

Tobacco Reduction Program

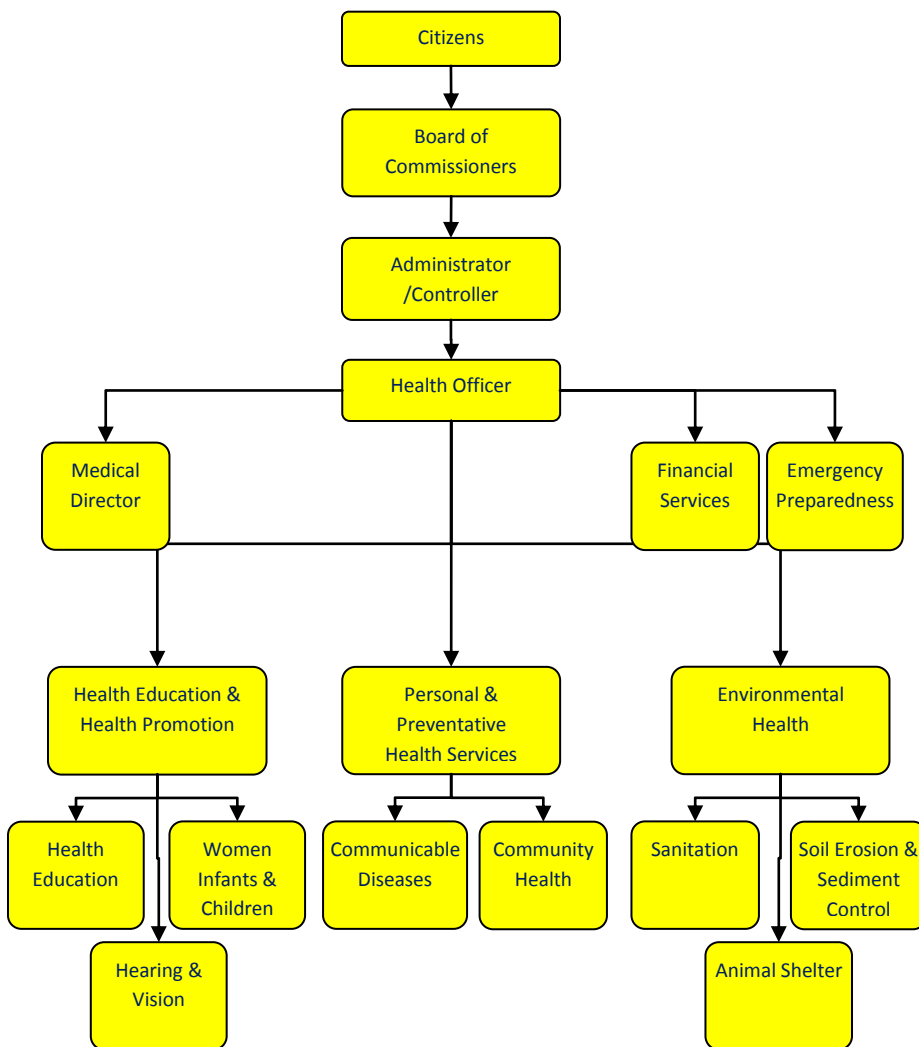
Activities

Encourage the reduction of tobacco use.

Inform and educate the public and specific target groups of the hazards of tobacco use

Develop and promote policies and procedures which will encourage and assist target groups in being tobacco free;

Propose local ordinances and encourage enforcement which would restrict the sale of tobacco products, and thus enhance the health of the whole community.



Mission Statement

The Jackson Tobacco Reduction Coalition seeks to improve the health of the citizens of Jackson County by encouraging the reduction of tobacco use.



Strategic Plan Impact

✓ **Healthy Community**

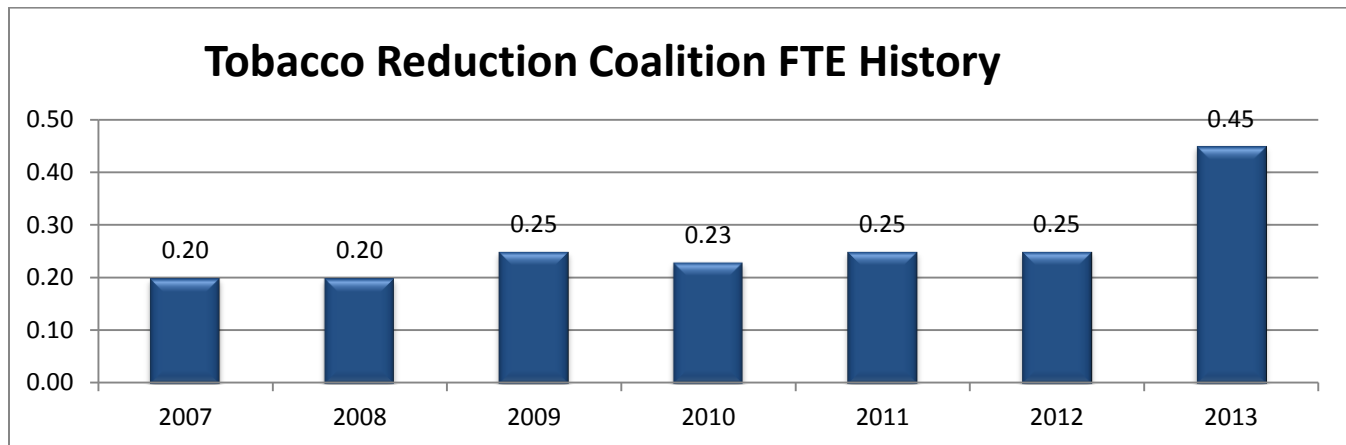
The Jackson Tobacco Reduction Coalition serves as a multi agency collaboration whose focus is on reducing tobacco use through education, prevention, cessation, and advocacy efforts. Improving the overall health of Jackson County citizen is our goal through a reduction in the number of heart attacks, rates of pulmonary disease (asthma, COPD) as well as chronic disease rates (lung and other types of cancers).

Accomplishments

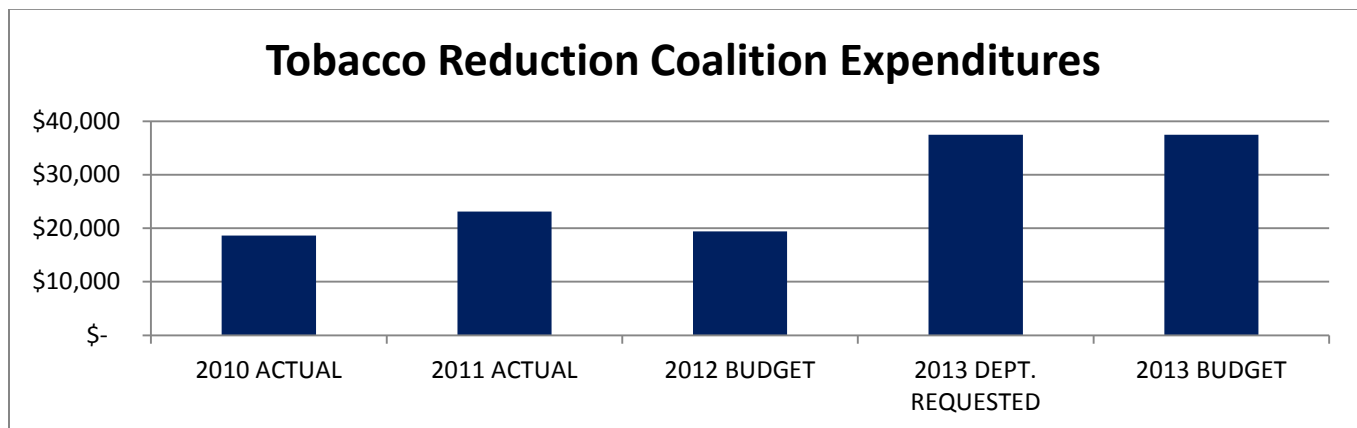
- ✓ Implementation of the statewide smoke free law for all worksites, including restaurants including the provision of educational presentations to businesses and the general public to increase their knowledge of the details of the law regarding compliance issues .
- ✓ Continued collaboration with the HIO regarding issues surrounding tobacco and encouraging local businesses to implement policies which will address issues not covered by the statewide law such as provision of cessation services for employees and smoke free campuses.
- ✓ The HIO has determined that reduced smoking and exposure to secondhand smoke tobacco is one of the four main priority areas which will be addressed in their Five Year Community Health Plan in an effort to promote healthy lifestyles and reduce chronic disease for Jackson County residents.
- ✓ Collaboration with Allegiance Health to provide monthly Quit Tobacco Workshops to the general public.
- ✓ Strong collaboration with the Jackson County Substance Abuse Prevention Coalition adds additional tobacco prevention resources for the Jackson Community.
- ✓ The Jackson County Substance Abuse Prevention Coalition applied for and received a Federal Drug Free Communities grant to address issues of social norming surrounding lower youth tobacco use rates, tobacco access and 24 / 7 tobacco free school policies.
- ✓ The JTRC maintains a strong tie with the local media in terms of expert opinions for tobacco related issues.
- ✓ Recipient of continued funding to provide tobacco education, cessation and policy development assistance in the community as well as providing ongoing assistance and monitoring of the smoke-free law implementation.

Budget Adjustments

There are no significant budget adjustments to this program.

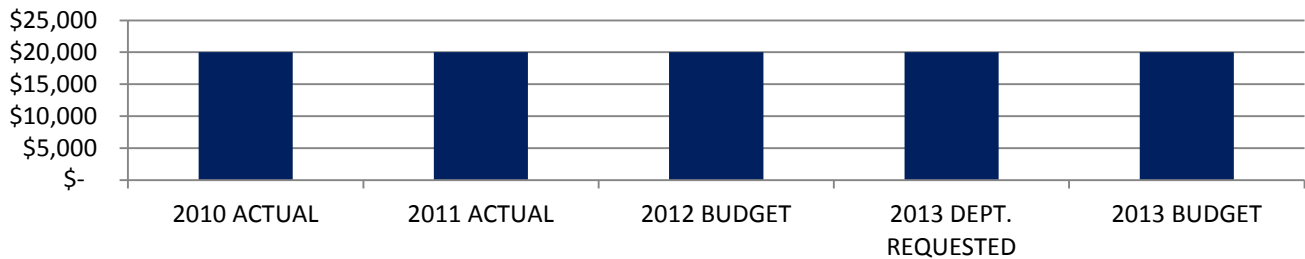


Expenditure History					
	2010 <u>ACTUAL</u>	2011 <u>ACTUAL</u>	2012 <u>BUDGET</u>	2013 DEPT <u>REQUESTED</u>	2013 <u>BUDGET</u>
PERSONNEL SERVICES	15,652	17,209	16,061	34,082	34,082
SUPPLIES & MATERIALS	1,021	2,992	1,600	1,600	1,600
CONTRACT SERVICES	1631	2159	1,200	1,200	1,200
OTHER EXPENSES	352	750	565	565	565
TOTAL PROGRAM COST	\$18,656	\$23,110	\$19,426	\$37,447	\$37,447



Revenue History					
	2010 <u>ACTUAL</u>	2011 <u>ACTUAL</u>	2012 <u>BUDGET</u>	2013 DEPT <u>REQUESTED</u>	2013 <u>BUDGET</u>
INTERGOVERNMENTAL	20,000	19,997	20,000	20,000	20,000
TOTAL PROGRAM COST	\$20,000	\$19,997	\$20,000	\$20,000	\$20,000

Tobacco Reduction Coalition Revenues



Strategic Outcomes

Indicator	2008 Actual	2009 Actual	2010 Actual	2011 Actual	2012 Target	2013 Target
#1 Cause of death - Heart Disease/Attacks	238.5*	255.9	TBD		240	
#2 Cause of death - Cancers	238.5*	223.4	TBD		218	
#3 Cause of death - Stroke	49.9*	47.6	TBD		44	
#4 Cause of death - Chronic Lower Respiratory Disease	64.9*	68.8	TBD		60	
Ambulatory Care Sensitive Hospitalization Rates for Jackson County.						
Congestive Heart Failure	11.2%	12.3	TBD		10%	
Chronic Obstructive Pulmonary	11.3%	10.5	TBD		8.5%	
Asthma	6.8%	5.5	TBD		4.5%	
Jackson County Smoking Rate by Source						
Smoking Rate of City Residents per Community Health Assessment Report	29.50%	NA	TBD		23.5%	
**Smoking Rate of County Residents per Community Health Assessment Report	26.70%	NA	TBD		23.5%	
Smoke-Free						
Smoke-Free Worksites *as of May 1, 2010	NA	238	ALL*		ALL	
Smoke-Free Restaurants*as of May 1, 2010	172	133	ALL*		ALL	

*Behavioral Risk Factor Survey Data –based on 3 year average Per 100,000

Other Key Indicators

Indicator	2008 Actual	2009 Actual	2010 Actual	2011 Actual	2012 Target	2013 Target
Quit Line Callers FY	178	237	162		200	
Quit Line Enrollees FY	121	178	141		155	