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and

- View WVDTP ad campaigns
- Locate your local coalition
- Get information about tobacco
- Learn about WVDTP programs
- Find your county regulation
- Learn how to quit tobacco

Media and Communications

The WV Division of Tobacco Prevention's use of social media resulted in increased Quitline interest. The cessation program targeting 18-34 year olds experienced phenomenal success using Facebook and Twitter, with ads targeting this population posted on social media sites.

A new Tobacco Free Pregnancy video titled "Mommy, Quit For Me" was developed for use in educating pregnant smokers, along with additional radio and television spots.

The Raze® media campaign, titled "I Did It," resulted in the submission of over 600 stories about the effects of tobacco on West Virginia teens' lives. These submissions formed the basis for several 2011 media spots featuring the individuals who shared their stories.

Special Populations

The WV Division of Tobacco Prevention continues to focus on special populations known to have high tobacco use including African-Americans, the Lesbian, Gay, Bisexual and Transgender (LGBT) community, the Military and those having medical conditions worsened by tobacco such as asthma, diabetes, cancer, heart disease and osteoporosis. DTP collaborates with chronic disease programs by offering free Quitline services and media assistance.

The Tobacco Free Pregnancy Advisory Council has been meeting regularly to address new initiatives for pregnant smokers and women of child bearing age.

Covenant House, our LGBT grantee, collaborated with the University of North Carolina-Chapel Hill to conduct a study of WV's LGBT tobacco users. The study indicated that approximately 50% of this population use tobacco products. The study will be used by DTP to provide tobacco cessation and prevention education to the LGBT population.

@ College Program

Seventeen colleges receive funding to form campus teams, coalitions to work on tobacco issues, counter industry media and develop tobacco-free policy. Teams include over 220 students, faculty and staff helping to educate college campuses about the dangers of tobacco use. These 17 schools represent over 80,000 students that can be offered prevention information and free quitline services.

Evaluation

The WV Division of Tobacco Prevention contracts with West Virginia University's Prevention Research Center for assessment of the effectiveness of prevention and reduction efforts. Since 2001, the Center's tobacco-specific Evaluation, Oversight, and Coordination Unit has provided technical assistance to each DTP program and administration, and tailored autonomous feedback and independent evaluation monitoring for each intervention.

The Health Statistics Center employs an epidemiologist solely dedicated to the efforts of the Division of Tobacco Prevention. As a result, surveillance/data and evaluation are more comprehensive.

These partnerships ensure that our tobacco prevention and cessation efforts are founded in science, responsive to communities, and accountable to state policy makers.

DTP Initiatives



2011 Progress Report



West Virginia Division of Tobacco Prevention



Bureau for Public Health
 350 Capitol Street, Room 206
 Charleston, WV 25301

Earl Ray Tomblin, Governor

Michael J. Lewis, M.D., Ph.D.,
 Cabinet Secretary

Division of Tobacco Prevention

WEST VIRGINIA TOBACCO CESSATION PROGRAM

West Virginia clean indoor air program

West Virginia YOUTH Tobacco Prevention Program

The leading cause of death and disease in West Virginia continues to be tobacco use with high prevalence for both smoking and spit tobacco. Almost 4,000 West Virginia residents die each year from tobacco use and, if current trends continue, over 40,000 more residents will die by the year 2020 because of their addiction to tobacco.

The economic costs of tobacco use are incredibly high in West Virginia. These costs are estimated to be \$2 billion annually, half from direct healthcare costs and the other half associated with occupational and work productivity costs. Every smoker who dies loses an average of 14 years of life due to premature death.

The mission of the West Virginia Division of Tobacco Prevention (DTP) is to reduce disease, disability and death related to tobacco. Goals for the division include:

- Prevent the initiation of tobacco use among youth
- Eliminate exposure to secondhand tobacco smoke
- Promote cessation of tobacco use among adults and young people
- Identify and eliminate disparities among population groups related to tobacco use
- Build, maintain, and enhance the State's capacity to address the burden of all chronic diseases.

The DTP funds prevention activities through its three programs: Youth Prevention, Clean Indoor Air and Cessation. These programs continue to employ strategies guided by the Centers for Disease Control and Prevention's Best Practices.

**\$1,886,568 for FY11
38% of total programming budget**

West Virginia's Tobacco Cessation Quitline provides near universal coverage and partners with other state agencies and insurers to make marketing and referrals for all West Virginians much easier.

- Quitline services continue to be offered to ALL West Virginians at no-cost. Services include four proactive calls from experienced, WV-based cessation coaches, unlimited reactive calls, and a choice of nicotine replacement therapy including patches, gum and lozenges.
- The Quitline is one of the busiest per capita in the US. During 2010, 4,704 WV residents enrolled for services.
- Thirty-seven percent of those who enroll in quitline services remain successfully quit after 6 months and 38 percent remain successfully quit after 12 months. DTP can report that in 2009 there was no recidivism in total tobacco use and more enrollees quit or remained quit between 6 and 12 months.
- The Health Care Provider Training Program managed by the Marshall University School of Medicine continues to offer accredited tobacco cessation training and web-based information to hundreds of clinicians yearly. The faculty includes experts in Pharmacology, Dentistry, and Obstetrics. Attendees include, dentists, dental hygienists, physicians, pharmacists, medical students, nurses and front office supervisors.

**\$1,424,314 for FY11
28% of total programming budget**

- Ten Regional Tobacco Prevention Coordinators (RTPCs) offer local, community and county level support regarding clean indoor air, cessation, youth prevention and other tobacco-related prevention efforts. These RTPCs help facilitate and maintain local county coalitions.
- Forty-nine WV counties have regulations that require restaurants to be smoke-free. Eighteen counties and two cities have regulations with smoke-free workplaces including bars.
- Partnerships with the American Cancer Society and Wellness Council of WV were successful in targeting workplace tobacco cessation and prevention programs to businesses throughout the State.
- Annual health care expenditures in West Virginia caused by secondhand smoke exposure total \$38.3 million.
- All of West Virginia's 55 counties have a clean indoor air regulation and a representative tobacco prevention coalition.
- Over 92% of West Virginians report knowing that secondhand smoke is harmful to non-smokers.
- The Smoke-Free Initiative of West Virginia offers technical assistance and support to local health departments and businesses regarding secondhand smoke protection.

**\$1,703,557 for FY11
34% of total programming budget**

- Raze®, the thriving youth-led tobacco prevention initiative, has expanded beyond school-based implementation and now includes over 150 "crews" in communities around the state.
- Youth participation in key tobacco prevention events increased in 2011. For example:
 - Over 700 individuals attended the 2011 Tobacco Free Day event at the Capitol, representing a 200% increase over 2010.
 - Approximately 850 youths attended Regional Raze Kickoff Events held around the state in 2010, exceeding totals for all Regional Raze On events from 2009 combined.
- According to the 2011 Youth Tobacco Survey (YTS), between 2000 and 2011 West Virginia experienced:
 - An 108% increase in the percentage of high school students who have never used any form of tobacco (42.8% in 2011; was 20.6 in 2000).
 - A 96% increase in the percentage of high school students who have never tried cigarettes (50.5% in 2011; was 25.7% in 2000).
 - A 42% decrease in the percentage of high school students who currently smoke cigarettes (22.4% in 2011; was 38.5% in 2000).