

2016 Independent Evaluation Results



Trends in Tobacco Use

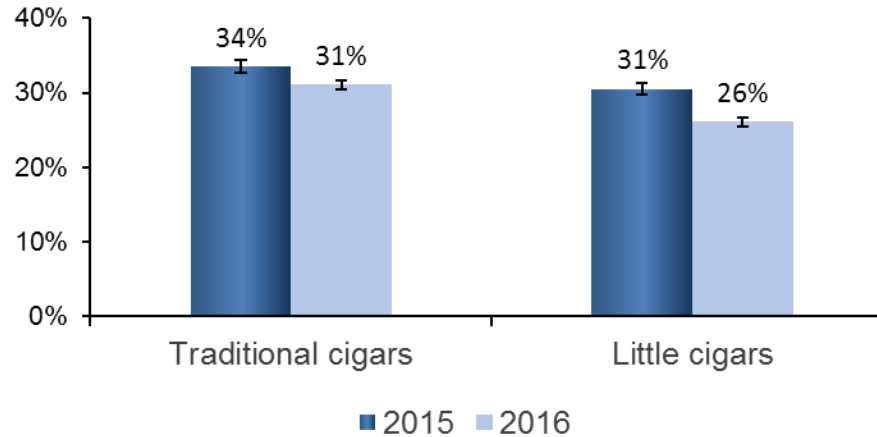


Key Trends Among Adults (FLATS)

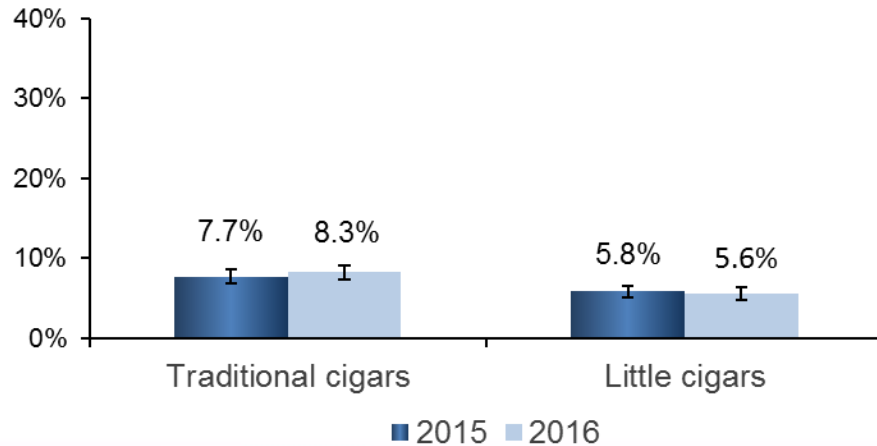
- In 2016, Florida adult cigar (11.0%) and hookah (4.6%) use were significantly higher than nationally (7.6% and 2.4% respectively)
- There has been no change in average cigarettes smoked per day, but the rate is significantly higher in Florida than the US in 2016

Florida Adult Cigar and Cigarillo Use

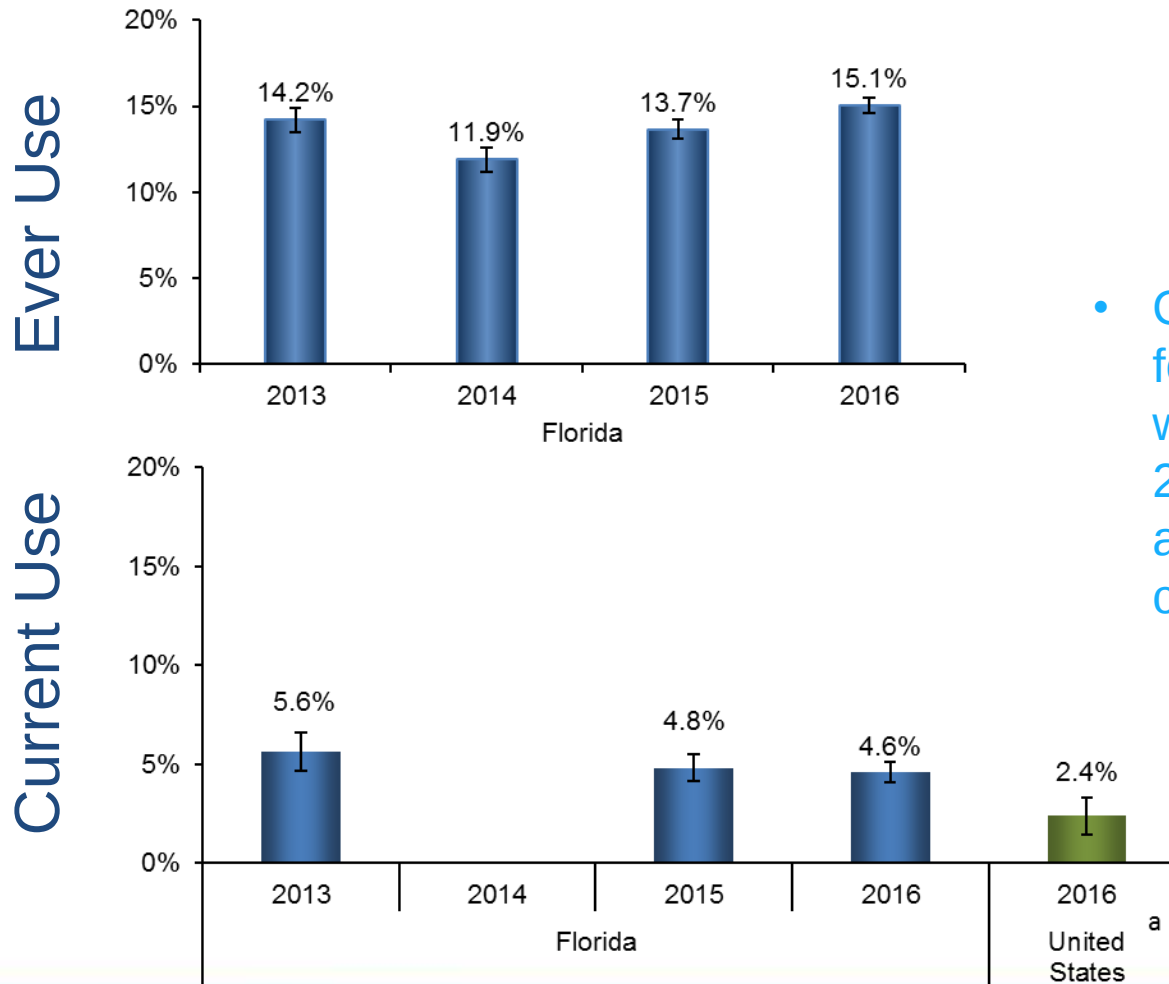
Ever Use



Current Use

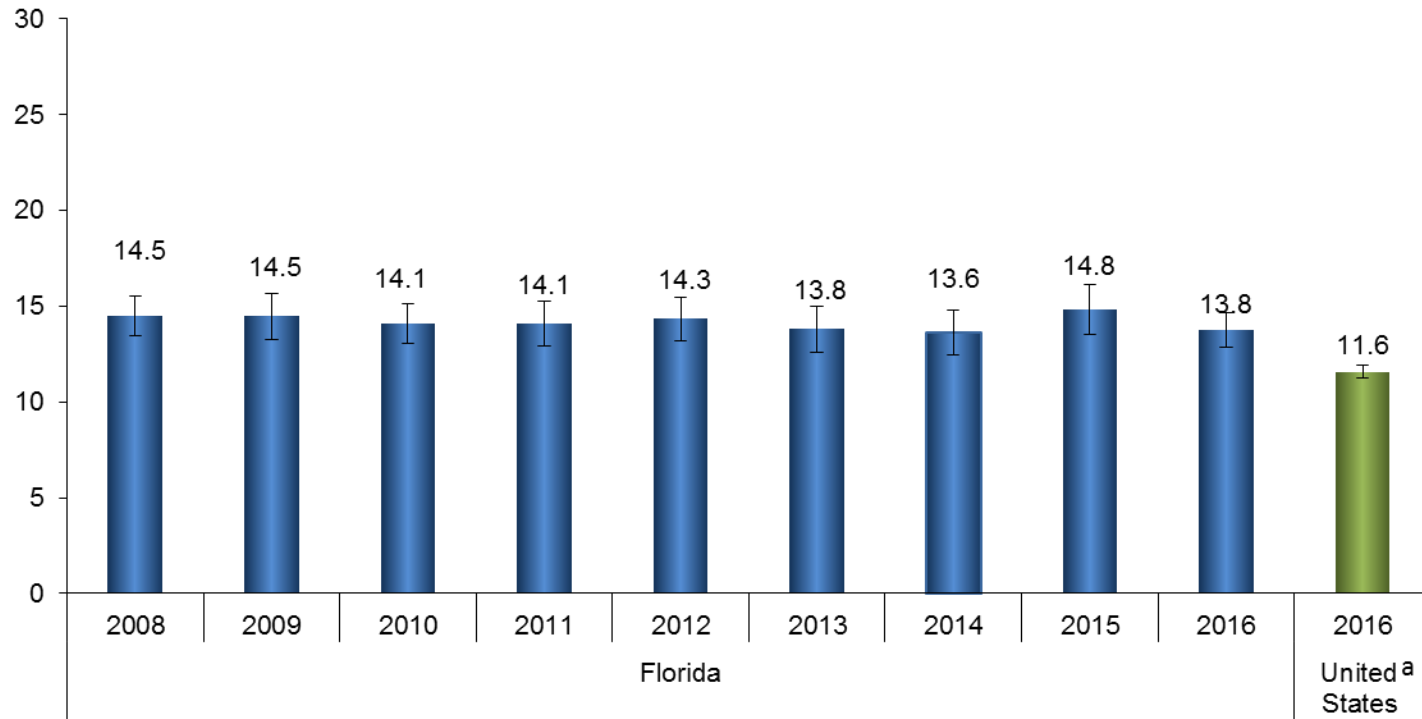


Florida Adult Hookah Use



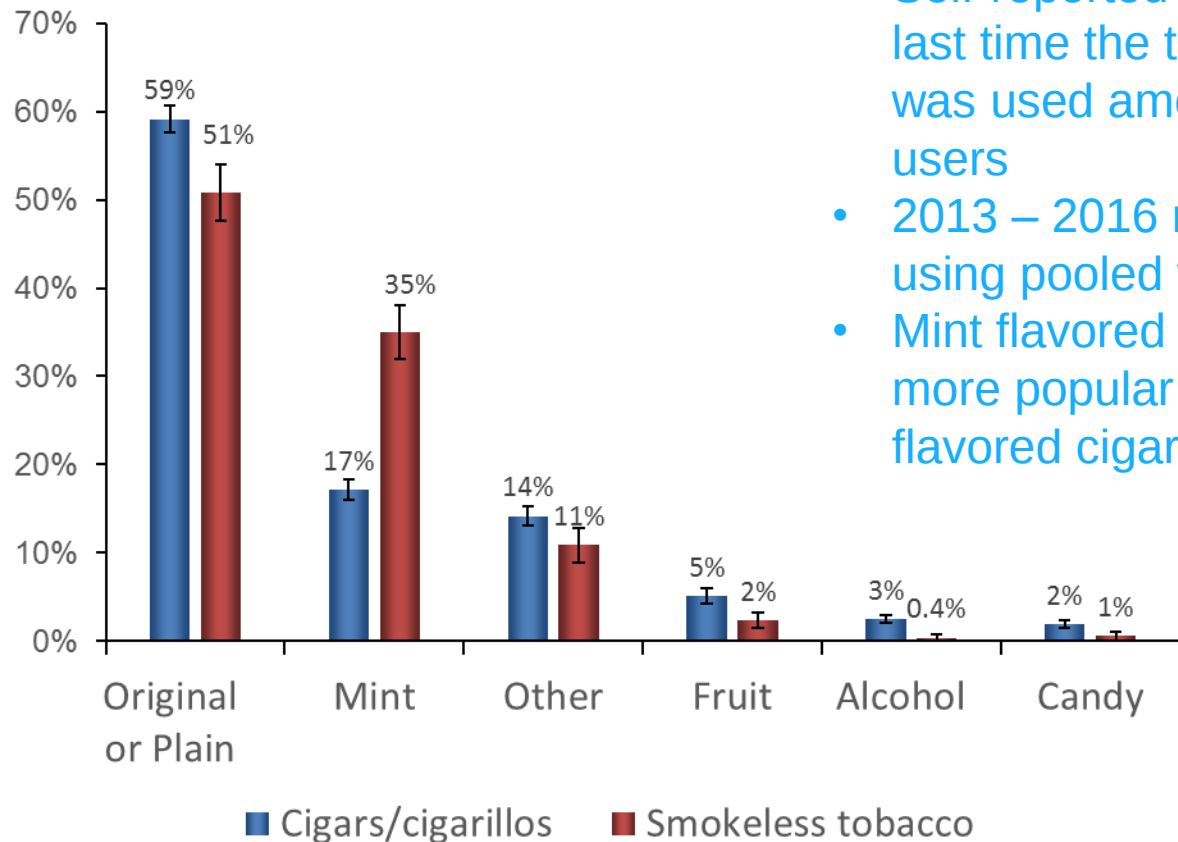
- Question wording for current use was changed in 2014 and results are not comparable

Average Number of Cigarettes Smoked per Day in Past 30 Days



- No significant change from 2008 to 2016
- Statistically significant difference between 2016 FLATS and NHIS ($p < 0.01$)

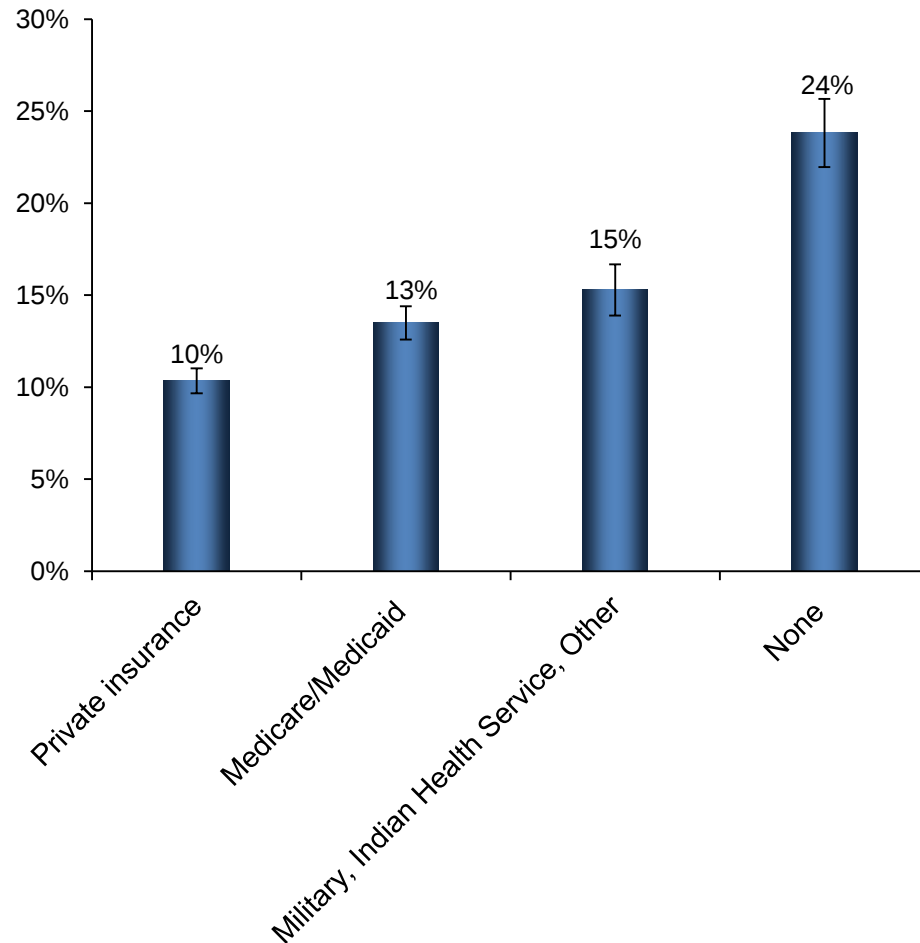
Flavored Tobacco Prevalence Among Current Users



- Self-reported flavors from the last time the tobacco product was used among current users
- 2013 – 2016 results combined using pooled weights
- Mint flavored chew is much more popular than mint flavored cigars/cigarillos

2016 Smoking Prevalence by Type of Health Care Coverage

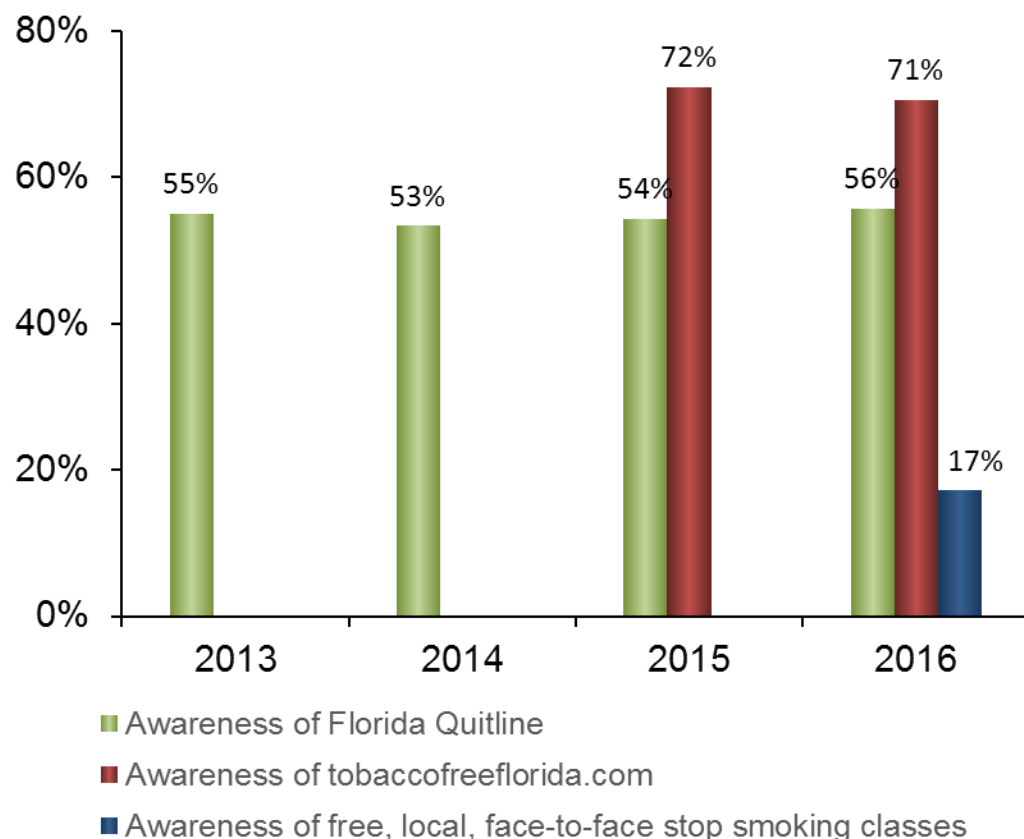
- Among those with no health insurance, 24% were current smokers
- Among those with private insurance, only 10% were current smokers (significantly lower than all other health care coverage types)



Awareness of Cessation Services

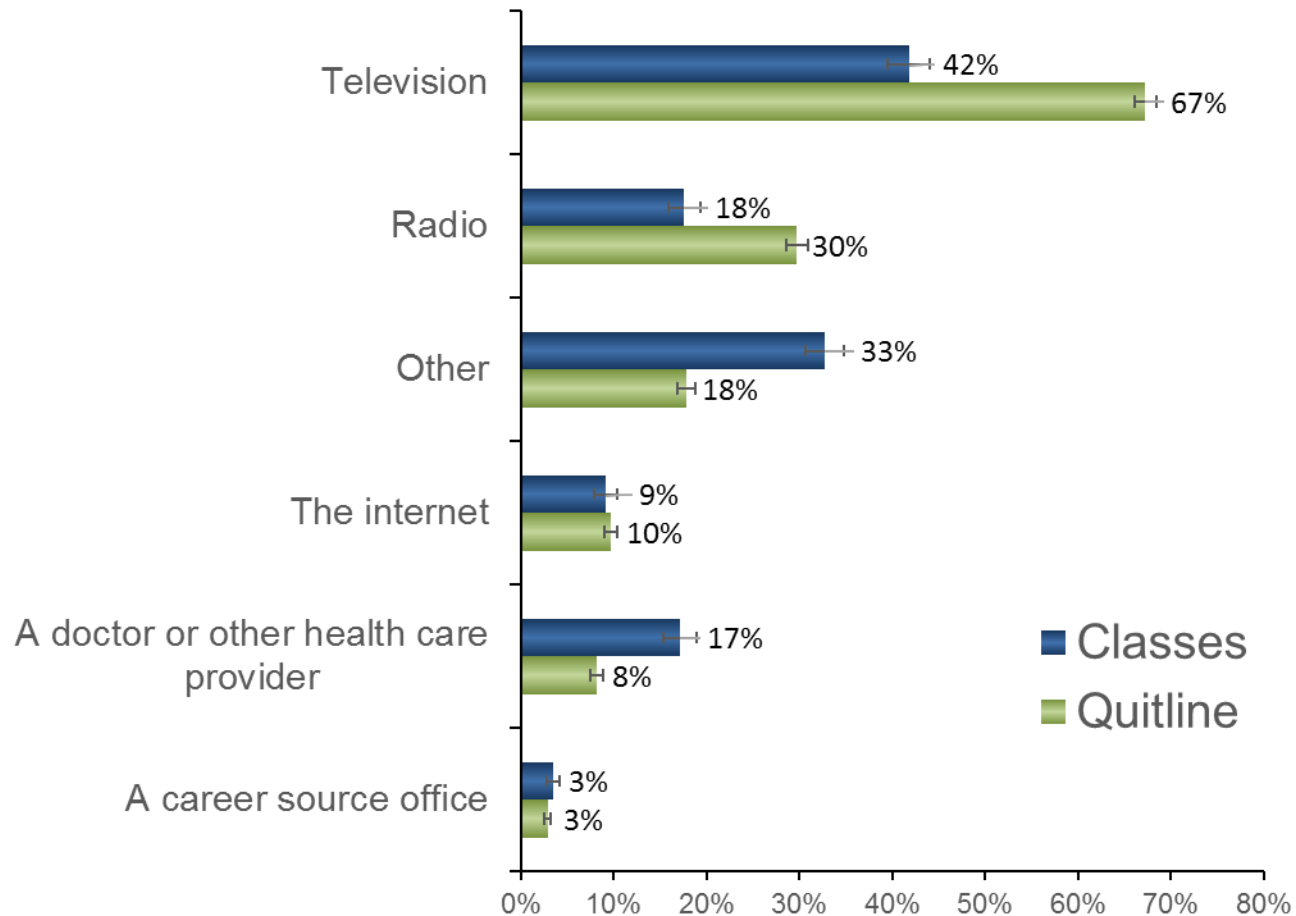


Florida Adult Awareness of Cessation Methods



- New question about free, local, face-to-face stop-smoking classes was added in Q2 of 2016
- No significant trends

How are people hearing about Florida cessation services?



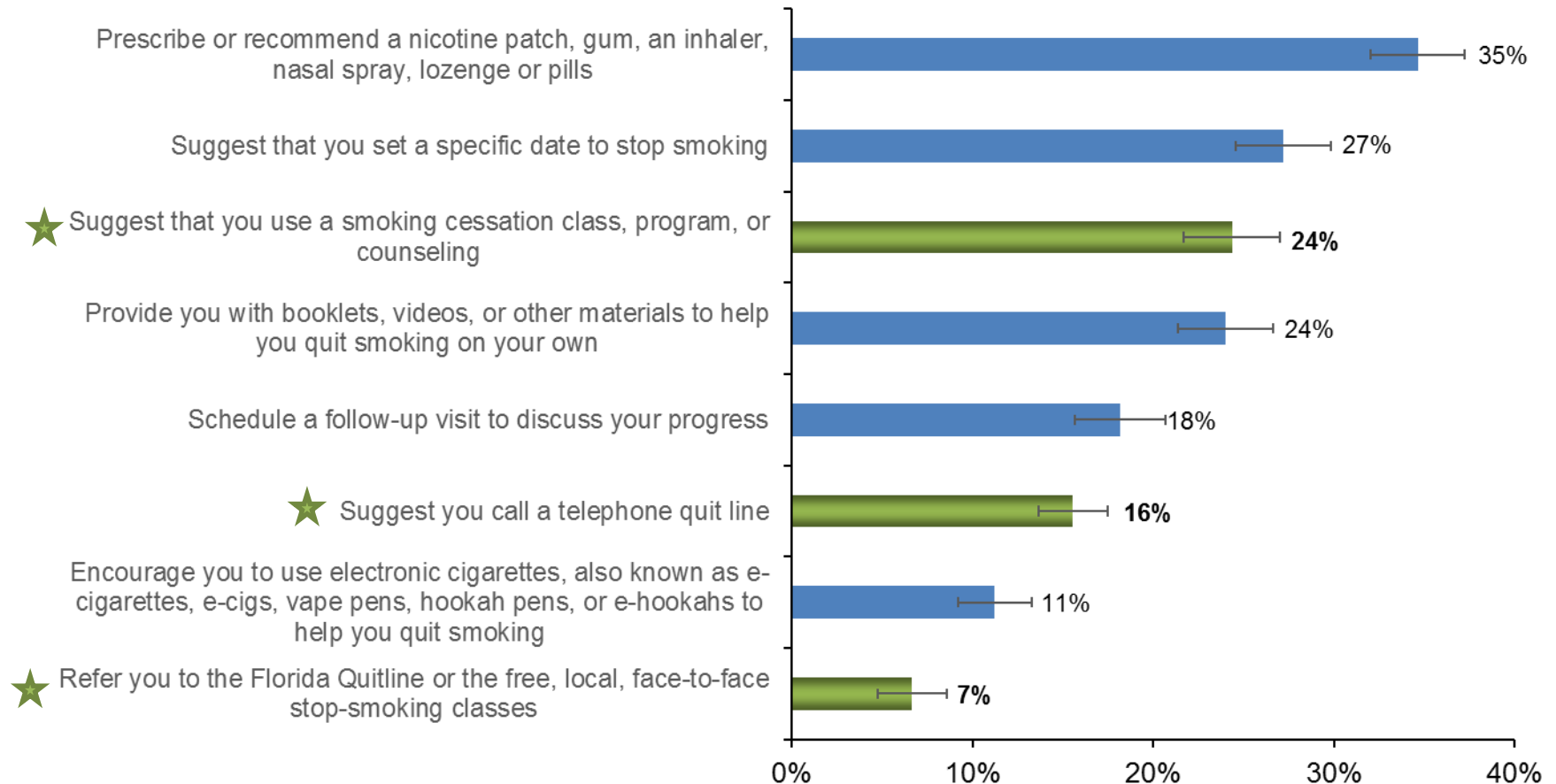
Cessation Related Outcomes



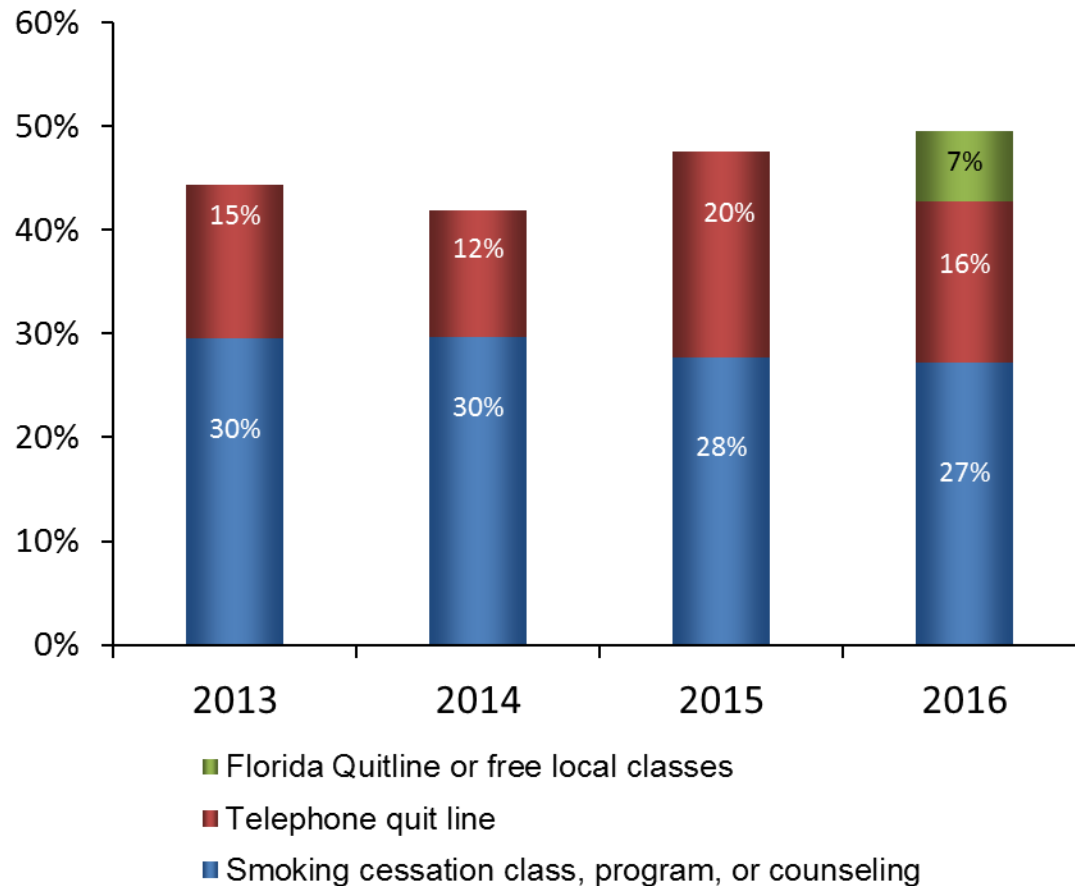
Cessation Related Outcomes 2016

- **94.8%** of current smokers reported that their health care provider asked if they smoke
- **78.2%** reported that their provider advised them to quit
- **44.5%** reported that their provider assisted them with a quit attempt

Advice Given to Current Smokers who were Advised to Quit by their Health Care Provider



No Significant Trends in Advice to Call Quit Line or Attend Cessation Class from 2013-2016

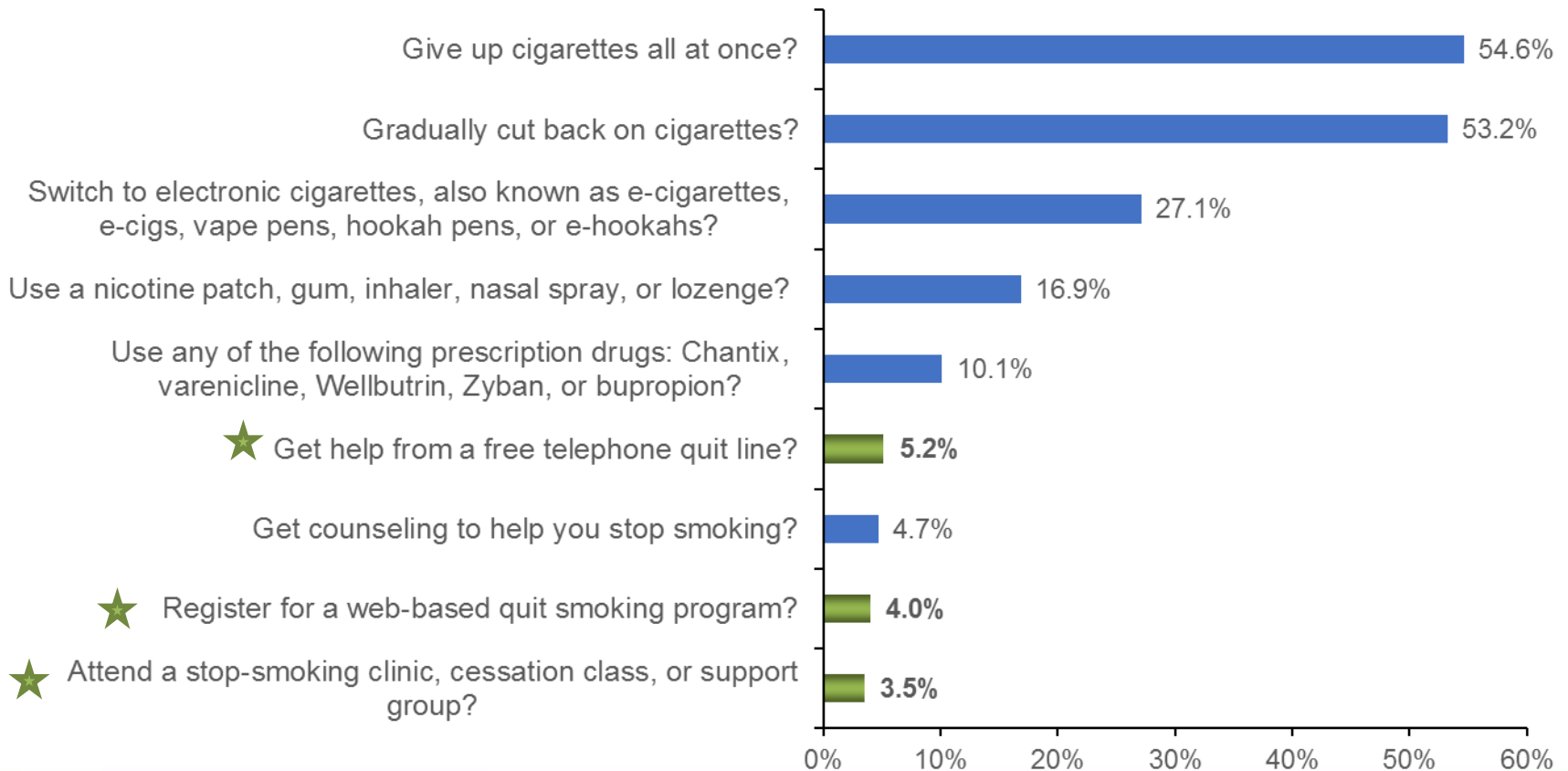


Cessation Related Outcomes Continued

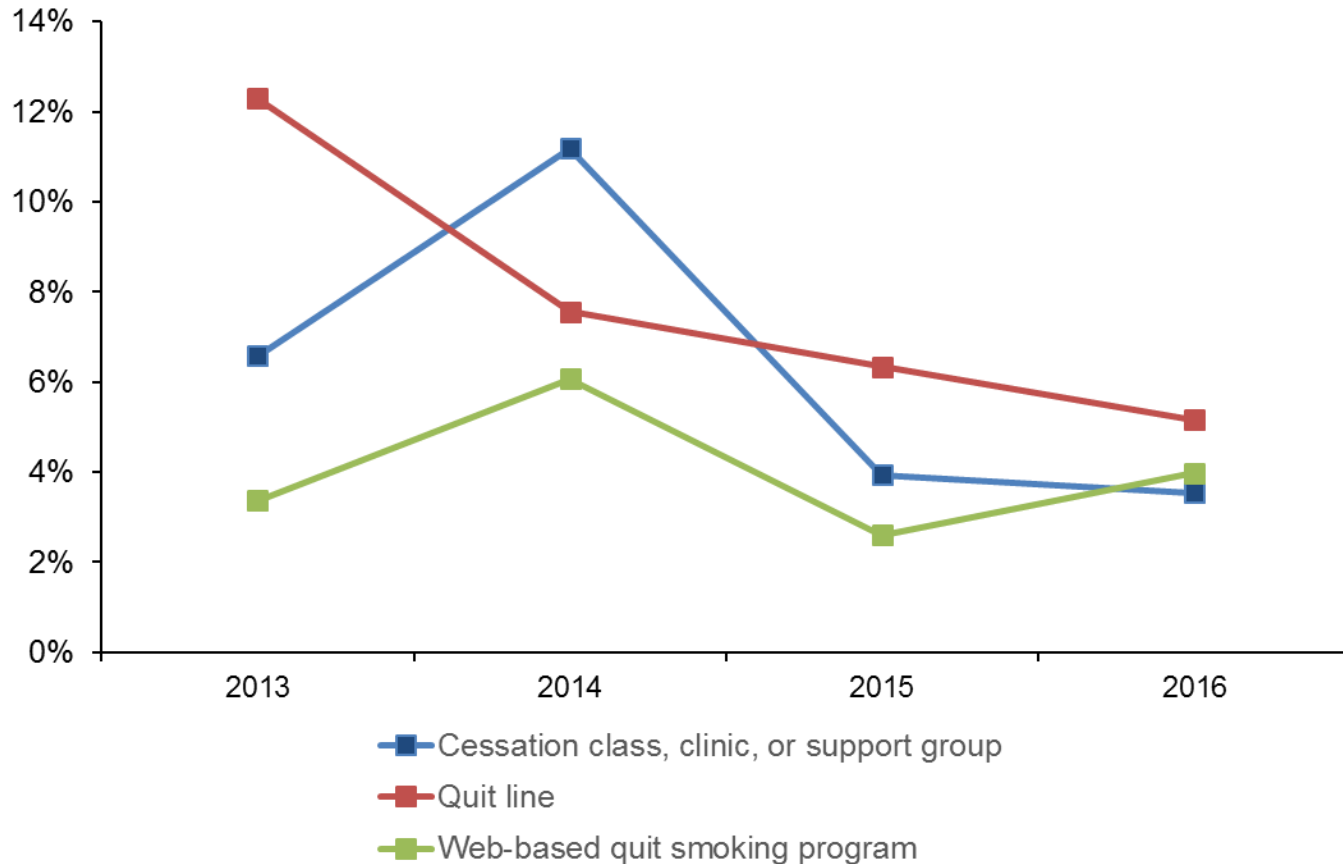
- Of those who were advised to quit, **6.7%** reported having been directly referred by their provider to the Florida Quitline or in-person classes
 - New question in FLATS survey 2016
- **17.2%** of smokers made an evidence-based quit attempt (significantly increased from 2015)

2016 Prevalence of Quit Methods

Current smokers and those who recently quit, did you...



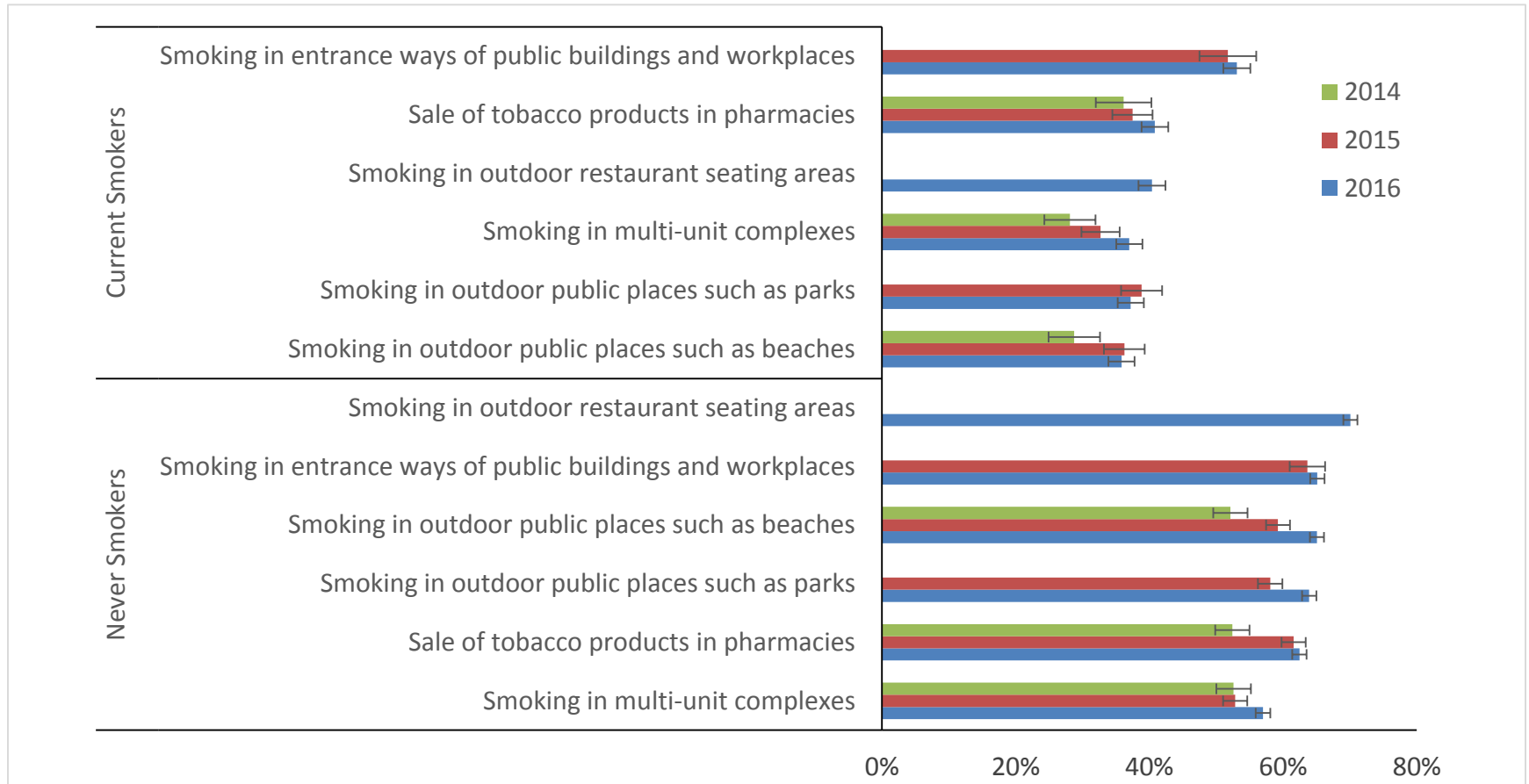
Trends in Quit Methods among Florida Smokers and Recent Quitters



Tobacco Policy Support



Support for Tobacco Bans by Smoking Status

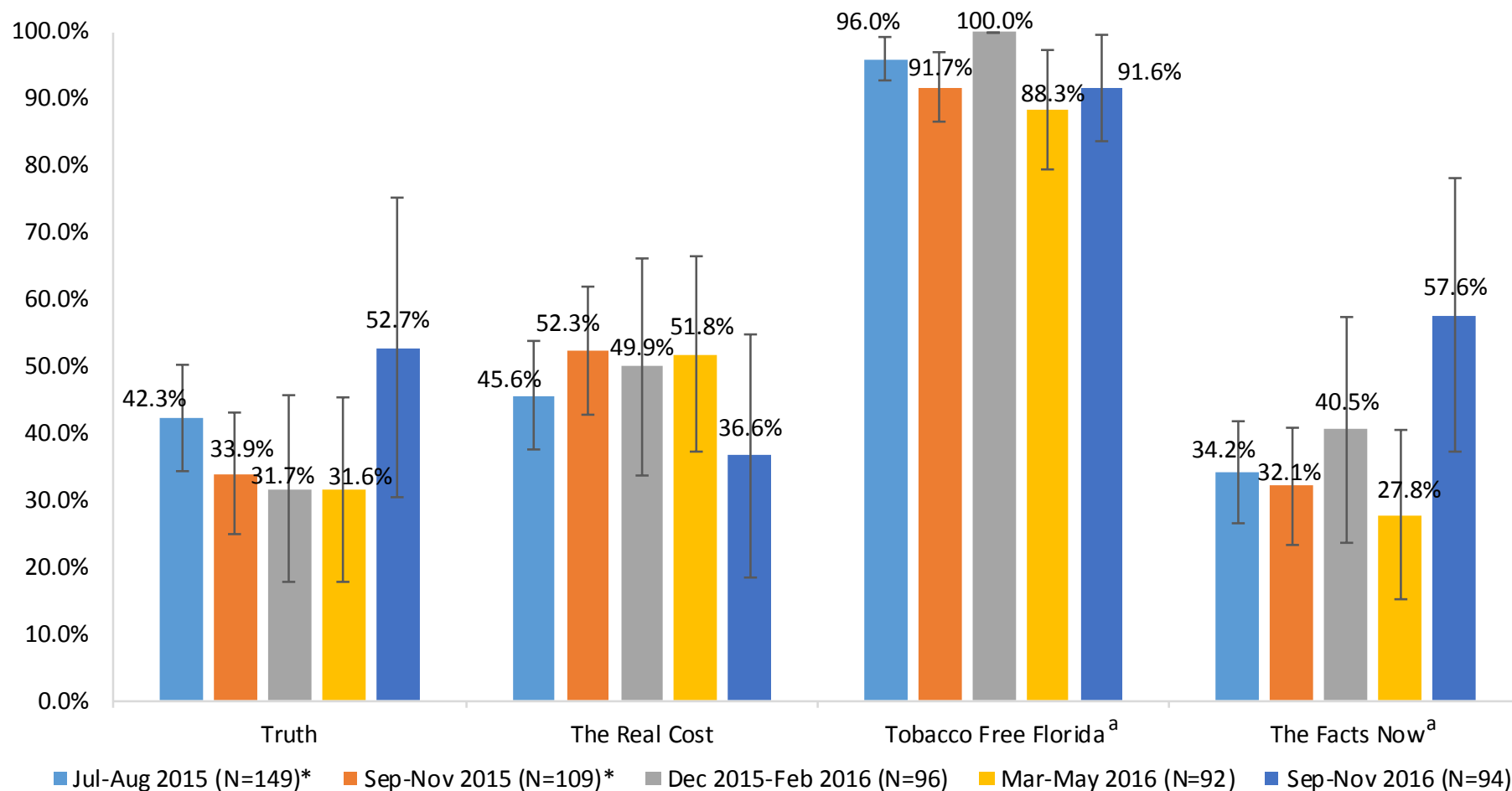


Media Campaign Evaluation

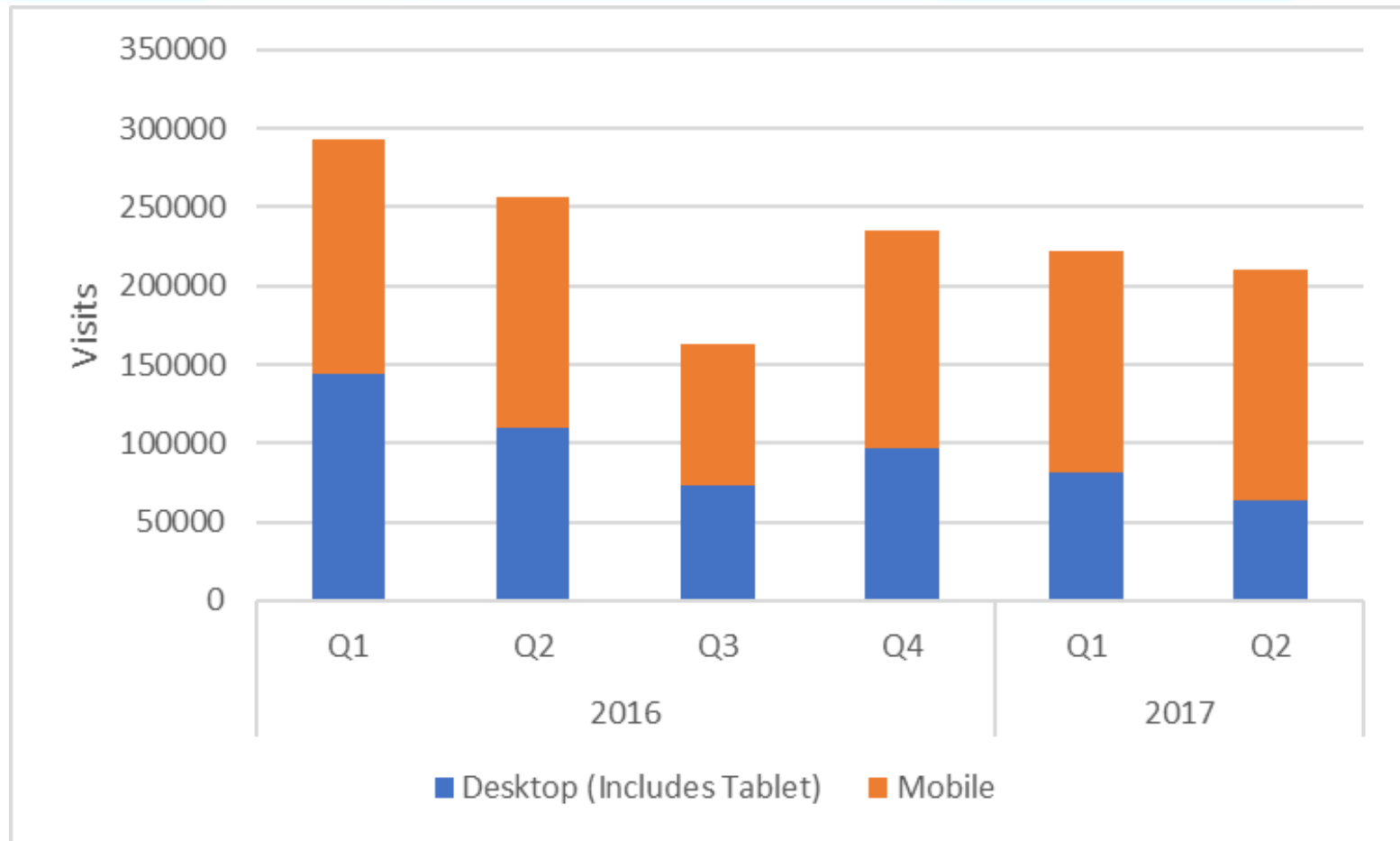


Brand Awareness Among Florida Youth

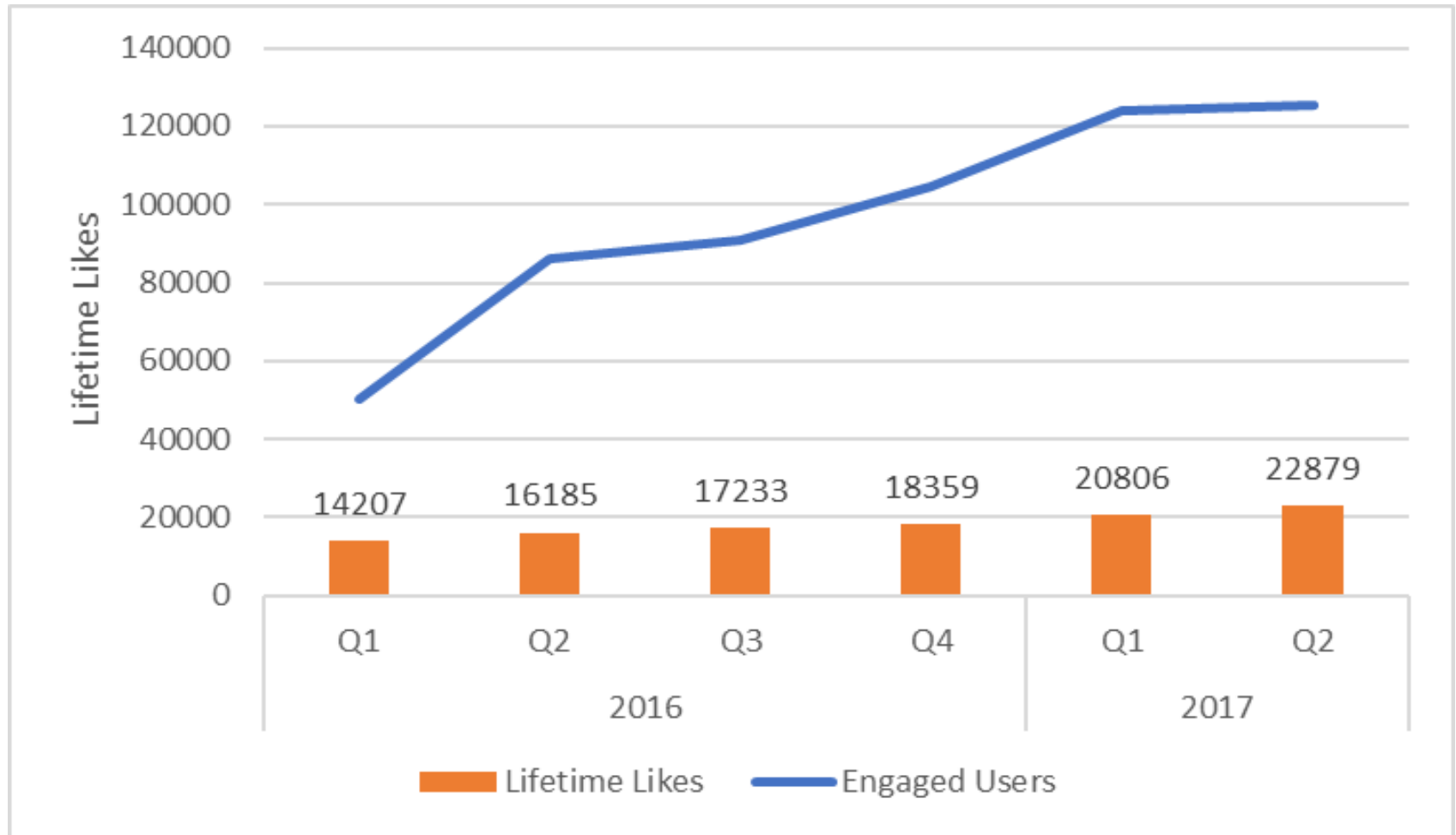
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The Facts Now-Website Visits

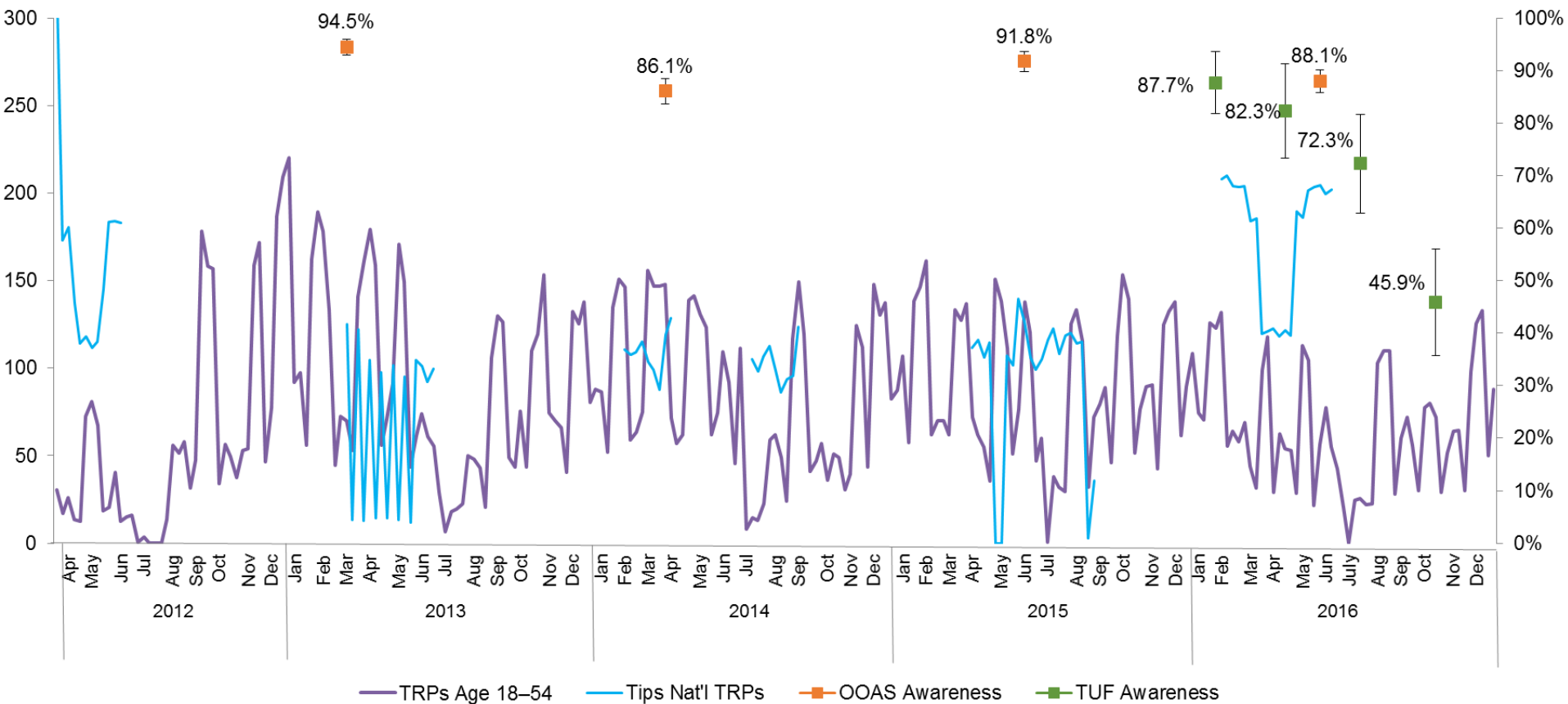


The Facts Now-Facebook



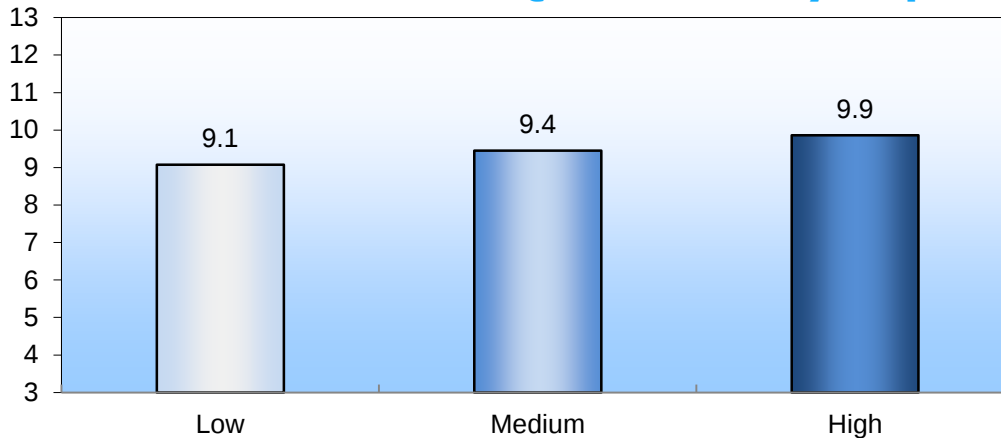
Statewide Media Buy and Campaign Awareness Among Adult Smokers

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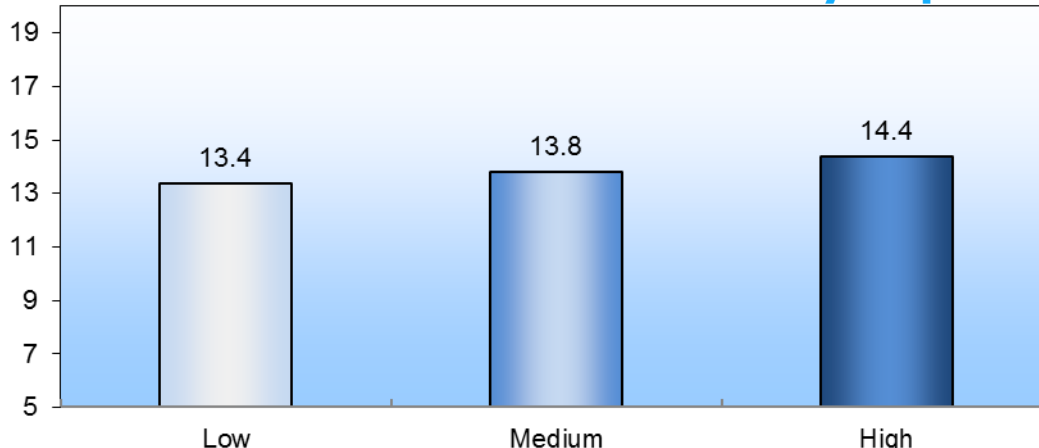


Campaign Effects on Motivation to Quit and Worries about Health

Mean Motivation to Quit Score by Exposure

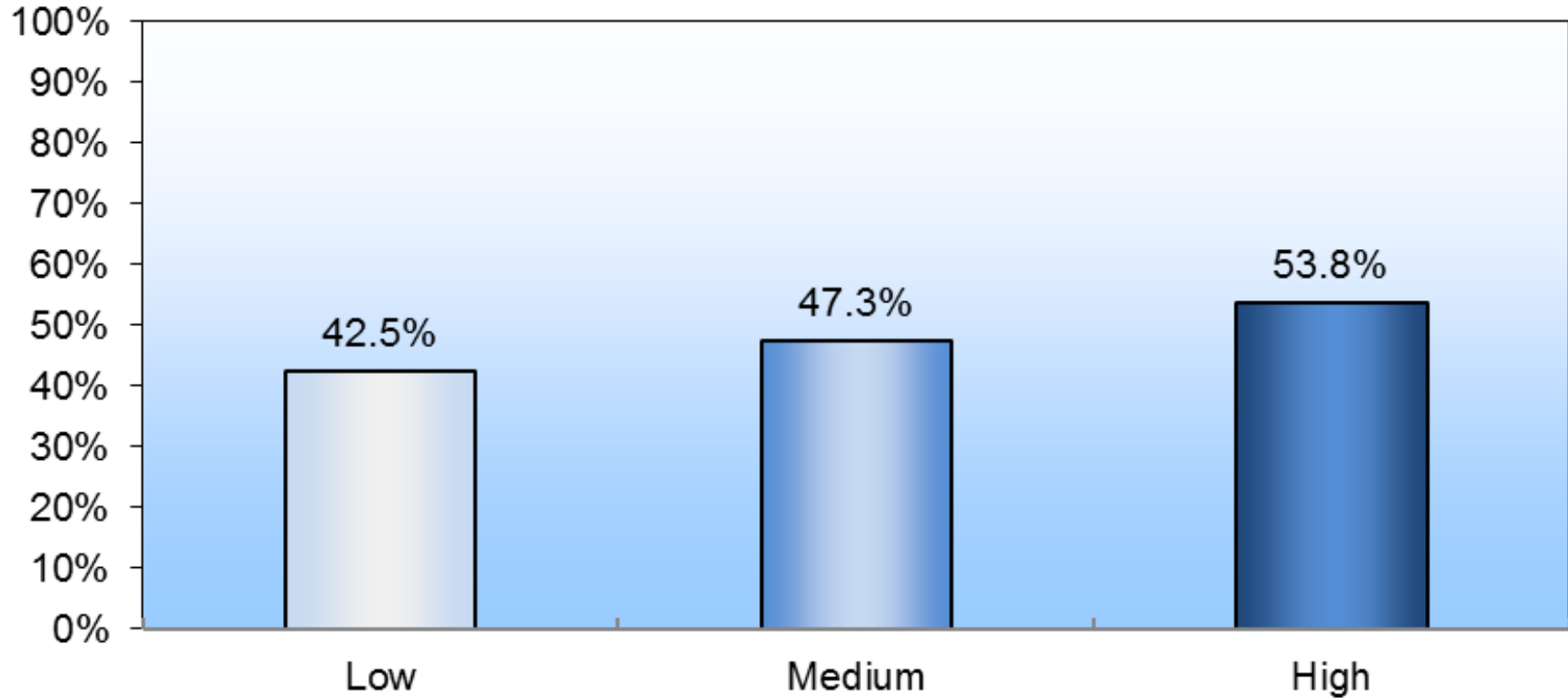


Mean Worries About Health Score by Exposure



Medium and high exposure associated with increases in the Motivation to Quit and Worries about Health scale scores compared with low exposure after controlling for all confounding factors ($p < 0.001$).

Adult Smokers Who Made a Quit Attempt by Campaign Exposure



Summary of Findings

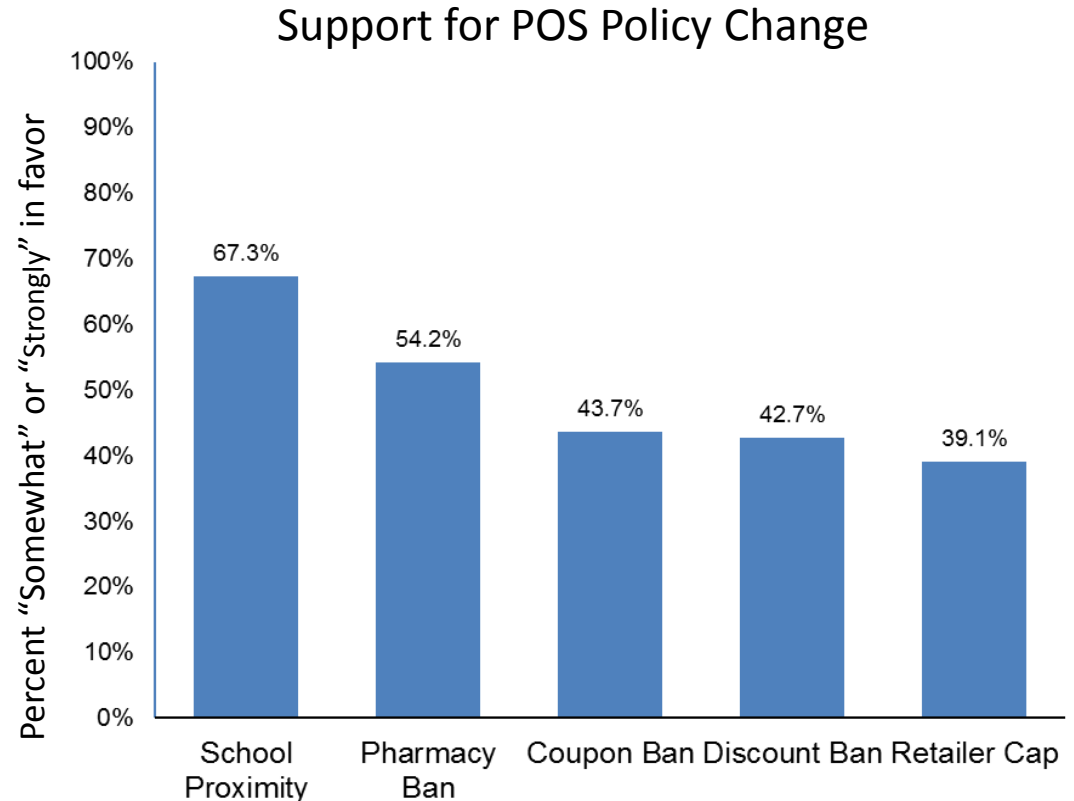
- The TFF adult cessation campaign:
 - maintains high awareness levels among adult smokers in Florida.
 - is associated with important cognitions that are predictive of changes in cessation behavior.
 - is associated with quit attempts among smokers in Florida.
- Supports evidence that hard-hitting, graphic, and emotional ads are effective at changing cessation-related outcomes.

Community Evaluation



Local Opinion Leaders Survey (LOLS): Support for Point-of-Sale Policy Change

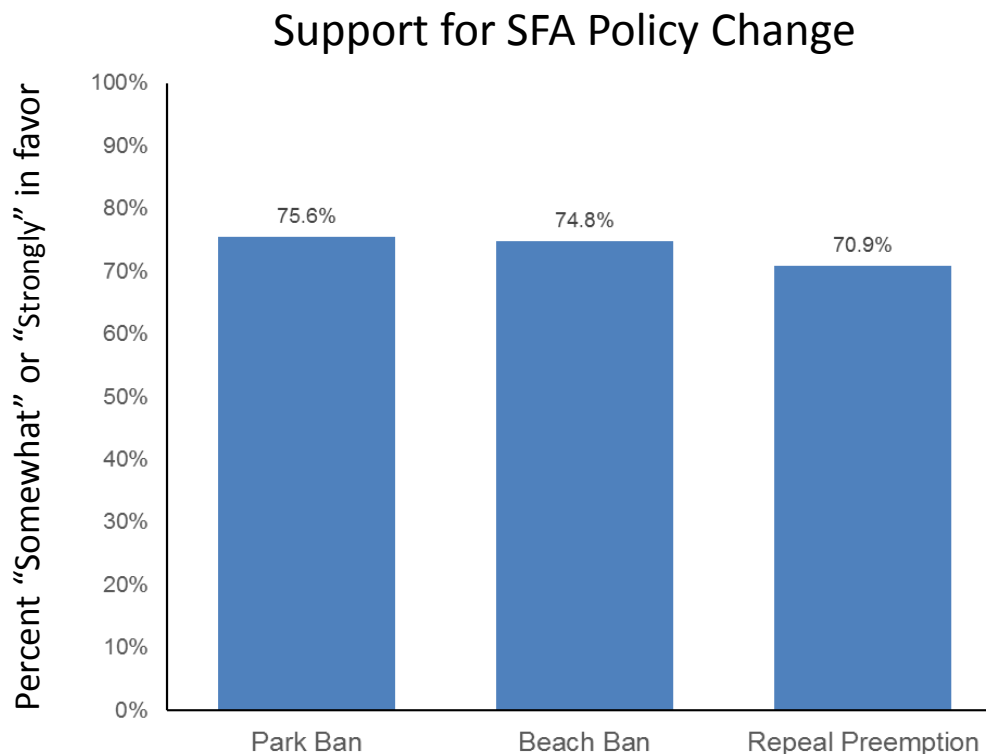
- Sampled county leaders and randomly selected city leaders (n=553)
- Highest support for policies that restrict the sale of tobacco products in stores that are in close **proximity to schools** and prohibit the sale of tobacco products **in pharmacies**



LOLS: Support for Smoke-Free Air (SFA) Policy Change

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- The majority of LOLs support smoke-free air policies and would support repeal of current preemption in the statewide smoke-free air law.



LOLS: Students Working Against Tobacco (SWAT) Impact

- The majority (74%) of LOLs recognized SWAT as a group within their community.
- Positive association between believing tobacco use is a problem within the community and being aware of SWAT ($b=0.69$, $p < 0.01$)
- Positive association between having a recent meeting with a SWAT member and believing e-cigarette use is a problem within the community ($b=0.68$, $p<0.01$)

RTI Summary and Recommendations



RTI's Overall Findings for 2016

- High levels of TFF campaign awareness have been sustained
- Adult cigarette use continued decline to 15.8%, similar to national rate of 15.1%
- Florida current smokers continue to smoke higher average of cigarettes per day than nationally
- Percent of adult smokers who reported making a quit attempt continues to be significantly higher than the national average.

RTI Program Recommendations

- Continue to rely on existing evidence-based cessation advertisements
- Improve collaboration on media strategies
- Continue innovative work in health systems change
- Continue to educate policy makers about the potential benefits of further increases in the excise tax on tobacco (consider including cigars)

Topical Literature Reviews



BTFF-Requested Literature Reviews

1. Tobacco Cessation in Prenatal Populations
2. Age 21 Tobacco Purchase Laws
3. Mental Health and Tobacco Cessation

1. Tobacco Cessation in Prenatal Populations

- Background:
 - Smoking during pregnancy increases risks of miscarriage, premature birth, low birthweight, birth defects, SIDS
 - 7% of Florida pregnant women in 2013 smoked
 - Highest among non-Hispanic white, low SES
 - Barriers to quitting
 - 42% who quit during pregnancy relapse after giving birth

1. Tobacco Cessation in Prenatal Populations

- Agency Recommendations
 - Interventions with strong research support
 - Counseling (in-person or phone)
 - Pregnancy-specific self help materials
 - Incentives
 - Feedback (fetal health status or measurements of by-products of smoking)
 - Provider education
 - Cost-effectiveness: interventions typically provide higher benefits than cost
 - May vary by heavy/light smokers
 - Limited reach

1. Tobacco Cessation in Prenatal Populations

- Tobacco Policy Study Findings
 - Ohio Smoke-free Workplace Act - statistically significant reduction in odds of preconception smoking in WIC participants.^a
 - 10% increase in cigarette taxes produced a 10% increase in probability that a pregnant woman would quit.^b
 - Presumptive Medicaid eligibility for pregnant women in 3 states led to an 11% increase in smoking cessation.^c

1. Tobacco Cessation in Prenatal Populations

- Recommendations for BTFF
 - Electronic referral systems to quitline
 - Additional promotion of pregnancy-specific counseling available
 - Postpartum care providers should address barriers to prevent relapse
 - Consider combo of behavioral and incentive strategies for low SES women
 - Inform Medicaid subscribers of coverage of cessation services
 - Continue to support tobacco-free policies

2. Tobacco 21 Purchase Laws

- Background:
 - 9 out of 10 smokers start by age 18
 - Developing adolescents are particularly susceptible to nicotine addiction
 - California, Hawaii, and 230+ localities have raised legal tobacco purchase age to 21
 - Effectiveness?
 - Any unintended consequences?

2. Tobacco 21 Purchase Laws

- Findings:
 - Limited/medium-strength evidence base
 - 2015 IOM report estimates a 15-25% reduction in youth smoking initiation
 - 2016 published evaluation of Needham, MA
 - First community to pass T21 law in 2005
 - From 2006-2010 students reported reduction in smoking from 13% to 7%
 - Significantly different from surrounding areas
 - Decline did not differ by age, sex, race
 - Limitations: no baseline; 2009 ban on tobacco sales in pharmacies

2. Tobacco 21 Purchase Laws

- Findings:
 - Strong public support for T21 laws among smokers and non-smokers (66.3% - 75.2%)
 - Computer modeling analysis for California
 - Predicted no net costs over a 50-year period, plus \$24 billion in health care savings^a
 - Counter arguments:
 - Retail impact
 - Personal freedoms
 - Youth obtaining tobacco illegally

2. Tobacco 21 Purchase Laws

- Recommendations:
 - States adopting a T21 policy should set up evaluation plan
 - Strong T21 ordinance would contain:
 - Definition of tobacco products
 - Prohibition on distribution to recipients under age 21
 - Requirement that tobacco retailers post notices of age restrictions
 - Authority for municipality to inspect distributors for compliance

3. Mental Health and Tobacco Cessation

- Background:
 - Much higher smoking prevalence among those with mental illness
 - 33%-60%, depending on type of mental illness
 - Die an average of 25 years earlier
 - Financial and social disparities
 - BTFF initiatives:
 - Tobacco cessation and behavioral health curriculum for Area Health Education Councils (AHECs)
 - Work with quitline to screen callers for mental health/substance use disorders and offer expanded protocol

3. Mental Health and Tobacco Cessation

- Findings on Interventions
 - Strong support:
 - Cessation counseling and pharmacotherapy
 - Limited studies on cost-effectiveness
 - Mixed/emerging support:
 - Health systems change
 - Quitlines and tailored phone protocols
 - Social support
- Barriers:
 - Psychiatrists conduct the 5 As at lower rates than PCPs
 - Affects dosing of psychiatric medications

3. Mental Health and Tobacco Cessation

- Recommendations:
 - Encourage health systems change to increase access to treatment for smokers with mental illness
 - Partnering with mental health programs/agencies
 - Surveillance of tobacco use disparities by mental health status
 - Incorporate evaluation into all efforts (including cost-effectiveness)

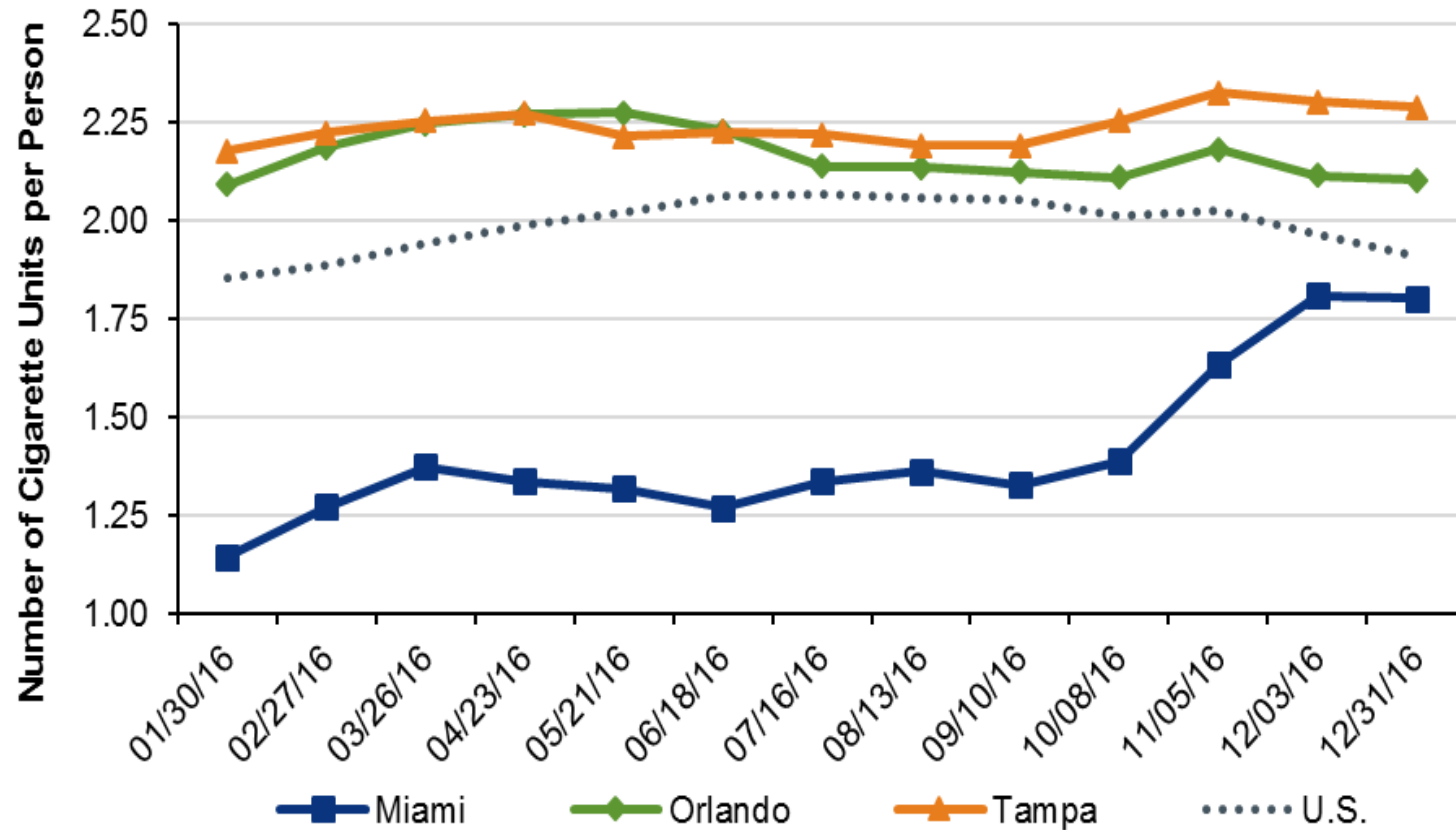
Trends in Tobacco Sales



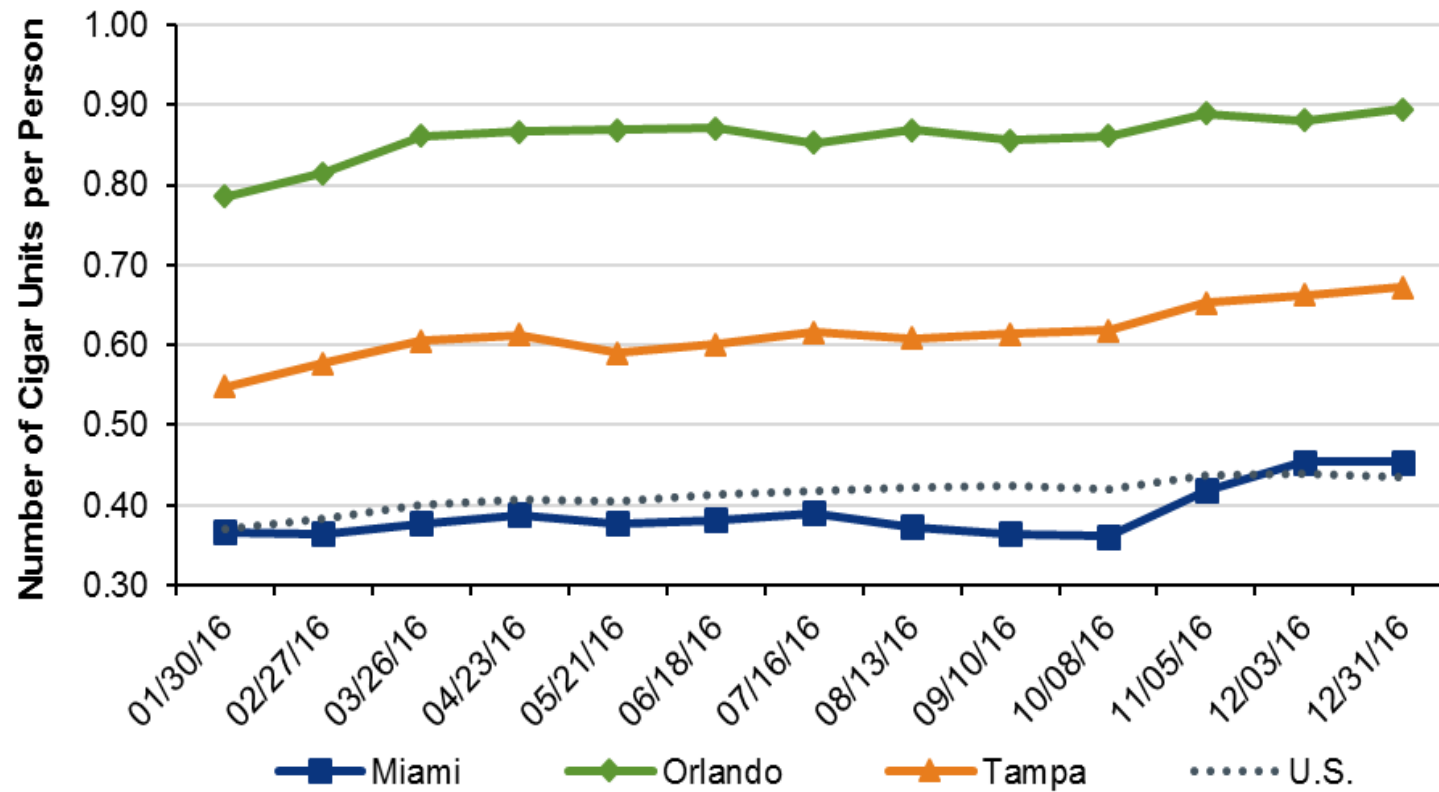
2016 Convenience Store Tobacco Sales in Florida

- Cigarette sales: \$2.4 billion
- Cigar sales: \$173.5 million
- Smokeless tobacco sales: \$221.7 million
- E-cigarette sales: \$41.4 million

Cigarette volume sales per person by DMA

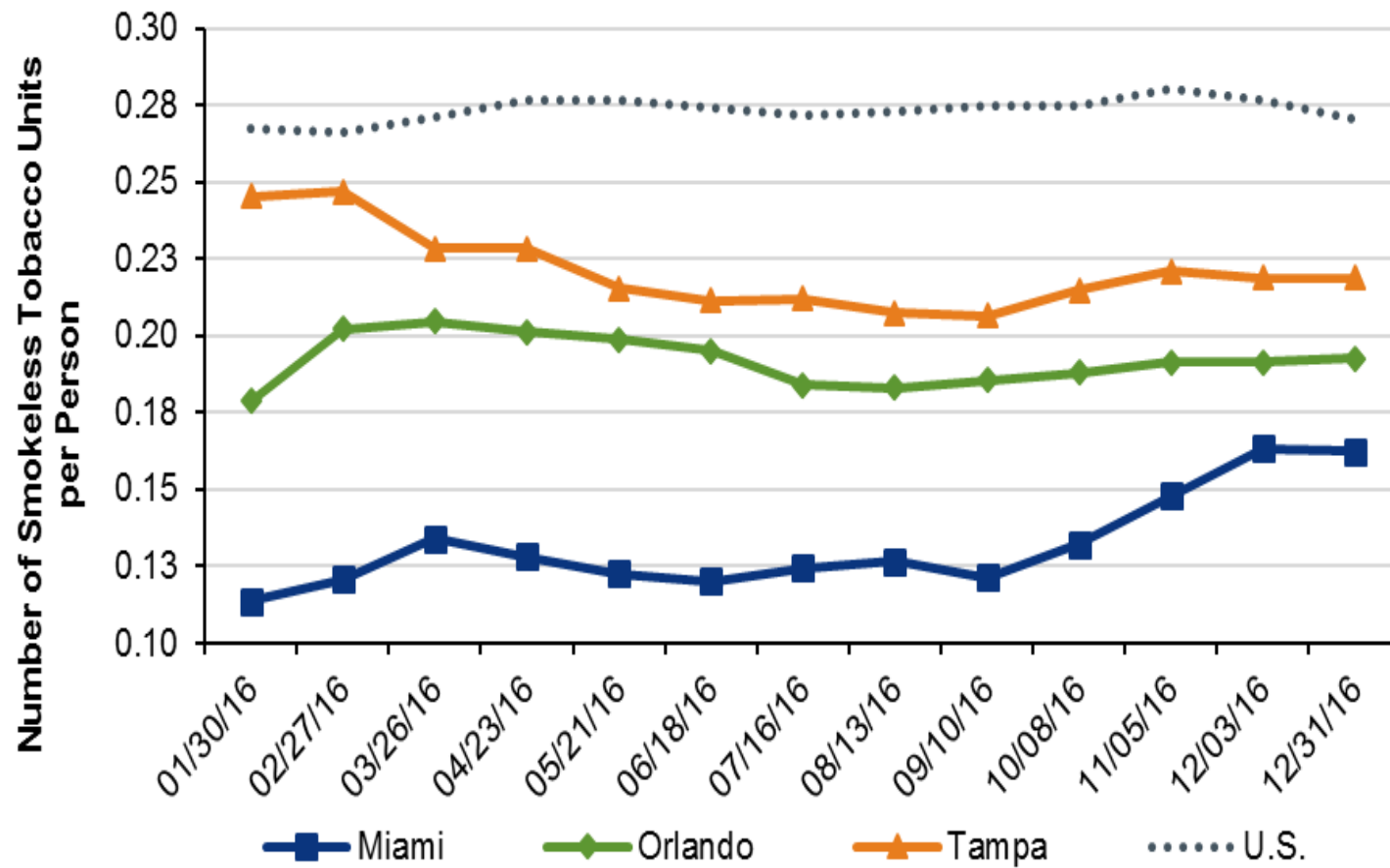


Cigar volume sales per person by DMA



Smokeless Tobacco volume sales per person by DMA

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E-cigarette volume sales per person by DMA

53

