

Communities Putting Prevention to Work

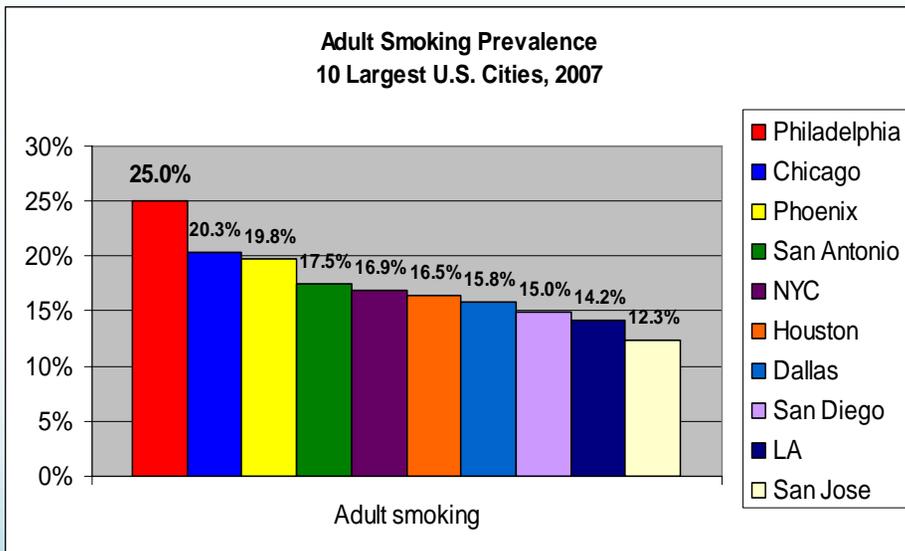
City of Philadelphia

Tobacco Policy and Prevention Initiative

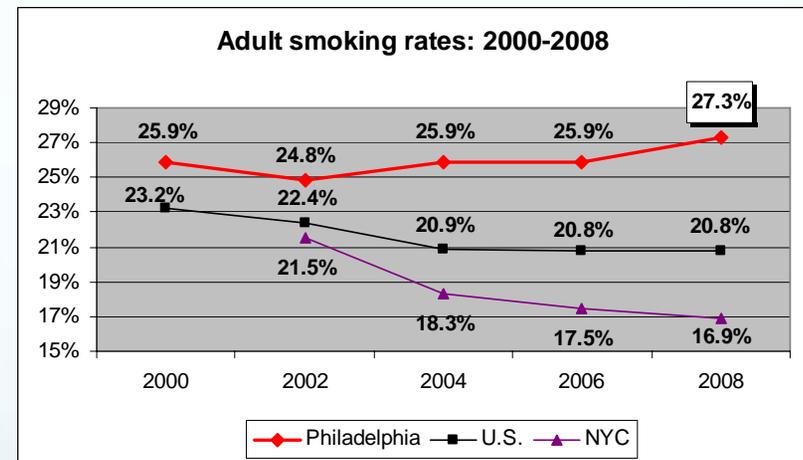
Contact: Lorraine Dean
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Overview: The Problem

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



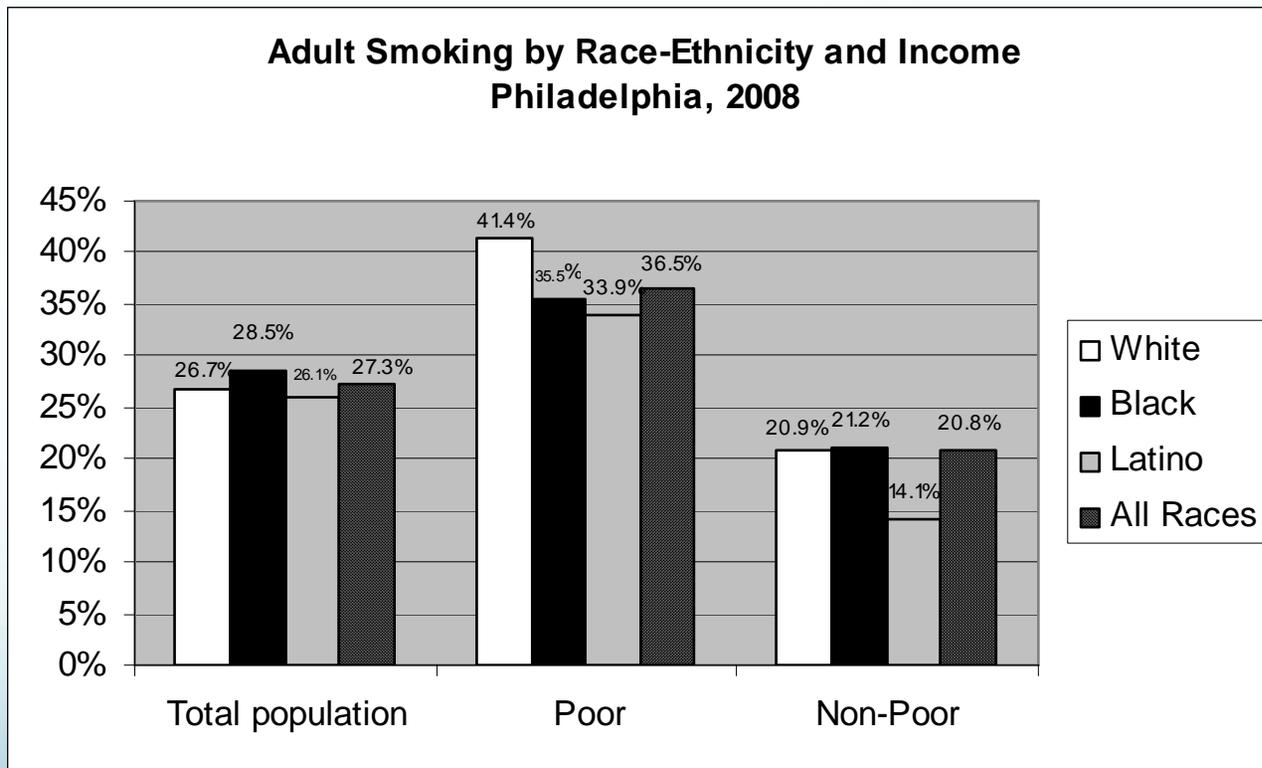
BRFSS and local data sources



BRFSS, PHMC HHS, NYC DOH

Overview: The Problem

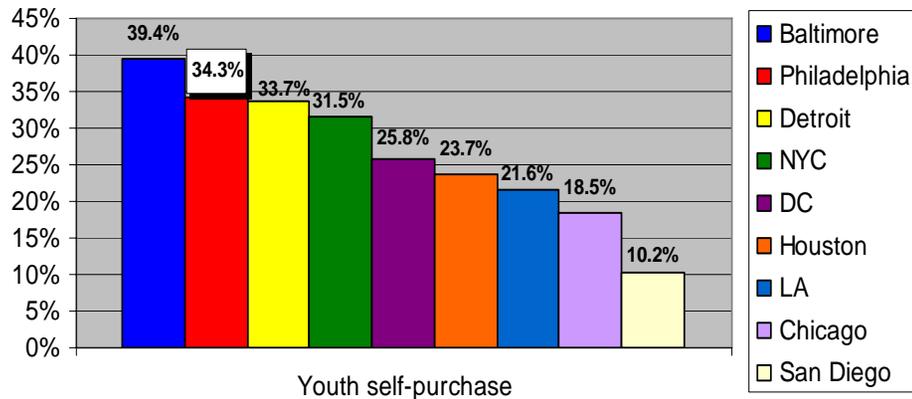
- Racial, ethnic, and income disparities in smoking persist



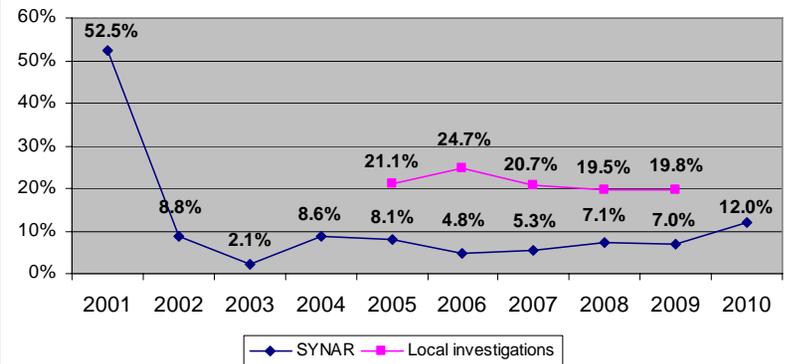
Overview: The Problem

- 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**



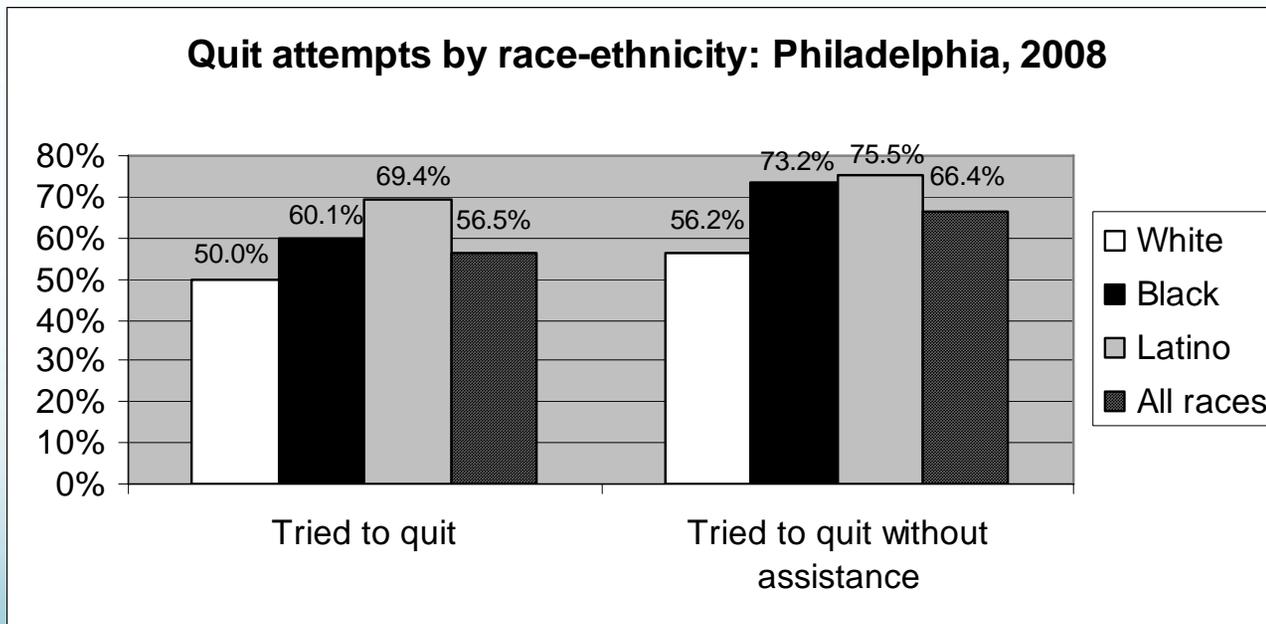
Youth Sales: Philadelphia, FY 2001 - FY 2008



PA SYNAR data, Philadelphia Department of Public Health

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



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

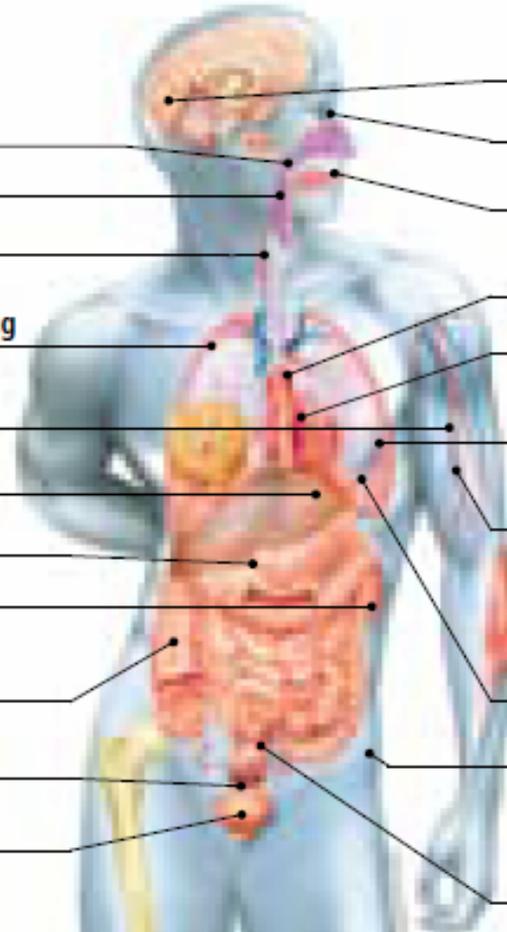
Pneumonia

Atherosclerotic peripheral vascular disease

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

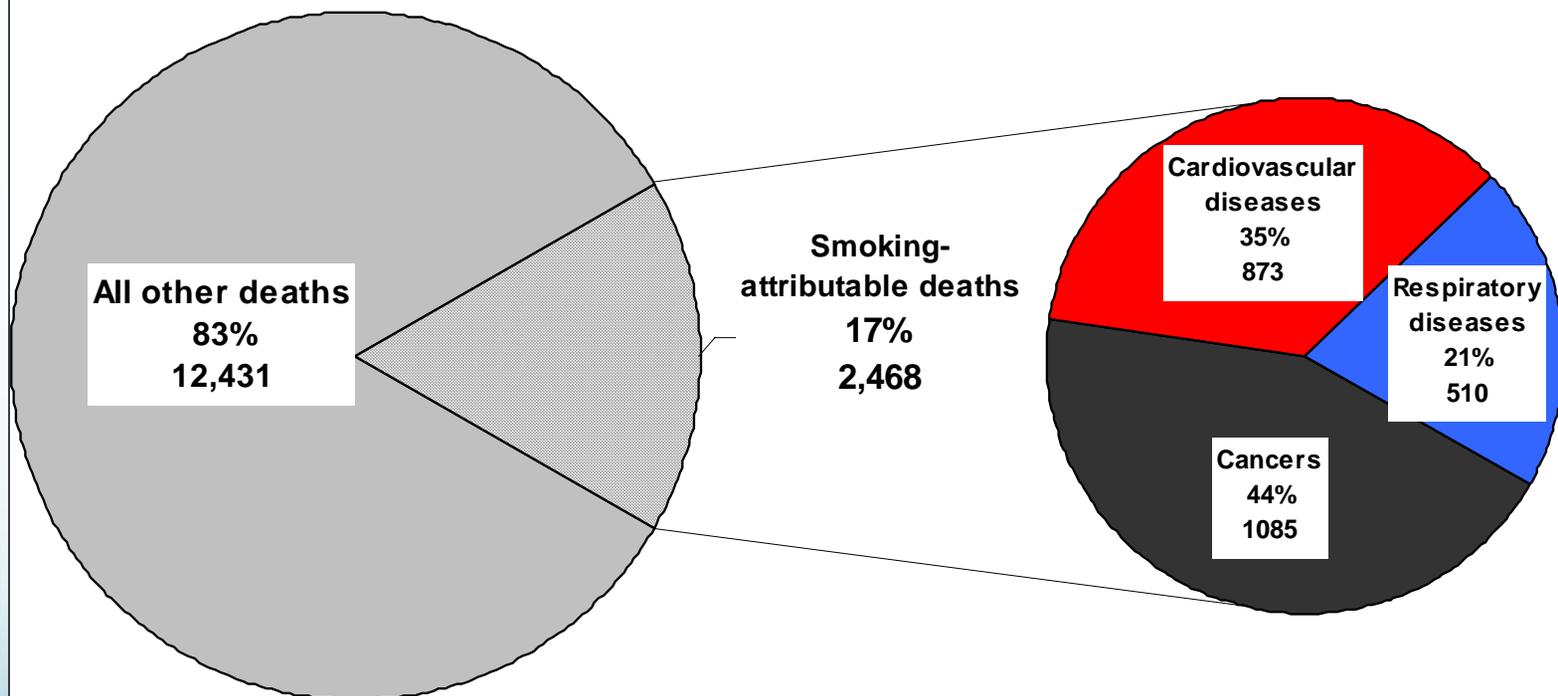
Hip fractures

Reproductive effects in women (including reduced fertility)



Smoking attributable mortality

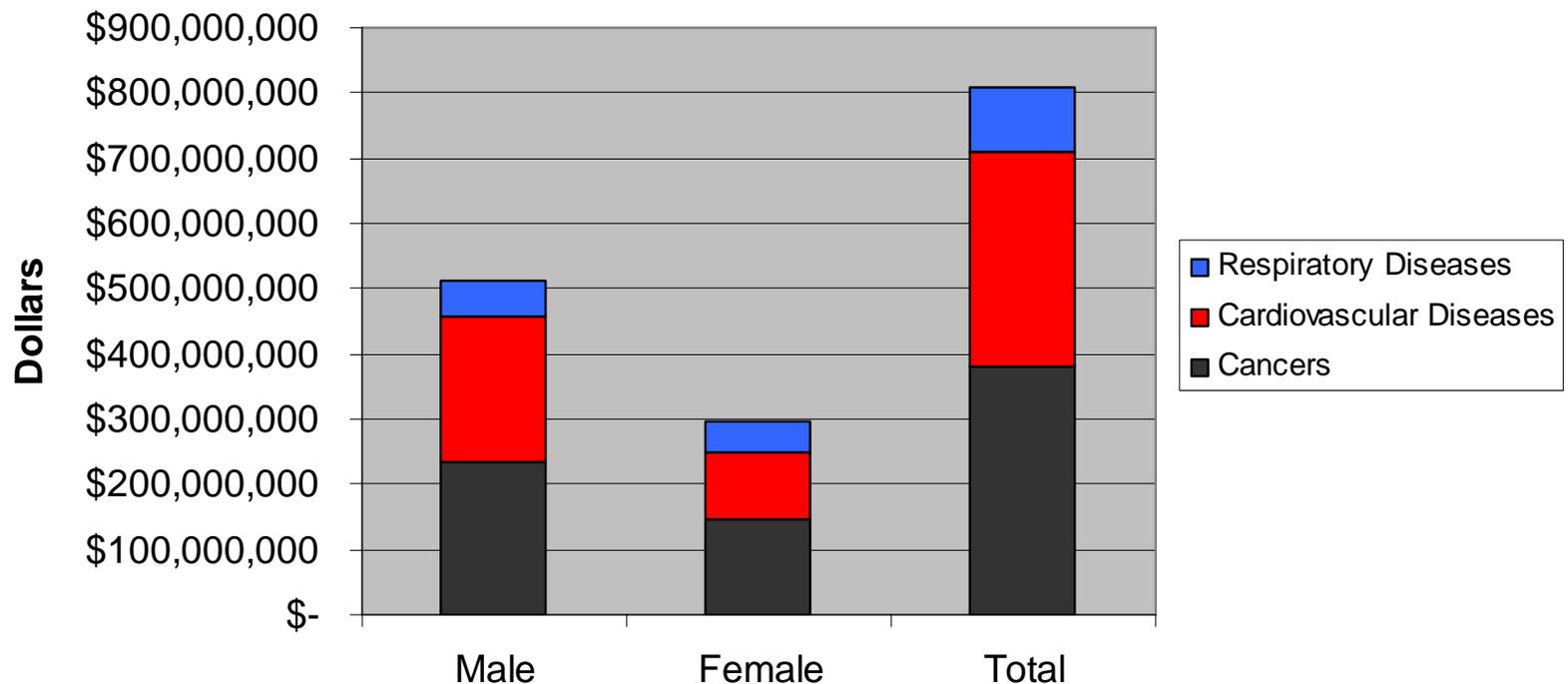
Smoking-attributable deaths: Philadelphia 2007



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

Smoking attributable productivity losses

**Smoking-Attributable Productivity Losses
Philadelphia 2007**

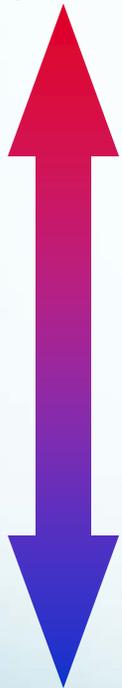


Philadelphia Department of Public Health analyses based on data from PA Department of Health

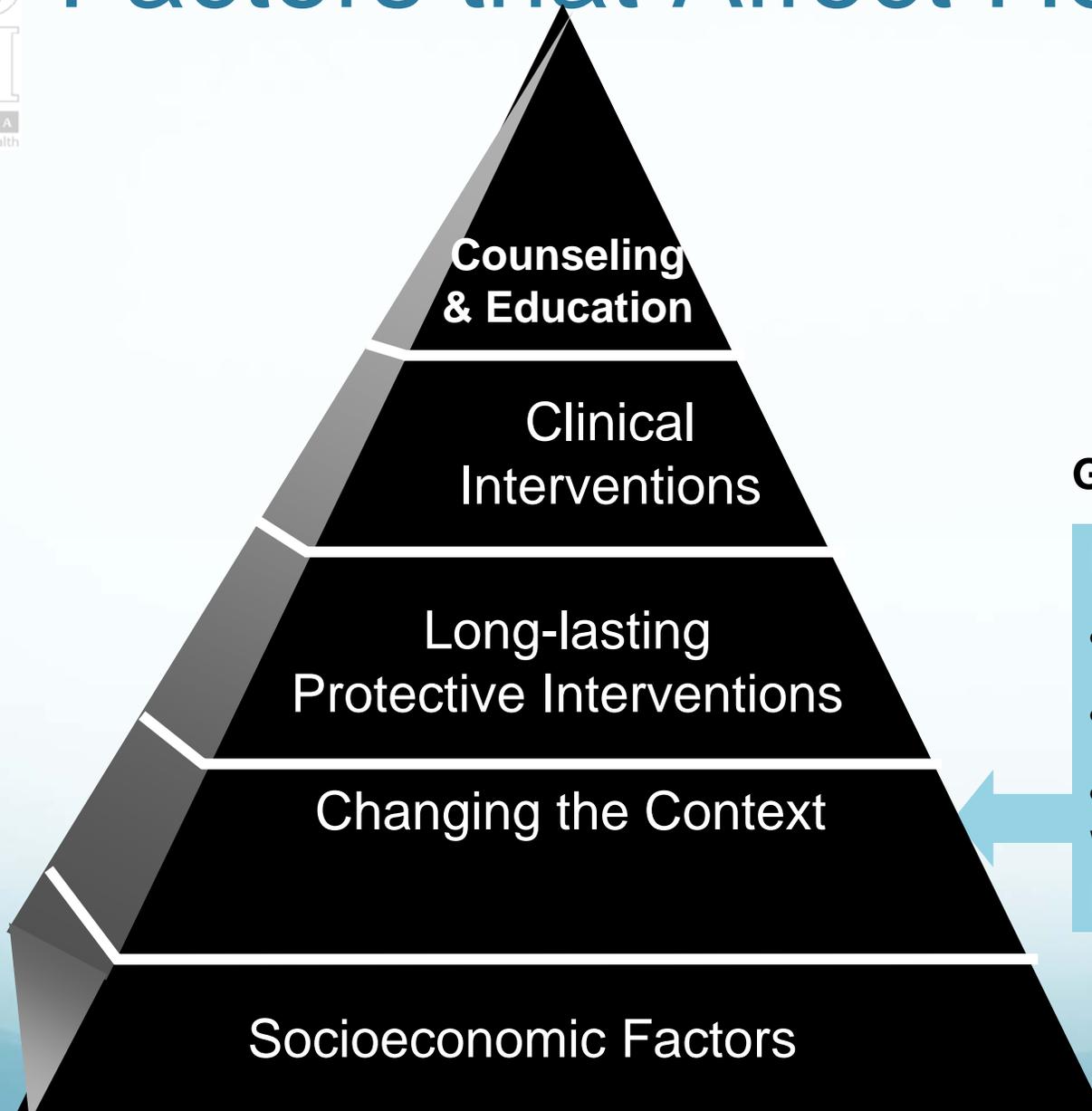
Factors that Affect Health



*Smallest
Impact*



*Largest
Impact*



Government's Role:

Examples:

- Excise taxes
- Restriction on ads
- Clean Indoor Air
Worker Protection
Law

CPPW 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!**

Broad CPPW Themes

- Change **CLIMATE** about smoking
 - Media campaign to change social norms about smoking and cessation
 - Mandated point-of-purchase advertising in retail locations
 - Expansion of Clean Indoor Air Law to outdoor spaces
- Restrict **ACCESS** to tobacco products
 - Merchant education, enforcement, and fines: youth sales
 - Zoning restrictions on new tobacco retailers
 - Local excise tax to decrease smoking and create revenue for future health promotion
- Make **CESSATION** resources more accessible
 - Promote PA Free Quitline
 - NRT Giveaway
 - Assure comprehensive cessation benefits from employers
 - Restore community-based cessation options

5 - 7 Year Goals



- Reduce smoking among adults from 27% to 20%
- Reduce environmental tobacco smoke exposure (ETS) for children from 20% to 10%
- Reduce tobacco youth sales rate from 20% to 10%

CPPW Overall Structure



Leadership Team

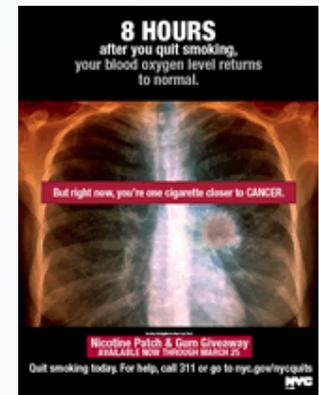
- Mayor Nutter
- Donald F. Schwarz
- Arlene Ackerman, school district of Philadelphia
- Councilwoman Marian Tasco
- Edmond Notebaert, Temple University
- Joseph Frick, Independence Blue Cross
- Jeffrey Cooper for Amy Gutmann, University of Pennsylvania
- Ken Trujillo, Trujillo, Rodriguez and Richards, LLC
- David Cohen, Comcast
- Mike Nardone, PA Department of Public Welfare
- Dr. Marla Gold, Drexel University

Overview of Strategy

- Media
 - Hard-hitting Media Campaign
- Access
 - Youth Access
 - Child ETS Exposure
- Point of Purchase / Price
 - Counter-advertising Mandates
 - Consumer Sales
- Social Support and Services
 - Cessation Resources

Media Initiative

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



- **Key Themes:**

- Address challenges of quitting smoking
- Reinforce self-efficacy for quitting smoking
- Show that cessation resources are safe, effective, and accessible

- **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

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 with all merchants
- Develop zoning regulations to restrict placement of new tobacco retailers near schools or near clusters of existing retailers
- Increase fines for merchants who sell to youth

Key Partners:

- Health Promotion Council
- Zoning Code Commission
- PA DOH
- Law Department
- Division of Environmental Health Services

Child ETS Exposure



- **Overall goal:** Reduce ETS exposure in childcare, foster care settings, common areas of public housing, and places where young children 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 parks and recreation centers

Key Partners:

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

Consumer Sales

(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

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

Key Activities:

- Local excise tax on cigarettes
- Develop local regulation to mandate counter-advertising and cessation information at retailer location

Key Partners:

- TPC Coalition
- PA DOH
- Dr. Mark Stehr, Drexel University
- 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:

- 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 private sector

Key Activities:

- Educate CEOs, and HR administrators on adopting comprehensive cessation benefits in 35 mid to large Philadelphia employers
- Convene a Wellness Business Council of all participants to further promote reforms in worksites

Key Partners:

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

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



Purpose of TPC Coalition

- Advocate for policy change
- Complement and supplement our city-wide efforts in local neighborhoods
- Link efforts across sectors and institutions

Role of TPC Coalition

