

Alabama Department of Public Health Tobacco Prevention and Control Program

**Satellite Conference and Live Webcast
Wednesday, October 20, 2010
10:00 - 11:00 a.m. Central Time**

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

Faculty

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Alabama's Tobacco Problem

- 23.3% of adults smoke
- 7.6% middle school students smoke
- 18.6% of high school students smoke
- \$1.49 billion per year health care costs

Tobacco Prevention and Control Program History

- The Tobacco Prevention and Control Branch was created with funds from the Centers for Disease Control and Prevention in 1993

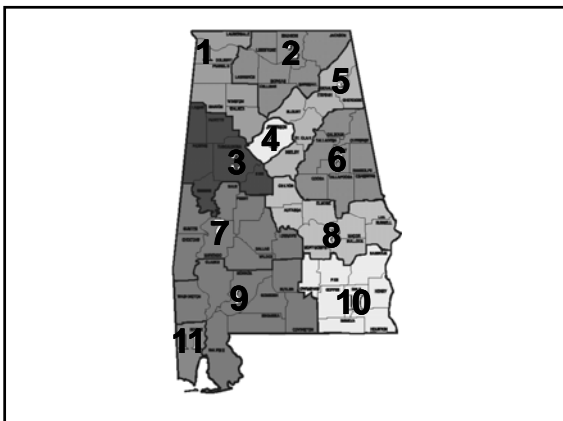
Program Goals

- Eliminate secondhand smoke exposure
- Promote quitting among adults and youth
- Prevent youth initiation
- Identify and eliminate disparities among populations



Public Health Areas

- The state is divided into 11 public health areas
- Each public health area is staffed by a local Tobacco Prevention and Control Coordinator



Programs and Services Smoke Free Homes Project



A.A.R.P. Training for Professionals

- **Motivating smokers to quit**
 - Ask, Advise, Refer, Prescribe

Worksite Wellness



1-800-Quit-Now

- **Free telephone counseling provided by licensed professional counselors**
 - Up to five calls to patient
 - More if relapse occurs
 - Four week supply of free patches for eligible participants

1-800-Quit-Now

- **Languages**
 - English
 - Spanish
 - Other
 - Translator services connected

1-800-Quit-Now

- The Quitline offers expanded services for pregnant women
- Pregnant clients receive, on average, 8 - 10 counseling sessions
 - Extra counseling sessions are coordinated around client's delivery date to ensure she receives adequate support to remain smoke-free after baby is born

Alabamaquitnow.com

- Provides free counseling and free 4-week supply of nicotine replacement therapy
 - For medically eligible participants
- Sponsored by the Alabama Department of Public Health
- No cost to participants!!!

Youth Tobacco Prevention Mini-grant Program

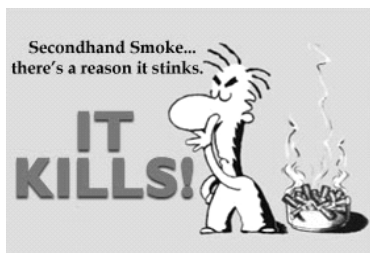
- Statewide initiative with 16 mini-grants awarded to community-based organizations
- Grantees receive approximately \$30,000 each

Youth Tobacco Prevention Mini-grant Program

- Program focuses on preventing youth from using tobacco through school-based curriculums and community activities
- Grantees survey local schools to determine policies and enforcement issues

Tobacco Program Website

www.adph.org/tobacco/



For More Information Please Contact:

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References

- Centers for Disease Control and Prevention, **Fast Facts: Morbidity and Mortality Related to Tobacco Use**. www.cdc.gov. Accessed on February 28, 2008.
- Centers for Disease Control and Prevention, **Health Effects of Cigarette Smoking**, Updated January 2008. www.cdc.gov. Accessed on February 28, 2008.
- Campaign for tobacco free kids, **The Toll of Tobacco in Alabama**, www.tobaccofreekids.org. Accessed on February 28, 2008.
- Campaign for tobacco free kids, **Raising Cigarette Taxes Reduces Smoking, Especially Among Kids**, June 5, 2008, www.tobaccofreekids.org.