

CareerSource Florida

A Health Equity Project

Tobacco Education and Use Prevention Advisory
Council Meeting – August 24, 2017
Elizabeth Miler, Tobacco Cessation
Specialist



Health Equity in Tobacco Control

Health equity is the opportunity for everyone to reach their “full health potential”

Evidence-based Intervention:

Identifying & eliminating tobacco-related disparities among population groups



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**Unemployed
use tobacco
at higher
rates than
other
employment
groups**



CareerSource Florida

**CareerSource
Florida:** provides
employment &
other opportunities
to 1 million low
income &
unemployed
Floridians per year.



CareerSource Florida

The unemployed use tobacco at higher rates than other employment groups

% Tobacco Users by Employment Status

28.0%	19.7%	15.1%
Unemployed	Employed for pay	Homemaker, student, retired, unable to work



CareerSource Florida Tobacco Use

Cigarettes
only

91%

Every day
use

96%

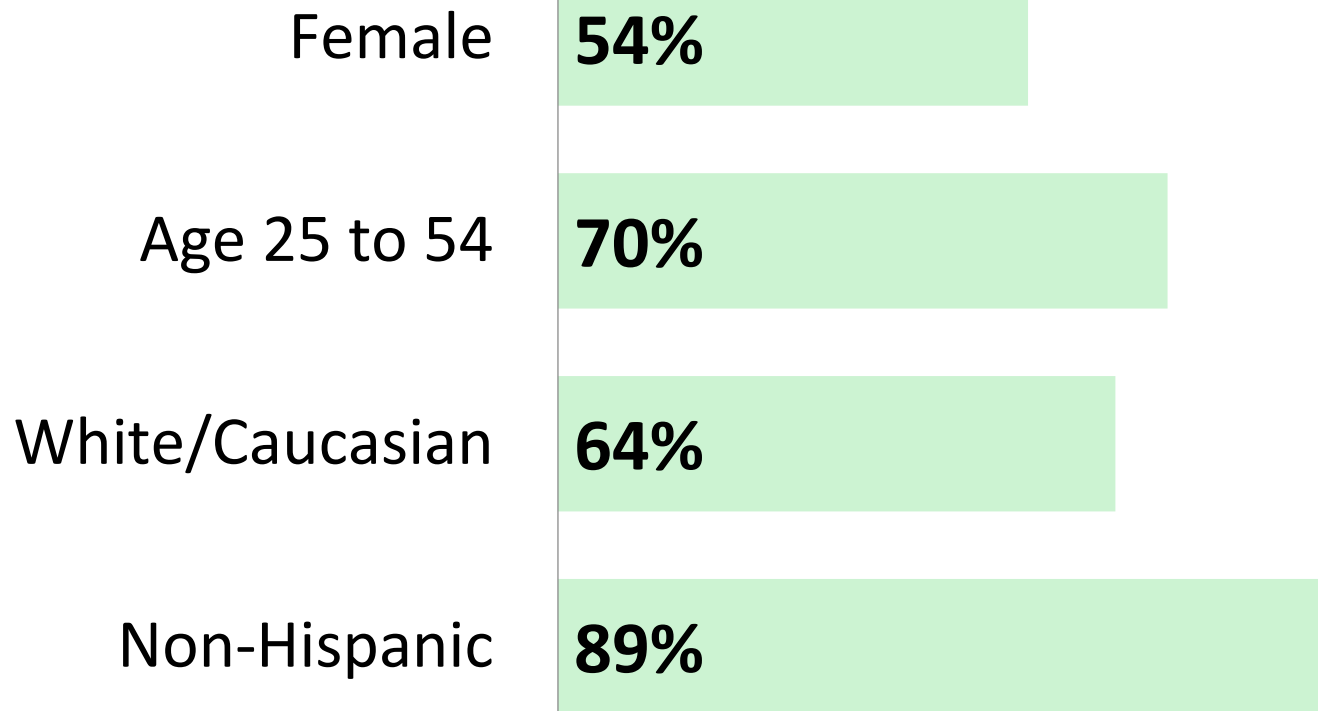
<1 pack

52%

Percent of CareerSource participants

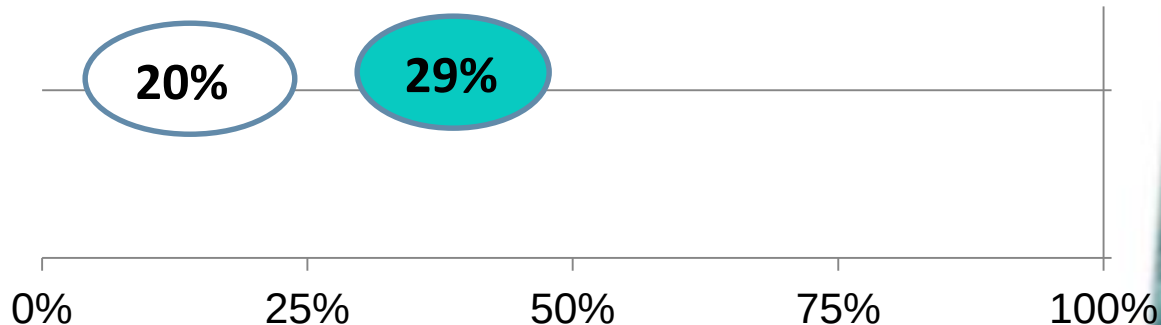


CareerSource Demographics



CareerSource Compared to Unemployed Tobacco Users

African
Americans

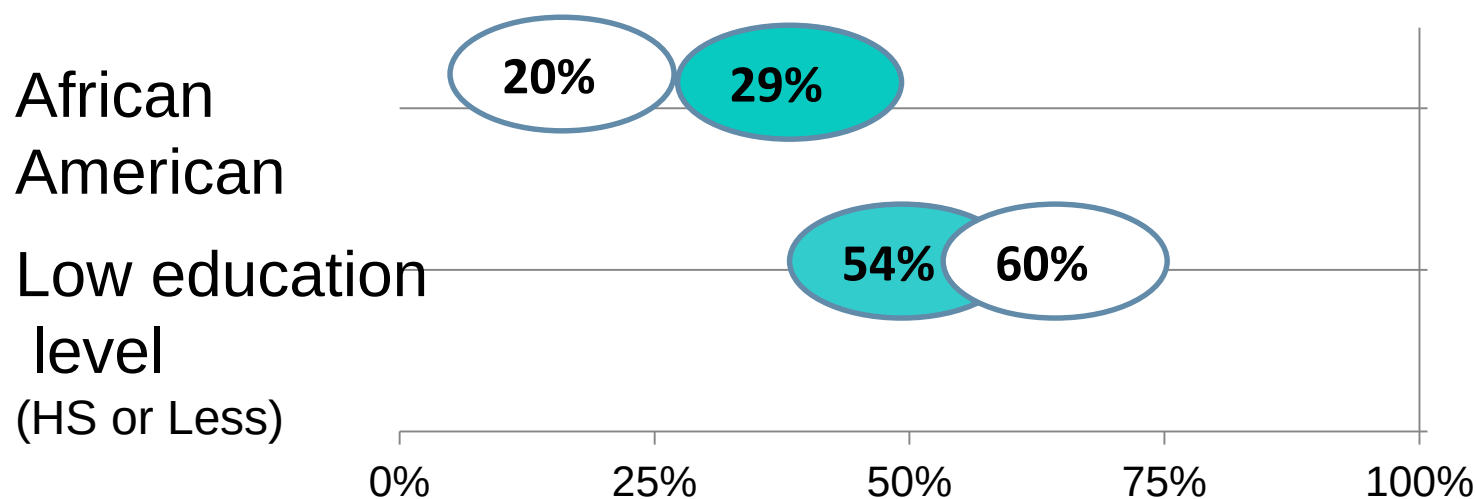


20% - Unemployed Tobacco Users

**29% - CareerSource Florida
Referrals**



CareerSource Comparison to Health Care Provider Referrals



African Americans - Health Care Provider Referrals - 29% - CareerSource Florida Referrals

Lower Education Level - - Health Care Provider Referrals - 60% - CareerSource Florida Referrals – 54%



CareerSource Competitive to Medical Referral Programs

- ✓ Number of referrals
- ✓ Conversion rate
- ✓ More African American and higher education enrollees
- ✓ Shipped NRT
- ✓ Similar satisfaction, quit attempts, quit rate



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An award winning program:

- ✓ Podium presentation at the Society of Research of Nicotine and Tobacco Annual Meeting in 2016
- ✓ Prudential Productivity Award in 2017 for reducing Florida's health care expenses and employer expenses



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Questions?

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Source: PDA

