Division of Tobacco Prevention

WEST VIRGINIA
DEPARTMENT OF HEALTH AND HUMAN RESOURCES

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Call us toll free at:
1-866-384-5250

Visit us online at:

www.wvdtp.org

and

- Watch WVDTP commercials
- Locate your local coalition
- Get information about tobacco
- Learn about WVDTP programs
- Find your county regulation
- Learn how to quit tobacco

And much more!

Media and Communications

A new ad campaign was developed for Raze that includes a website revamp and marketing techniques that induce web users to pass on the message to other sites or users, creating a potentially endless growth in the message's visibility and effect. Visit www.razewv.com .

These marketing techniques also include a presence in social marketing sites like Facebook and My Space.

Special Populations

Tobacco-related special populations addressed during the year included: LGBT, the elderly, those of low socio-economic status, women of childbearing age, women smoking while pregnant, those in the military, and others having medical conditions worsened by tobacco such as those with asthma, diabetes, cardiovascular disease, cancer and osteoporosis.

The African American Tobacco Prevention and Cessation Initiative is reaching African Americans through a variety of faith-based programs. West Virginia will soon become the first state to have the distinction of being affiliated with the National African American Tobacco Prevention Network.

@ College Program

Fourteen colleges receive funding to form campus teams, coalitions to work on tobacco issues, counter industry media, and develop tobacco-free policy. Teams included over 200 students, faculty and staff helping to educate students about the dangers of tobacco use. These 14 schools represent over 80,000 students that can be offered prevention info and free quitline services.

Evaluation

The West Virginia Division of Tobacco Prevention contracts with West Virginia University's Prevention Research Center for assessment of the effectiveness of prevention and reduction efforts. Since 2001, the Center's tobacco-specific Evaluation, Oversight, and Coordination Unit has provided technical assistance to each DTP program and administration, and tailored, autonomous feedback and independent evaluation monitoring for each intervention.

The Health Statistics Center employs an epidemiologist solely dedicated to the efforts of the Division of Tobacco Prevention. As a result, surveillance/data and evaluation is more comprehensive.

These partnerships ensure that our tobacco prevention and cessation efforts are founded in science, responsive to communities, and accountable to state policy makers.

DTP Initiatives

RAZE
tear down tobacco lies.

save face
stop spit tobacco

AGAINST TOBACCO @ EST. 2005

West Virginia TOBACCO QUITLINE
1-877-966-8784

Tobacco-Free Pregnancy Initiative

2009 Progress Report

West Virginia Division of Tobacco Prevention

WEST VIRGINIA Department of Health & Human Resources

Bureau for Public Health
350 Capitol Street, Room 206
Charleston, WV 25301

Joe Manchin III, Governor
Patsy Hardy, Cabinet Secretary

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WEST VIRGINIA

The leading cause of death and disease in West Virginia continues to be tobacco use with some of the highest prevalence for both smoking and spit tobacco use. Almost 4,000 West Virginia residents die each year from tobacco use and, if current trends continue, over 40,000 more residents will die by the year 2020 because of their addiction to tobacco.

The economic costs of tobacco use are incredibly high. These costs are estimated to be $2 billion annually, half from direct healthcare costs and the other half associated with occupational and work productivity costs. Every smoker who died lost on average of 14 years of life due to premature death.

The mission of the West Virginia Division of Tobacco Prevention (DTP) is to reduce disease, disability and death related to tobacco. Goals for the division include:

- Prevent the initiation of tobacco use among youth
- Eliminate exposure to secondhand tobacco smoke
- Promote cessation of tobacco use among adults and young people
- Identify and eliminate disparities among population groups related to tobacco use
- Build, maintain, and enhance the State's capacity to address the burden of all chronic diseases.

The DTP funds prevention activities through its three programs: Youth Prevention, Clean Indoor Air and Cessation. These programs continue to employ strategies guided by the Centers for Disease Control and Prevention's Best Practices.

WEST VIRGINIA TOBACCO CESSATION PROGRAM

$2,210,430 for FY09
41.0% of total programming budget

- Quitline services continue to be offered at no-cost to ALL West Virginia citizens. Services include four proactive counseling sessions, educational materials and a choice of nicotine therapy including patches, gum and lozenges. Successful quit rates average 30 percent of those who enroll.
- During the first six months of 2009, there were 20,346 calls to the Quitline. Enrollment for quitline services tripled during March and April due to the federal tax increase.
- The Tobacco Free Hospital Initiative has been instrumental in providing technical assistance on tobacco policies and tobacco cessation to many hospitals and clinics throughout the state. Most hospitals' campuses are now tobacco free.
- The Health Care Provider Training Program administered by the Marshall University School of Medicine added an Endodontist to the faculty to focus on smokeless tobacco as well as an Ob-Gyn to stress the need for face to face cessation counseling for pregnant women.
- The Save Face – Stop Spit Tobacco Program continues to educate West Virginians on the need to stop using spit tobacco. A new spit tobacco ad campaign will be unveiled in the winter of 2009.

West Virginia clean indoor air program

$1,497,176 for FY09
27.8% of total programming budget

- Ten Regional Tobacco Prevention Coalition Coordinators offer local, community and county level support regarding clean indoor air promoting cessation and other tobacco-related prevention efforts.
- Forty-nine WV counties have regulations that require restaurants to be smoke-free. Eighteen counties have regulations with smoke-free workplaces including bars.
- Partnerships with the American Cancer Society and Wellness Council of WV were successful in targeting workplace tobacco cessation and prevention programs to businesses throughout the State.
- Annual health care expenditures in West Virginia caused by secondhand smoke exposure total $38.3 million.
- All of West Virginia's 55 counties have a clean indoor air regulation and a representative tobacco prevention coalition.
- Over 92% of West Virginians report knowing that secondhand smoke is harmful to non-smokers.
- The Smoke-Free Initiative of West Virginia offers technical assistance and support to local health departments and businesses regarding secondhand smoke protection.

West Virginia YOUTH Tobacco Prevention Program

$1,685,837 for FY09
31.2% of total programming budget

- Raze and other youth initiatives continue to change the social norm about tobacco use. Thousands of WV teens have proven to their peers and adults that tobacco use is NOT an acceptable practice.
- Raze continues to be represented in all 55 counties, with over 7,000 active members.
- Raze members conducted over 55,000 tobacco prevention "commotions" across the state during the 2008-2009 school year.
- The Youth Tobacco Survey revealed that, between the years of 2000 and 2009, the percentage of West Virginia high school students who have never smoked cigarettes has increased 86%, from 25.7% in 2000 to 47.8% in 2009.
- The rate of current smokers among high school students decreased 42%, from 38.5% in 2000 to 22.3% in 2009.
- The Game Face collaboration with the West Virginia Secondary Schools Activities Commission has been acknowledged by the National Federation of High Schools.
- Implementation of Not-On-Tobacco teen cessation program increased by 34% over 2008 utilization, and reportedly achieved a 48% quit rate.