

2009 Georgia Program and Data Summary:

ADULT TOBACCO USE



Tobacco use is one of the most common preventable causes of death, killing over 10,000 Georgians every year.¹

Established in 2000, the Georgia Tobacco Use Prevention Program (GTUPP) is a health promotion and disease prevention program designed to meet the overall goal of reducing the health and economic burden associated with tobacco use. Annually in collaboration with the 18 public health districts, non-profit health and community-based organizations, and various partners and youth groups, GTUPP plans, implements and evaluates activities designed to reduce tobacco-related illnesses and deaths. Best practice strategies are developed to focus on the following goal areas:

- Preventing the initiation of tobacco use among young people
- Promoting quitting among young people and adults
- Eliminating exposure to secondhand tobacco smoke
- Identifying and eliminating the disparities related to tobacco use among various population groups

The following best practice activities are reducing the exposure to secondhand smoke and are providing opportunities for tobacco cessation:

Georgia Schools are Becoming Tobacco Free!

Youth tobacco use is a public health problem. Seventeen percent of Georgia's high school students smoke cigarettes, while 5% of middle school students smoke cigarettes. The Tobacco Free Schools Project was initiated in 2005 to reduce teen tobacco use and youth exposure to secondhand smoke (a Class A carcinogen). Implementation of the Tobacco Free Schools Policy prohibits the use of tobacco products on school property and includes buildings, grounds, and vehicles used to transport students. The policy also applies to all off-campus sponsored events. Adoption of the policy protects students, staff, and visitors from the harmful effects of secondhand smoke 24 hours a day, 7 days per week. Currently, there are 48 out of 181 public school districts in Georgia that have adopted the model policy, protecting approximately 850,000 youth from the dangers of secondhand smoke. For more information on the Tobacco Free Schools Project, contact Kenneth Ray, Program Manager of GTUPP at 404-657-0792. This initiative is in accordance with the Georgia Smokefree Air Act of 2005.

Georgia Hospitals are Becoming Tobacco Free!

More and more hospital campuses are adopting model tobacco free policies protecting staff and visitors from the dangers of secondhand smoke 24 hours a day, 7 days per week. Currently there are 46 out of 170 hospital campuses that have joined the tobacco free hospital campus initiative. To become a tobacco free hospital campus, contact Mrs. Jan Potter of the Georgia Hospital Association (GHA) at 770-249-4549. Visit the GHA web site to view the Tobacco Free Hospital Toolkit at www.gha.org. This initiative is in accordance with the Georgia Smokefree Air Act of 2005.

Georgia Parks and Recreation Association Sites are Becoming Tobacco Free!

Georgia outdoor and indoor park and recreation sites are protecting the health of Georgians 24 hours a day, 7 days per week. Currently 4 out of 197 sites of the Georgia Parks and Recreation Association have adopted the model tobacco free policy. For more information on the Tobacco Free Parks and Recreation Project, contact Kenneth Ray, Program Manager of GTUPP at 404-657-0792. This initiative is in accordance with the Georgia Smokefree Air Act of 2005.

Smoking Cessation

The Georgia Tobacco Quit Line is a free service available to all Georgia residents 13 years of age and older. The service provides telephone-based cessation counseling and follow-up by a certified tobacco cessation specialist. The counseling services are offered in both English and Spanish, as well as for the hearing impaired. Local cessation classes and providers are available throughout the state. A list of providers can be found at <http://health.state.ga.us/programs/tobacco/index.asp> and at <http://health.state.ga.us/pdfs/chronic/tobacco/cessationlist.pdf>. For more information, contact Martha Dismar at madismar@dhr.state.ga.us.

Tobacco use costs Georgia more than \$5 billion every year.¹

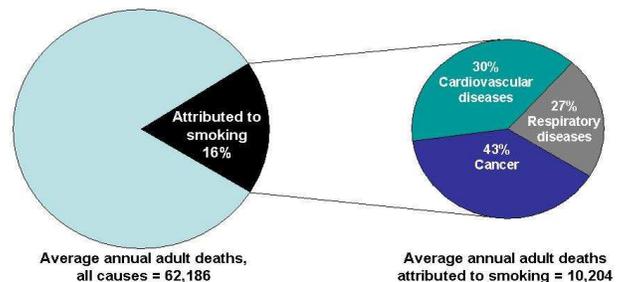
The burden of tobacco-related illnesses among adults in Georgia is high.

DEATHS¹

Over **10,000** Georgians die every year from tobacco-related illnesses – that is one out of every six deaths in adult Georgians.

- More adult males (**6,400**) than adult females (**3,800**) die from tobacco-related illnesses
- Among Georgia adults ages 35 and older, cancer accounts for **43%** of all deaths due to smoking, while cardiovascular diseases and respiratory diseases account for **30%** and **27%** of all deaths due to smoking, respectively
- Adult smokers lose an average of 17 years of life compared to adult non-smokers

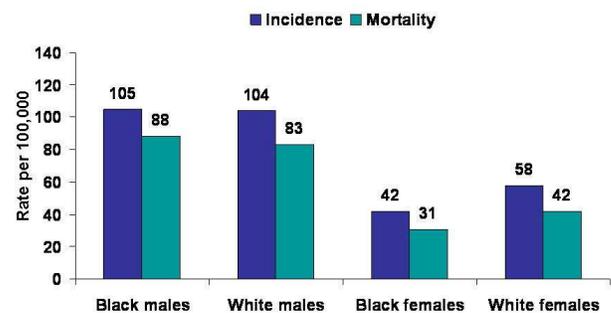
Average annual smoking-attributable deaths among adults ages 35 and older, Georgia, 2003-2007



LUNG CANCER INCIDENCE/MORTALITY²

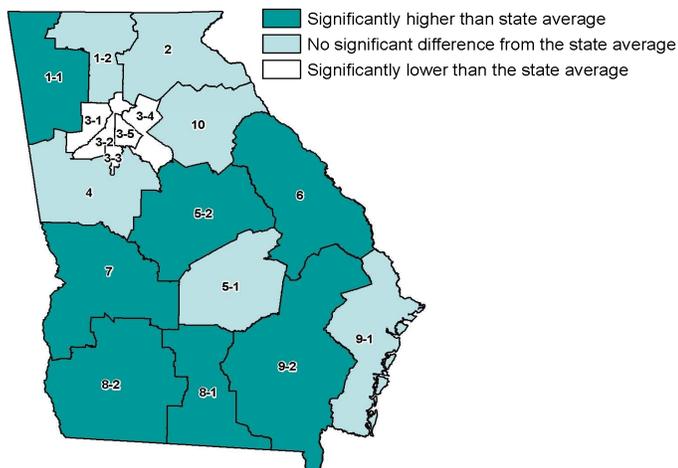
- Age-adjusted lung cancer incidence rate is higher among males (**102 per 100,000**) than females (**53 per 100,000**)
- Lung cancer incidence rate differs by region of the state for males and females
- Lung cancer accounts for **79%** of all smoking-related cancer deaths in Georgia
- Lung cancer is the leading cause of cancer deaths for both males and females
- Black males have the highest lung cancer mortality rate

Age-Adjusted lung cancer incidence and mortality rates* by race and sex, Georgia, 2002-2006

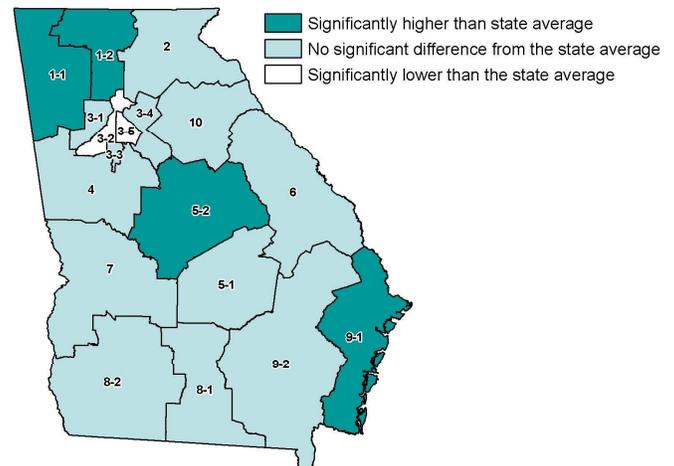


*Rates are age-adjusted to the 2000 US standard population

Age-adjusted Lung Cancer Incidence Rates, Males, by Public Health District, Georgia, 2002-2006



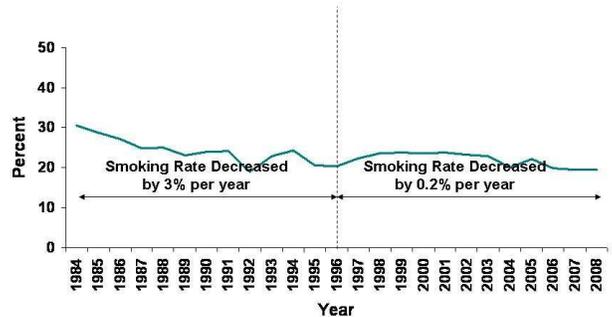
Age-adjusted Lung Cancer Incidence Rates, Females, by Public Health District, Georgia, 2002-2006



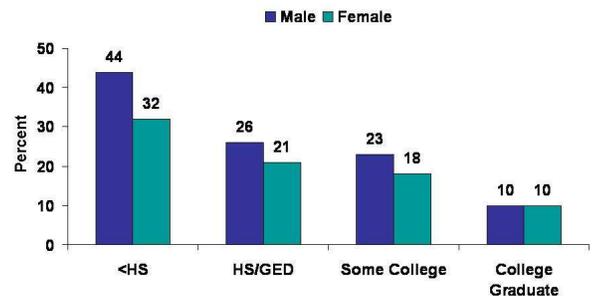
BEHAVIORS³

- The prevalence of adult cigarette smoking in Georgia has not changed significantly over the past decade, decreasing by an average of **0.2%** per year
- Approximately **1.4 million (20%)** adults in Georgia currently smoke cigarettes
- About **800,000 (22%)** adult males and **600,000 (17%)** adult females are smokers
- Non-Hispanic whites (**900,000; 20%**) are more likely than non-Hispanic Blacks (**300,000; 17%**) and Hispanics (**50,000; 14%**) to smoke
- Adults with less than a high school education are more likely than adults with a high school education or above to smoke cigarettes
- The smoking prevalence is twice as high among adult smokers who do not have health insurance (**900,000; 36%**) than among adult smokers who have health insurance (**400,000; 18%**)
- Counties in the northwest (1-1), north central (5-2), south (8-1), southeast (9-2), and coastal (9-1) regions of the state have the highest adult smoking prevalence

Current adult smoking, Georgia, 1984-2008



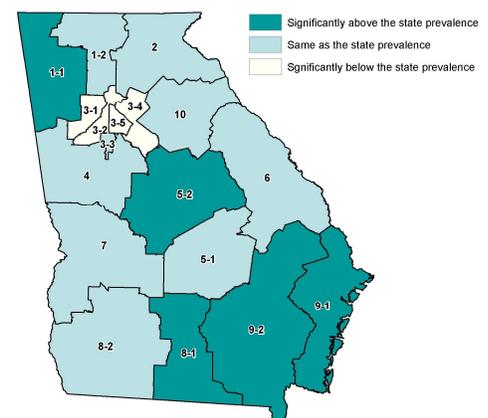
Percentage of adults who smoke, by education and sex, Georgia, 2008



SMOKING CESSATION³

- About **55%** of smokers have made a quit attempt in the past year
- Overall about **1.5 million (21%)** Georgians are former smokers
- Males (**25%**) are more likely to be former smokers than females (**18%**)

Percent of Adults Who Smoke Cigarettes by Public Health District, Georgia, 2004-2007



FINANCIAL IMPACT¹

- **\$1.8 billion** in healthcare costs among adults 18 years and older
- **\$3.4 billion** in lost productivity costs among adults 35 years and older

Definitions:

1. Adults are defined as civilian persons aged 18 years and older.
2. Cigarette smokers are defined as those who have smoked at least 100 cigarettes in their lifetime and are currently smoking.
3. Former smokers are defined as those who have smoked at least 100 cigarettes in their lifetime and are not currently smoking.
4. A quit attempt is defined as having stopped smoking for one day or longer during the past 12 months in effort to quit smoking.

QUITTING TAKES PRACTICE!

The Georgia Tobacco Quit Line is available for all Georgians 13 years of age and older who want to quit using tobacco. To receive free counseling, support, and referral services call:

1-877-270-STOP (English)

1-877-2NO-FUME (Spanish)

1-877-777-6534 (Hearing Impaired)

www.livehealthygeorgia.org/quitLine/index.shtml



Georgia Smokefree Air Act of 2005

A smokefree public place must prohibit smoking twenty-four hours per day and post the appropriate signage noting the state health code for the Georgia Smokefree Air Act of 2005 (O.C.G.A. 31-12A-1 et seq). For more information on the law, visit our web sites:

<http://dhr.Georgia.gov/gasmokefreeair>

www.livehealthygeorgia.org



**Live
Healthy
Georgia**



Reduce your risk of developing chronic conditions and diseases.

Eat healthy. A healthy eating plan is one that emphasizes fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products; includes lean meats, poultry, fish, beans, eggs, and nuts; and is low in saturated fats, trans fats, cholesterol, salt (sodium), and added sugars.

Be active. Participating in regular physical activity can help to reduce many risk factors associated with chronic diseases, including obesity and high blood pressure.

Be smoke free. Quitting smoking lowers the chance of having cancer, heart attack, or stroke and improves overall health and well-being, regardless how long a person has been smoking.

Get checked. Undergoing routine physical check-ups and screenings can prevent some chronic diseases and detect other chronic diseases earlier when treatment may be more effective.

Be positive. A positive attitude contributes to your overall well-being.

Following these guidelines can greatly reduce the chances of developing a chronic disease, leading to an improved quality of life and reduced healthcare costs. For more information, visit www.livehealthygeorgia.org.

Data sources:

1. Georgia Vital Statistics, 2003-2007; CDC SAMMEC web application (<http://apps.nccd.cdc.gov/sammecc/>).
2. Georgia Comprehensive Cancer Registry (<http://health.state.ga.us/programs/gccr/>).
3. 2008 Georgia Behavioral Risk Factor Surveillance System (BRFSS) Data.

Date updated: September 2009

More data can be found in the 2009 Georgia Tobacco Use Surveillance Report at <http://www.health.state.ga.us/epi/cdiee/tobaccouse.asp>.

Visit <http://health.state.ga.us/programs/tobacco/index.asp> for more information about the Georgia Tobacco Use Prevention Program.