

Annual Report 2011



Tobacco Policy and Control:
Policies, Systems, and Environmental
Impacts & Achievements
Philadelphia Department of Public Health





What can we do to decrease Philadelphians' exposure to secondhand smoke at work, at home, and while at play? How can we restrict minors' access to tobacco products? What can we do to make it easier for smokers to quit for good?





“ Our progress is the result of visionary leadership.”

Health Commissioner, Dr. Donald Schwarz

Dear public health partners,

What can we do to decrease Philadelphians’ exposure to secondhand smoke at work, at home, and while at play? How can we restrict minors’ access to tobacco products? What can we do to make it easier for smokers to quit for good?

It is these questions that we’ve steadily been answering over the past year through the Department of Public Health’s **Get Healthy Philly** initiative.

Get Healthy Philly was made possible through funding from the U.S. Centers for Disease Control and Prevention and the American Recovery and Reinvestment Act of 2009. Philadelphia was one of only four large, urban areas to receive funding in both nutrition & physical activity and tobacco control, totaling \$25.4 million. Nationally and locally, this represents the biggest investment in chronic disease prevention and health promotion in history.

With this investment, we have made significant strides in the past year:

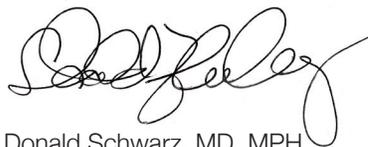
- Made 200 recreation centers, playgrounds, and pools smoke-free by the Mayor’s executive order
- Hosted the first citywide symposium on smoke-free campuses with nearly 100 attendees from over 20 universities and colleges
- Decreased the number of bars with waivers from the Clean Indoor Air Worker Protection Law from 73 to 64
- Passed new legislation that increases penalties from \$100 to \$250 for retailers that sell tobacco products to minors
- Conducted over 7,000 compliance checks and educated over 800 tobacco retailers on how to prevent illegal tobacco sales to minors

- Provided one-month of free nicotine patches and counseling to 4,900 Philadelphia smokers
- Expanded coverage for quit-smoking medications among Medicaid managed care plans that provide insurance to 80,000 low-income smokers
- Launched a multi-media campaign to encourage smokers to “Quit with help. Quit for Good.”
- Created or retained approximately 90 jobs (full-time equivalents)

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

Moreover, this progress is the result of visionary leadership from Mayor Michael Nutter, who has been a champion of public health 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 year to come. For more information about Get Healthy Philly, visit www.smokefreephilly.org or www.phila.gov/health.

Thank you for all that 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





Get Healthy Philly Leadership Team

Mayor Michael A. Nutter

Marian Tasco, Councilwoman, City of Philadelphia

Dr. Arlene Ackerman, School District of Philadelphia

Dr. Ann Weaver Hart, Temple University

David Cohen, Comcast

Daniel J. Hilferty, Independence Blue Cross

Ronnie Bloom, William Penn Foundation

Jeffrey Cooper for Amy Gutmann, University of Pennsylvania

Ken Trujillo, Trujillo, Rodriguez and Richards, LLC

Dr. Marla Gold, Drexel University

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

Get Healthy Philly Partners

- 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 Licenses & Inspections, City of Philadelphia
- Deputy Mayor's Office of Health and Opportunity, City of Philadelphia
- Drexel University School of Public Health
- Health Federation of Philadelphia
- Health Promotion Council of Southeastern PA (HPC)
- Hospital of the University of Pennsylvania, Mixed Methods Research Laboratory
- Law Department, City of Philadelphia
- Mayor's Office of Sustainability, City of Philadelphia
- Mercy Hospital
- Pennsylvania Department of Health
- Philadelphia County Medical Society
- Philadelphia Parks & Recreation
- Public Health Management Corporation (PHMC)
- School District of Philadelphia
- Shalom, Inc.
- Southeast Asian Mutual Assistant Associations Coalition, Inc. (SEAMAAC)
- Temple University Department of Public Health
- Thomas Jefferson University School of Population Health
- U.S. Department of Health and Human Services
- WHYY
- Youth Commission, City of Philadelphia

Executive Summary

Get Healthy Philly is a ground breaking, federally-funded 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 smoke exposure, restrict minors' access to tobacco products, and help smokers quit.



Clean Indoor and Outdoor Air

We worked to enforce existing indoor smoke-free policies and extend them to outdoor spaces. The number of bars with waivers from Philadelphia's smoke-free law decreased from 73 to 64, and we assessed waiver compliance of the remaining 64 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. On May 23, 2011, the Mayor signed an executive order making all city-owned recreation centers, pools and playgrounds smoke-free.

Limiting Access to Tobacco Products

Through legislation, education, and enforcement, we strived to decrease youth's access to tobacco products. By a 15 to 0 vote, City Council raised penalties from \$100 to \$250 for retailers that sell tobacco products illegally to minors. PDPH revamped its process for helping tobacco retailers prevent sales to minors by instituting a new, in-person, culturally appropriate education program. Plus, it assumed responsibility for issuing citations in-person and within 48 hours of the violation to enhance deterrence.

Helping Smokers Quit

We engaged insurers, employers, physicians, and the media to make it easier for smokers to quit. We worked with the 5 Medicaid managed care organizations to expand coverage for quit-smoking medications for 80,000 low-income smokers and recruited 6 large employers to do the same. We successfully implemented the first-ever nicotine patch giveaway in the city, reaching 4,900 smokers. And we utilized television, radio, transit, and corner store ads to encourage smokers to "Quit with help. Quit for good."

Tobacco Pricing and Norms

We generated the first local estimates of the effects of cigarette price increases on smoking and smoking-related health care costs and educated the public about the links between higher prices and lower youth smoking. Plus, we established partnerships with governmental agencies, non-profits, and public media to inspire dialogue about how tobacco affects our families and communities and what steps to take to address this deadly issue.

In just one short year, 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. This report highlights our impacts and achievements and describes our next steps in making Philadelphia healthier, more active, and smoke-free.

2010 Get Healthy Philly by the Numbers...

9...fewer bars with waivers from the Clean Indoor Air Worker Protection Law

20...local colleges and universities participating in the city's first-ever Smoke-Free Campus Symposium

200...recreation centers, playgrounds, and pools that will be 100% smoke-free because of a new Mayoral executive order

\$250...penalty for retailers that sell tobacco products illegally to minors (\$100 previously)

842...tobacco retailers receiving in-person, culturally appropriate education about how to prevent sales to minors

850...Philadelphia smokers called the Quitline on the busiest day of the nicotine patch giveaway

4,900...Philadelphia smokers who received one month of free nicotine patches and counseling through the Quitline giveaway

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

80,000...Medicaid beneficiaries with greater access to quit smoking medications

150,000...Philadelphia smokers who have seen or heard our multi-media quit smoking campaign

\$59,100,000...in projected health care savings with a \$2 increase in the price per pack for cigarettes



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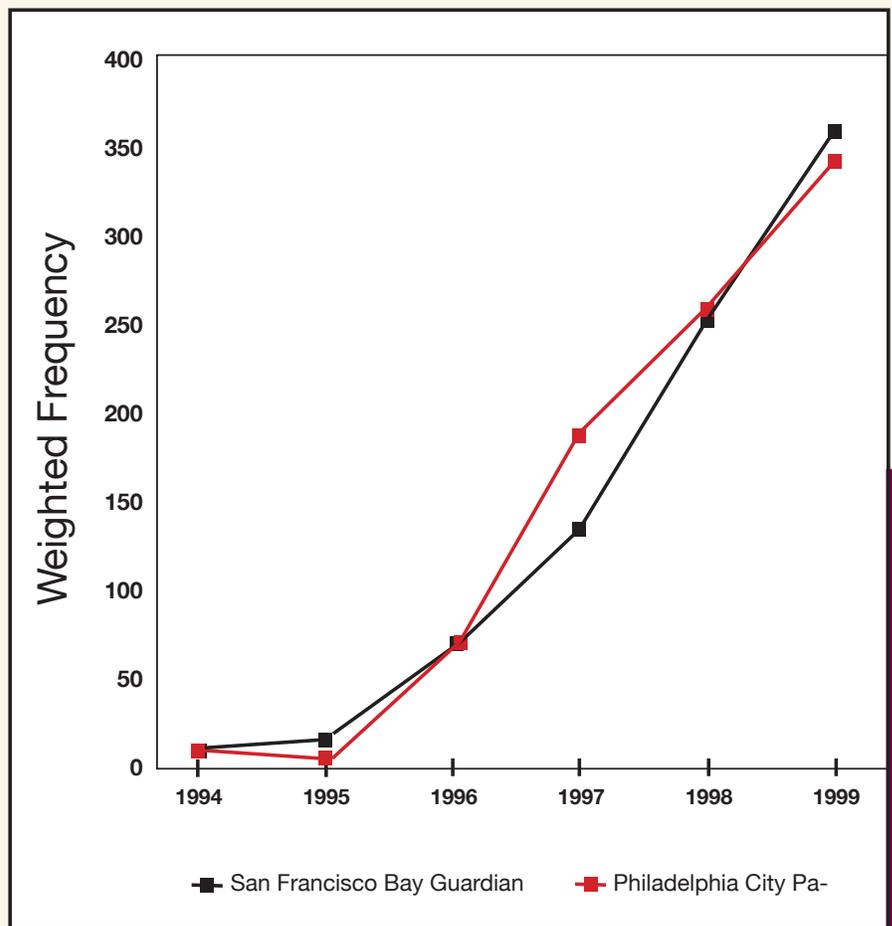
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Introduction & Context

While smoking rates in the U.S. declined steadily in the second half of the 20th century, they have plateaued in the last decade. Approximately 20% of adults in the country smoke, leading to nearly \$100 billion in productivity losses¹ and, 443,000 deaths annually.² Smoking and exposure to secondhand smoke continue to cause disease, disability, and death despite 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 prices of cigarettes have increased over time through federal and state taxation, the average price per pack in the U.S. remains below \$6 at \$5.68, and the average price per pack in Pennsylvania is below \$5.³ Lastly, quit smokers face barriers related to cost and availability, including lack of insurance coverage, in accessing quit-smoking resources.⁴

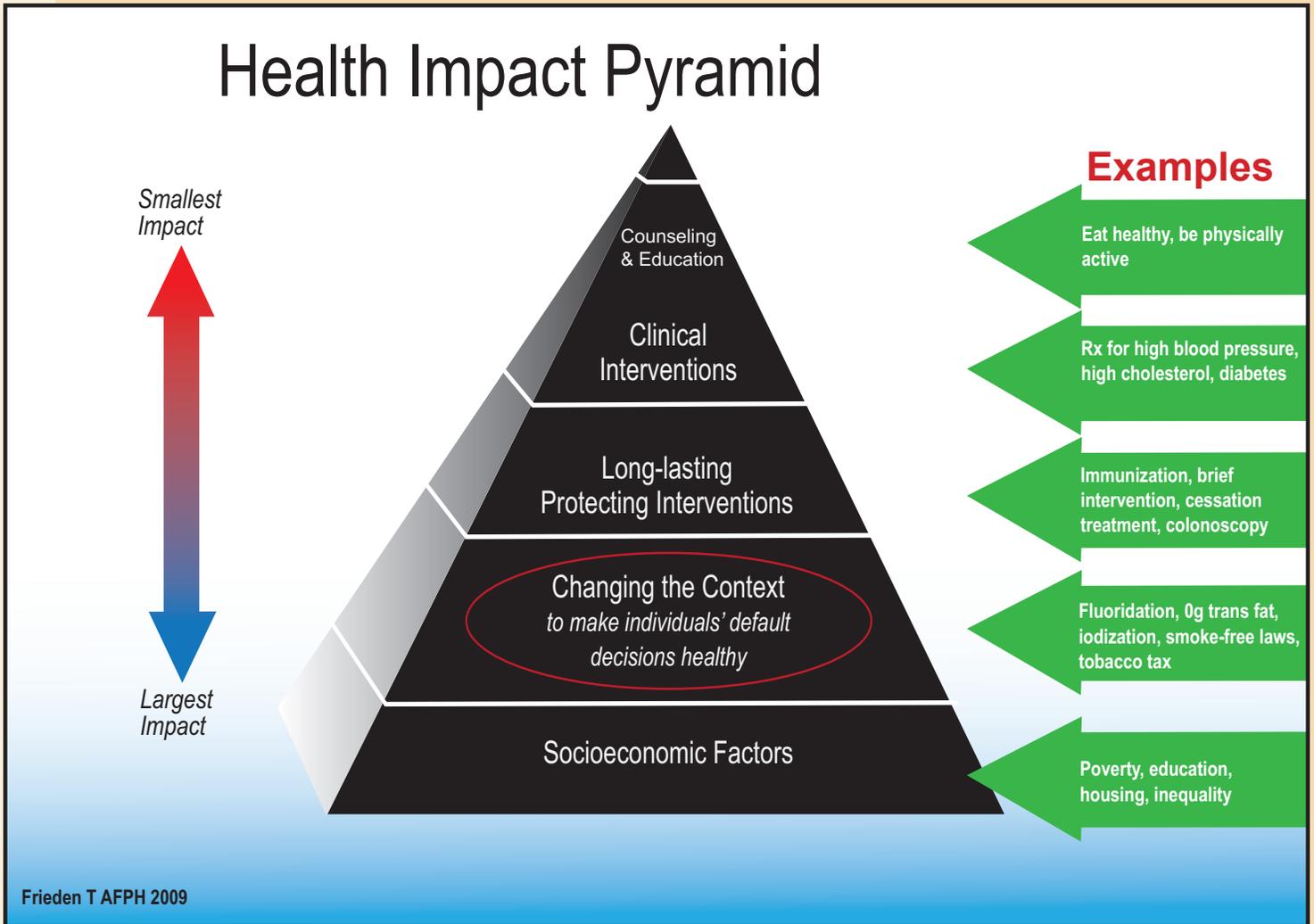
Philadelphia faces unique additional challenges. Cigarettes are readily available in communities as Philadelphia has more tobacco retailers per capita than any other large city except for Washington, D.C.⁶ Nearly 40% of all tobacco retailers are within one block of a school.⁷ These retailers not only sell cigarettes but also display multiple prominent ads inside and outside of stores. Over one-third of youth smokers purchase their own cigarettes.⁸ And most smokers who try to quit do so on their own without the help of medications or counseling.

Philadelphians have suffered the effects of these unhealthy environments. In 2010, 25.2% of adults were smokers,⁹ representing the highest smoking prevalence among the 10 largest cities in the U.S. Among Philadelphia high school students, 11% smoked once in the past 30 days with rates exceeding 30% among White students.¹⁰ Nearly 18% of children live in a home in which an adult smokes indoors.¹¹ In 2007, smoking led to over \$800 million in productivity losses in the city and 2,468 deaths.¹² Since 2000, approximately 25,000 Philadelphians have died of diseases caused by tobacco use and secondhand smoke.¹³



Between 1994 and 1999, numbers of tobacco advertisements increased from 8 to 351 in Philadelphia. Product advertisements represented only 45% to 50% of the total; the remaining advertisements were entertainment-focused promotions, mostly bar-club and event promotions.⁵

A Framework for Public Health Action: The Health Impact Pyramid



Public health agencies must help create health-promoting environments so that healthy behaviors become the default. Using the Health Impact Pyramid as a framework, Get Healthy Philly is changing policies, systems, and environments so that clean air, quitting smoking, and not starting in the first place become the norm. Get Healthy Philly builds on past successes such as the passage of the Clean Indoor Air Worker Protection Law in 2006. Through partnerships with government agencies, community-based organizations, and academic institutions, Get Healthy Philly is working to decrease exposure to secondhand smoke, limit access to tobacco products, help smokers quit, and change tobacco prices and norms.

Philadelphia was one of only four large, urban areas to receive funding in both nutrition & physical activity and tobacco control, totaling \$25.4 million.

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 an executive order and regulation that makes city-owned recreation centers and playgrounds 100% smoke-free, including outdoor areas
- **Strategy 3:** Promote 100% smoke-free campus policies for colleges, universities, and workplaces through technical assistance and policy education
- **Strategy 4:** Promote 100% smoke-free policies for child care settings through technical assistance and policy education

Category 2: Limiting Access to Tobacco Products

- **Strategy 1:** Increase penalties and enhance enforcement for retailers that sell tobacco products to minors
- **Strategy 2:** Educate retailers on how to prevent tobacco sales to minors through face-to-face, culturally appropriate means
- **Strategy 3:** Monitor tobacco retailers through new legislative permitting requirements and the creation of a tobacco retailer database

Category 3: Helping Smokers Quit

- **Strategy 1:** Expand Medicaid coverage for quit-smoking medications for 80,000 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 4,900 Philadelphia smokers through the PA Free Quitline
- **Strategy 4:** Promote aided quit attempts through a multimedia 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 counsel and treat their patients on how to quit smoking
- **Strategy 7:** Establish 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, health care costs, and productivity
- **Strategy 2:** Encourage youth to become leaders in tobacco control policy change through youth engagement and photo-documentation initiatives
- **Strategy 3:** Engage city residents in civic dialogues to assess support for diverse tobacco control policies

Mayor Michael A. Nutter signs Executive Order at Kingsessing Recreation Center, making more than 200 city-owned recreation centers, playgrounds, and pools 100% smoke-free (May 23, 2011).





Category 1: Clean Indoor and Outdoor Air

The U.S. Surgeon General has concluded that there is no risk-free level of exposure to second hand smoke.¹⁴ 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 carcinogen.¹⁵ Outdoor tobacco smoke levels may be as high as secondhand smoke indoors, especially in close proximity to smokers.¹⁶ There is little doubt that outdoor 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 A. Nutter—passed the Clean Indoor Air Worker Protection Law in 2006, making bars, restaurants and workplaces smoke-free. Through Get Healthy Philly, the Philadelphia Department of Public Health continues to enforce this law and expand smoke-free policies to outdoor space.

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 2011, Philadelphia celebrated the 4-year anniversary of Clean Indoor Air Worker Protection Law, which made bars, restaurants, and workplaces smoke-free. (See a video on our SmokeFreePhilly YouTube page [here](#).) However, the law allowed bars to apply for waivers based on food sales comprising less than 20% of overall sales. Through this process, 73 bars received a waiver. Plus, the gaming area 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 25% of the gaming floor.

Impact & Achievements

- Confirmed via administrative review that 9 of the 73 bars initially given a waiver from the smoke-free law have been closed
- Began review of remaining 64 bars to determine whether they still meet initial waiver requirements regarding percentage of total sales attributable to food
- Obtained enforcement authority through the Philadelphia Board of Health to enforce both state and local law in casinos (prior to January 13, 2011, both Pennsylvania and Philadelphia laws overlapped to govern casino smoking)

Strategy 2: Implement an executive order and regulation that makes city-owned recreation centers and playgrounds 100% smoke-free, including outdoor areas

Tens of thousands of children use city-owned recreation centers and playgrounds each year. Prior to Get Healthy Philly, these recreation spaces allowed smoking in outdoor areas. Secondhand smoke, even outdoors, can cause harmful health effects. And when kids witness adults smoking, it can affect their perceptions of how safe and acceptable the behavior is.

Impact & Achievements

- Departments of Public Health and Recreation researched and developed a 100% smoke-free policy, including an implementation and education plan
- Mayor signed an executive order on May 23, 2011, that makes over 200 recreation centers, playgrounds, and pools 100% smoke-free, including outdoor areas



Secondhand smoke exposure remains high for children in Philadelphia homes and in certain child care settings.



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.

Impact & Achievements

- In partnership with the Drexel School of Public Health and the Clean Air Council, Get Healthy Philly hosted the city's first-ever Smoke-Free Campus Symposium on April 6, 2011, with participation from nearly 100 representatives from over 20 universities and colleges, accounting for approximately 100,000 students (<http://www.smoke-freephilly.org/take-action/support-smoke-free-campus>)
- In partnership with the College of Physicians, Get Healthy Philly has assisted 2 large employers in developing 100% smoke-free policies and 2 employers in strengthening existing policies. As a result of this work, over 66,000 employees, city-wide, work in smoke-free environments
- On November 17, 2011, Albert Einstein Health Care Network, will implement the first phase of its 100% smoke-free policy at its MossRehab facility in Elkins Park, affecting 1,000 employees

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

Secondhand smoke exposure remains high for children in Philadelphia homes and in certain child care settings. To decrease children's exposure, Get Healthy Philly has developed an assessment, education, and commitment initiative to teach child care providers about the harms of secondhand and thirdhand smoke (the smoke residue that persists on clothing, hair, and furniture) and the smoke-free laws and policies that apply to them.

Impact & Achievements

- Assessed knowledge, attitudes, and behaviors related to secondhand smoke and clean air policies among 20 child care leaders, representing 400 providers who serve thousands of children
- Launched an online smoke-free home and car pledge on May 23, 2011
- Developed and implemented 2 related technical assistance modules to teach childcare providers about secondhand and thirdhand smoke; to inform them of the smoke-free laws and policies that apply to child care settings; and to encourage policy and operational changes in child care settings





Dr. Schwarz addresses the first-ever Smoke-Free Campus Symposium in Philadelphia at Drexel University (April 6, 2011).

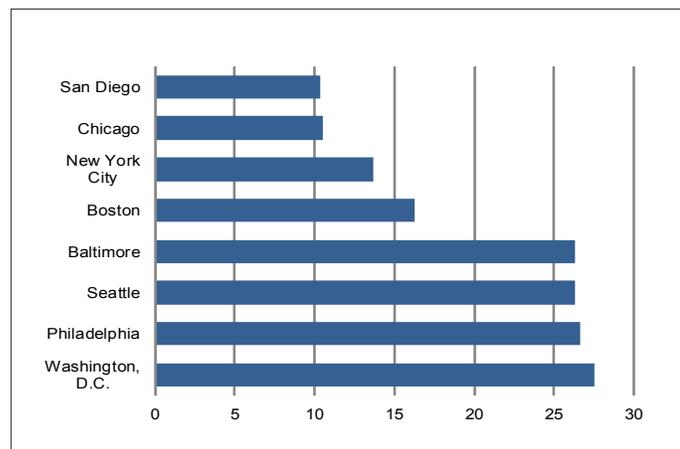


Through Get Healthy Philly, we are taking a multi-faceted approach to decreasing minors' access to tobacco products.

Category 2: Limiting Access to Tobacco Products

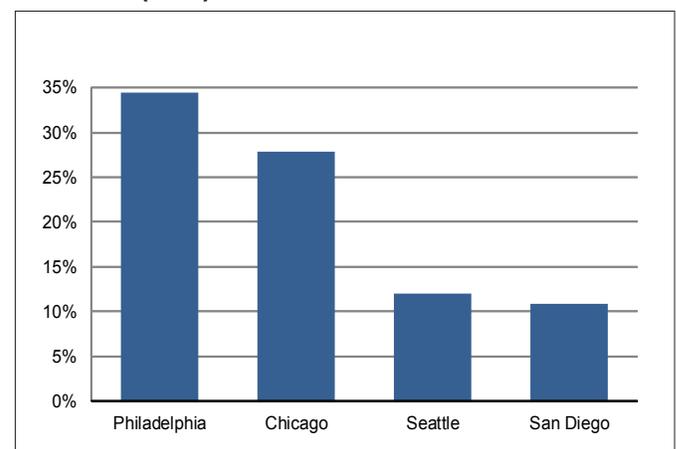
Among large U.S. cities, Philadelphia has among the highest rates of youth smoking. This is likely due to multiple factors, including: 1) the relatively cheap price of cigarettes in Philadelphia compared to other large cities, 2) the number of tobacco retailers per capita, and 3) the ease with which youth can purchase cigarettes from local retailers. These issues have been laid out in detail in the first-ever report on youth smoking in Philadelphia, which can be found [here](#). Through Get Healthy Philly, we are taking a multi-faceted approach to decreasing minors' access to tobacco products.

Tobacco retailers per 1,000 youth in large U.S. cities (2009)¹⁷



Philadelphia has the second highest tobacco retailer to youth ratio of large U.S. cities.

Youth smokers who purchase their own cigarettes by U.S. cities (2009)¹⁸



Philadelphia has the highest self-reported rate of illegal youth sales of tobacco in U.S. cities.

Strategy 1: Increase penalties and enhance enforcement for retailers that sell tobacco products to minors

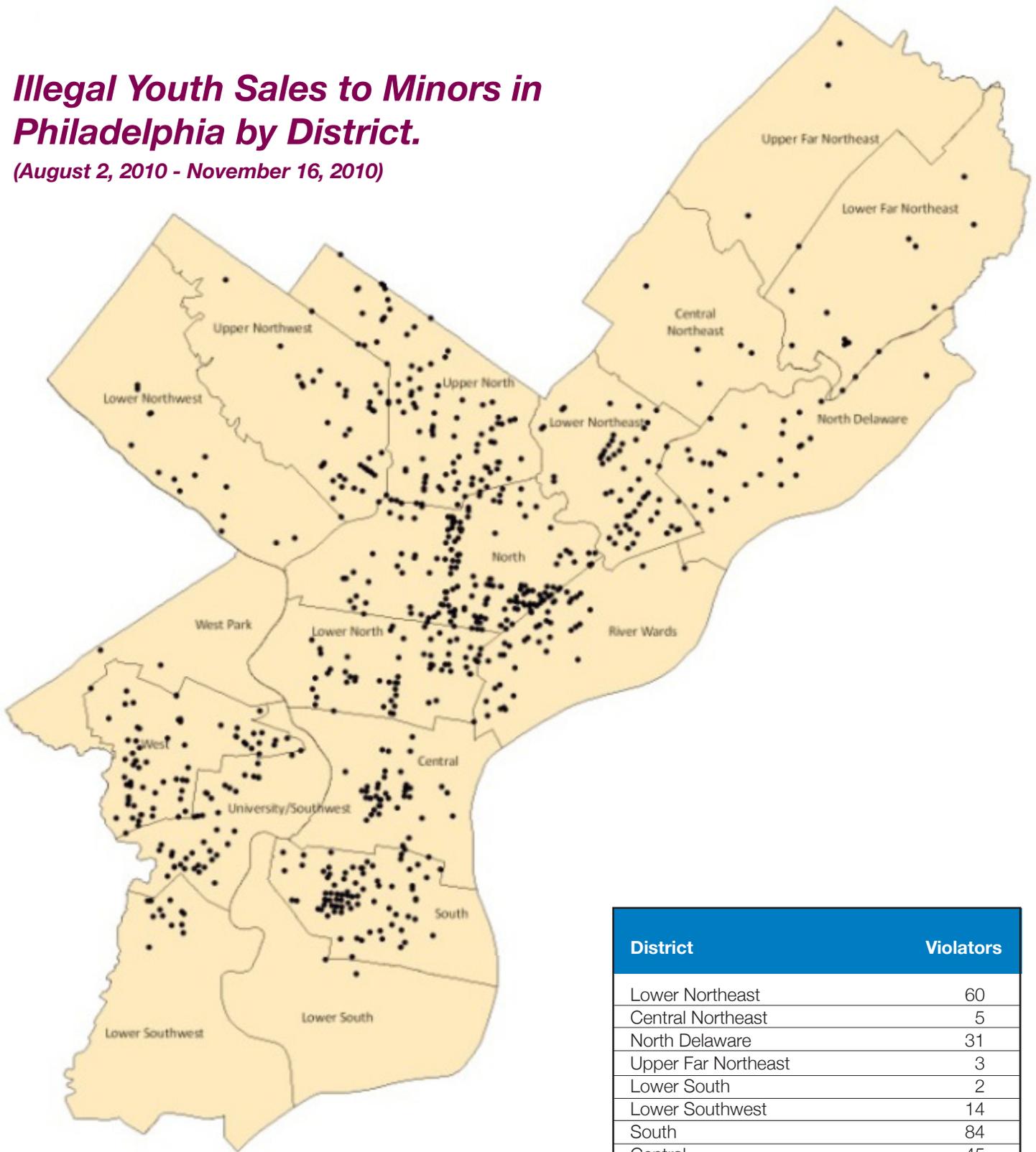
The Philadelphia Department of Public Health (PDPH), in partnership with the Health Promotion Council of Southeastern Pennsylvania (HPC), works with youth to conduct compliance checks of every tobacco retailer in the city. For the past several years, 1 in 5 of these investigations led to an illegal sale of tobacco to a minor. Through Get Healthy Philly, we have raised penalties for these violations and stepped-up the ticketing process.

Impact & Achievements

- On December 23, 2010, Mayor Nutter signed Bill No. 100634 into law, which increases penalties from \$100 to \$250 for merchants that sell tobacco products illegally to youth
- Passed 15 – 0 by Philadelphia City Council
- Youth conducted 7,000 compliance checks of tobacco retailers in the city
- PDPH assumed responsibility for issuing tickets in-person to retailers that violate the youth sales law rather than issuance by mail
- Two dedicated PDPH sanitarians issue tickets within 48 hours of a violation
- Over 4,400 tickets were issued to over 2,000 retailers
- PDPH began posting on its [website](#) names of retailers that are cited for selling illegally to minor
- The public can report retailers by calling 1-888-99-SMOKE or [online](#)

Illegal Youth Sales to Minors in Philadelphia by District.

(August 2, 2010 - November 16, 2010)



District	Violators
Lower Northeast	60
Central Northeast	5
North Delaware	31
Upper Far Northeast	3
Lower South	2
Lower Southwest	14
South	84
Central	45
University/Southwest	40
West	71
West Park	4
Lower North	64
River Wards	49
North	153
Lower Northwest	15
Upper Northwest	50
Upper North	95

Get Healthy Philly has created a new initiative to provide face-to-face, culturally appropriate education to tobacco retailers about how to prevent sales to minors.

Strategy 2: Educate retailers on how to prevent tobacco sales to minors through face-to-face, culturally appropriate means

Along with increasing penalties and enforcement, Get Healthy Philly has 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 from public health educators from the Health Promotion Council of Southeastern Pennsylvania (HPC).

Impact & Achievements

- Conducted 892 face-to-face, culturally appropriate education sessions with tobacco retailers in English, Chinese, and Spanish
- Mailed educational information and signage to over 4,000 tobacco retailers in the city

Strategy 3: Monitor tobacco retailers through new legislative permitting requirements and the creation of a tobacco retailer database

Currently, retailers in Philadelphia do not have to get a local permit to sell tobacco products. Only cigarette and little cigar retailers have 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, there is no permitting requirement for retailers that only sell other tobacco products, such as chewing tobacco. To monitor all tobacco retailers more closely, PDPH will develop a local permitting requirement and database.

Impact & Achievements

- Researched and developed tobacco retailer permitting legislation and introduced it through City Council
- Created tobacco retailer database schema, incorporating data from state permitting agencies, local compliance check partners, and local governmental enforcement agencies

Excerpt from HPC's tobacco retailer education materials.

What are the youth tobacco access laws?

- No sale of any tobacco product to anyone **UNDER AGE 18**
- Ask for photo ID for anyone that appears under age 27
- It is illegal to sell single cigarettes (loosies)
- Tobacco must be kept **behind** the counter and within eyesight of the cashier or other worker

If you sell tobacco to youth:	The penalty is:
1st, 2nd, or 3rd time	\$250 each ticket
3 or more times within any 24 month period	Your business may be shut down for at least 48 hours

- If you think a code violation notice is issued in error, you may request a hearing with the Office of Administrative Review
- If you do not pay the fines and you do not request a hearing, you may have to go to municipal court, where you may be subject to a fine of \$2,000 if found guilty
- Your name may be posted online and made public to alert your community that you sold a tobacco product to a minor

How can I know if a person is over 18?

ASK FOR ID

Be sure it is a legal form of ID:

- PA State ID Card
- Drivers License
- US Passport
- Military ID



- Do NOT sell tobacco before the date in the yellow bar
- Make sure ID is not missing any information and is not expired

If you are not sure if the ID is legal do NOT make the sale.

All of These Products Are Illegal to Sell to Youth



Loose Cigarettes and Packs of Cigarettes



Blast Wraps



Cigars (Blunts)



Pipe



Pipe Tobacco



Chew/Spit Tobacco



Rolling Papers



Snus

Get Healthy Philly is working with 6 large employers in Philadelphia to increase coverage for quit-smoking medications.

Category 3: Helping Smokers Quit

Approximately 70% of smokers want to quit. In 2010, 56% of Philadelphia smokers made a quit attempt but two-thirds tried to quit on their own.¹⁹ However, 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: 1) smokers may not know the benefits of quitting with help; 2) quit smoking medications can be expensive over-the-counter and many insurance plans don't cover these products; 3) smokers may not know how to access free or low-cost counseling; and 4) smokers may have misperceptions about the harms of certain treatments. Get Healthy Philly is promoting the benefits of quitting with help and making it easier and cheaper to get help.

Strategy 1: Expand Medicaid coverage for quit-smoking medications for 80,000 low-income smokers

Based on experience from Massachusetts, expanding coverage for quit-smoking medications through Medicaid programs can promote more and more successful quit attempts. Over 2 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.²⁰ Through Get Healthy Philly, the Philadelphia Department of Public Health (PDPH) has engaged the 5 Medicaid managed care organizations (MCOs) to expand coverage.

Impact & Achievements

- 4 of 5 MCOs expanded or maintained coverage for 6 of 7 FDA-approved quit-smoking medications for approximately 80,000 low-income smokers
- Medications are available for \$0-3 per month
- MCOs are developing a plan for promoting quit-smoking medications among Medicaid beneficiaries and medical providers
- PDPH now tracks quit-smoking medication utilization on a quarterly basis



Philadelphia Department of Public Health's Tobacco Policy and Control consumer website, www.smokefreephilly.org, offers cessation resources, including how your doctor can help you quit with help and quit for good.





“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.”

Health Commissioner, Dr. Donald Schwarz

Get Healthy Philly is promoting the benefits of quitting with help, and making it easier and cheaper to get help.



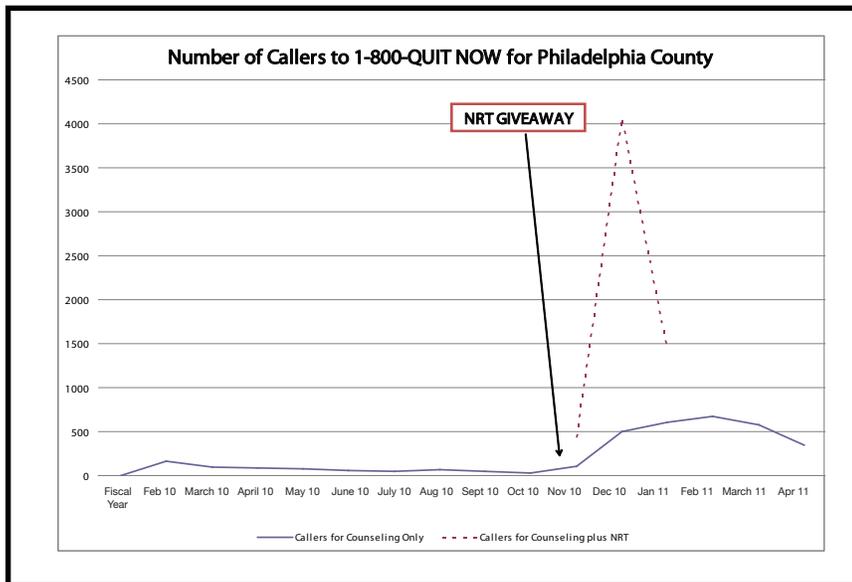
Calls to the PA Free Quitline during February 2010 - April 2011, showing a significant spike during the Nicotine Replacement Therapy (NRT) giveaway between mid-November 2010 and mid-January 2011.

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 is working with 6 large employers in Philadelphia to increase coverage for quit-smoking medications. In addition, the City of Philadelphia has expanded coverage for a subset of its employees as an example of how large employers can make tobacco control policy change.

Impact & Achievements

- As of January 1, 2011, the City will be offering coverage for 6 of the 7 FDA-approved smoking cessation medications for exempt and non-represented employees, affecting approximately 7,000 employees and their dependents
 - Non-represented employees (those hired via the Civil Service process)
 - Court employees (exempt or civil service)
 - Union represented Fair Share employees
 - Retirees who comprise any of the above groupings for the first 5 years of retirement



Strategy 3: Provide one-month of free nicotine patches and counseling to 4,900 Philadelphia smokers through the PA Free Quitline

Through a partnership with PA Department of Health and Free and Clear, Inc., Get Healthy Philly implemented the first-ever nicotine patch giveaway dedicated to Philadelphia smokers between November 15, 2010 and January 12, 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.

Impact & Achievements

- 4,900 Philadelphia smokers received 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
 - 22% of callers were covered by Medicaid
 - 32% of callers had one of the following conditions: asthma, heart disease, COPD, diabetes, or high blood pressure
- On the busiest day of the giveaway, nearly 850 Philadelphians called the Quitline
- Quitline use by Philadelphia smokers has remained higher than prior years even after the completion of the giveaway



YOU SAID YOU WERE QUITTING.

1-800-QUIT-NOW
SmokeFreePhilly.org

GET HEALTHY PHILLY
Healthy Adults & Young Adults

QUIT WITH HELP. QUIT FOR GOOD.



Examples of the Get Healthy Philly tobacco media campaign, including interior bus & subway panels as well as salon and barbershop posters targeting Latino neighborhoods.

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

Get Healthy Philly partnered with the Annenberg School for Communications at the University of Pennsylvania and a private media firm, Neiman Group, to develop a multi-media campaign targeting low-income smokers between 25 and 55 years-of age to convince them that they are twice as likely to quit for good if they quit with help and to point them toward resources at www.smokefreephilly.org.

Impact & Achievements

- Surveyed 500 Philadelphia smokers to understand their knowledge, attitudes, beliefs, and behaviors related to smoking and prior quit attempts
- Launched a multi-media campaign on January 17, 2011 – on television, radio, and transit; in corner stores and barber shops; and online—that will achieve 50 million impressions over the course of 15 months
- In the first 3 months of the campaign, half of all smokers in the city saw or heard the campaign

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

Since the establishment of the Philadelphia Department of Public Health’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, classes for vulnerable populations were expanded.

Impact & Achievements

- 441 Philadelphia smokers received 4-6 weeks of free quit-smoking counseling and nicotine replacement
 - **Concilio** - Free group and individual quit-smoking classes in Spanish throughout the city

- **Drexel University** - Free group and individual quit-smoking classes for young adults throughout the city
- **SEAMAAC** - Free group and individual quit-smoking classes in Chinese throughout the city
- **Comprehensive Smoking Treatment Program**, University of Pennsylvania Free group and individual quit-smoking classes in North and Northeast Philadelphia

Strategy 6: Implement a public health detailing program to improve the ability of primary care providers to counsel and treat their patients on how to 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, www.phillycopd.com. The goal of the Philadelphia COPD Initiative is to provide simple-to-use resources that can help physicians and patients manage Chronic Obstructive Pulmonary Disease (COPD) more effectively with a core focus on quitting smoking.

Impact & Achievements

- Developed a web-based learning tool to improve COPD outcomes in primary care, including evidence-based guidelines for quit-smoking treatment and counseling and tools to assure appropriate reimbursement for services
- Created a continuing medical education (CME) module through which physicians can earn 15 CME credits
- Clinicians who have participated in similar learning modules in the past were found to be 50% more likely to provide guideline driven care to their patients



Philadelphia COPD Initiative provides resources to physicians and patients to manage Chronic Obstructive Pulmonary Disease.

For kids, finding cigs easy as ABC

▶ Youth smoking has increased in Pa., bucking decade's trends ▶ Larger fines for selling to teens part of new city efforts ▶ Other obstacles remain

In just one month last fall, local health officials issued fines to almost 300 stores that peddle cigarettes, according to a report released last week.

Council hikes fine for youth cig sales

By CATHERINE LUCEY
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Backing a Nutter administration effort to reduce youth smoking, City Council yesterday passed legislation that hikes the fines for merchants who sell tobacco products to minors.

will become daily smokers as adults, Schwarz said during the November hearing. Schwarz yesterday stressed that the new fines would be combined with an education effort aimed at schooling retailers on why they shouldn't sell tobacco products to the underage.

"So that retailers realize that it's not just their bottom line, but it's what happens to their community," Schwarz said.

for the comments — among them, that the public could testify only on items on Council's legislative agenda for the day.

"The proposed temporary regulation will not allow public comment on items of concern to the public generally," Zaslou said. He said he hoped that Council would work to improve the rules. Verna said that she had received an opinion from City Solicitor Shelley Smith that the current setup was in compliance. The opinion states that "while Council's authority to restrict comment only to matters potentially up for a vote at that meeting is not entirely free from doubt, believe the Sunshine Act is doing so."

Also in Council yesterday, Councilman Darrell Clarke introduced legislation that would move the City's headquarters from City Hall to the City Center, which is over the city's main make-over to the

first commenters M. Zaslou, the attorney representing the Home Association of Philadelphia in 2007 challenged the practice of allowing comment during committee hearings, but not the sessions.

He commended Council President Anna Verna

Philadelphia ranks in the nation's big cities. About half of Philadelphia high school students have smoked a cigarette at least once, and studies show that up to half of them

THINKSTOCK



Get Healthy Philly in the News - 2010

Strategy 7: Establish 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. Based on the experience of other communities both nationally and internationally, Get Healthy Philly is exploring a local regulation that would require all tobacco retailers in the city to display health warning signs at the point of sale, 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

- Researched the public health effects of such a regulation on knowledge and attitudes about smoking-related health risks, quit attempts, and smoking prevalence
- Explored legal authority to implement such a regulation and the legal challenge similar to New York City's regulation

Increasing the price of cigarettes can have short and long-term positive health and economic gains.



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 \$10 in New York City because of local taxes levied on top of federal and state taxes. Price is a particularly strong predictor of smoking among youth and low-income populations. 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.²² 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 youth’s autonomy. Successful tobacco control strategies must address pricing and norms.

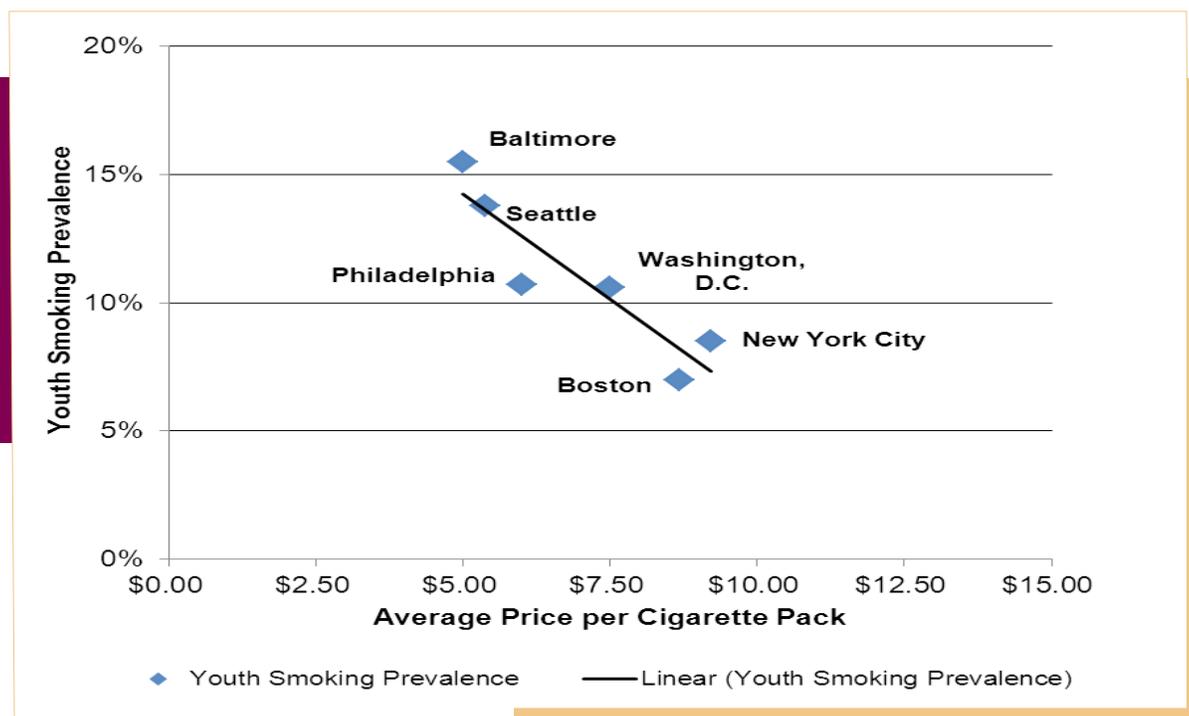
Strategy 1: Assess the impact of increased cigarette prices on smoking, health care costs, and productivity

Nationwide, smoking leads to \$97 billion in productivity losses annually²³ and locally results in \$800 million in productivity losses and 2,400 deaths per year.²⁴ Increasing the price of cigarettes can have short and long-term positive health and economic gains. Through a partnership with Dr. Mark Stehr at the Lebow College of Business, Drexel University, we are estimating these effects to help with tobacco control planning and education.

Impacts & Achievements

- Modified SimSmoke²⁵—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 health care costs
- Determined the trajectory for smoking prevalence in Philadelphia under numerous policy scenarios

As the average price per pack of cigarettes increases, the youth smoking prevalence decreases.



Youth smoking prevalence by average price per pack in U.S. cities (2009).²¹

Engaging the youth and community in Philadelphia.



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.²⁶ Most smokers begin smoking as youth or young adults, so this is a critical developmental stage during which to counteract the efforts of tobacco manufacturers and marketers. Through Get Healthy Philly, we are helping youth become tobacco control leaders through an engagement program led by the Philadelphia Youth Commission and by assisting them in documenting the effects of tobacco on their families and communities through a photo-documentation project coordinated by Dr. Carolyn Cannuscio at the Mixed Methods Research Laboratory, Hospital of the University of Pennsylvania.

Impacts & Achievements

- Partnered with the Youth Commission to educate stakeholders about the prevalence and effects of illegal tobacco sales to minors, culminating in passage of Bill No. 100634 into law, which increases penalties from \$100 to \$250 for merchants that sell tobacco products illegally to youth
- Initiated a photo-documentation project with West Philly youth to capture the effects of tobacco use on their families and communities

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 requires engages residents who understand the implications of tobacco use on the health and welfare of the city. Through a new partnership with WHY, Get Healthy Philly will host civic dialogues on tobacco use in Philadelphia.

Impacts & Achievements

- In partnership with WHY, developed a framework and schedule for 5 civic dialogues in 2011 focused on generating ideas and input on policy options to reduce smoking in Philadelphia

“Most photographs—whether abstract, narrative or documentary, whether complimented or criticized—promote discussion.”

Health of Philadelphia Photo-Documentation Project





Looking Ahead: Get Healthy Philly Year Two (April 2011 – March 2012)

Get Healthy Philly has already achieved long-lasting changes that make it easier for Philadelphians to engage in healthy behaviors. In year two of this two-year, federally-funded initiative, Get Healthy Philly seeks to bring its interventions to scale, implement policies that have been developed in year one, assure sustainability, evaluate the effects of interventions on health, and contribute to the public health evidence base.

Clean Indoor and Outdoor Air

- Complete assessment of 64 bars initially granted waivers to the local clean indoor air law to determine whether they still meet waiver requirements
- Monitor compliance with local and state clean indoor air laws in Philadelphia casinos
- 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
- Provide technical assistance to 3 universities and 9 large employers in developing and implementing smoke-free policies
- Sponsor a 6-week smoke-free home and car pledge-a-thon

Limiting Access to Tobacco Products

- Conduct 7,000 youth sales compliance checks and issue citations with 48 hours of any violations
- Provide in-person, culturally appropriate education to 900 tobacco retailers on preventing sales to minors
- Gain passage of local ordinance requiring retailers to obtain a permit to sell tobacco products
- Create and implement a local database to track tobacco retailer permitting, youth sales, and advertising



Get Healthy Philly newsstand ads prominently feature tobacco cessation messaging in Center City and surround City Hall.

Helping Smokers Quit

- Work with 5 local Medicaid plans to promote expanded quit-smoking coverage to patients and providers
- Increase coverage for quit-smoking medications among 9 large employers in Philadelphia
- Implement second giveaway of free nicotine patches and counseling for 4,900 local smokers
- Develop and implement second phase of multi-media campaign to promote aided quit attempts among low-income smokers
- Provide education, tools, and resources to help 100 primary care providers become better at counseling and treating their patients who smoke

Tobacco Pricing and Norms

- Complete analyses estimating the effects of tobacco price increases on smoking, smoking-related deaths, and health care costs, including those costs incurred by Medicaid
- Disseminate youth tobacco photo-documentation project through local press, community events, and digital media
- Engage hundreds of Philadelphians in 5 civic dialogues about how to reduce smoking in the city

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Health Department Website: <http://www.phila.gov/health/Commissioner/CPW.html>

Consumer Website: www.smokefreephilly.org