

# Kentucky Tobacco Prevention & Cessation Program

Presentation for the Tobacco Settlement Agreement Fund Oversight Committee

August 18, 2021



**Kentucky Public Health**  
Prevent. Promote. Protect.

# The Kentucky Tobacco Prevention & Cessation Program protects the health and economic interests of all Kentuckians by:



Preventing youth from ever becoming addicted to nicotine



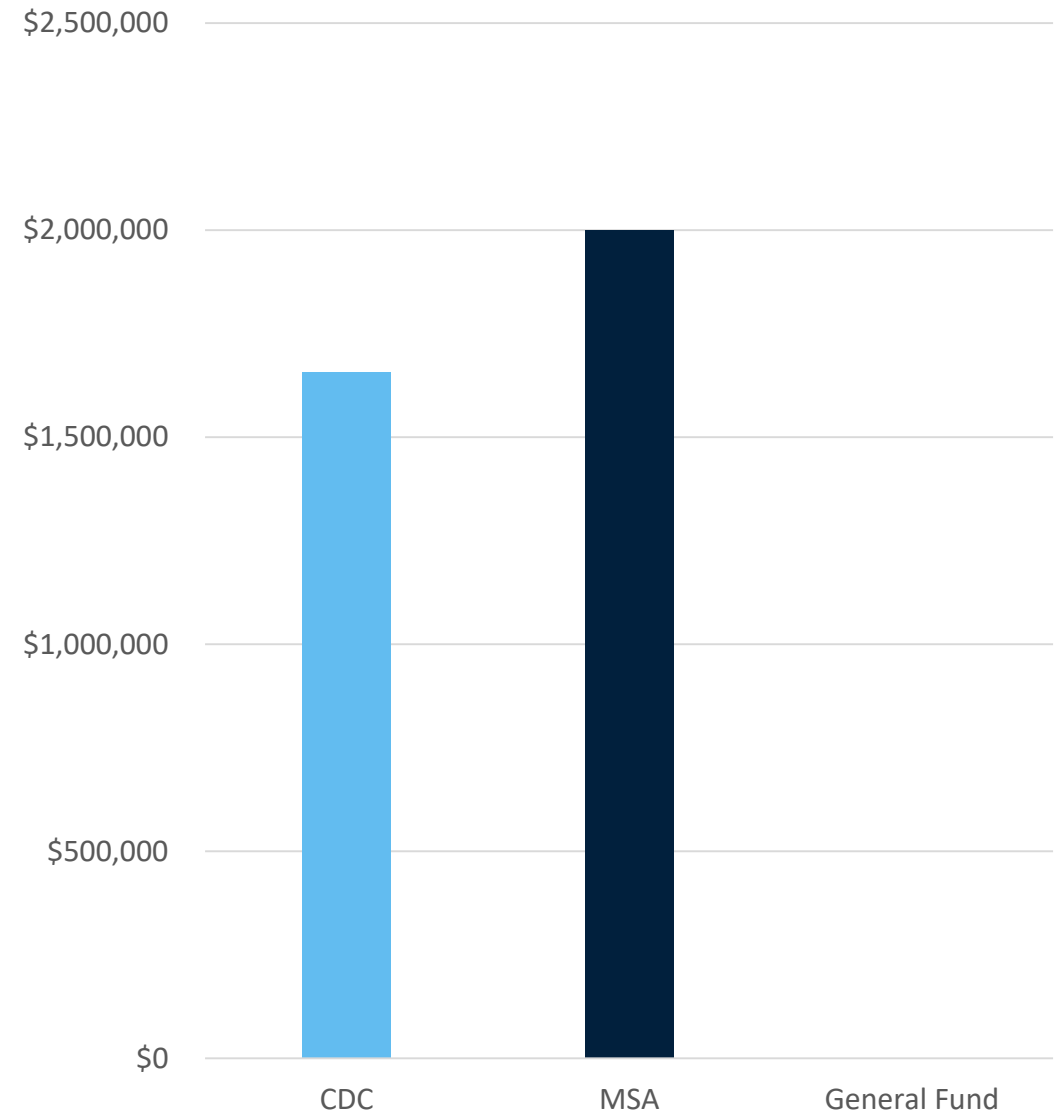
Helping people who want to quit using tobacco products



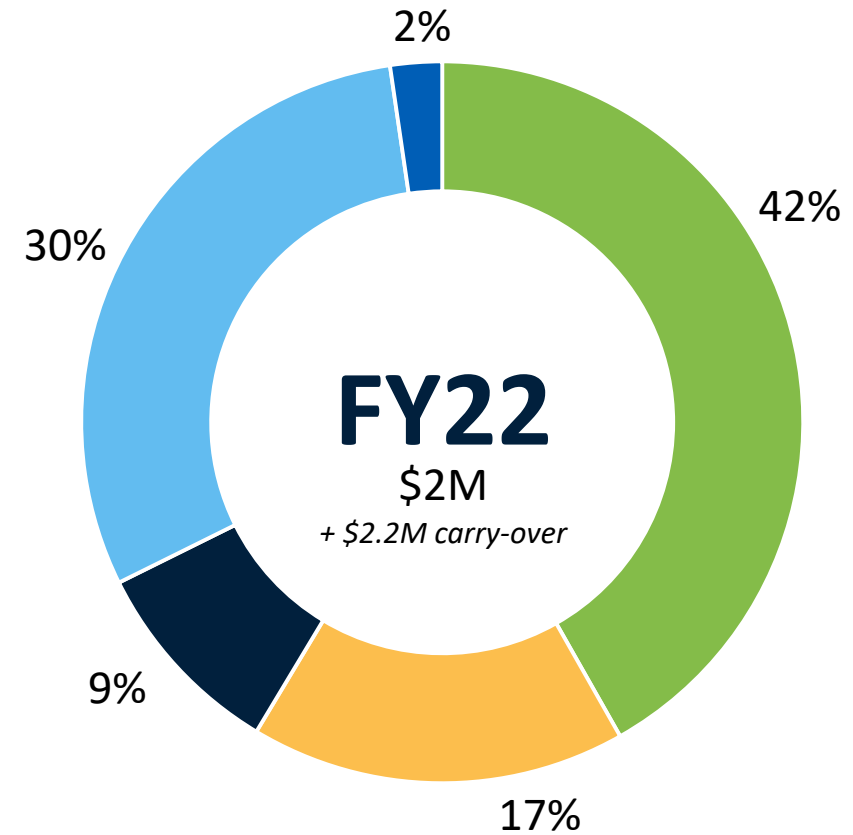
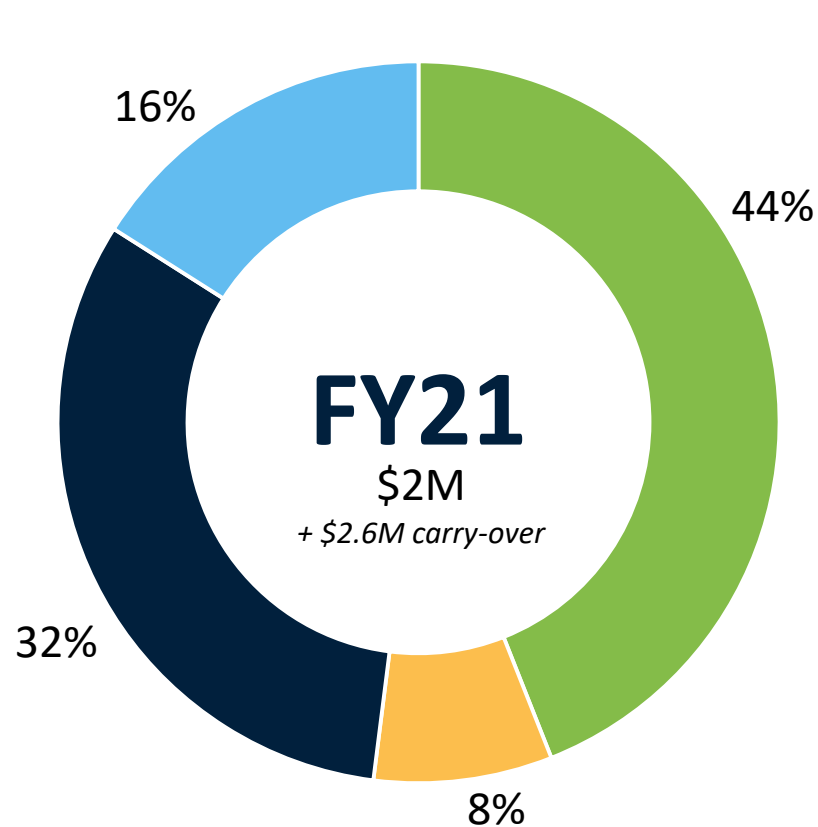
Protecting Kentuckians from exposure to secondhand smoke

# FY22 Funding Sources

- Almost all Kentucky Tobacco Prevention & Cessation Program salaries, fringe, and indirect are paid out of a grant from Centers for Disease Control (CDC).
- CDC also subsidizes our quitline services and Behavioral Risk Factor Surveillance System (BRFSS) questions.

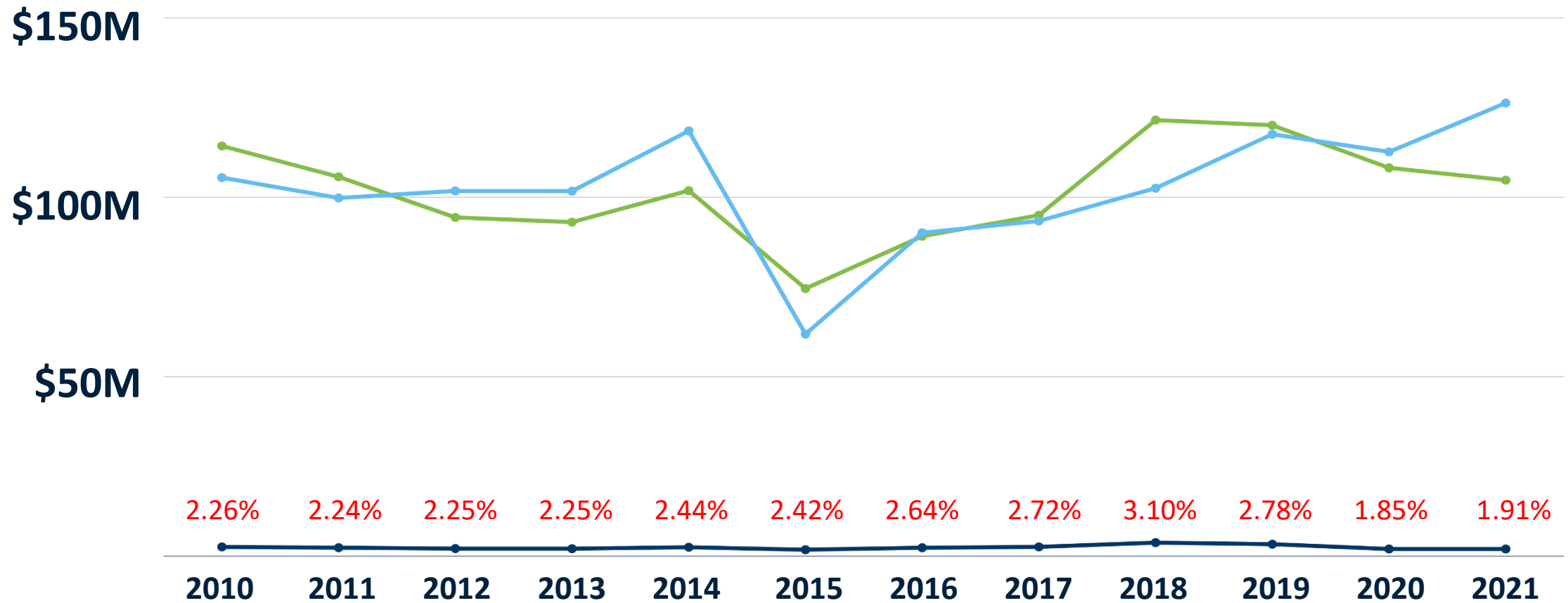


# Tobacco Prevention & Cessation Budget for Master Settlement Agreement (MSA) Funds



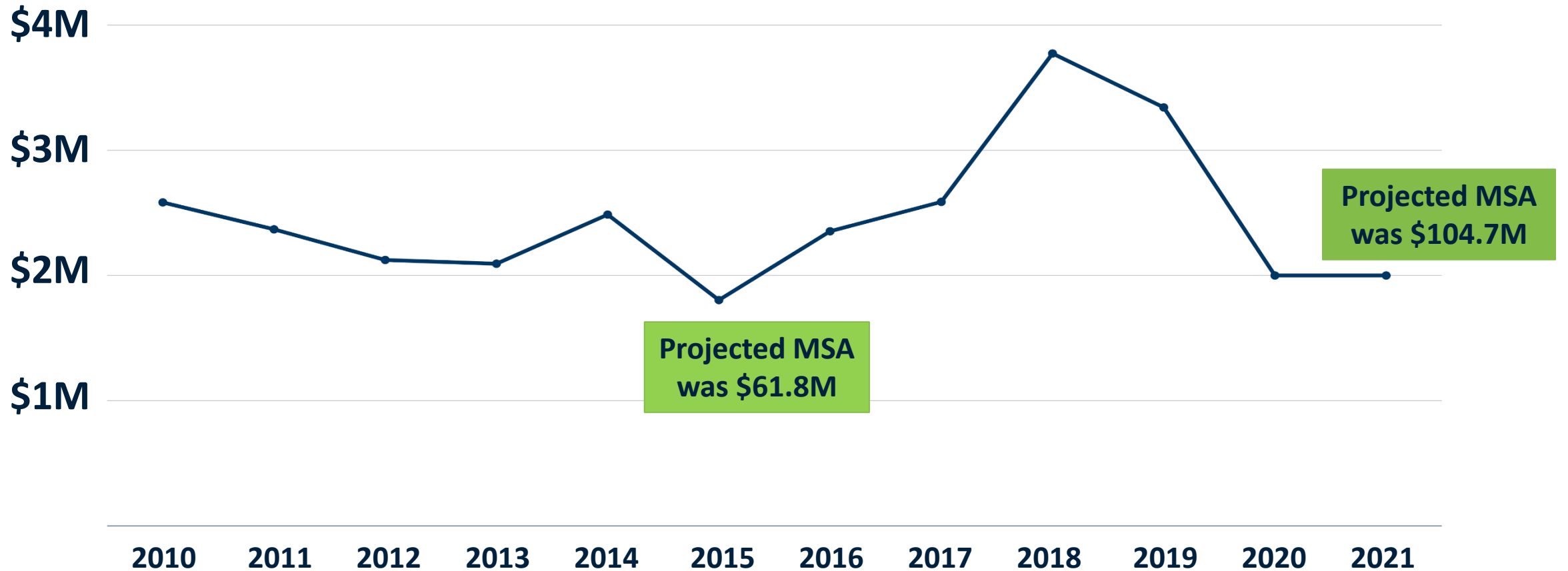
Local Health Departments    Quitlines    Media    Partners    Salaries & Fringe

# History of MSA Funding to Kentucky



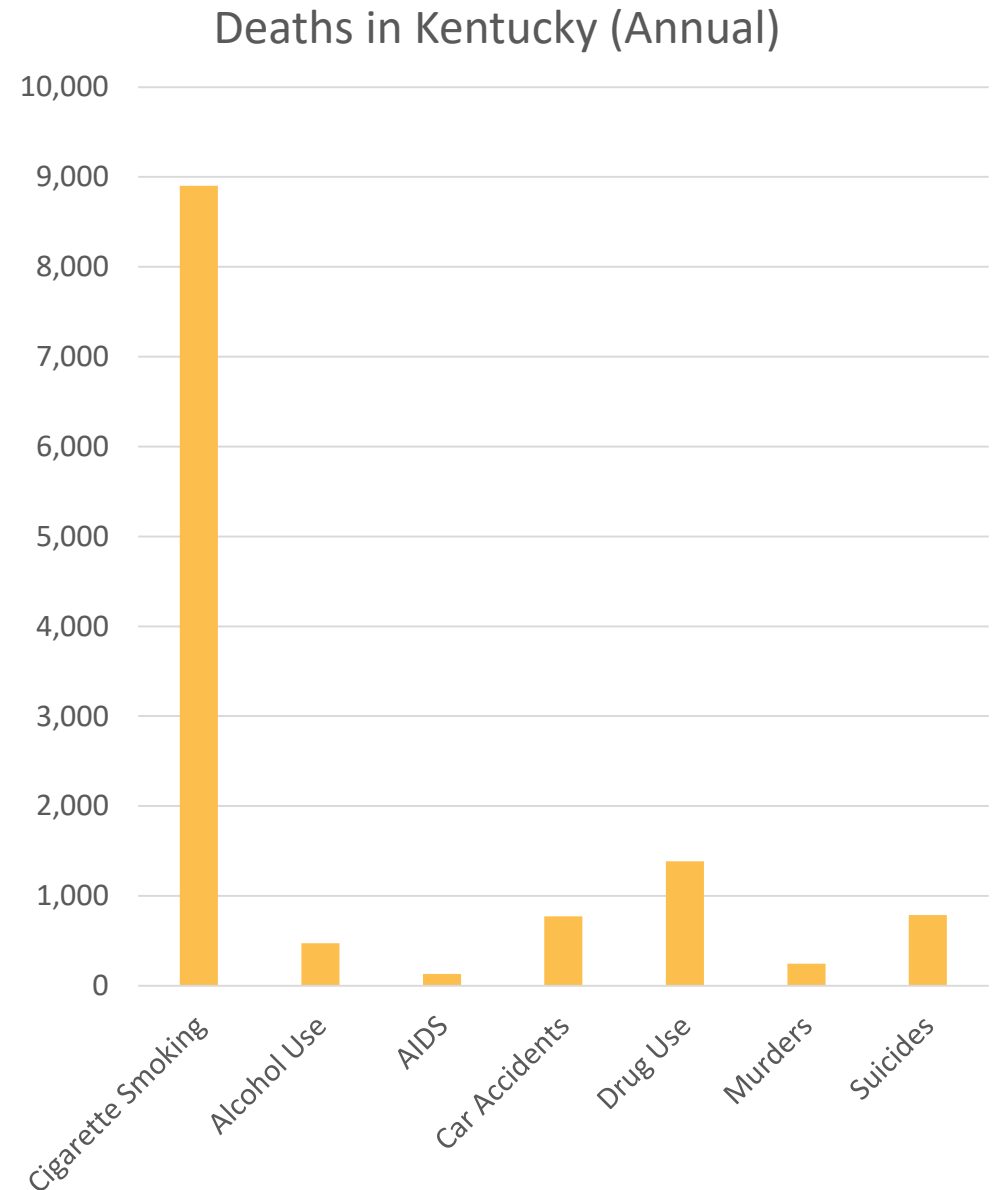
MSA Projected by Legislature    Actual MSA Received by KY    Prevention & Cessation Program Funding

# History of MSA Funding to Kentucky Tobacco Prevention & Cessation



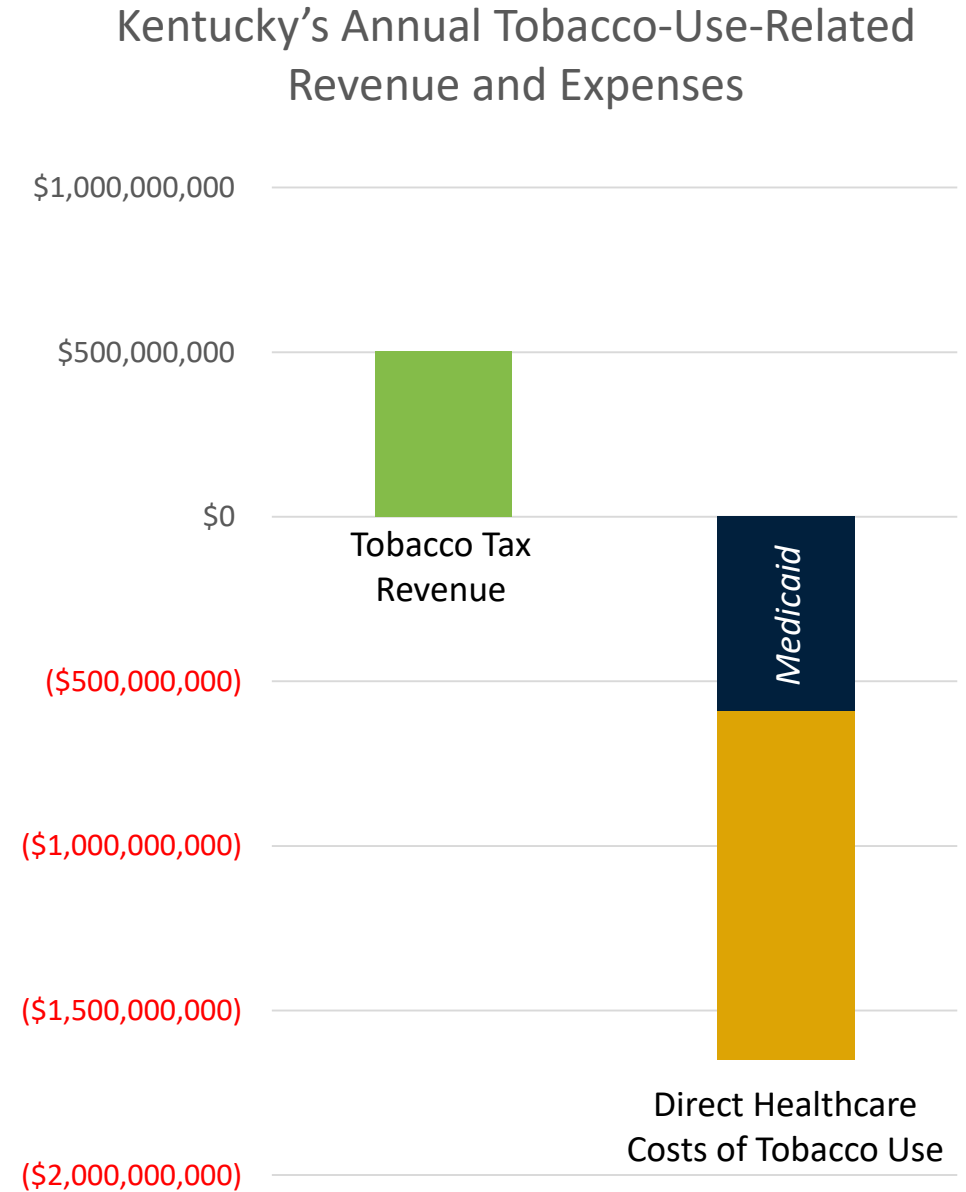
# The Human Toll of Tobacco Use in Kentucky

- Tobacco use is the leading cause of preventable death and disability in Kentucky.
- More than 800,000 Kentucky adults still use tobacco.
- 8,900 Kentucky adults die from smoking-related illnesses each year.



# The Financial Toll of Tobacco Use in Kentucky

- Each Kentucky household pays \$839 annually in state and federal taxes due to smoking-related expenses.
- According to the CDC, for every \$1 spent on a comprehensive tobacco control program, Kentucky will get a \$55 return on investment.





# Goal 1: Prevention

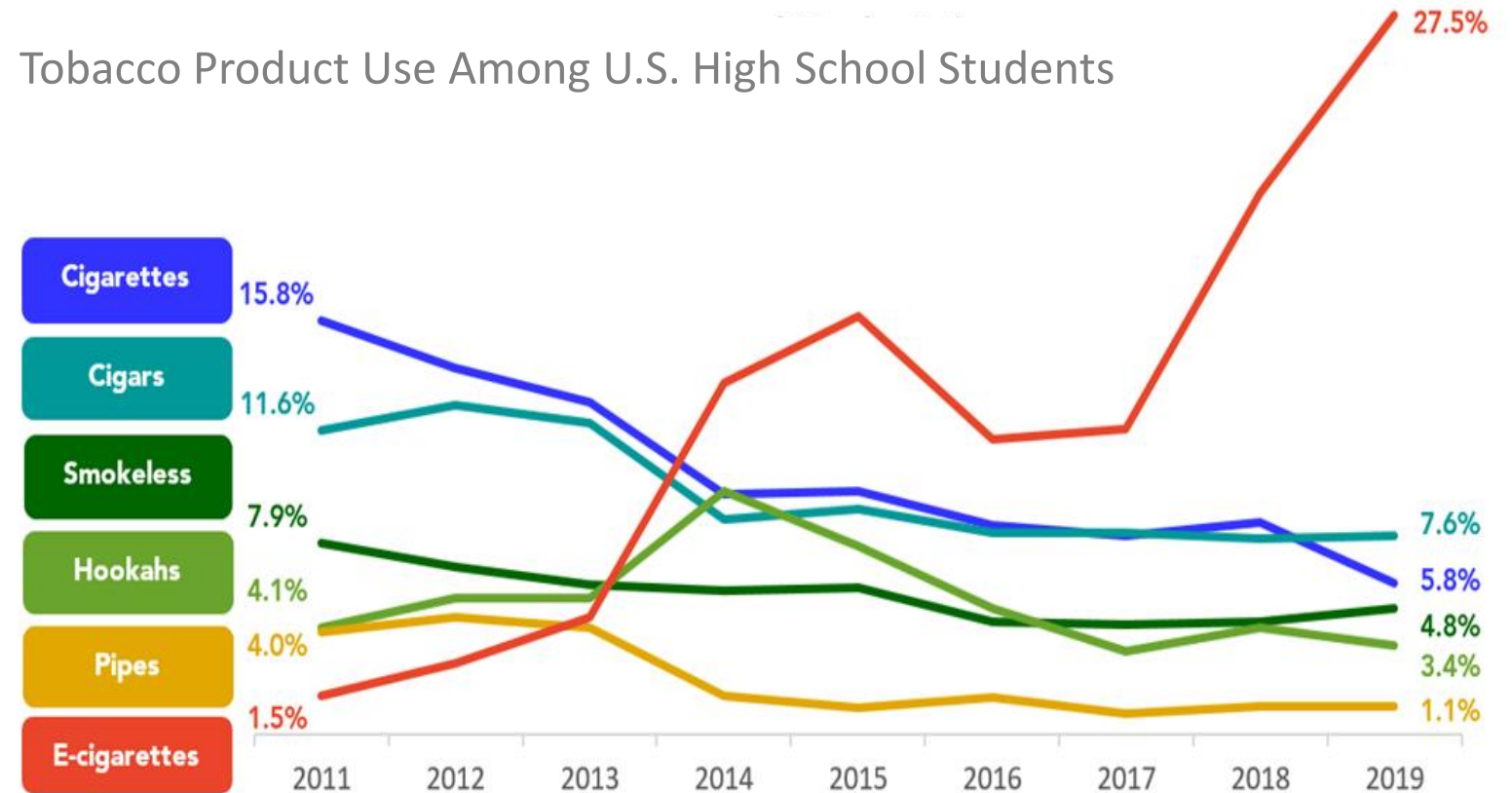
- Nicotine addiction is expensive, starts young, and is tough to quit.
- There are 119,000 children in Kentucky alive now who will ultimately die prematurely from smoking.
- Nicotine use in youth and young adults leads to changes in brain development related to attention, learning, and memory.



# The Youth Vaping Epidemic

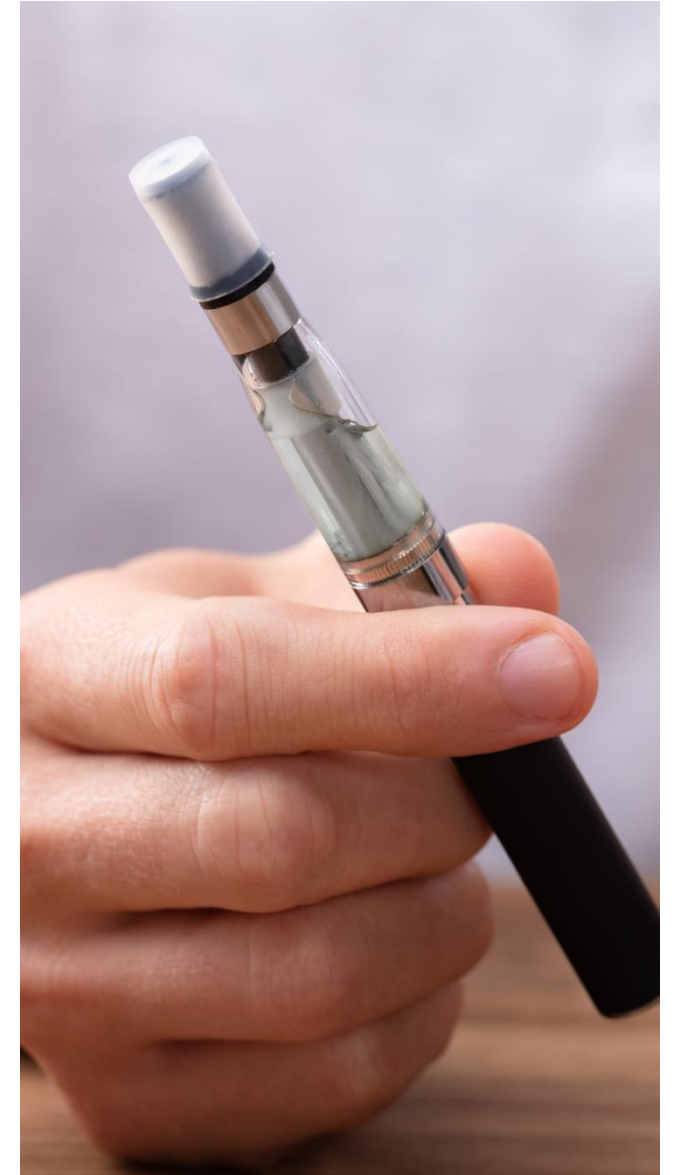
In 2018, more than one in four Kentucky high schoolers and 14% of eighth graders said they had used an e-cigarette in the past month.

Tobacco Product Use Among U.S. High School Students



# The Youth Vaping Epidemic

- Using e-cigarettes increases the likelihood of smoking cigarettes among young people.
- One study found, young people in the U.S. who had ever used e-cigarettes had 8x higher odds of currently using cigarettes a year later.
- E-cigarettes may be responsible for 22% of new people ever trying a cigarette— totaling nearly 200,000 new smokers.



# Kentucky's Response: Prevention

- Next month, every public and private school in Kentucky that serves 6<sup>th</sup> grade and/or older will receive a toolkit for addressing the youth vaping epidemic.
- #iCANendthetrend peer educators conducted 67 presentations and trainings with Kentucky middle and/or high school students in FY21.





# Prevention: Awareness Campaigns

- Two evidence-based and proven campaigns, tested in focus groups with Kentucky teens.
- *Down & Dirty* (all tobacco use)
  - Included talking to teens at events throughout the state.
- *Behind the Haze* (vaping-specific)



# Goal 2: Helping People Who Want to Quit

- Free, confidential help offered to tobacco users of all ages.
- Free quit-smoking medications for uninsured callers and those with Medicaid, a Managed Care Organization, or commercial insurance (per KRS 304.17A-168)
- Services provided 7am to midnight EST, 7 days a week.



You already have a million reasons to quit smoking. Now, you have a way.

It doesn't matter how long you've smoked or how many times you've tried to quit - it's still possible to succeed. With one-on-one help and nicotine replacement therapy, we'll help you find the right approach that puts you - not your cigarettes - in control.



**QUIT NOW. START HERE.**

1-800-QUITNOW | 1-855-DéJeloYa | [QuitNowKentucky.org](http://QuitNowKentucky.org)



# Helping Expectant Mothers

- Kentucky has the nation's second highest rate of smoking during pregnancy.
- Pregnant callers to Quit Now Kentucky are eligible for extra counseling calls as well as incentives like gift cards.
- Our partners offer counselling through OBGYN offices.



# Helping Veterans & the Armed Forces

- **Tobacco-use and nicotine addiction are "a threat to military readiness."**  
- Surgeons General of the Army, Navy, Air Force, and United States
- Partners collaborating with Ft. Knox and Ft. Campbell to provide tobacco treatment specialists on-base.
- Providing support for quitting at VA hospitals in Lexington and Louisville.



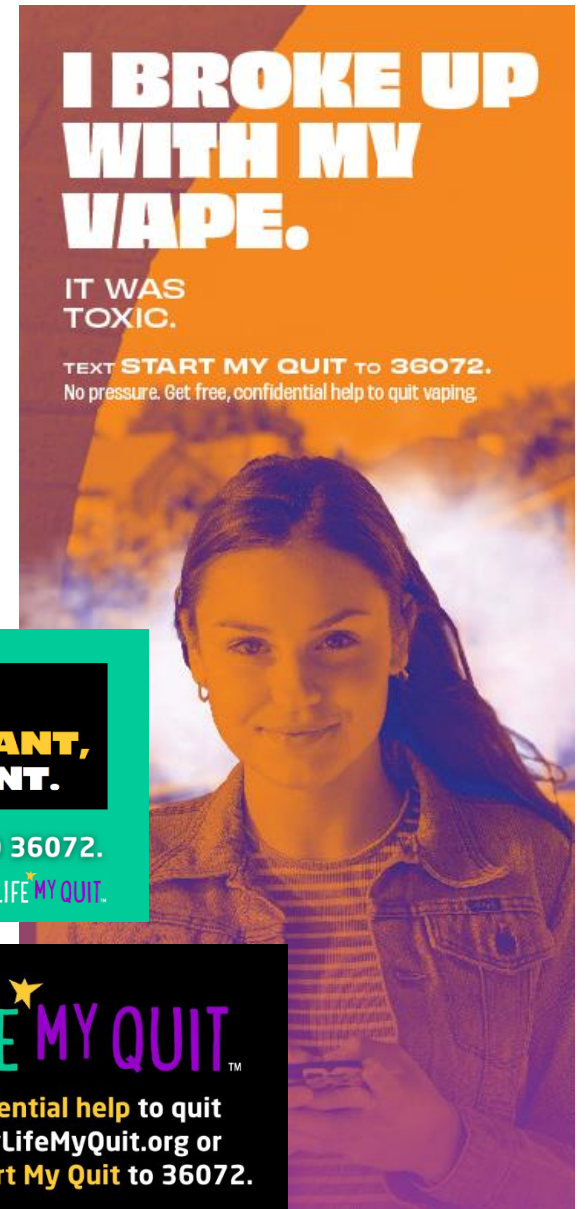


# Helping People with Behavioral Health Conditions

- An estimated 35% of cigarette smokers have a behavioral health disorder. Tobacco users with a behavioral health disorder use tobacco two times more often than the general population.
- Quit Now Kentucky callers with a behavioral health condition are eligible for more free coaching.
- Working toward every community mental health center in the state having at least two certified tobacco treatment specialists on-staff.

# Helping Teens: *My Life, My Quit*

- Free, confidential help for people under 18.
- Text-to-quit available 24/7.
- Business cards and posters included in every school toolkit, plus 82 schools across the state contracted to advertise on-campus.
- Ads on radio and social media.



# Impact of COVID-19

- People who smoke are more likely to be hospitalized with and die from COVID-19.
- Once hospitalized with COVID-19, smokers spend an average of one more day in the hospital than non-smokers.

*"Helping smokers quit has never been more important, but because of the pandemic, visiting a provider in person for healthcare can pose additional problems."*

-American Lung Association

## Facts About Smoking & COVID-19

- ✓ Smoking increases your risk of serious illness from COVID-19.
- ✓ Smoking weakens lungs and the immune system. It causes health problems that make it harder for your body to fight COVID-19.
- ✓ You can get free help quitting tobacco by visiting [QuitNowKentucky.org](https://www.QuitNowKentucky.org) or calling 1-800-QUIT-NOW.

Smoking increases your risk of serious illness from COVID-19.

Smoking is a risk factor for more serious cases of COVID-19. Smokers and former smokers are more likely to be hospitalized or die from COVID-19 than people who get the virus but have never smoked.

If you smoke, now is a great time to quit. If you used to smoke, don't start again. If you never smoked, don't start.

Smoking weakens lungs. Smoking also causes problems like heart and lung diseases, cancer, and type 2 diabetes. These problems all increase your risk of serious illness from COVID-19.

Smoking damages the immune system and puts you at higher risk for lung infections. Smoking is also a major risk factor for chronic lung problems like asthma and COPD, and makes you more likely to get many cancers, including lung cancer.

People who have pre-existing medical conditions are more likely to get very sick or die if they catch COVID-19.

Vaping is not a safe alternative to smoking.

Vaping is known to cause inflammation in the lungs. Some experts like the American Lung Association think vaping leaves lung tissue weak and more likely to get infected. A study from Stanford University showed that young people who had vaped were five times more likely to get COVID-19 than young people who had never vaped.

All Kentuckians can get free help quitting smoking by visiting [QuitNowKentucky.org](https://www.QuitNowKentucky.org) or calling 1-800-QUIT-NOW.

Quit Now Kentucky can also give you free help quitting other tobacco products like dip, chew, and vapes.


Getting help from a quit coach and using FDA-approved quit-smoking medications can double your chances of quitting and staying quit.

Many Kentuckians can even get quit-smoking medications like gum, patches, and lozenges for free. To learn more, call 1-800-QUIT-NOW.

Kentucky teens can get special help by texting "START" to 36072 or visiting [MyLifeMyQuit.com](https://www.MyLifeMyQuit.com).

Lungs can start to heal as soon as two weeks after quitting smoking!

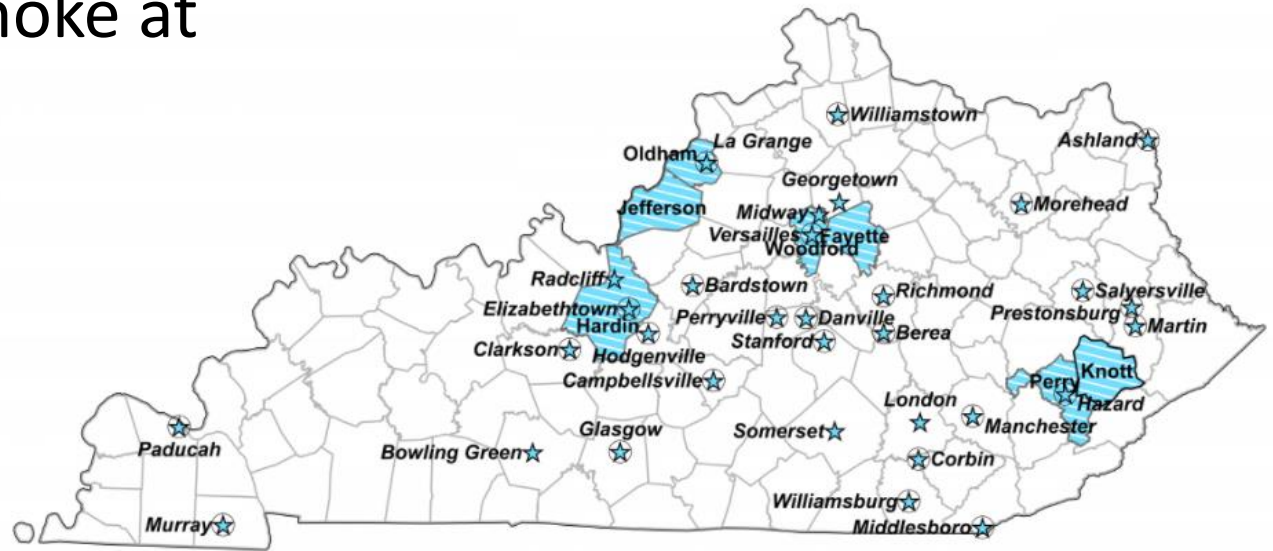
Stay Informed. For more information visit [COVID19.ky.gov](https://www.COVID19.ky.gov) or [CDC.gov/COVID19](https://www.CDC.gov/COVID19).



# Goal 3: Protecting People from Secondhand Smoke

- Comprehensive smoke-free ordinances (which prevent smoking in all indoor public places, such as workplaces) save lives.
- As of July 1, 2021, only 36% of Kentuckians are protected from secondhand smoke at work by a smoke-free ordinance.
- Our partners provide communities with resources to educate about the dangers of secondhand smoke and evidence-based solutions.

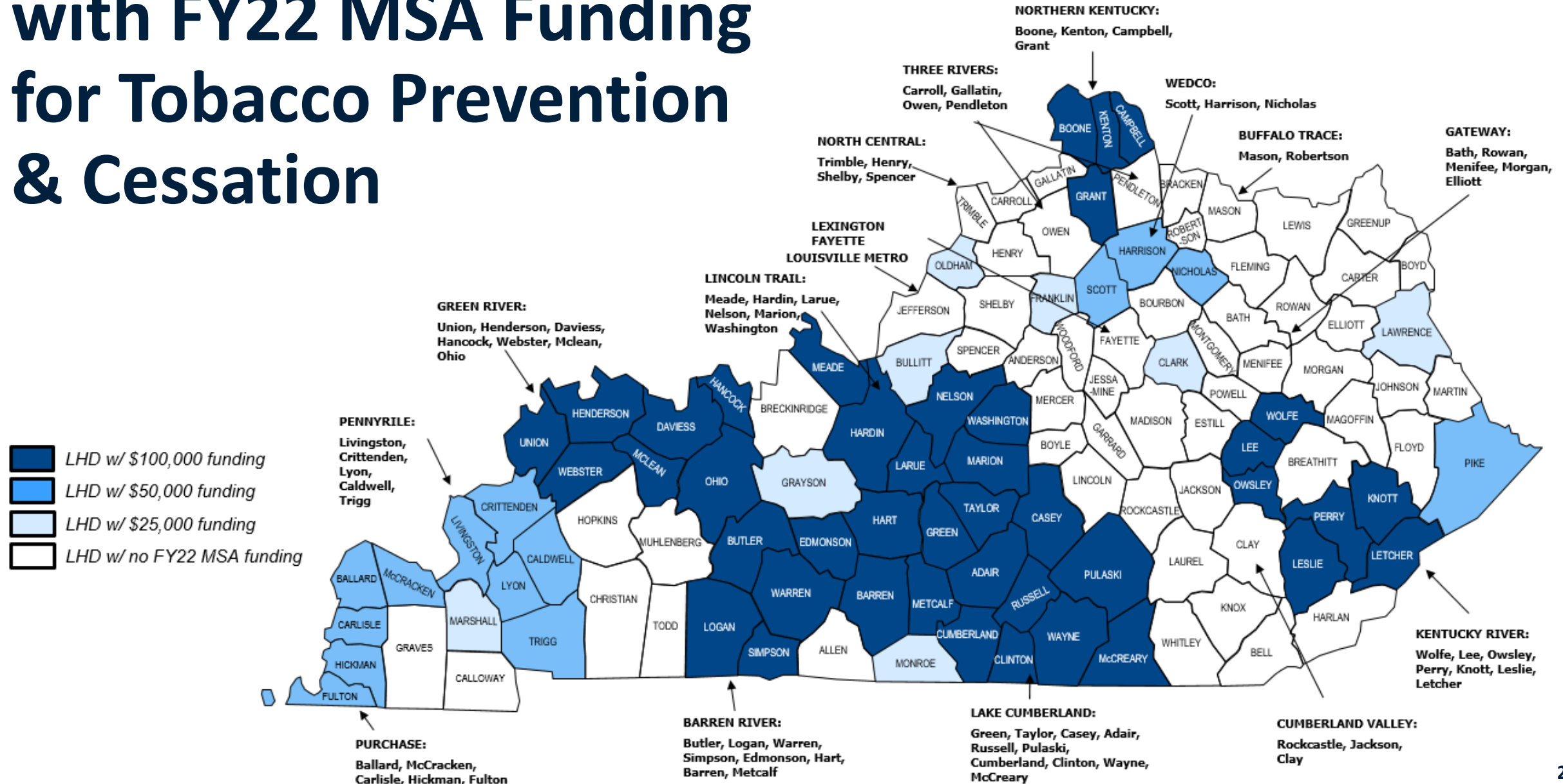
Kentucky Communities Protected by a Comprehensive Smoke-Free Ordinance



Source: Kentucky Center for Smoke-free Policy, 2021



# Health Departments with FY22 MSA Funding for Tobacco Prevention & Cessation



# The Future of Tobacco Prevention & Cessation

- Thanks to decades of research and experience, we know what works to curb tobacco use and save lives.
- At this time, we do not have the funding to implement every strategy we know works, nor to fund every community.
- We remain committed to the work of helping every Kentuckian overcome the burden of tobacco use.



KENTUCKY  
TOBACCO  
PREVENTION  
& CESSATION  
PROGRAM

# Thank you!

## Ellen H. Cartmell

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