air Worker Protection Law

**183** recreation centers, playgrounds, and pools that are 100% smoke-free because of the Mayoral executive order

**250** dollar penalty for retailers who sell tobacco products illegally to minors (\$100 previously)

**1,950** tobacco retailers receiving in-person, culturally appropriate education about how to prevent sales to minors

**2,093** Philadelphia smokers receiving 4-6 weeks of free quit-smoking counseling and nicotine replacement

**4,515** letters sent to retailers announcing the new City-Council-approved local permit to sell tobacco

**7,000** City of Philadelphia employees and their dependents who gained access to low-cost quit-smoking medications through their insurance

**12,500** averted future tobacco-related deaths in Philadelphia due to smoke-free laws, higher federal taxes, and other policies

**25,000** fewer smokers in Philadelphia due to smoke-free laws, higher federal taxes, and other policies

**100,000** student-body population represented at City's first-ever Smoke-Free Campus Symposium and Tobacco-Free Campus Workshop

**222,000** Philadelphia smokers who have seen or heard our multi-media quit-smoking campaign

**3.7 Million** annual visits to City-owned recreation facilities that are now smoke-free

**105 Million** dollars in projected annual healthcare and productivity savings with a \$2 per pack increase in the price of cigarettes

# TABLE OF CONTENTS

Get Healthy Philly Leadership Team	2
Get Healthy Philly Partners	2
Letter from Health Commissioner	3
Executive Summary	4
Get Healthy Philly by the Numbers	5
Table of Contents	6
Introduction & Context	7
Category 1: Clean Indoor and Outdoor Air	10
Category 2: Limiting Access to Tobacco Products	14
Category 3: Helping Smokers Quit	18
Category 4: Tobacco Pricing and Norms	24
Media Coverage	28
Looking Ahead	30
References	31

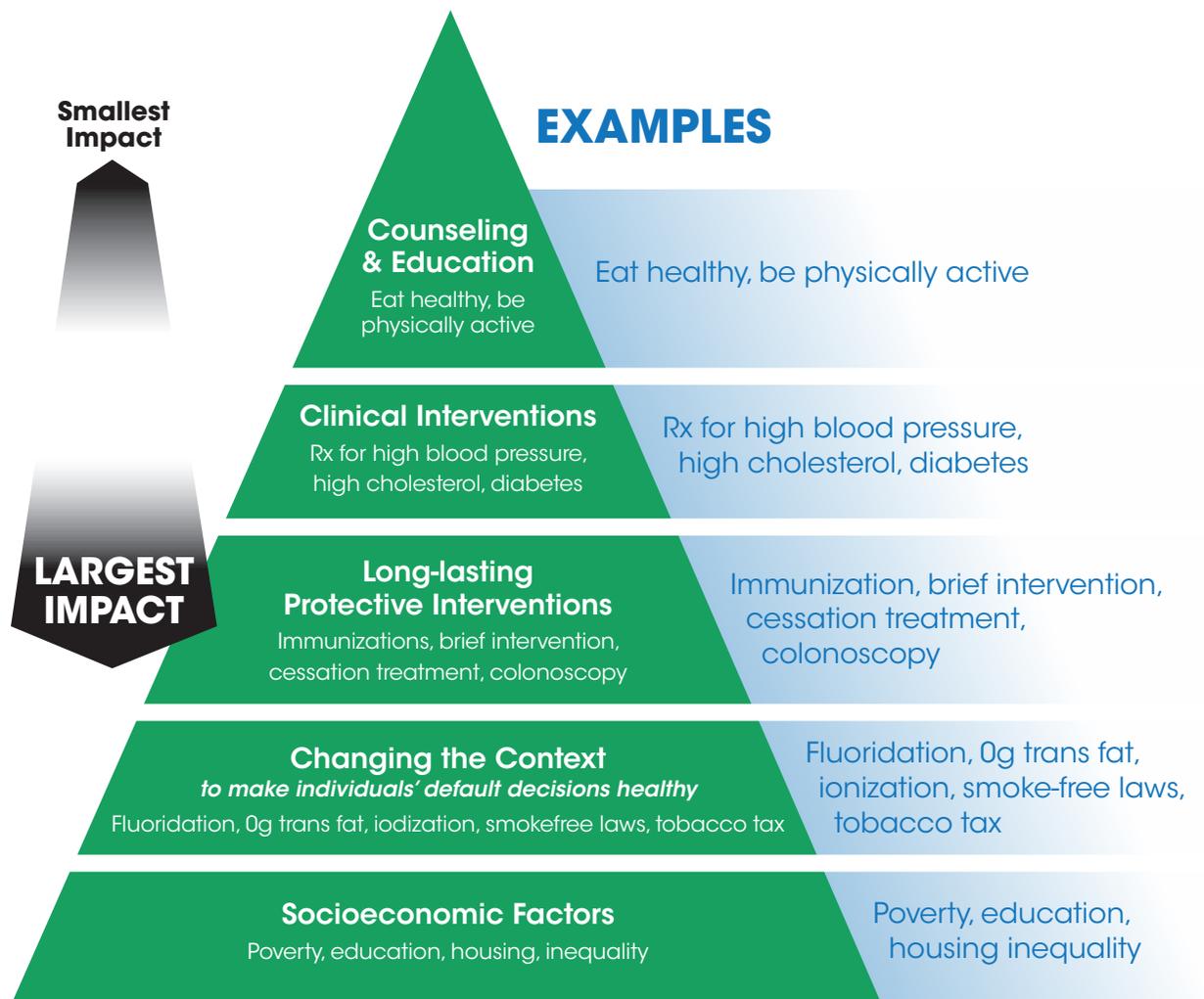


# INTRODUCTION & CONTEXT

While smoking rates in the U.S. declined steadily in the second half of the 20th century, they plateaued in the last decade. Approximately 20% of adults in this country smoke, leading to nearly \$100 billion in productivity losses and 443,000 deaths annually.<sup>1</sup> Smoking and exposure to secondhand and thirdhand smoke continue to cause disease, disability, and death despite the significant public health response. First, nicotine is highly addictive, and smoking behaviors are difficult to stop even with counseling and treatment. Second, tobacco manufacturers continue to heavily advertise their products through traditional and digital media, via promotions, and in neighborhood settings. Third, while the price of cigarettes has increased over time through federal and state taxation, the average price per pack in the U.S. remains at \$5.95, and the average price per pack in Pennsylvania is \$5.46.<sup>2</sup> Finally, smokers who want to quit face barriers related to cost and availability, including lack of insurance coverage, in accessing quit-smoking resources.<sup>3</sup>

Philadelphia faces unique additional challenges. Cigarettes are readily available in our communities, as Philadelphia has more tobacco retailers per capita than any other large city except for Washington, D.C.<sup>4</sup> Nearly 40% of all tobacco retailers are within one block of a school.<sup>5</sup> These retailers not only sell cigarettes but also display prominent ads both inside and outside of stores. Over one-third of youth smokers purchase their own cigarettes.<sup>6</sup> And most smokers who try to quit do so on their own without the help of medications or counseling.<sup>7</sup>

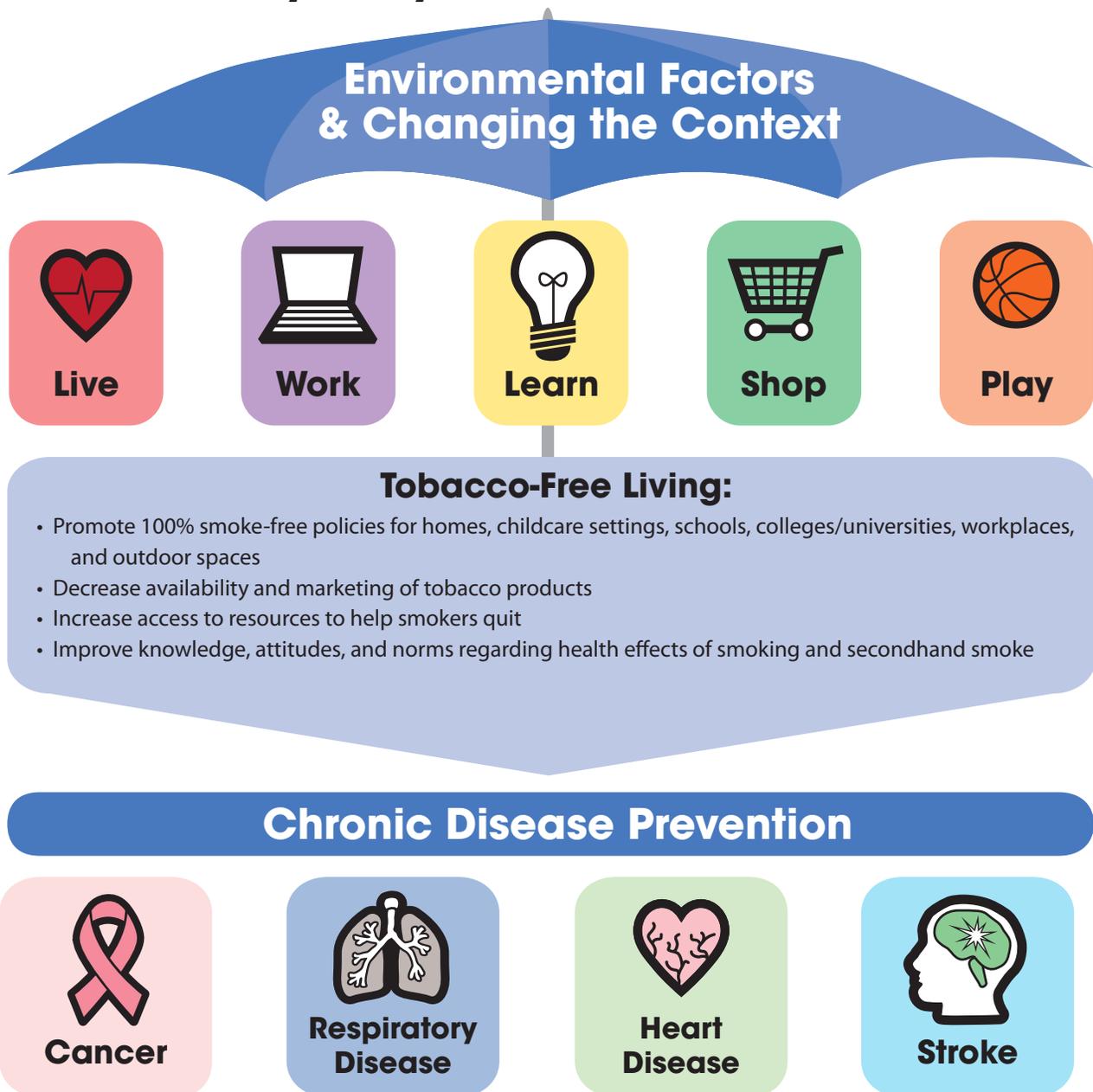
## HEALTH IMPACT PYRAMID



Philadelphians have suffered the effects of these unhealthy environments. In 2010, 25.2% of adults were smokers,<sup>8</sup> representing the highest smoking prevalence among the 10 largest cities in the U.S. Among Philadelphia high school students, 9.6% smoked at least once in the past 30 days with rates around 20% among white students.<sup>9</sup> Fifteen percent of children live in a home in which an adult smokes indoors.<sup>10</sup> In 2009, smoking led to over \$700 million in productivity losses in the city and 2,381 deaths.<sup>11</sup> Since 2000, approximately 30,000 Philadelphians have died of diseases caused by tobacco use and secondhand smoke.<sup>12</sup>

Public health agencies must help create health-promoting environments so that healthy behaviors become the default—the easier, more convenient option. This approach is reflected in the Health Impact Pyramid.<sup>13</sup> Historically, the biggest achievements in public health have employed this approach; examples include smoke-free laws and fluoridation of water. Using the Health Impact Pyramid as a framework, Get Healthy Philly is partnering with government agencies, community-based organizations, and academic institutions to change policies, systems, and environments in ways that decrease exposure to secondhand smoke, limit access to tobacco products, help smokers quit, and change tobacco prices and norms.

## Get Healthy Philly: Chronic Disease Framework



# GET HEALTHY PHILLY TOBACCO STRATEGIES

## Category 1 *Clean Indoor and Outdoor Air*

- **Strategy 1:** Decrease the number of bars with waivers from the Clean Indoor Air Worker Protection Law through administrative review and enforce clean indoor air policies in casinos.
- **Strategy 2:** Implement a smoke-free policy in City-owned recreation centers and playgrounds, and educate youth, adult patrons, and staff through signage, wallet cards, and educational sessions.
- **Strategy 3:** Promote smoke-free campus policies for colleges, universities, and workplaces through technical assistance and policy education.
- **Strategy 4:** Promote 100% smoke-free policies for childcare settings through technical assistance and policy education.

## Category 2 *Limiting Access to Tobacco Products*

- **Strategy 1:** Increase penalties and enhance enforcement for retailers who sell tobacco products to minors.
- **Strategy 2:** Educate retailers on how to prevent tobacco sales to minors through face-to-face, culturally appropriate education sessions.
- **Strategy 3:** Monitor tobacco retailers through new legislative permitting requirements.
- **Strategy 4:** Develop and implement a local database to track tobacco retailer permitting, youth sales, and citations.

## Category 3 *Helping Smokers Quit*

- **Strategy 1:** Promote Medicaid coverage for quit-smoking medications for 70,000 low-income smokers.
- **Strategy 2:** Expand coverage for quit-smoking medications through employer-sponsored insurance.
- **Strategy 3:** Provide one month of free nicotine patches and counseling to 5,000 Philadelphia smokers annually through the PA Free Quitline.
- **Strategy 4:** Promote aided quit attempts through a multi-media social marketing campaign.
- **Strategy 5:** Support community-based quit-smoking programs for vulnerable populations.
- **Strategy 6:** Implement a public health detailing program to improve the ability of primary care providers to help their patients quit smoking.
- **Strategy 7:** Explore, via the Board of Health, a regulation requiring tobacco retailers to post point-of-purchase warnings about the harms of tobacco use.

## Category 4 *Tobacco Pricing and Norms*

- **Strategy 1:** Assess the impact of increased cigarette prices on smoking, healthcare costs, and productivity.
- **Strategy 2:** Encourage youth to become leaders in tobacco control policy change through youth engagement and photo-documentation.
- **Strategy 3:** Engage City residents in civic dialogues to assess support for diverse tobacco control policies.

“We will make tobacco cessation resources more accessible to Philadelphia smokers, further restricting youth access to cigarettes, and changing the norms about smoking throughout the city.”

Donald Schwarz, MD, MPH  
Health Commissioner



# CATEGORY 1: CLEAN INDOOR AND OUTDOOR AIR

The U.S. Surgeon General has concluded that there is no risk-free level of exposure to secondhand smoke.<sup>14</sup> The U.S. Environmental Protection Agency has found secondhand smoke to be a risk to public health and has classified secondhand smoke as a group “A” carcinogen, the most dangerous class of carcinogens.<sup>15</sup> Outdoor tobacco smoke levels may be as high as secondhand smoke indoors, especially in close proximity to smokers.<sup>16</sup> There is little doubt that secondhand smoke is a dangerous health hazard for our residents. With these health effects in mind, Philadelphia City Council – through the leadership of then Councilman Michael Nutter – passed the Clean Indoor Air Worker Protection Law in 2006, making bars, restaurants, and workplaces smoke-free. In 2011, Mayor Nutter extended 100% smoke-free policies to all City-owned recreation centers, playgrounds, and outdoor pools. Through Get Healthy Philly, the Philadelphia Department of Public Health continues to enforce these policies to maximally protect adults and children from the dangers of secondhand smoke.

**“The most effective rationale  
for a tobacco-free campus  
policy is: RESPECT for others  
and the environment.”**

Ty Patterson  
Director,  
National Center for Tobacco Policy



Outdoor tobacco smoke levels may be as high as secondhand smoke indoors, especially in close proximity to smokers.<sup>16</sup>



**Strategy 1:** *Decrease the number of bars with waivers from the Clean Indoor Air Worker Protection Law through administrative review and enforce clean indoor air policies in casinos*

In 2012, Philadelphia celebrated the five-year anniversary of the Clean Indoor Air Worker Protection Law (CIAWPL), which made bars, restaurants, and workplaces smoke-free. (See a video on our SmokeFree Philly YouTube page here.) However, the law allowed bars to apply for waivers based on food sales comprising 20% or less of overall sales. Through this process, 80 bars received a waiver.<sup>17</sup> Plus, the gaming areas of casinos – of which there is one in Philadelphia – were also exempted from the local law and, instead, are to comply with the state law, which allows smoking on up to 50% of the gaming floor.

**Impact & Achievements**

- Confirmed via administrative review that 12 of the 80 bars initially given a waiver from the smoke-free law have been closed, while three bars voluntarily stopped allowing smoking
- Reviewed remaining bars and audited financial information to determine whether establishments still meet initial waiver requirements regarding percentage of total sales attributable to food; all audits will be completed in 2012
- Monitored casino compliance with state clean indoor air laws
- Initiated an analysis on the CIAWPL's effect on hospital admissions

**Strategy 2:** *Implement smoke-free policy in City-owned recreation centers and playgrounds, and educate youth, adult patrons, and staff through signage, wallet cards, and educational sessions*

Tens of thousands of children and adults make nearly 3.7 million visits to City-owned recreation facilities each year. Prior to Get Healthy Philly, these recreation spaces allowed smoking in outdoor areas, exposing visitors – the majority of whom are children – to harmful secondhand smoke. In May 2011, Mayor Nutter signed an executive order to make City-owned recreation centers, playgrounds, and outdoor pools 100% smoke-free. Through Get Healthy Philly, the Philadelphia Departments of Parks & Recreation and Public Health implemented and continue to enforce this policy through education.

**Impact & Achievements**

- Developed and installed permanent metal no-smoking signs at all 183 sites
- Drafted and sent informational letters to all 412 sports leagues with permits to use City recreation facilities
- Attended seven Parks & Recreation district meetings to educate facility managers about the new law
- Distributed 2,500 wallet cards, 120 posters, and approximately 1,400 flyers to Parks & Recreation facility managers
- Established dedicated hotline to report smoking complaints: 215-685-5681
- Provided support to make the Philadelphia Dragon Boat Race 100% smoke-free, protecting over 3,000 spectators and participants for this event held on City parkland

**Strategy 3: *Promote 100% smoke-free campus policies for colleges, universities, and workplaces through technical assistance and policy education***

While universities and workplaces are smoke-free indoors based on the Philadelphia Clean Indoor Air Worker Protection Law, outdoor campus spaces continue to allow smoking. Based on the pioneering work of universities like Widener University and City University of New York, Get Healthy Philly is helping universities and employers to develop and implement 100% smoke-free policies. On the heels of April 2011's first-ever Smoke-Free Campus Symposium, the Philadelphia Department of Public Health continues to work with campuses on 100% smoke-free policies, which, if implemented citywide, would impact 150,000 students and staff.

***Impact & Achievements***

- Provided technical assistance to Einstein Medical Center and Moss Rehab at Elkins Park, which went 100% smoke-free, affecting around 14,000 employees and visitors per month
- Organized a workshop on smoke-free campuses conducted by national expert, Ty Patterson, former leader of the Center for Excellence for Tobacco Free Campus Policy
- In partnership with Clean Air Council, began working with administration, faculty, and/or students to explore smoke-free policies at eight local colleges and universities, including Chestnut Hill College, Drexel, La Salle, Philadelphia College of Osteopathic Medicine, Penn, St. Joe's, Temple, and University of the Arts

**Strategy 4: *Promote 100% smoke-free policies for childcare settings through technical assistance and policy education***

Secondhand smoke exposure remains high for children in homes and in certain childcare settings in Philadelphia. To decrease children's exposure, Get Healthy Philly has developed the Clean Indoor Air for Children Program – an assessment, education, and commitment initiative to teach childcare providers about the harms of second and thirdhand smoke (the smoke residue that persists on clothing, hair, and furniture), to inform them of the smoke-free laws and policies that apply to childcare settings, and to encourage them to make policy and operational changes.

***Impact & Achievements***

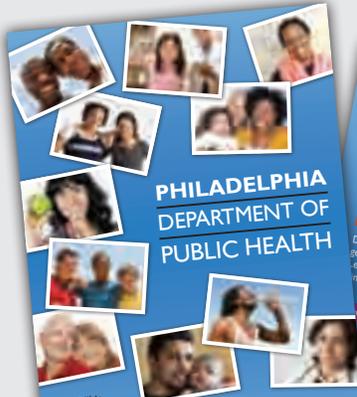
- Through seminars, workshops, and in-service days, reached 765 family day care/home-based childcare providers, commercial childcare providers, center-based childcare providers, and foster care providers
- Established partnership with the Early Childhood Education Linkage System (ECELS, the statewide training provider for PA Keys who certifies providers' coursework so they can earn professional development credits) to promote its secondhand smoke course to Philadelphia childcare providers
- Held a Department-wide smoke-free homes training for all Philadelphia Department of Public Health staff who provide home-based services to clients
- In collaboration with the American Academy of Pediatrics and St. Christopher's Hospital, co-hosted a policy roundtable featuring national expert Dr. Jonathan Winickoff to educate nearly 50 pediatricians on how to promote smoke-free homes during the course of clinical care



**“If you smoke in the house, you might as well blow the smoke in the child’s face in terms of how it’s going to affect their asthma.”**

Tyra Bryant-Stephens, MD  
Children’s Hospital of Philadelphia

# Get Healthy Philly Promotional Material - 2012



**PHILADELPHIA DEPARTMENT OF PUBLIC HEALTH**

Helping you stay healthy at: [www.phila.gov/health](http://www.phila.gov/health)



The Philadelphia Department of Public Health works hard every day to protect your health. Visit our website to find out how our services can help you stay healthy.

[www.phila.gov/health](http://www.phila.gov/health)

**Check out our other websites!**

- [www.smokefreephilly.org](http://www.smokefreephilly.org)
- [www.fooditphilly.org](http://www.fooditphilly.org)
- [www.controlphilly.org](http://www.controlphilly.org)

Do you want to quit smoking? People who quit help are twice as likely to quit for good. Learn how tobacco affects your health, and free help and start to breathe freely.

Find out where you can buy healthy, low-cost drinks. Learn how staying active can protect your health.

Protect yourself with Philly's Condom. Find out where to get condoms at over 100 walk-in sites, and how to get condoms sent to you by mail.



facebook

SmokeFree Philly is on Facebook.

To connect with SmokeFree Philly, sign up for Facebook news.

**"I was making my daughter a asthma sufferer. It was time to get help to quit smoking."**

**SmokeFree Philly**

1,951 likes



**QUIT WITH HELP QUIT FOR GOOD**

1-800-QUIT-NOW

**Find a Quit Coach**

Talking with a trained quit coach can make you more as likely to quit for good.

**QUIT SUPPORT** **QUIT TOOLS** **QUIT NEWS**

QUIT SUPPORT:
 

- Free Quit Coach
- Quitline Community
- Quitline App
- Quitline Text

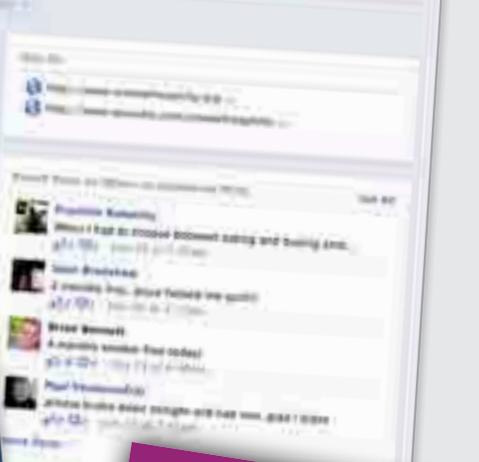
QUIT TOOLS:
 

- Quitline App
- Quitline Text
- Quitline Text
- Quitline Text

QUIT NEWS:
 

- Philadelphia Guide
- Quitline Text
- Quitline Text

HEALTHY & PHILLY



Facebook posts from SmokeFree Philly:

- Phyllis Williams: When I quit my 20-year smoking habit and being told...
- John Brockman: I recently quit and I feel like I've gained...
- Steve Bennett: A really simple but really...
- Paul Weissman: I've been smoke free for over 100 days...

**Your QUIT Date.**

Quitting tobacco is one of the most important dates you'll ever decide on.

**Quit with help, quit for good.**

**JUNE 28**

Talk to a doctor. Consider the patch or medication.

1-800-QUIT-NOW | [www.smokefreephilly.org](http://www.smokefreephilly.org)



Made possible with funding from the Centers for Disease Control and Prevention and Get Healthy Philly, an initiative of the Philadelphia Department of Public Health.

**PROTECT YOUR BABY FROM TOBACCO SMOKE**



Help Your Baby Grow Up Smoke-Free



# CATEGORY 2: LIMITING ACCESS TO TOBACCO PRODUCTS

Among large U.S. cities, Philadelphia has one of the highest rates of youth smoking. There are several likely reasons for this high rate. First, cigarettes are relatively cheap to buy in Philadelphia, compared to other large cities. Second, Philadelphia has more places (per person) for youth to purchase tobacco products than any other large metro area in the U.S. except Washington, DC.<sup>18</sup> Third, many of these places are willing to sell cigarettes illegally to youth smokers. These issues have been laid out in detail in a first-ever report on youth smoking in Philadelphia. Through Get Healthy Philly, we are taking a multi-faceted approach to decreasing minors' access to tobacco products.



## **Strategy 1: Increase penalties and enhance enforcement for retailers who sell tobacco products to minors**

The Philadelphia Department of Public Health (PDPH), in partnership with the Health Promotion Council of Southeastern Pennsylvania (HPC), works with youth to conduct compliance checks of every tobacco retailer in the city. For the past few years, one-third of these investigations led to an illegal sale of tobacco to a minor. Through Get Healthy Philly, PDPH has more than doubled penalties for these violations. We have also assumed responsibility for issuing citations and have committed to doing so within 48 hours of the violation.

### *Impact & Achievements*

- The overall youth sales rate decreased by 16% and the recidivism rate decreased by 14%
- Youth conducted over 12,000 compliance checks of tobacco retailers in the city
- Issued over 7,500 tickets to over 2,100 retailers
- Continued posting names of retailers cited for selling illegally to minors **online**
- The public can report retailers **online** or by calling 1-888-99-SMOKE

## **Strategy 2: Educate retailers on how to prevent tobacco sales to minors through face-to-face, culturally appropriate education sessions**

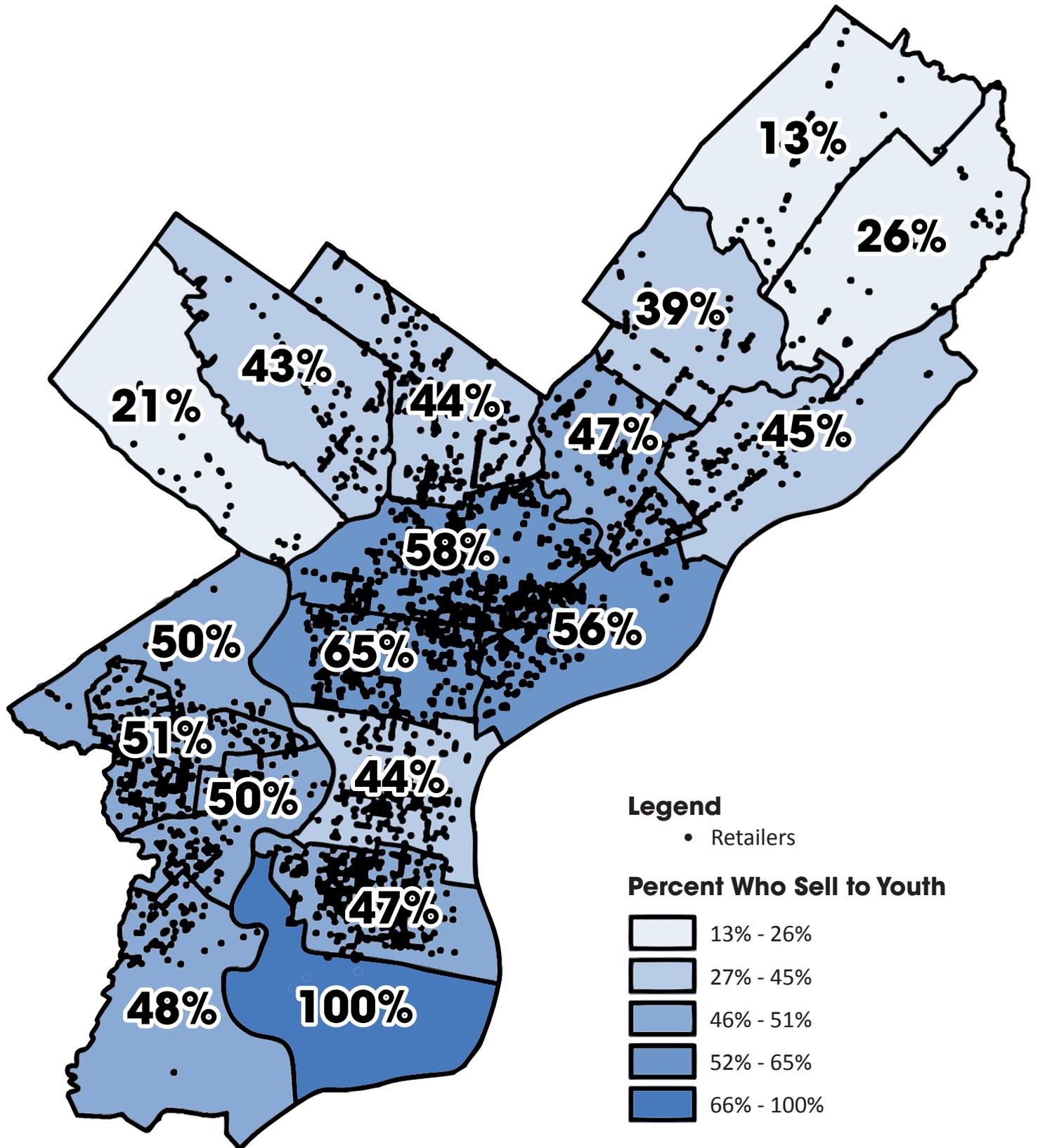
Along with increasing penalties and enforcement, Get Healthy Philly created a new initiative to provide face-to-face, culturally appropriate education to tobacco retailers about how to prevent sales to minors. Prior to Get Healthy Philly, voluntary group education sessions were offered, but attendance was limited. Moreover, the sessions did not directly address how to check for valid identification and how to refuse sales. Now, within 30 days of having failed a compliance check, a tobacco retailer receives an on-site educational session (pictured below) from public health educators from the HPC.

### *Impact & Achievements*

- Conducted 1,950 face-to-face, culturally appropriate education sessions with tobacco retailers in English, Chinese, and Spanish



# PERCENT OF TOBACCO RETAILERS WHO ILLEGALLY SELL TO YOUTH BY PLANNING DISTRICT



### **Strategy 3: Monitor tobacco retailers through new legislative permitting requirements**

To monitor all tobacco retailers more closely, PDPH implemented a comprehensive local permitting requirement. Before the passage of legislation in 2011, retailers in Philadelphia did not have to get a local permit to sell tobacco products. Only cigarette and small cigar retailers were required to get a permit from the PA Department of Revenue. While the data about these retailers are shared with the Philadelphia Department of Public Health (PDPH), the information is often inaccurate and incomplete. In addition, prior to the passage of local legislation, there was no permitting requirement – even at the state level – for retailers that sold only other tobacco products, such as cigars, chewing tobacco, or newer forms of smokeless tobacco that have hit the market in recent years (e.g., snus, dissolvables).

#### **Impact & Achievements**

- Drafted tobacco retailer permitting legislation for passage in City Council; legislation passed unanimously and was signed into law by the Mayor in 2011
- Local permit costs \$50 and covers all forms of tobacco, electronic cigarettes, and any other nicotine delivery product not approved by the U.S. Food and Drug Administration
- Local permit covers establishments previously exempted from any tobacco permitting requirements, including cigar and hookah bars and lounges

- Initiated outreach to the business community, including the Asian American Licensed Beverage Association and Chinese Restaurant Association
- Received over 2,200 permit applications and issued over 1,000 permits within the first 5 months of the program

### **Strategy 4: Develop and implement a local database to track tobacco retailer permitting, youth sales, and citations**

The Philadelphia Tobacco Retailer Database (PTRD) is an integrated data warehouse, linking a full range of data on tobacco retailers related to licensing, compliance checks, merchant education, and enforcement. The PTRD enables PDPH to prevent illegal sales and marketing to youth and assess the availability of tobacco products citywide and by planning district, neighborhood, and zip code.

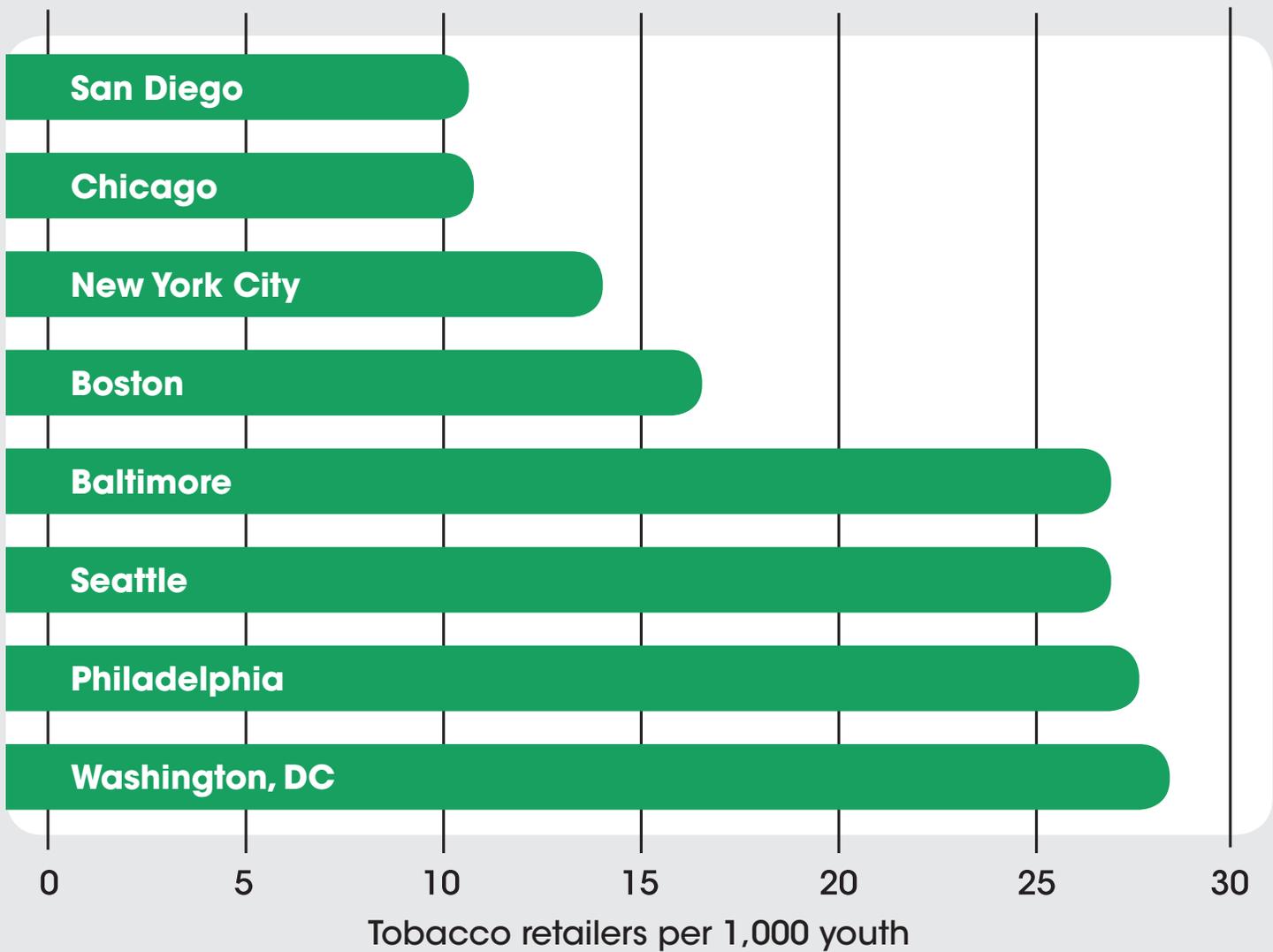
#### **Impact & Achievements**

- Developed and launched new web-based database (PTRD)
- Prepared and uploaded all related data collected since the start of Get Healthy Philly – over 12,000 compliance checks, over 1,900 merchant education sessions, and almost 8,000 citations (July 2010 to present)
- Used PTRD to analyze recent changes in youth sales rates
- Began using PTRD to process permit applications, issue permits, and track retailers who have failed to submit an application

**“The new Philadelphia Tobacco Retailer Database will enable the Department of Public Health to monitor who is selling tobacco products and whether they are complying with local tobacco control laws. This is critical to protecting the public’s health.”**

Giridhar Mallya, MD, MSHP  
Director of Policy and Planning,  
Philadelphia Department of Public Health

# TOBACCO RETAILERS PER 1,000 YOUTH IN LARGE U.S. CITIES<sup>18</sup>



# CATEGORY 3:

## HELPING SMOKERS QUIT

Smokers are twice as likely to quit for good if they quit with help, such as nicotine replacement therapy, other medications, and counseling. Smokers don't use help for many reasons. First, they may not know the benefits of quitting with help. Second, quit-smoking medications can be expensive over-the-counter, and many insurance plans don't cover these products. Third, smokers may not know how to access free or low-cost counseling. Finally, they may have misperceptions about the harms of certain treatments. Approximately 70% of smokers want to quit.<sup>19</sup> In 2010, 61% of Philadelphia smokers made a quit attempt but two-thirds tried to quit on their own.<sup>20</sup> Get Healthy Philly is promoting the benefits of quitting with help and making it easier and cheaper to get help.

A black sign with white text that reads "QUIT WITH HELP. QUIT FOR GOOD." The sign is mounted on a wall in what appears to be a public space, possibly a transit station or a community center. The background is slightly blurred, showing some shelves and other items.

### **Strategy 1:** *Promote Medicaid coverage for quit-smoking medications for 70,000 low-income smokers*

Based on experience from Massachusetts, expanding coverage for quit-smoking medications through the Medicaid programs can promote more, successful quit attempts. Over two years, MassHealth saw a 26% decrease in smoking, a 38% decrease in hospitalizations from heart attacks, and a 17% decrease in emergency room and clinic visits due to asthma.<sup>21</sup> Through Get Healthy Philly, the Philadelphia Department of Public Health engaged the five Medicaid managed care organizations (MCOs) in the city to expand coverage and promote the benefits to their providers and beneficiaries.

#### **Impact & Achievements**

- Four of five MCOs offered coverage for five of seven FDA-approved quit-smoking medications, making medications available for \$0-3 per month
- Policies benefit approximately 70,000 low-income smokers
- MCOs are developing a plan for promoting quit-smoking medications among Medicaid beneficiaries and medical providers
- The numbers of patients utilizing prescription quit aids has increased by 10 to 20% for two of the Medicaid plans

### **Strategy 2:** *Expand coverage for quit-smoking medications through employer-sponsored insurance*

Through a partnership with the College of Physicians of Philadelphia, Get Healthy Philly worked with large employers in Philadelphia to increase coverage for quit-smoking medications. To set an example of how large employers can make tobacco control policy change, the City of Philadelphia expanded coverage for a subset of its employees.

#### **Impact & Achievements**

- Offered coverage for six of the seven FDA-approved quit-smoking medications for approximately 7,000 City employees and their dependents
- Several large employers increased or improved coverage of quit-smoking medication for their employees, affecting nearly 50,000 workers and their dependents

Learn more about low-cost nicotine replacement therapies at [www.smokefreephilly.org/NRT](http://www.smokefreephilly.org/NRT)

Smokers are twice as likely to quit for good if they quit with help, such as nicotine replacement therapy, other medications, and counseling.



## Consider the Costs

**Expanding coverage for nicotine replacement therapies (NRT) through the Medicaid programs can promote more, successful quit attempts.**

**Not Quitting...  
\$84 / month**

(Smoking half a pack a day at \$6 per pack)

**Quitting without Insurance Coverage...  
up to \$160 / month**

(Avg. cost for 1 month's supply of patch (\$110), lozenge (\$140) and gum (\$160))

**Quitting with Medicaid...  
\$1 / month**

(1 month's supply of patch, lozenge or gum)

### **Strategy 3: Provide one month of free nicotine patches and counseling to 5,000 Philadelphia smokers annually through the PA Free Quitline**

Through a partnership with the PA Department of Health and National Jewish Health, Get Healthy Philly implemented its second nicotine patch giveaway dedicated to Philadelphia smokers starting on November 15, 2011. By calling 1-800-QUIT-NOW, adult smokers were eligible for a free one-month supply of patches and multi-session phone-based quit-smoking counseling. Six months after the first giveaway, 33% of participants had remained quit.

#### **Impact & Achievements**

- During the 2011 giveaway, over 5,000 Philadelphia smokers called in to the giveaway to receive a free one-month supply of patches and multi-session phone-based quit-smoking counseling
- 56% of callers had a high school education or less
- 17% of callers were covered by Medicaid
- 32% of callers had one or more of the following conditions: asthma, heart disease, COPD, diabetes, or high blood pressure
- At 6-month follow-up, 33% of participants had remained quit
- Health Commissioner's press conference to promote the second giveaway reached more than 669,000 people, translating into an earned media buy of more than \$50,000
- The 2010 and 2011 giveaways helped to increase Quitline use 10-fold

### **Strategy 4: Promote aided quit attempts through a multi-media social marketing campaign**

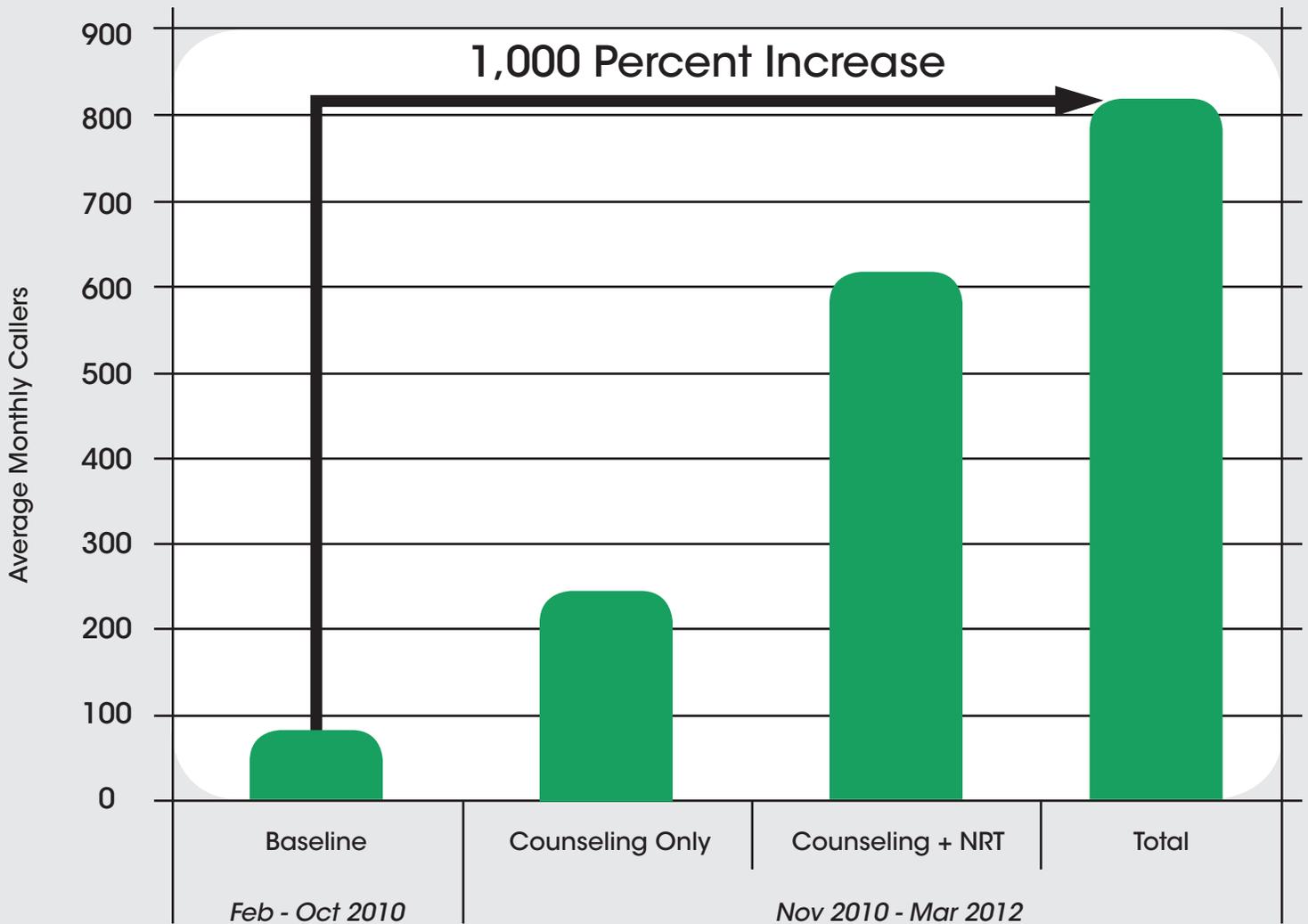
Get Healthy Philly partnered with the Annenberg School of Communications at the University of Pennsylvania and a private media firm, Neiman Group, to continue the **multi-media anti-smoking campaign** launched in January 2011. The campaign encourages quit attempts aided with counseling, nicotine replacement therapy, or other medication; promotes [www.smokefreephilly.org](http://www.smokefreephilly.org) and the PA Free Quitline (1-800-QUIT-NOW); and highlights the health harms of secondhand smoke.

#### **Impact & Achievements**

- Continued the multi-media campaign – on television, radio, and transit; in corner stores and barbershops; and online – achieving 24 million impressions over the course of 15 months
- Final evaluation results demonstrate that smokers with greater exposure to the campaign were more likely to call the Quitline and use medications to help them quit. Overall, the campaign led to over 8,000 additional quit attempts among Philadelphia smokers.
- In February 2011, overhauled [www.smokefreephilly.org](http://www.smokefreephilly.org) with resources such as Find a Quit Coach, Learn About Treatments, Help Your Doctor Help You, and Quit Tips – the site has since had over 14,000 visitors and 40,000 page views
- In July 2011, launched [www.facebook.com/smokefreephilly](http://www.facebook.com/smokefreephilly) to provide an online community to help smokers quit; the page has nearly 550 fans and reached over 68,000 Philadelphians in the last quarter



# AVERAGE MONTHLY CALLS TO 1-800-QUIT-NOW



"I was a lifetime smoker. I joined the Health Department's smoking cessation program, went on the patch, and haven't picked up a cigarette in 16 months. When you quit, you will be amazed at how good you feel, how good you look, and how good things smell."

-Former Philadelphia Smoker



### **Strategy 5: *Support community-based quit-smoking programs for vulnerable populations***

Since the establishment of the PDPH's Tobacco Policy and Control Program in the early 2000s, **free, community-based, quit-smoking classes** have been made available to City residents. Through Get Healthy Philly, PDPH expanded classes for vulnerable populations, adding classes in Spanish and Chinese and reaching out to jobless, young adults.

#### ***Impact & Achievements***

- Provided 4-6 weeks of free quit-smoking counseling and nicotine replacement to over 2,000 Philadelphia smokers
- By the end of their quit-smoking classes, nearly 60% smoked less than when they started, and 25% quit smoking entirely

### **Strategy 6: *Implement a public health detailing program to improve the ability of primary care providers to help their patients quit smoking***

Through a partnership with the Comprehensive Smoking Treatment Program at the University of Pennsylvania, Get Healthy Philly is educating primary care providers on how to better counsel and treat their patients to quit smoking. The public health detailing program is entitled Philly COPD (Chronic Obstructive Pulmonary Disease). The goal of the Philadelphia Initiative is to provide simple-to-use resources that can help physicians and patients manage COPD more effectively with a core focus on quitting smoking.

#### ***Impact & Achievements***

- Visited 382 physicians' offices, enrolled 194 physicians, and made 92 follow-up office visits, impacting care for up to 190,000 high-risk patients city-wide
- Implemented a continuing medical education (CME) module on improving COPD outcomes through which physicians can earn 15 CME credits

### **Strategy 7: *Explore, via the Board of Health, a regulation requiring tobacco retailers to post point-of-purchase warnings about the harms of tobacco use***

Research shows that many smokers may significantly underestimate the risks of tobacco use and that pictorial health warnings are particularly effective at educating smokers about health risks.<sup>22</sup> Based on the experience of other communities, both nationally and internationally, the Philadelphia Board of Health is exploring a local regulation that would require all tobacco retailers in the city to display health warning signs at the point-of-purchase, including: 1) information about tobacco products and their adverse health effects, 2) a pictorial or graphic image showing the adverse health effects of tobacco use, and 3) information about how to get help with quitting.

#### ***Impact & Achievements***

- Assessed the potential public health effects of such a regulation on knowledge and attitudes about smoking-related health risks, quit attempts, and smoking prevalence
- Drafted a proposed regulation for the Board of Health
- Board of Health held public informational meetings in Fall 2011 to discuss the proposed regulation

Research shows that many smokers may significantly underestimate the risks of tobacco use and that pictorial health warnings are particularly effective at educating smokers about health risks.<sup>22</sup>

Philadelphia Board of Health is exploring a local regulation that would require all tobacco retailers in the city to display health warning signs.

Newport pleasure



\$ 6 . 4 0

Special Price!



Under 18  
No Tobacco

**We Card**

Pleasure tastes great in Newport

\$ 5  
TAX INCLUDED

Please Have ID Ready

SUMMER OLYMPICS  
**NIGHTS!**  
ENTERTAINMENT



# CATEGORY 4:

## TOBACCO PRICING AND NORMS

The price of cigarettes and smoking-related norms in a community exert strong effects on smoking initiation and quit behaviors. In Philadelphia, a pack of cigarettes costs between \$5 and \$6, while prices exceed \$8 in Chicago and \$11 in New York City because of local taxes levied on top of federal and state taxes.<sup>23</sup> Price is a particularly strong predictor of smoking among youth and low-income populations.<sup>24</sup> On average, for every 10% increase in the price of tobacco, there is a 2% decrease in use among the general population and a 4% decrease in use among adolescents and young adults; and there are similarly large effects among low-income populations. Youth perceptions of smoking – its safety, its attractiveness, its power – also drive tobacco use behaviors. Successful anti-smoking efforts, such as the **truth** campaign, portrayed smoking as exploitative and as a challenge to youths' autonomy. Successful tobacco control strategies must address pricing and norms.

### **Strategy 1:** *Assess the impact of increased cigarette prices on smoking, healthcare costs, and productivity*

Nationwide, smoking leads to \$97 billion in productivity losses annually,<sup>25</sup> and locally results in \$700 million in productivity losses and 2,400 deaths per year.<sup>26</sup> Increasing the price of cigarettes can have short- and long-term health and economic gains. Through a partnership with Drexel University's LeBow College of Business, we estimated these effects to help with tobacco control planning and education.

#### *Impact & Achievements*

- Modified SimSmoke<sup>27</sup> – a tobacco control policy model developed by Dr. David Levy – to estimate the effects of \$1 and \$2 per pack price increases on smoking and healthcare costs
- Determined the trajectory for smoking prevalence in Philadelphia under a number of policy scenarios
- If instituted alongside key elements of the Get Healthy Philly anti-tobacco campaign, a \$2 per pack price increase would cut the adult smoking rate in half by 2050, resulting in an annual healthcare cost savings of over \$60 million and over \$40 million in increased productivity

### **Strategy 2:** *Encourage youth to become leaders in tobacco control policy change through youth engagement and photo-documentation*

Engaging youth to become leaders in their schools, neighborhoods, and cities is key to successful tobacco control initiatives.<sup>28</sup> Most smokers begin smoking as youth or young adults, so this is a critical developmental stage during which to counteract the efforts of marketers. Through Get Healthy Philly, we have helped youth become tobacco control leaders through an engagement program led by the Philadelphia Youth Commission and have assisted them in documenting the effects of tobacco on their families and communities through a photo-documentation project with the Mixed Methods Research Laboratory at the University of Pennsylvania.

#### *Impact & Achievements*

- In partnership with the Philadelphia Youth Commission, held several youth engagement workshops, introducing nearly 100 youth to the history and science of tobacco consumption
- Completed a **PhotoVoice project**, through which youth and adults captured photographs and provided commentary to document the prevalence of tobacco products in their neighborhoods and the effects they have on their families and communities
- Partnered with Clean Air Council and local universities to award a \$1,000 prize to the team of film students who could make the best video public service announcement about the impact of smoking on Philadelphia ([click here to view winner](#))

The price of cigarettes and smoking-related norms in a community exert strong effects on smoking initiation and quit behaviors.



## What could a \$2 per pack price increase do?



cut the adult smoking rate in half by 2050



save \$60 million in healthcare costs and \$40 million in increased productivity each year



## PhotoVoices



### **Strategy 3: Engage city residents in civic dialogues to assess support for diverse tobacco control policies**

Successful tobacco control initiatives require voluntary, regulatory, and legislative efforts from the public and private sector. This necessitates engaging residents and helping them understand the implications of tobacco use on the health and welfare of the city. Through a partnership with public television station WHYY, Get Healthy Philly hosted civic dialogues on tobacco use in Philadelphia, getting input from a broad spectrum of residents, including a large number of youth.

### **Impact & Achievements**

- In partnership with WHYY, conducted five civic dialogues focused on generating ideas and input on policy options to reduce smoking in Philadelphia
- These dialogue sessions, several of which comprised a majority of youth, generated numerous ideas and policy priorities contained in a **final report and video** (produced by WHYY)
- Participants emphasized the need to protect children, reduce inducements to smoke, and help people make healthy choices

**“That’s the first thing...to raise awareness so that youth can understand exactly how the tobacco industry is trying to draw in youth...to make them smoke.”**

LaTanisha Wright  
Advocate, National African American Tobacco Prevention Network

*"A Sea of Cigarettes" ▶*

"It's the same sign again; cigarettes are sold at lowest price allowed by law... And when I look at this picture, I think, wow, there's a sea of gas stations and cigarettes."

-19 year old Asian male



◀ *"Eye level for Younger People"*

"I noticed right away that these cigarette ads were literally touching the ground, so the person most likely to see these...would be children...I realized that a lot of things are placed down low, and I don't know if that's intentional or not, but it makes them eye level for younger people."

-20 year old African-American female



# MEDIA COVERAGE

5/31/12	World No Tobacco Day inspires photo exhibit at criminal justice center, <i>CBS Philly</i>
3/10/12	The city is offering smokers a free one-month supply of free nicotine patches, <i>Rittenhoused</i>
3/01/12	Spread the word to smokers who want to quit, <i>The College of Philadelphia Physicians</i>
12/13/11	Philadelphia nicotine patch giveaway, <i>My Fox Philly</i>
10/05/11	Citizens evaluate Philly tobacco policy, <i>NewsWorks</i>
9/26/11	Starting the conversation on Philly's tobacco policy, <i>NewsWorks</i>
9/05/11	Philly wants in-store smoking cautions, <i>NewsWorks</i>
5/30/11	Limit smoking, <i>The Philadelphia Inquirer</i>
5/23/11	Nutter bans smoking at recreation centers, <i>The Philadelphia Inquirer</i>
5/23/11	Philly smoking ban welcomed by parents, <i>My Fox Philly</i>
5/23/11	Philly rec centers, playgrounds go smoke-free, <i>NBC Philadelphia</i>
5/23/11	Mayor Nutter puts public pools and recreational centers on city no smoking list, <i>CBS Philly</i>
5/23/11	Nutter announces policy banning smoking at recreational facilities, <i>The Philadelphia Tribune</i>
5/23/11	Philadelphia: No smoking in public pools and rec centers, <i>Philadelphia News</i>
01/17/11	Philly launches campaign targeting smoking, sugar, <i>NewsWorks</i>
12/24/10	Nutter signs bill that increases tobacco penalty, <i>The Philadelphia Tribune</i>
12/24/10	Phila. antismoking bill targeting youth signed into law, <i>The Philadelphia Inquirer</i>
12/24/10	A pack of initiatives to cut smoking rates, <i>Philadelphia Daily News</i>
12/23/10	Get free anti-smoking patches, <i>ABC Action News</i>
12/6/10	Make them pay, <i>The Philadelphia Inquirer editorial</i>
12/3/10	Philadelphia teen smoking rate is among the worst for big cities, <i>The Philadelphia Inquirer</i>
12/3/10	Philadelphia targets underage smoking, <i>USA Today</i>
11/17/10	Fines for selling to youth planned to increase from \$100 to \$250, <i>Philadelphia Daily News</i>
11/16/10	Philadelphia eyes harsher penalties for selling cigarettes to minors, <i>CBS Philly</i>
9/23/10	Philadelphia can't afford the costs of smoking, <i>The Philadelphia Inquirer editorial</i>
9/11/10	Let's clear the air, <i>The Philadelphia Inquirer editorial</i>

To obtain hard copy email: [gethealthyphilly@phila.gov](mailto:gethealthyphilly@phila.gov)  
also available via [www.phila.gov/gethealthyphilly](http://www.phila.gov/gethealthyphilly).

# The Philadelphia Inquirer

philly.com

Monday, May 2, 2011 ★ Philadelphia Media Network ★ \$1

## SKINNY ON FITNESS To drop a bad habit, focus on why you're quitting

**D**ALL 2011 motivationally challenged? Don't worry, you're not alone. Many people struggle with personal change, and you're not alone. In fact, a study reported that 70 percent of people who quit smoking in 2010, quit because they were motivated by a health scare. The study, published in the journal *Health Affairs*, found that people who quit because of a health scare were more likely to stay quit than those who quit for other reasons.

The research also shows that people who quit because of a health scare were more likely to stay quit than those who quit for other reasons. The study also found that people who quit because of a health scare were more likely to stay quit than those who quit for other reasons.

At the University of Michigan, researchers found that people who quit because of a health scare were more likely to stay quit than those who quit for other reasons. The study also found that people who quit because of a health scare were more likely to stay quit than those who quit for other reasons.

### Main Line Health

## Check Up

The Inquirer Health Blog

Check it out at [www.philly.com/checkup](http://www.philly.com/checkup)

### More free quit-smoking kits

The Philadelphia Department of Public Health hasn't quite developed a reputation for merrymaking, but for the second year in a row it has come up with presents — a one-month supply of nicotine patches plus telephone counseling — for 5,000 people.



The free smoking-cessation packages are worth about \$400 each (paid for with a federal grant). Health Commissioner Donald F. Schwartz said a survey after last year's giveaway found that it had

metro philadelphia

## Year later, Widener is still smoke-free

College has taken the local lead with the growing national trend of kicking cigarettes off campus

With a growing number of colleges and universities across the nation have started to ban smoking on campus, more local colleges have the same on board. At least 200 schools prohibit smoking indoors and outdoors as a way to promote healthier lifestyles, according to the American Nonsmokers' Rights Foundation. In Chester City, Widener University has been smoke-free for about a year. In fact, the school has ruled



as they're taking a look at how Widener's Initiative has gone in that first year." However said, at Temple University of Pennsylvania, smoking indoors is prohibited — but anyone can light up outside. "We utilize a lot of outdoor smoking areas," says a spokesman.

### Smoke 'em out

mywellbeing

## Still smoking? Here's how to quit

The Great American Smokeout is back



Starting fresh

## QUIT SMOKING NOW

The Philadelphia Department of Public Health is giving away one-month supplies of **WITH FREE COUNSELING FREE NICOTINE PATCHES**. Call the Pennsylvania Free Quitline today **1-800-QUIT-NOW**

For more information, visit [www.smokefreephilly.org](http://www.smokefreephilly.org) or call 1-800-QUIT-NOW



Get Healthy Philly in the News: 2011-2012

## SmokeFree Philly Video Contest

Are you an undergraduate or graduate student in Philly?

Enter the **SmokeFree Philly Video Contest** for a chance to win **\$1000** and help raise awareness about the dangers of tobacco use!

The winning video will also be featured on a local broadcasting outlet.

Entry Deadline is **October 26th, 2011**

For more information and contest guidelines: [www.smokefreephilly.org](http://www.smokefreephilly.org) or [www.cleaneer.org](http://www.cleaneer.org)

215-585-5623  
215-587-4004, ext. 116



# LOOKING AHEAD

Get Healthy Philly has already achieved long-lasting changes that make it easier for Philadelphians to engage in healthy behaviors. In the coming years, Get Healthy Philly will build on this foundation to decrease exposure to secondhand smoke, prevent smoking initiation, and promote cessation.



## Clean Indoor and Outdoor Air

- Continue to monitor compliance with local and state clean indoor air laws in Philadelphia workplaces, restaurants, bars, and casinos
- Make over 100 new spaces smoke-free, including all farmers' markets in the city
- Promote 100% smoke-free homes through a mass media campaign
- Evaluate the impact of 2006's Clean Indoor Air Worker Protection Law on hospital admissions for tobacco-related conditions
- Provide technical assistance to eight local universities and colleges on how to implement 100% tobacco-free or smoke-free policies, potentially impacting over 100,000 students across the city

## Limiting Access to Tobacco Products

- Continue to conduct approximately 4,500 youth sales compliance checks each year
- Support adoption of voluntary healthy standards for hundreds of local retailers through a healthy corner store certification program and a healthy supermarket initiative



- Continue to implement and enforce the local permitting requirement for tobacco retailers and specialty tobacco establishments

## Helping Smokers Quit

- Work with five local Medicaid plans to increase promotion and utilization of quit-smoking medications by Medicaid beneficiaries
- Provide 2,000 free Nicotine Replacement Therapy (NRT) kits annually via the PA Free Quitline to local smokers who want to quit
- Work with 20 mid-size and large employers to institute value-based insurance design to cover and reduce the cost of quit-smoking medications for 100,000 Philadelphia employees
- Provide education, tools, and resources to help 100 primary care providers become better at counseling and treating their patients who smoke, impacting the care of over 100,000 patients
- Equip over 125 local physicians with tools to recommend free counseling to their patients through a fax referral program, potentially expanding access to behavioral therapy for over 24,000 patients per year

## Tobacco Pricing and Norms

- Educate youth, community members, employers, and civic leaders about the importance of pricing in reducing tobacco use
- Assess the range of costs for tobacco products and the number and location of tobacco advertising at 4,500 retail locations
- Continue exploring, via the Board of Health, a regulation requiring tobacco retailers to post point-of-purchase warnings about the harms of tobacco use

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**Health Department Website:** [www.phila.gov/gethealthyphilly](http://www.phila.gov/gethealthyphilly)

**Consumer Website:** [www.smokefreephilly.org](http://www.smokefreephilly.org)



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