

Arkansas Tobacco Control  
*History & Program Overview*

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# Presentation Objectives

- Understand the toll of tobacco
- Provide the history & description of Arkansas Tobacco Settlement Proceeds Act of 2000
- Describe the framework for comprehensive tobacco prevention & control
- Provide an update on the DHHS' Tobacco Prevention & Cessation Program

# Toll of Tobacco

- 4,900 people die annually from smoking
- 390 to 700 adults, children & babies die each year from others smoking
- \$812 million annual health care costs
  - \$242 million covered by state Medicaid
- \$564 per household in state & federal tax expenditures

*Source: Campaign for Tobacco Free Kids*

# History of the Arkansas Tobacco Settlement Proceeds Act of 2000

- October 1998, major US tobacco companies settled a pending lawsuit with 4 states – MN, FL, TX, MS
- November 1999, Arkansas' Attorney General agreed accept approximately \$62 million per year in exchange for agreement that Arkansas would not sue

# History Continued

- White paper was commissioned outlining four principles for allocation of the MSA funds:
  - Improve & optimize the health of Arkansans
  - Spent on long-term investments that improve the health of Arkansans
  - Future tobacco related illness & health care costs should be minimized
  - Invested in solutions that work

# History Continued

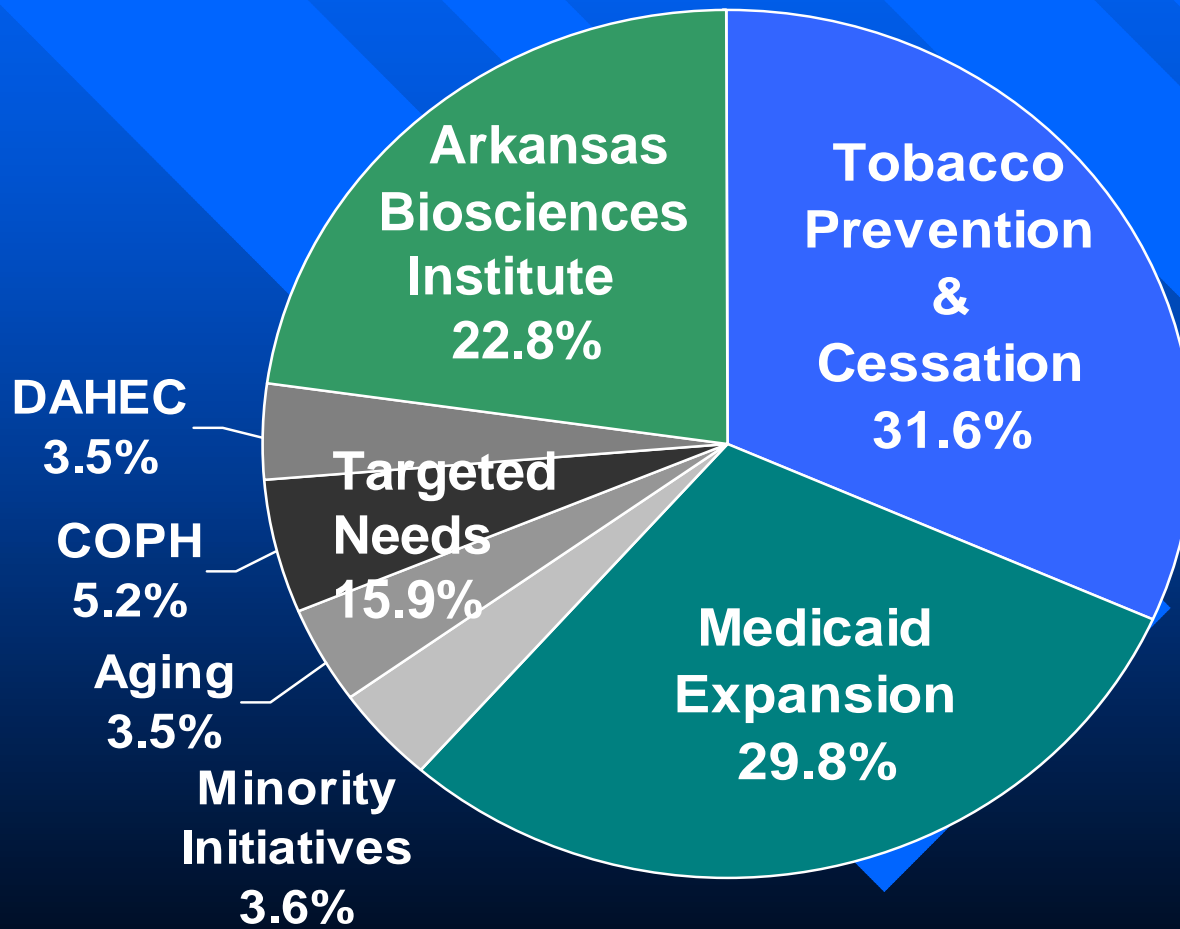
- The principles were accepted by several government leaders & citizens.
- The Coalition for a Healthier Arkansas Today (CHART) formed to formulate a MSA funds allocation plan.
- CHART undertook a statewide education effort.
- During, April 2000 special session the plan failed to pass.

# History Continued

- The CHART coalition led by the Governor successfully mounted a Initiated Act Campaign that was passed by 65% of Arkansas voters on November 7, 2000.
- In April 2001, the Governor signed the appropriations bills.
- Programs funded by the Act were enabled and authorized with funding beginning in July 2001.

# Initiated Act

## Allocation of MSA Funds



# Initiated Act

## Tobacco Prevention & Cessation

- Established the administration of the Tobacco Prevention & Cessation Program at the Department of Health .
- Authorized to the Department of Health to award grants and allocate money appropriate for implementation.
- Set forth that 15% of the funds would be expended for tobacco prevention & cessation in minority communities.

## Initiated Act

### Tobacco Prevention & Cessation Continued

- Created an advisory committee to the Board of Health known as the Tobacco Prevention and Cessation Advisory Committee.
- Authorized the Board of Health (BOH) to review the recommendations of the Advisory Committee
- Authorized the BOH to adopt and promulgate rules, standards and guidelines as necessary to implement the program in consultation with Department of Health.

## Initiated Act

### Tobacco Prevention & Cessation Continued

- Described the components
  - Community prevention programs
  - School programs for education & prevention
  - Enforcement of youth tobacco control laws
  - State-wide programs
  - Tobacco cessation programs
  - Tobacco-related disease programs
  - Comprehensive public awareness & health promotion campaign
  - Monitoring, evaluation & data gathering

# Framework For A Comprehensive Tobacco Prevention & Control *Solutions That Work*





# Tobacco Taxes

## Benefits of Increasing Tobacco Excise Tax

- Overall smoking consumption rates could decrease 3-5% & smoking rates among youth could potentially result in a 7% decrease for each 10% price increase
- Health consequences caused by tobacco use would be significantly reduced
- Substantially increased state revenues, based on economic research & state experience



# Tobacco Taxes

## Current Status

- Arkansas' current tobacco excise tax rate is 32<sup>nd</sup> in the nation and falls well below the national average
- In 2003, as a result of the statewide Stamp Out Smoking campaign, the state enacted a 25 cent tax increase on cigarettes that contributed to reduced tobacco consumption rates



# Environmental Restrictions

## Current Status

- As of July 21, 2006, workplaces and public areas throughout Arkansas are smoke-free. The Clean Indoor Air Act (Act 8 of 2006) prohibits smoking in worksites and in public places to protect employees and the public from secondhand smoke.
- Arkansas is the seventeenth state in the nation to pass a smoke-free workplace act.



# Environmental Restrictions

## Results & Benefits

- Reduced risk from exposure to second-hand smoke and tobacco consumption
- In 2005, 69% of Fayetteville restaurants reported higher sales than before the initiation of local environmental restrictions. (*Source: Assessing the Economic Impact of the Fayetteville Arkansas Smoking Ban, May 2006*)



# Prevention & Cessation

Current Status

## CDC Best Practices for Tobacco Control

- Community Programs
- School-based Programs
- Enforcement
- Statewide Programs
- Chronic Disease Programs
- Media & Public Awareness Campaign
- Tobacco Cessation Programs
- Surveillance & Evaluation



# Prevention & Cessation

## Results & Benefits

- A decrease in smoking rates for pregnant women from 18.5% in 2001 to 16.3% in 2004
- A decrease in smoking rates among high school students from 35.8% in 2000 to 26.3% in 2005
- Illegal tobacco sales to minors has dropped from 21.9% in FFY 2001 to 2.2% in FFY 2006 .

*Sources: PRAMS, YTS, Synar*

# Overview Arkansas' Tobacco Prevention & Cessation Program

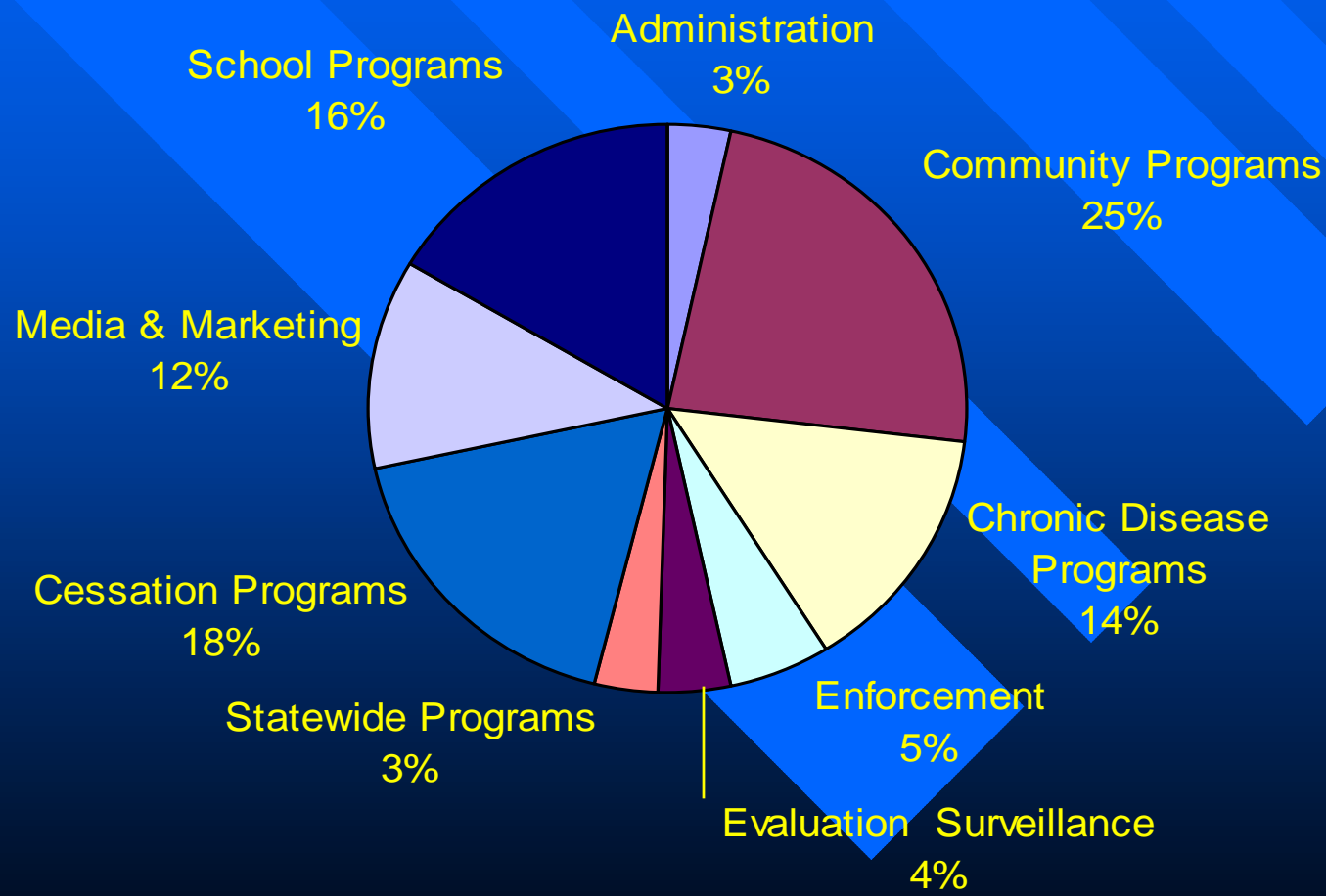
**Mission:** To reduce disease, disability and death related to tobacco in Arkansas citizens

by:

- Preventing Youth Initiation
- Promoting quitting among youth & adults
- Decreasing Exposure to Secondhand Smoke
- Eliminating Disparities Among Different Population Groups

# FY 07 Budget: \$16 Million

## “Best Practices”



# Youth Prevention



## ■ School-based Tobacco Prevention Program

- Proven Curricula
- Teacher Training

## ■ Enforcement

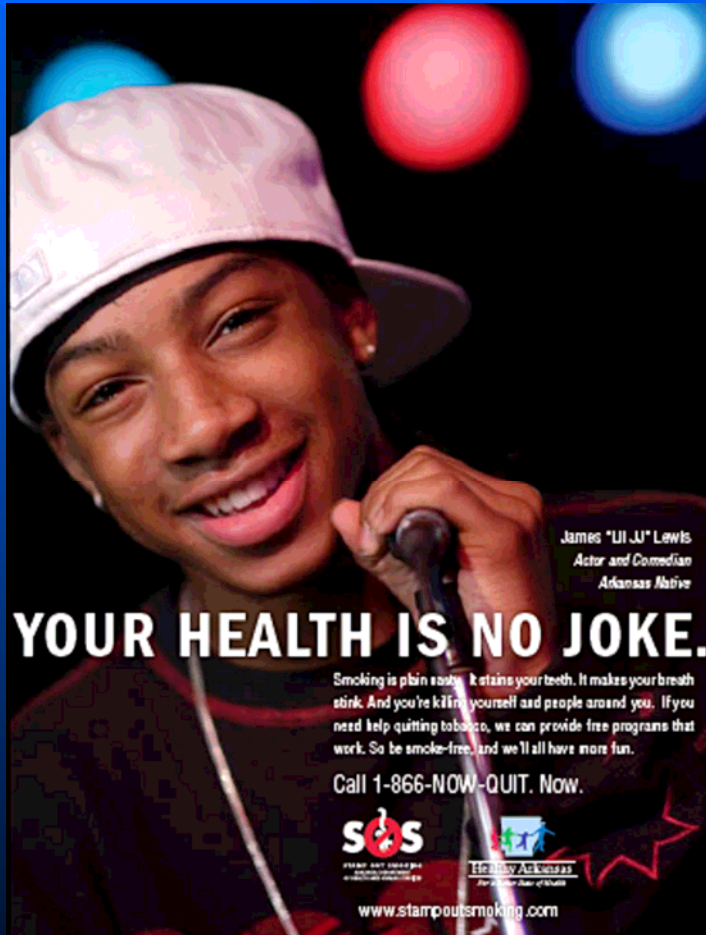
- Compliance Checks
- Merchant Education

# Community & Statewide Programs



- Community Coalition Grants Program
- Coalition for Tobacco Free Arkansas
- Statewide Youth Program - Youth Extinguishing Smoking

# Media & Public Relations



- Paid Media (TV, Radio & Print)
- Unpaid Media (News Stories & Editorials)
- Sponsorships
  - State Fair
  - Cinco De Mayo
  - Service Learning Project

# Minority Initiatives

- Minority Initiative Sub-Recipient Grant Program
  - Community Outreach
  - Grant Writing and Organizational Development Workshops
  - Provide Funding
- Master of Science Degree in Addiction Studies, UAPB
  - Total of 38 graduates



# Cessation Services



- SOS Quitline
- Arkansas Tobacco Cessation Network
- SOSWorks
- Provider Education Program
- Smoke-free Workplace Assistance Program

# Program Surveillance & Evaluation

## ■ Surveillance Activities

- Youth Tobacco Survey
- Youth Risk Behavioral Survey
- Adult Tobacco Survey
- Behavioral Risk Factor Surveillance Survey

## ■ Evaluation Activities

- Program Evaluation (Gallup)
- ATSC Evaluation (RAND)
- CDC Key Outcome Indicators

# Indicators of Success

- Smoking rate of high school students has decreased from 35.8% in 2000 to 26.3% in 2005. (*Source: YTS*)
- The percentage of youth who began smoking before the age of 11 has dropped 23.3% in 2000 to 17.6% in 2005. (*Source: YTS*)
- Youth exposure to secondhand smoke in homes has dropped from 71.5% in 2000 to 62.4% in 2005. (*Source: YTS*)

# Indicators of Success

- Increase in adult current smokers who are seriously consider quitting from 35% in 2002 to 46% in 2004. (*Source: BRFSS*)
- Illegal tobacco sales to minors has dropped from 21.9% in FFY 2001 to 2.2% in FFY 2006 . (*Source: Synar*)

# Summary

- Over the past 5 years, Arkansas has developed a successful science-based comprehensive tobacco control program.
- A comprehensive program must include all of the CDC's best practices.
- States with comprehensive strategies that include second-hand smoking restrictions and high excise taxes appear to optimize results on cessation rates.

# Special Thanks

Tobacco Prevention & Cessation Branch  
Team Members

Arkansas Tobacco Settlement Commission

Tobacco Control Partners

