



Austin/Travis County Health and Human Services Department

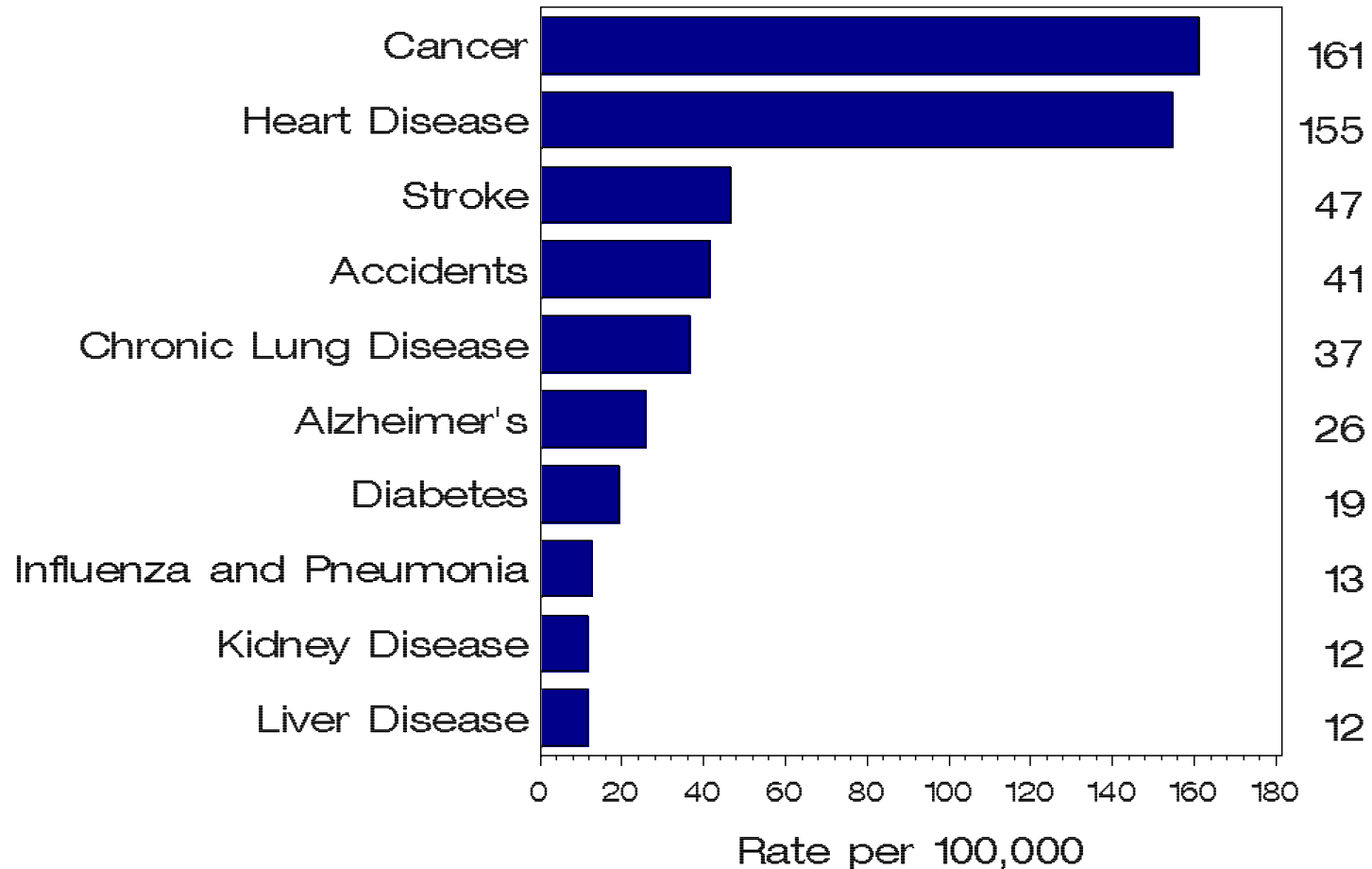


Presentation to CAN Community Council

June 20, 2011

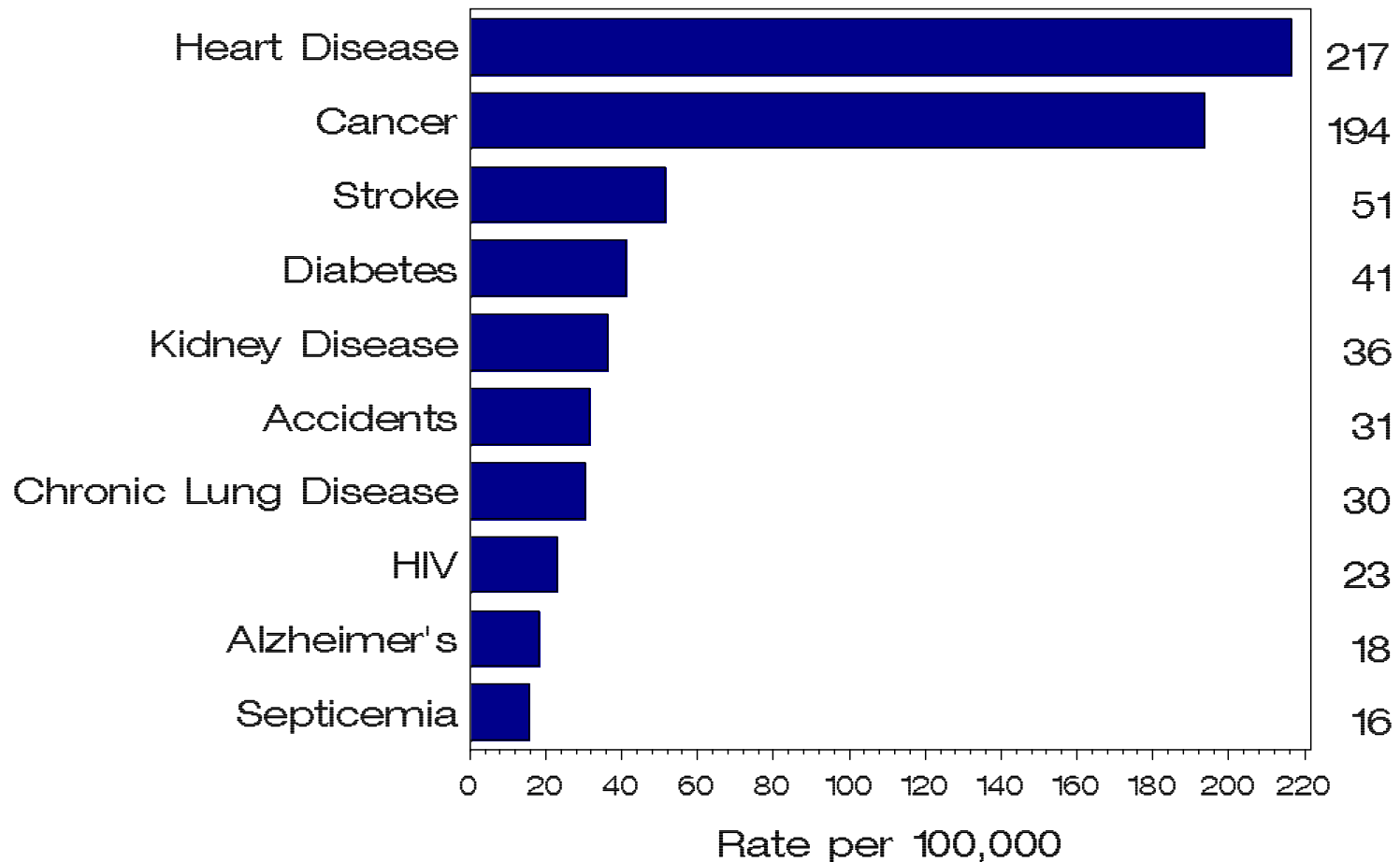
Leading Causes of Death

Travis County 2008



Age-adjusted rates use 2000 Standard Population

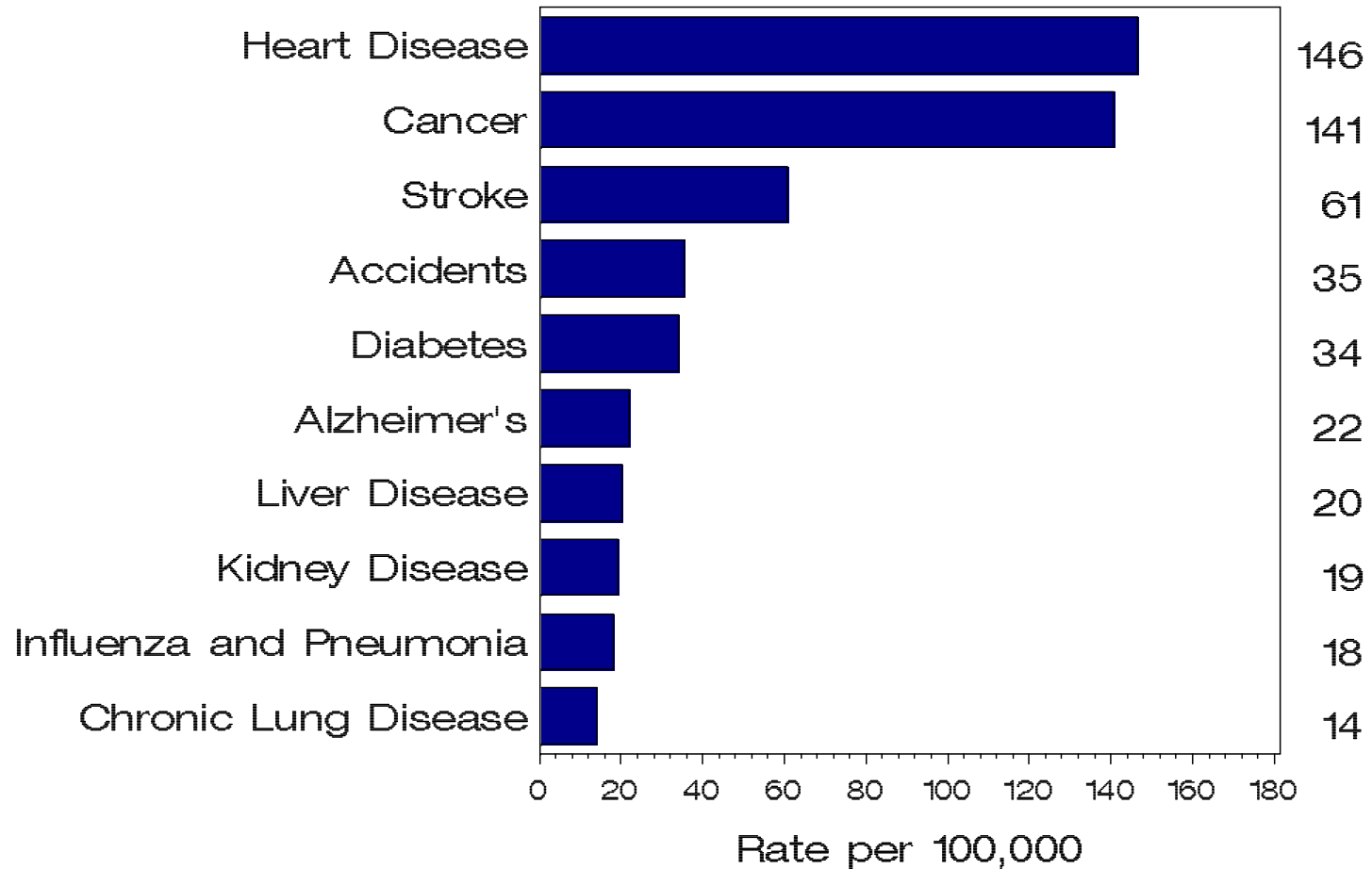
Leading Causes of Death among African—Americans Travis County 2006—2008



Age-adjusted rates use 2000 Standard Population

Leading Causes of Death among Hispanics

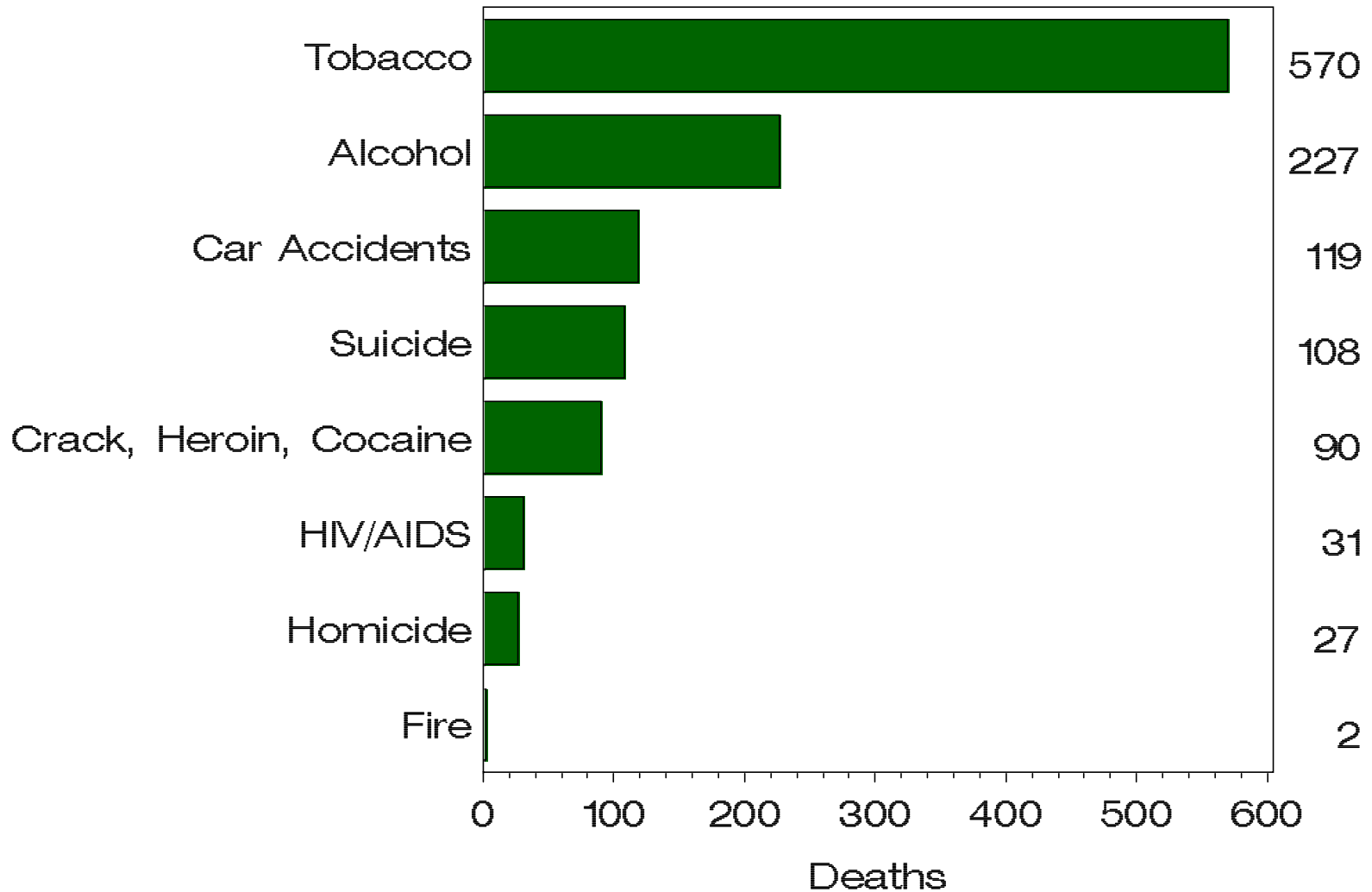
Travis County 2006—2008



Age-adjusted rates use 2000 Standard Population

Actual Causes of Death

Travis County 2008



Second-Hand Smoke (SHS)

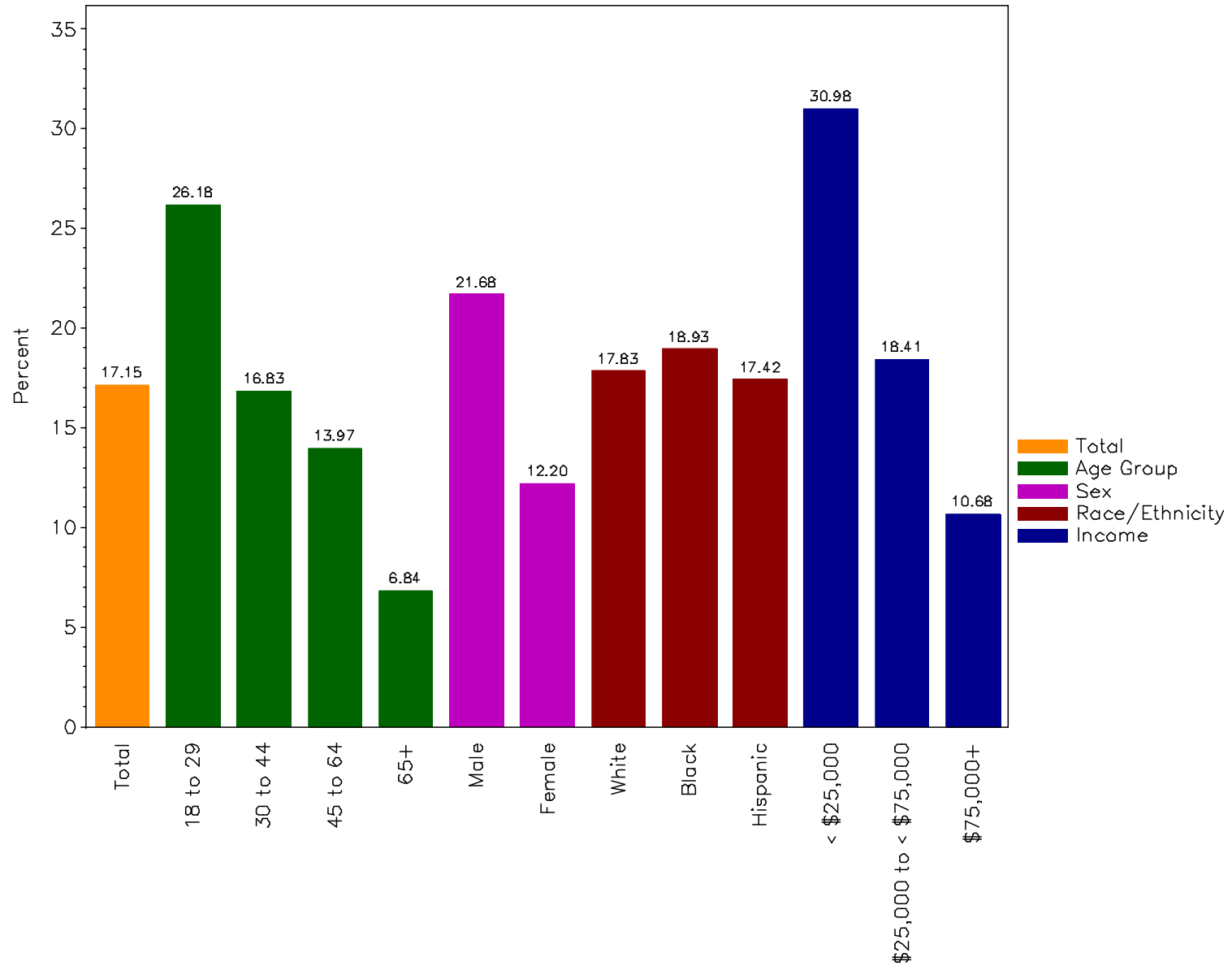
- Public Health Issue
 - Contains over 4,000 chemicals including 69 known carcinogens
 - Group A Carcinogen (like asbestos and benzene)
 - Health Effects: Adults
 - Lung cancer
 - Coronary heart disease
 - Health Effects: Children
 - Lower respiratory tract infections in children < 18 months old each year
 - Middle ear infections
 - Asthma
 - SIDS

Even Brief Exposure to SHS Poses Serious Health Risks

- Even brief exposure to SHS can:
 - result in upper airway changes in healthy persons
 - lead to more frequent asthma attacks in asthmatic children
- Just 30 minutes of exposure to SHS can:
 - increase risk of blot clots
 - slow the rate of blood flow through the coronary arteries
 - injure blood vessels and interfere with their repair

Demographics of Current Smokers in Travis County

BRFSS 2007-2009



Most Smokers Want to Quit

- 70% of Travis County smokers report they want to quit
- 59% of Travis County smokers have tried to quit in the last year
- Quitting is hard, but most Americans who have ever smoked have already quit
- Immediate health benefits to quitting, even in long-time smokers
- Cessation services can double or triple quit rate

Economic Data

Economic Costs Due To Smoking, Travis County, 2008

Total Annual Costs of Smoking

Over \$460 million each year

Loss of future earnings and productivity

\$155.5 million

Direct health care costs

\$305 million

City of Austin Smoking Costs Preliminary Data, 2009

- Healthcare expenditures attributable to smoking = **\$1.85 million**
 - Number of insurance claims for conditions attributable to smoking = 857
 - Average expenditures attributable to smoking per claimant = \$2161
- Absenteeism and Lost Productivity Costs = **\$5.5 million**
 - Smokers, on average absent 2.3 days per year more than non-smokers^c
 - \$399.65 per smoker per year
 - \$764,930 total per year
 - Smokers, on average lose 26.4 minutes per day in productivity compared to non-smokers
 - \$2485.60 per smoker per year
 - \$4,757,438 total per year

Tobacco-Related Litter



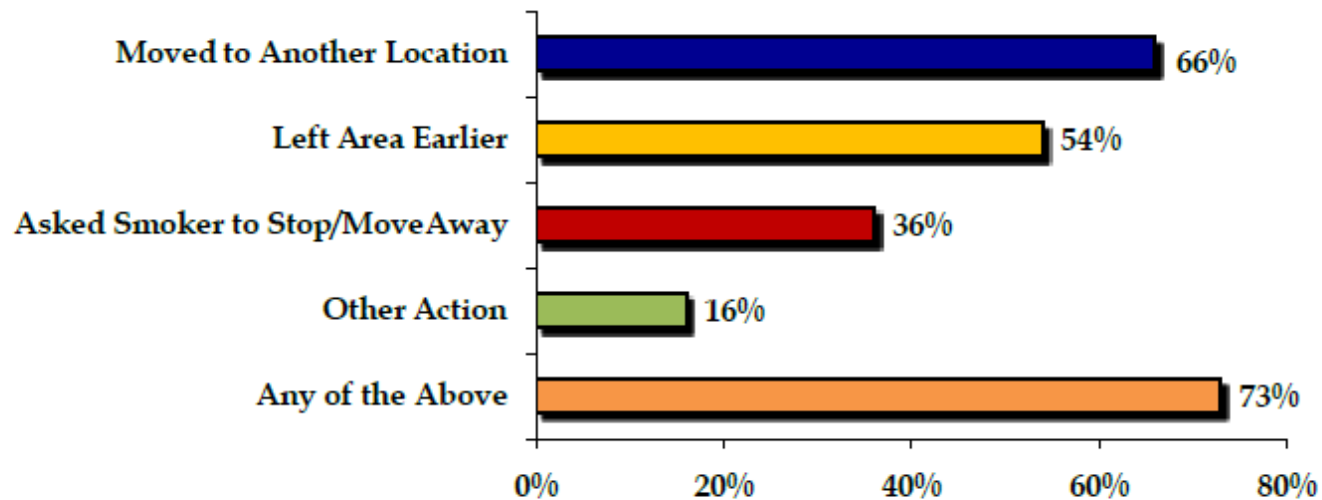
- Austin Litter Audit (April 2011)
 - Waterloo Park: collected and flagged over 4400 cigarette butts in < 1 ½ hours
 - 32 parks: 60% of all litter was tobacco-related (over 23,000 pieces)
- San Francisco study (2009)
 - Direct costs of clean-up of tobacco product litter are over \$6M annually
- National study (2009)
 - Cigarette butts were #1 littered item
 - 38% of litter was tobacco-related
- According to the Smithsonian Institute, "it takes ten years for one cigarette butt to degrade."

Fire Safety

- Matches and cigarettes account for 12% and 9% of outdoor fires
- In Austin, smoking causes 25% of fire-related deaths and is the number 1 cause of fire-related deaths.

Telephone Survey Results

Personal Impact of Secondhand Smoke
(Total Respondents, N = 800)



Communities Putting Prevention to Work

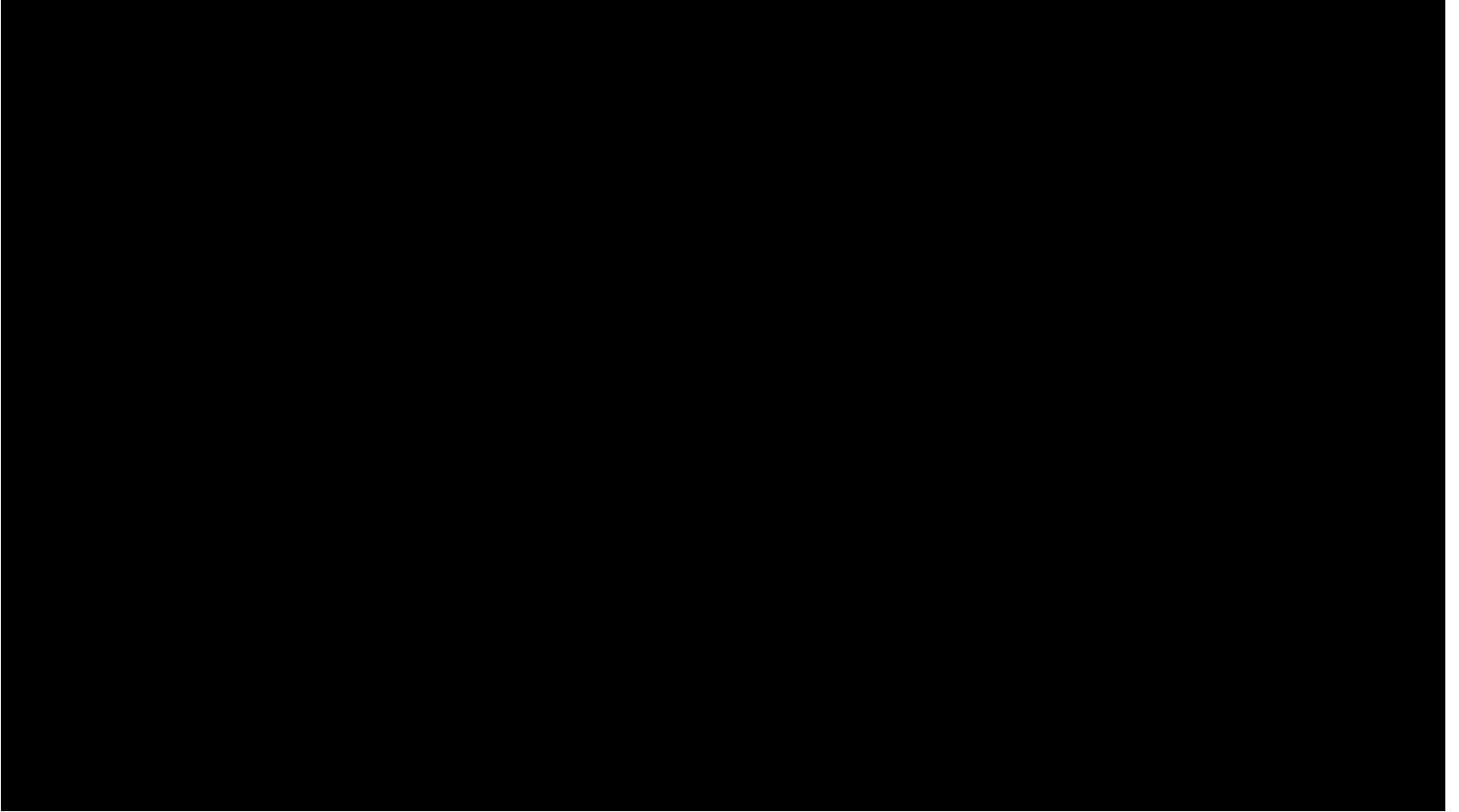
Austin/Travis County CPPW Award

- Awarded \$7.47 Million over 2 years to address tobacco
- One of 44 communities selected (out of 263 applicants)
- Prescribed strategies emphasize high-impact, broad-reaching
 - Policy,
 - Systems, and
 - Environmental changes
- Changing the social norms

How Things Have Changed

- 1990 – Prohibited smoking on airplanes
- 1995 – Austin prohibited smoking in restaurants
- 2005 – Austin prohibited smoking in bars and music venues

CPPW Video



CPPW Early Successes



Huston-Tillotson University

Implemented a 100% tobacco-free campus policy on April 1, 2011

- Policy also restricts tobacco companies from sponsoring any campus activities



Austin/Travis County Integral Care

**Implemented a 100% tobacco-free campus policy
at 36 of their area locations – 2/1/11**




- Developing voluntary tobacco-free program for public and commercial multiunit housing sector

**LIVE
TOBACCO-FREE
AUSTIN**

Seton Family of Hospitals

Community Cessation Resource Center is fully operational and holding classes throughout Travis County

- Services are free to the public and local worksites
- Using the Mayo Clinic model
- NRT is available for participants



Seton Tobacco
Education
Resource Center

Save Your Lungs,
Save Your Life



Cigarette Butt Clean-up

Keep Austin Beautiful volunteers picked up over 54,000 butts and tobacco litter from parks and green spaces across Travis County



- Volunteers at Waterloo Park placed flags everywhere they picked up a cigarette butt – over 4,400 in less than 1 ½ hours

Media Campaign



Reach

- Travis County General Public
- Policy Makers
- Disparate Populations
- Mainly non-smokers

Strategies

- Events/Outreach Vehicle
- TV & Radio
- Billboards
- Social media
- Point of sale signage
- Interactive website
- Press/media coverage

“ The Ashtrayler”



LiveTobaccoFreeAustin.org

The screenshot shows the homepage of LiveTobaccoFreeAustin.org. At the top left is a red logo that says "LIVE TOBACCO-FREE AUSTIN". To its right are navigation links: "TOBACCO-FREE AUSTIN", "TOBACCO FACTS & STATISTICS", "RESOURCES & LINKS", and "TOBACCO PREVENTION COALITION". In the top right corner, there are social media icons for Twitter, Facebook, and YouTube, along with the text "En Español".

The main content area features a quote on a white background with rivets: "I WISH *UT Austin* WERE TOBACCO-FREE." —Anonymous. Below this is a red interactive form with the text "I WISH" on the left, a white input field in the center, and "WERE TOBACCO-FREE." on the right. Above the input field is the instruction "Make your own wish, fill in the blank!". A green "NEXT" button is to the right of the form.

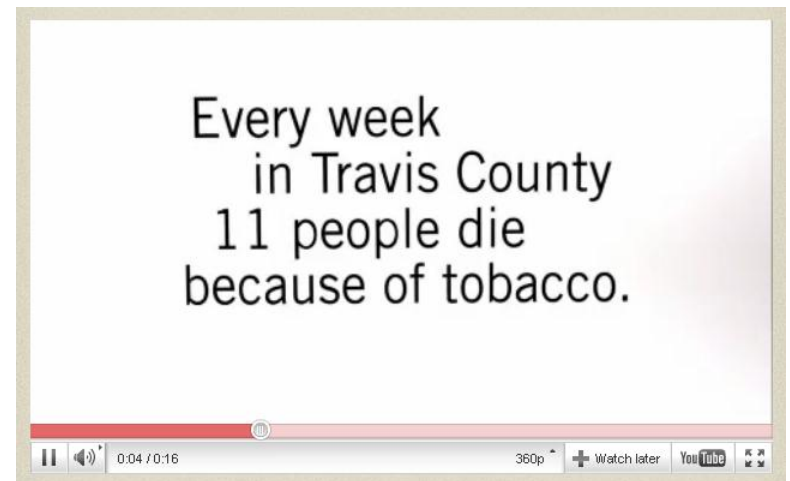
On the right side, there is a "FOLLOW US ON TWITTER" section with a Twitter icon and a link to a tweet: "Know someone who's been affected by tobacco? Share their story, and read others, at [www.livetobaccofreeaustin.org/about](\"http://www.livetobaccofreeaustin.org/about\") an hour ago". Below that is a "watch us on YouTube" section with a YouTube icon and a video player showing a person in a field.

At the bottom left, there is a "SIGN *The* ASHTRAYLER" section with a red arrow icon and an image of a colorful, multi-colored trailer. Below the image is the text "PLEDGE YOUR SUPPORT FOR LIVING TOBACCO-FREE".

In the bottom center, there is a "HONOR SOMEONE affected by tobacco" section with a star icon, a photo of a person, and the text "Do you know someone who has a tobacco related illness or who has died from tobacco?" and a "HONOR SOMEONE" button.

At the bottom right, there is a "like us on facebook" section with a Facebook icon and a "Like" button showing "127" likes. Below that is a "ready to quit?" section with a "YES YOU CAN" logo and the text "1-877-YES-QUIT" and "MORE RESOURCES" button.

T.V. Spots



Billboards



~Mockup~

Point of Sale Signage

Exploring options
with Texas
Comptroller for
signage
placement at
tobacco retail
establishments

**SMOKING
STINKS**

**AND MINORS CAN LOSE
THEIR LICENSE.**

Purchasing or attempting to purchase tobacco products by a minor under 18 years of age is prohibited by law. Sale or provision of tobacco products to a minor under 18 years of age is prohibited by law. Upon conviction, a Class C misdemeanor, including a fine of up to \$500, may be imposed. Violations may be reported to the Texas Comptroller's Office by calling (800) 345-8647.

**Under 18
Age Limit
BUY**

Pregnant women should not smoke. Smokers are more likely to have babies who are born premature or with low birth weight.

Susan Combs
Texas Comptroller of Public Accounts

History of HHSD Obesity Projects

- 5 year STEPS to a Healthier Austin project (2003-2008)
 - Physical activity access projects
 - Capital Metro employee wellness
 - Partnership with Sustainable Food Center
- Chronic Disease Coalition planning for Communities Putting Prevention to Work (CPPW) stimulus funding
 - Media
 - Access
 - Point of Purchase/Promotion
 - Price
 - Social Support and Services

Community Transformation Grant

- **\$102.6 million available in grant funds from the Affordable Care Act of 2010**
- **2 Categories of Funding Available**
 - **Category A to develop and build capacity**
 - **\$50,000-\$500,000 available**
 - **Category B to implement interventions**
 - **\$500,000-\$10,000,000 available**
- **Anticipated Award Date: September 15, 2011**
- **Project Period Length: 5 Years**
- **Requires implementation of interventions in 5 strategic directions and align with performance goals:**
 - **Reduce death and disability due to tobacco use by 5%**
 - **Reduce rate of obesity through nutrition and physical activity interventions by 5%**
 - **Reduce death and disability due to heart disease and stroke by 5%**