The Georgia Tobacco Use Prevention Program

Chronic Disease University/ Kenneth Ray, MPH/ August 9, 2018
Program Overview
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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
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- 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/quit among youth and adults
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!