

Developing a Targeted Approach for Tobacco Control in Florida's Rural Counties

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The Rural Landscape

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- Cycle of tobacco addiction
- Unique barriers to systems and policy interventions
- Unique strengths of rural communities



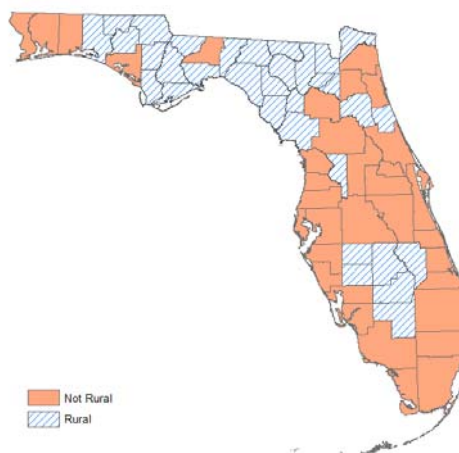
Grantee Policy Types FY 15-16

Goal 1 – Prevent Youth Initiation	Counteract Tobacco Marketing at POS	
	Young Adult Interventions	Smokeless
Goal 2- Reduce Exposure to SHS	Smokefree Multi-Unit Dwellings	Other Secondhand Smoke
Goal 3- Promote Cessation	Tobacco Free Worksites	



Florida's Rural Counties

- Meet two of three:
 - Other Secondhand Smoke policy work
 - Smokeless Tobacco policy work
 - Population density of less than 100 persons per square mile

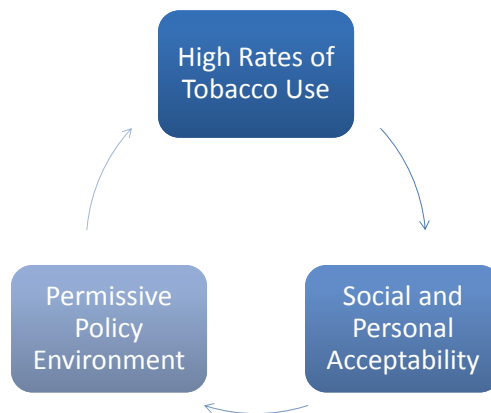


Grantee Policy Types FY 16-17

Goal 1 – Prevent Youth Initiation	Counteract Tobacco Marketing at POS		
	Young Adult Interventions	Smokeless	Rural
Goal 2- Reduce Exposure to SHS	Smokefree Multi-Unit Dwellings		
Goal 3- Promote Cessation	Tobacco Free Worksites		



Cycle of Rural Tobacco Use



American Lung Association, 2012



Intended Rural Outcomes

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High Rates of
Tobacco Use

- Strengthen Key Partnerships and Outreach to Health Care Professionals
- Promote “Quit Your Way” to increase access to cessation
- Increase motivation to quit through policies that restrict tobacco use



Intended Rural Outcomes

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Social and
Personal
Acceptability

- Decrease pro tobacco influences
- Infiltrate social structure with education and policy that promotes tobacco free norms
- Support a sustainable structure for tobacco control



Intended Rural Outcomes

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Permissive
Policy
Environment

- Using data and evidence to gather support for policy
- Leveraging strengths in rural settings
- Demonstrating success through policy monitoring and outcomes



Tobacco Related Indicators

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	Rural Adults 18+	Non-Rural Adults 18+
Current Cigarette Smoker	21.6%	16.3%
Current Smokeless Tobacco User	6.3%	2.4%

	Rural Youth 11-17	Non-Rural Youth 11-17
Current (past 30 days) smoker	5.6%	2.7%
Current smokeless tobacco user	5.5%	1.8%
Live with someone who smokes cigarettes	33.3%	25.4%
Live with someone who uses smokeless tobacco	15.7%	5.8%
Exposed to any tobacco use prevention education	33.8%	31.5%
Exposed to secondhand smoke in a room or car in the past 30 days	46.6%	39.3%



Making the Tobacco Free Choice Easy

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Protect from SHS

Prevent Initiation

Promote Cessation



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Making the Tobacco Free Choice Easy

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Rural Strategies

- Build Community Alliances
- Policy Interventions
- Enhancing Staff & Community Capacity for Change

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Building Community Alliances

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- Identifying Rural Health Priorities
 - Match our interventions with health care priorities of rural decision makers and practitioners

Access to Health Services

Maternal/Child Health
Older/Senior Adult HealthNutrition & Weight Status
Physical ActivityDiabetes,
Heart Disease & Stroke

Mental Health

Substance Abuse
Tobacco Use

Rural Healthy People 2020, 2015



Building Community Alliances

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- Strategic Partnering and Message Delivery



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Policy Interventions

- Flavored Tobacco Resolutions
- Tobacco Free School Policy
- Tobacco Free Worksites
- Tobacco Free Parks, Sport/Rec Facilities
- Tobacco Free Events, Rodeos



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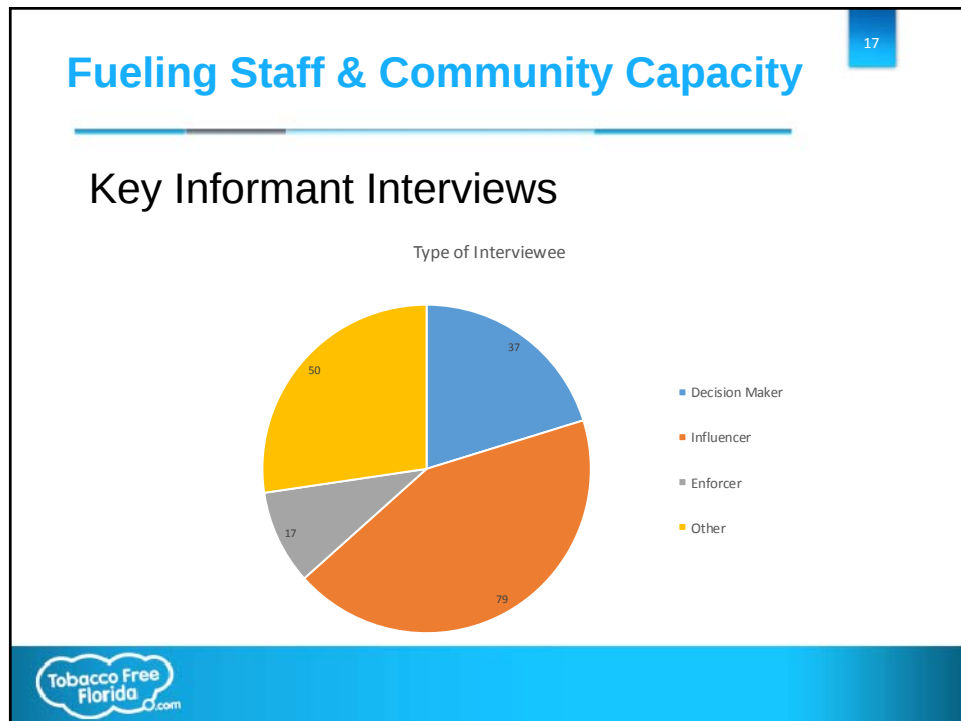
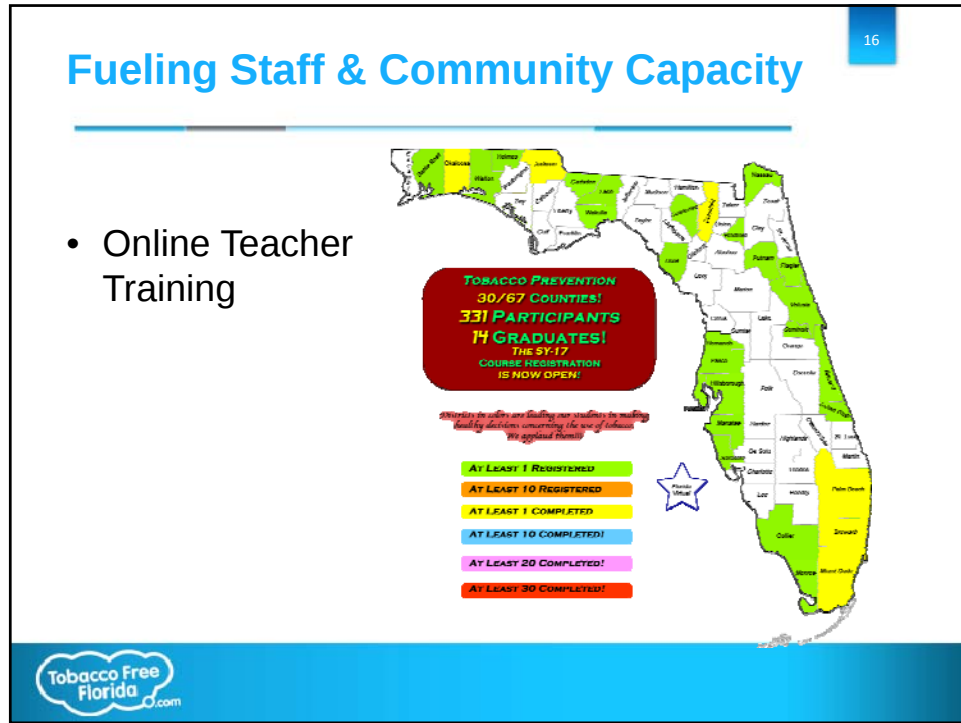
Fueling Staff & Community Capacity

- Rural Staff Training and TA
- Rural-specific support materials

THERE IS NO SAFE LEVEL OF SECONDHAND SMOKE EXPOSURE

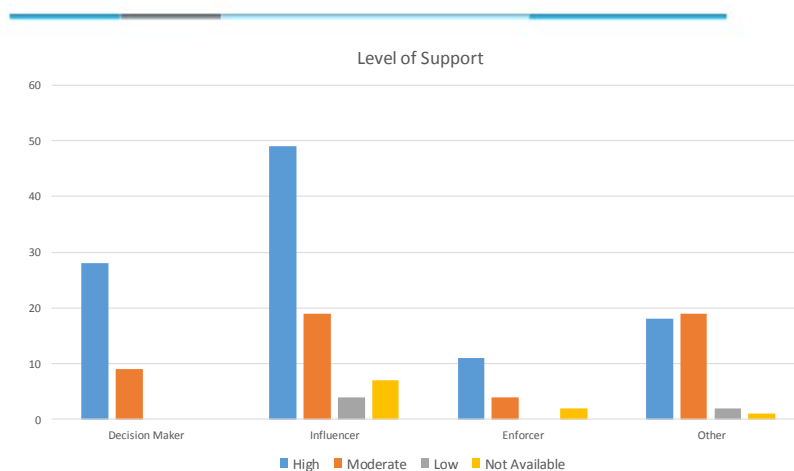
- Tobacco smoke contains more than 7,000 chemicals, hundreds are toxic and at least 69 are known to cause cancer.
- The home is the main source of secondhand smoke exposure for children.
- Children who breathe secondhand smoke are more likely to have lung problems, ear infections, and severe asthma.
- Tobacco smoke can move along air ducts, through cracks in the walls and floors, and along plumbing and electrical lines to other areas of the home.





Key Informant Interviews

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Key Informant Interviews

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Add'l Outcomes

- **14** new Champions
- **10** referrals for future interviews
- **12** new TFP members
- **5** tobacco free/smokefree policies were discovered/updated

Perceived Challenges

- Enforcement (36)
- ENDS (9)
- Attendance at events/programs (8)
- Tobacco Litter (5)



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Measuring Success

- # of tobacco free policies
- Local Opinion Leader Survey
- Increase strength of school policies
- # Teachers completing training



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Lessons Learned

- Collaborate to achieve shared outcomes
- Listen to local staff
- Target Message Delivery
- Relationships Matter

