

# Indiana Tobacco Control Annual Report Highlights

## State Fiscal Year 2018

### Decrease Indiana youth tobacco use rates

**Middle School:** Smoking rate declined to **1.8%**

**High School:** Smoking rate declined to **8.7%**



**1** in **5** high school students use some form of tobacco

### Voice

Indiana's youth engagement model, Voice, seeks to engage, educate, and empower youth to celebrate a tobacco-free lifestyle. Voice is actively building a network of youth leaders to assist with the design and implementation of initiatives that will educate the community and empower their peers to overcome tobacco companies' influence.

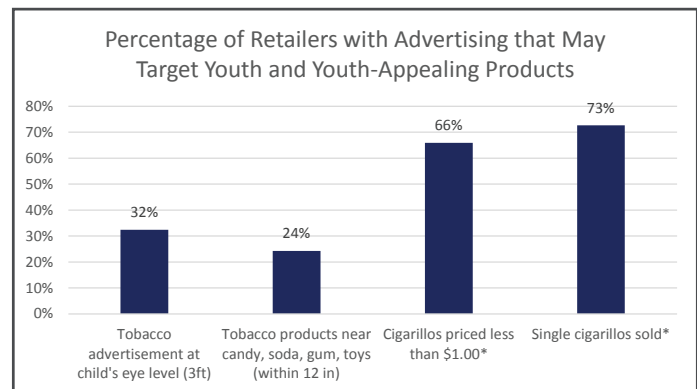
VOICE also has developed a dynamic group of teen ambassadors who deliver VOICE messaging in person and throughout Indiana. Ambassadors were active at events ranging from fairs and festivals, to a rally on Monument Circle, to presentations at high schools, conferences, and summits.



VOICE ambassadors during rally event in Indianapolis

### Point-of-Sale

Youth are exposed to tobacco marketing at the point-of-sale



\*Among retailers selling each type of tobacco product. Includes 36 counties with completed store assessments. Data are not representative of Indiana statewide.

Indiana was among the initial state programs to pilot Standardized Tobacco Assessment for Retail Settings (STARS) beginning in 2013. In SFY 2018, partners used these materials in over 240 activities to raise awareness of point-of-sale issues in their communities.

Partners held "Community Conversations" on tobacco point-of-sale in SFY 2018. The Community Conversation included a presentation of local data on tobacco point-of-sale, and a panel of community leaders to react to the information presented. The Community Conversations raised awareness on how tobacco point-of-sale may be negatively affecting the community, especially youth.



Community Conversation event in Washington County held in a local high school auditorium.

# Increase the proportion of Hoosiers not exposed to secondhand smoke



**78%** of Hoosiers report living in a smoke-free home

Demand for smoke-free multi-family housing is on the rise. In Indiana, 17 public housing authorities have implemented smoke-free housing policies to date, including the public housing authorities that implemented policies in FY 2018: Angola, Decatur, East Chicago, Fremont, Logansport, Mishawaka, Mount Vernon, New Castle, Rockport and Washington. These policies protect approximately 57% of all public housing residents in Indiana from exposure to secondhand smoke in their homes. All public housing authorities were required to enact smoke-free air policies by August 2018, per HUD rule.

**31%** of Indiana residents are protected by a local smoke-free air law that covers workplaces, restaurants and bars. In SFY18, Howard County implemented a comprehensive smoke-free air law.

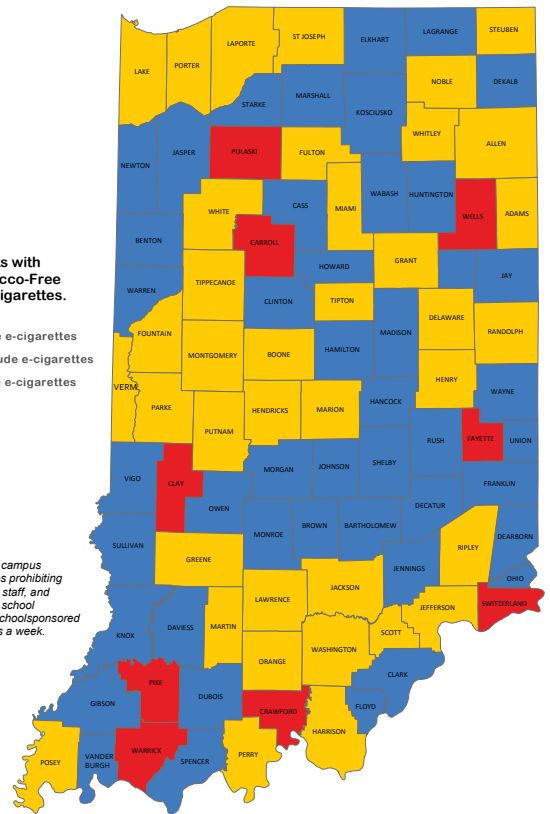
**98%** of Indiana public school students are protected by a tobacco-free grounds policy

**40%** of public school districts include e-cigarettes in their policy

Public School Districts with Comprehensive Tobacco-Free Policies Including E-cigarettes.

- No districts include e-cigarettes
- Some districts include e-cigarettes
- All districts include e-cigarettes

*Comprehensive tobacco-free campus policies are defined as policies prohibiting any tobacco use by students, staff, and visitors on school property, in school vehicles, and at off-campus school-sponsored events, 24 hours a day, 7 days a week.*



## Including E-Cigarettes in Tobacco-Free Policies

Many healthcare facilities, businesses and schools have included e-cigarettes in their tobacco-free policies. Tobacco control coalitions have made progress working with school districts to amend their tobacco-free schools policies to include e-cigarettes in the definition of tobacco products that are prohibited. Currently, 120 school districts in Indiana, over 40 percent, cover e-cigarettes in their district policies.

### Cities and Counties that Include E-Cigarettes

- Bloomington
- Franklin
- Greenwood
- Indianapolis
- Kokomo
- Lafayette
- South Bend
- Zionsville
- Hancock County
- Howard County

# Decrease adult smoking rates



**1.800.QUIT.NOW**  
Indiana's Tobacco Quitline  
QuitNowIndiana.com

**Over 55%** of adult Hoosier tobacco users made quit attempts in the last year

## 2017 Indiana Adult Tobacco Survey Key Findings

- Rise in e-cigarette use (**23.7%** among all Indiana adults; **60.9%** among current smokers)
- Most Hoosiers who smoke cigarettes want to quit (about **72%**)

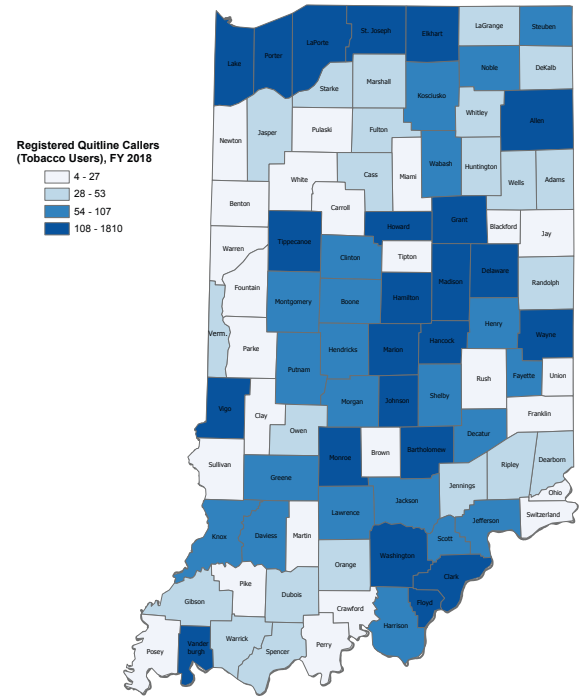
## Priority Populations

As smoking rates in the general population have declined, the gaps in rates among some sub-populations have widened. Tobacco control work in Indiana focuses on emphasizing outreach to the following priority populations: pregnant women, individuals with any mental illnesses and substance use disorders, those enrolled in Medicaid health plan, those who identify as lesbian, gay, bisexual and transgender.

**Over 1,700** women of childbearing age enrolled to receive Quitline services in SFY 2018

The Indiana Tobacco Quitline received over **10,000** calls in SFY 2018 and has a satisfaction rate of **93%** and a quit rate of **30%**

The Quitline is engaging with health systems, health care providers and employers to help Hoosiers quit tobacco use.



Tobacco Prevention and Cessation Commission  
Updated 09/05/2018

## Health System eReferral Integration

The Quitline has expanded its eReferral capabilities across several Indiana health systems. State and local tobacco control partners are educating health systems about the importance of tobacco cessation interventions and the eReferral process. To date, these Indiana health systems that have Quitline eReferral integration.

- Floyd Memorial Hospital
- Hancock Health
- Indiana University Health
- Kings Daughters Health
- Meridian Health Services
- Northshore Health Centers
- Parkview Physicians Group

# Maintain state and local infrastructure necessary to lower tobacco use rates

## Public Education Campaigns

Quit Now Indiana had two media campaigns in SFY 2018 through the mediums of radio, print and digital marketing. Whether the tobacco user calls the quitline for help or uses other resources, media promotion of the Quitline and the overall messaging of quitting tobacco is important in creating a supportive environment to end the tobacco burden. Quitline calls are directly correlated to the presence of media campaigns and promotions in the state of Indiana. There was a **30%** average increase for the months that have media campaigns compared to the months that did not have any media or promotions running.

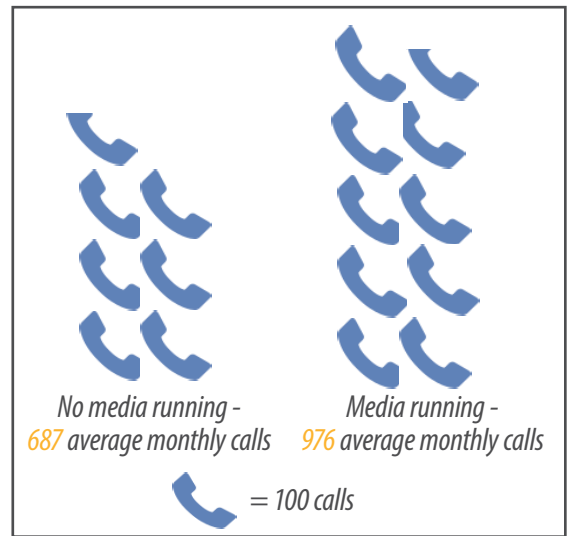
**30%** average monthly call increase when media is running



Digital creative used during Quit Now Indiana's winter cessation campaign - "Make Someday Today" Dec. 2017-Feb. 2018.



Local sportscaster, Dan Dakich, featured in targeted campaign through a partnership with his radio station to reach business leaders. April-May 2018

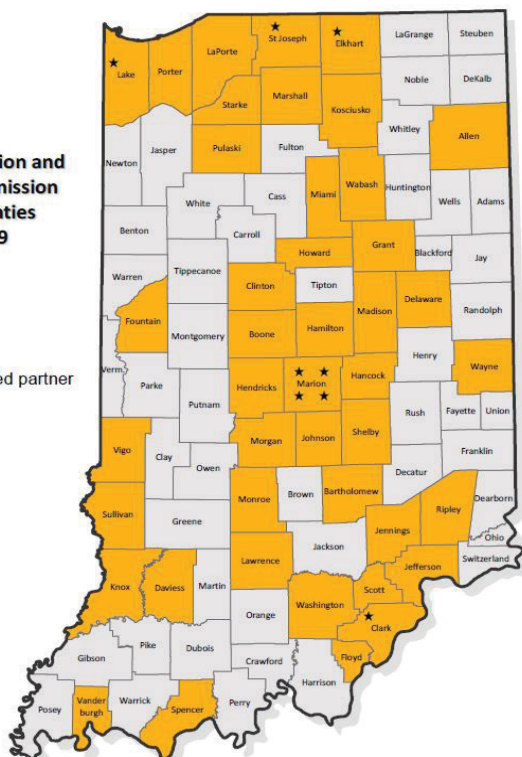


## Local and State Partnerships

There are 58 local tobacco control partnerships in **43** Indiana counties, which serve approximately **77%** of Hoosiers.

Tobacco Prevention and Cessation Commission  
Funded Counties  
2017-2019

■ Funded  
□ Unfunded  
★ Minority-based partner



### Statewide Partnerships

- American Academy of Pediatrics - Indiana Chapter
- American Lung Association
- Community Health Network
- Health Ed Pros
- Indiana Hospital Association
- Indiana Rural Health Association
- Indiana Teen Institute
- Indy Pride Inc.
- National Alliance on Mental Illness - Indiana
- Rethink Tobacco Indiana (through Purdue University)
- Southwestern Behavioral Healthcare