

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 **70 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.

Smoke-free Ordinances

Local cities and counties in Georgia are adopting model smoke-free ordinances designed to protect all citizens from the dangers of secondhand smoke exposure in public places. In August, 2010, the City of Savannah adopted a model smoke-free ordinance. Data suggests exposure to secondhand smoke can result in heart disease in nonsmoking adults. According to the 2006 US Surgeon General's Report, there is no safe amount of secondhand smoke exposure. For more information on the Smoke-free Ordinance 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 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 a week. Currently **8 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 Andrea Wimbush at akwimbush@dhr.state.ga.us.

ADULT TOBACCO USE

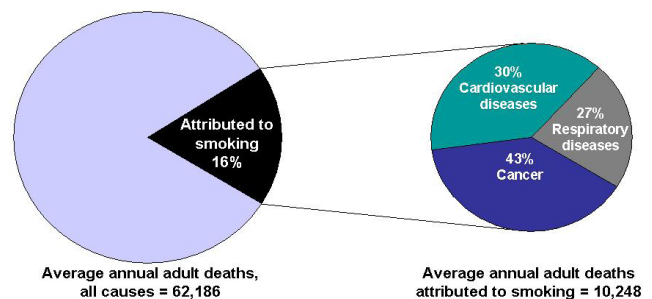
The burden of tobacco-related illnesses among adults in Georgia is high.

DEATHS¹

About 10,300 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 (3,900) die from tobacco-related illnesses
- Among Georgia adults ages 35 and older, cancer accounts for 43% of all deaths due to smoking
- Cardiovascular diseases and respiratory diseases account for 30% and 27% of all deaths due to smoking, respectively
- Adult smokers lose an average of 16 years of life compared to adult non-smokers

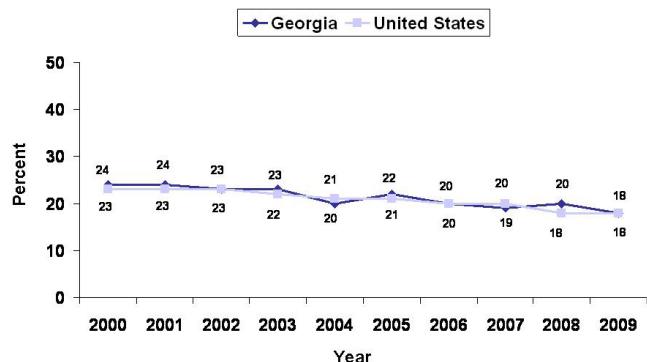
Average annual smoking-attributable deaths among adults ages 35 and older, Georgia, 2003-2007



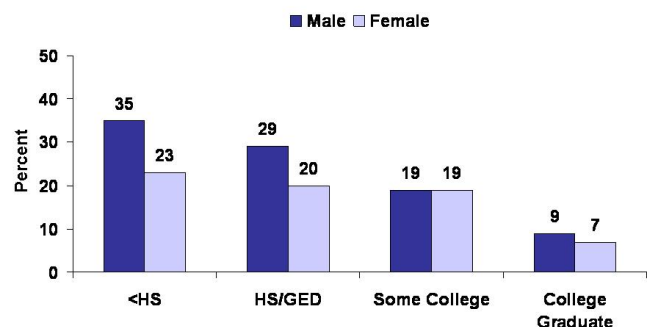
SMOKING BEHAVIOR^{2, 3}

- Approximately 1.3 million (18%) adults aged 18 years and older (adults) in Georgia currently smoke cigarettes
- Declines in current smoking have been slow over the past decade
- Georgia's current overall adult smoking prevalence matches the national smoking prevalence
- About 20% (700,000) of the adult male population and 16% (600,000) of the adult female population in Georgia smoke cigarettes
- Non-Hispanic (NH) white adults in Georgia (830,000; 19%) are more likely than non-Hispanic Black (300,000; 15%) and Hispanic (60,000; 12%) adults in Georgia to smoke cigarettes
- Adult Georgians with less than a high school education are more likely than adult Georgians with a high school education or above to smoke cigarettes
- The smoking prevalence is twice as high among adult smokers in Georgia who do not have health insurance (34%) than among adult smokers who have health insurance (15%)
- About 8% (11,000) of pregnant women in Georgia smoked during the last three months of their pregnancy

Trends in current adult smoking, Georgia, 2000-2009



Percentage of adults who smoke, by education and sex, Georgia, 2009



ADULT TOBACCO USE

- The smoking prevalence is highest among adult Georgians aged 18-24 (130,000; 22%), 25-34 (360,000; 20%), and 45-54 (300,000; 22%)
- 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

SMOKELESS TOBACCO USE²

- About 5% (340,000) of adults in Georgia currently use smokeless tobacco (chewing tobacco, snuff, or snus)
- Adult male Georgians (8%; 280,000) are more likely to use smokeless tobacco than female Georgians (2%; 60,000)
- Use of smokeless tobacco is highest among the NH white adult population in Georgia (6%; 300,000)
- Adults in Georgia aged 25-34 (6%; 110,000) and 35-44 (6%; 80,000) are more likely to use smokeless tobacco
- Georgia adults with less than a high school education (8%; 65,000) and a high school level education (6%; 130,000) are more likely to be smokeless tobacco users

SMOKING CESSATION²

About 58% (730,000) of adult smokers in Georgia have made a quit attempt in the past year

- NH black adult smokers in Georgia (68%) are more likely than NH white adult smokers (54%) to have made a quit attempt in the past year
- Overall about 1.6 million (22%) adult Georgians are former smokers

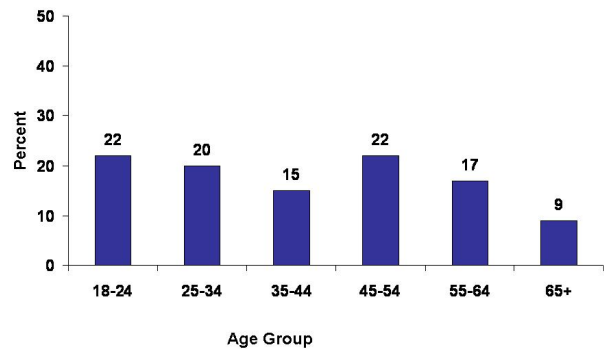
FINANCIAL IMPACT¹

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

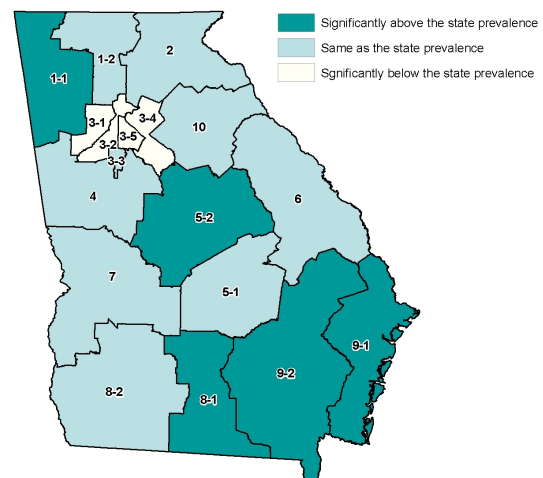
Definitions:

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.

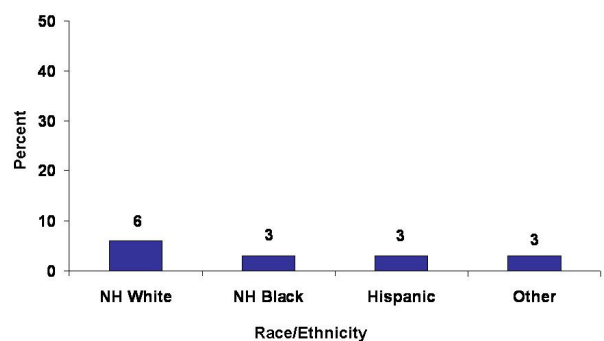
Percentage of adult smokers by age group, Georgia, 2009



Percent of Adults Who Smoke Cigarettes by Public Health District, Georgia, 2005-2008



Percentage of adult smokeless tobacco users by race/ethnicity, Georgia, 2009



* Percentages shown in graphs do not add to 100% because analysis of nonsmokers is not shown

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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



**Live
healthy
georgia**



www.livehealthygeorgia.com

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>

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. 2009 Georgia Behavioral Risk Factor Surveillance System (BRFSS) Data.
3. 2008 Georgia Pregnancy Risk Assessment Monitoring System (PRAMS) Data.

More data on tobacco use in Georgia can be found 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.