

The Georgia Tobacco Use Prevention Program

Chronic Disease University/ Kenneth Ray, MPH/ August 9, 2018



Program Overview

Program Overview

GTUPP Mission

To reduce disease, disability, and death related to tobacco use by—

1. Preventing initiation of tobacco use among young people;
2. Promoting quitting among adults and young people;
3. Eliminating non-smoker's exposure to second-hand smoke; and,
4. Identifying and eliminating tobacco-related disparities.

Program Overview

- Program began in 2000
- Quit Line began in 2001
- Funded by the CDC Office on Smoking and Health
- Funded by the Master Settlement Agreement
- Funded by Medicaid Match MOU

Program Collaboration

Program Collaboration

- Add goals, objectives, strategies and activities to disease strategic plans,
- Provide training and technical assistance to professionals, coalitions, and lay persons on the evidence-based strategies,
- Assist in the development of infrastructure and capacity building at the state and local level,
- Assist in the development of surveillance and evaluation data collection indicators and protocol,
- Identifies tobacco-related tobacco disparities, with plans to eliminate disparate populations.

Expected Short Term Outcomes

- Policy
 - Tobacco-free policies in schools, colleges/universities, parks, public housing, smoke-free ordinances, point of sale to minors
- System Changes
 - Treating tobacco as vital sign/Ask, Advise and Refer to the Quit Line
 - Medicaid, insurance reimbursement for all cessation services
 - Addressing tobacco use as risk factor for chronic diseases
 - Screening for tobacco-related disease
- Environmental Changes
 - Elimination of tobacco advertising in store fronts
 - Elimination of in store tobacco displays

Intermediate Outcomes

- Compliance with tobacco-free policies
- Increase price of tobacco products
- Decrease access to tobacco products by youth
- Reduce youth and adult experimentation with tobacco products
- Increase number of quit attempts

Long Term Outcomes

- Decrease mortality/death due to tobacco use
- Decrease morbidity/illness and disease due to tobacco use
- Decrease tobacco-related disparities
- Increased cessation/quitting among youth and adults

Making a Difference!

What Can You Do to Reduce Tobacco Use in Your Community?

Develop tobacco-related health equity in your community by developing and or participating in the adoption of evidence-based strategies that provide:

- Protection for all citizens from the dangers of exposure to secondhand smoke in public places, worksites, homes and cars;
- File complaints of violations of the Georgia Smoke-free Air Act of 2005;
- Access to cessation support services covered by all insurance plans;
- Compliance from all retail outlets to not sell tobacco products to minors and are accountable to federal, state and local laws;
- Reductions from tobacco advertising in accordance with FDA guidelines;
- Cessation interventions to tobacco users that want to quit by trained healthcare providers.

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead, Anthropologist

Making A Difference!

For more information on how to make a difference in your community, contact the Georgia Tobacco Use Prevention Program at 404-657-6637 or visit our website:

<https://dph.georgia.gov/tobacco>

THANK YOU!