



Putting Tobacco Out to Pasture

National Summit on Smokeless Tobacco Prevention

Sacramento, CA

October 16, 2018

Georgia Sheridan, MPH, Statewide

Tobacco Policy Manager, Bureau of Tobacco Free Florida

Florida Department of Health, Division of Community Health Promotion

Objectives

- Bureau of Tobacco Free Florida
- Rural vs Non Rural Tobacco Use Outcomes
- Cycle of Tobacco Addiction
- Florida's Approach to Addressing Rural Tobacco Use

Funding History

Tobacco Settlement Agreement

1997

Tobacco Free Florida Established

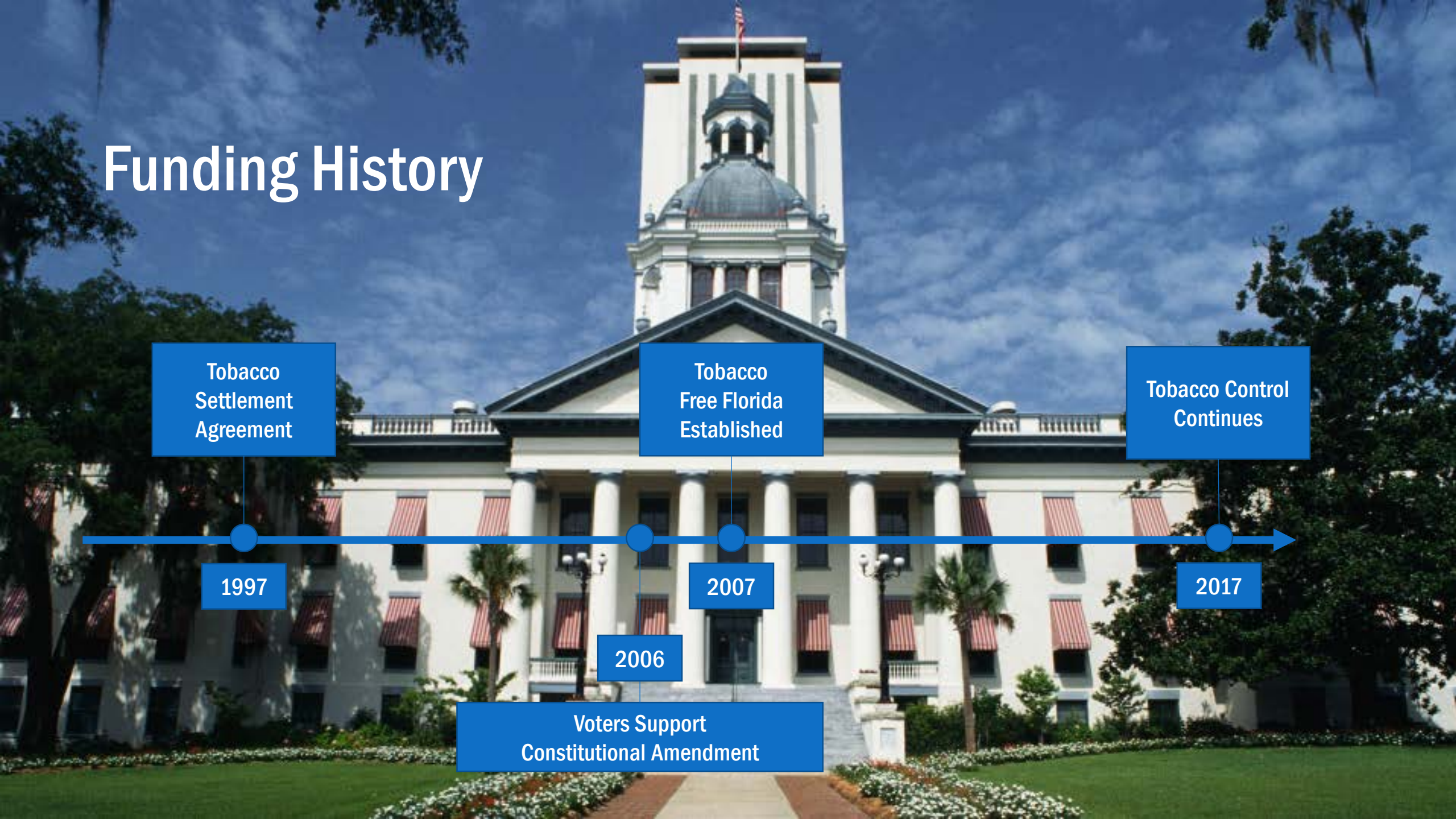
2007

Tobacco Control Continues

2017

2006

Voters Support Constitutional Amendment



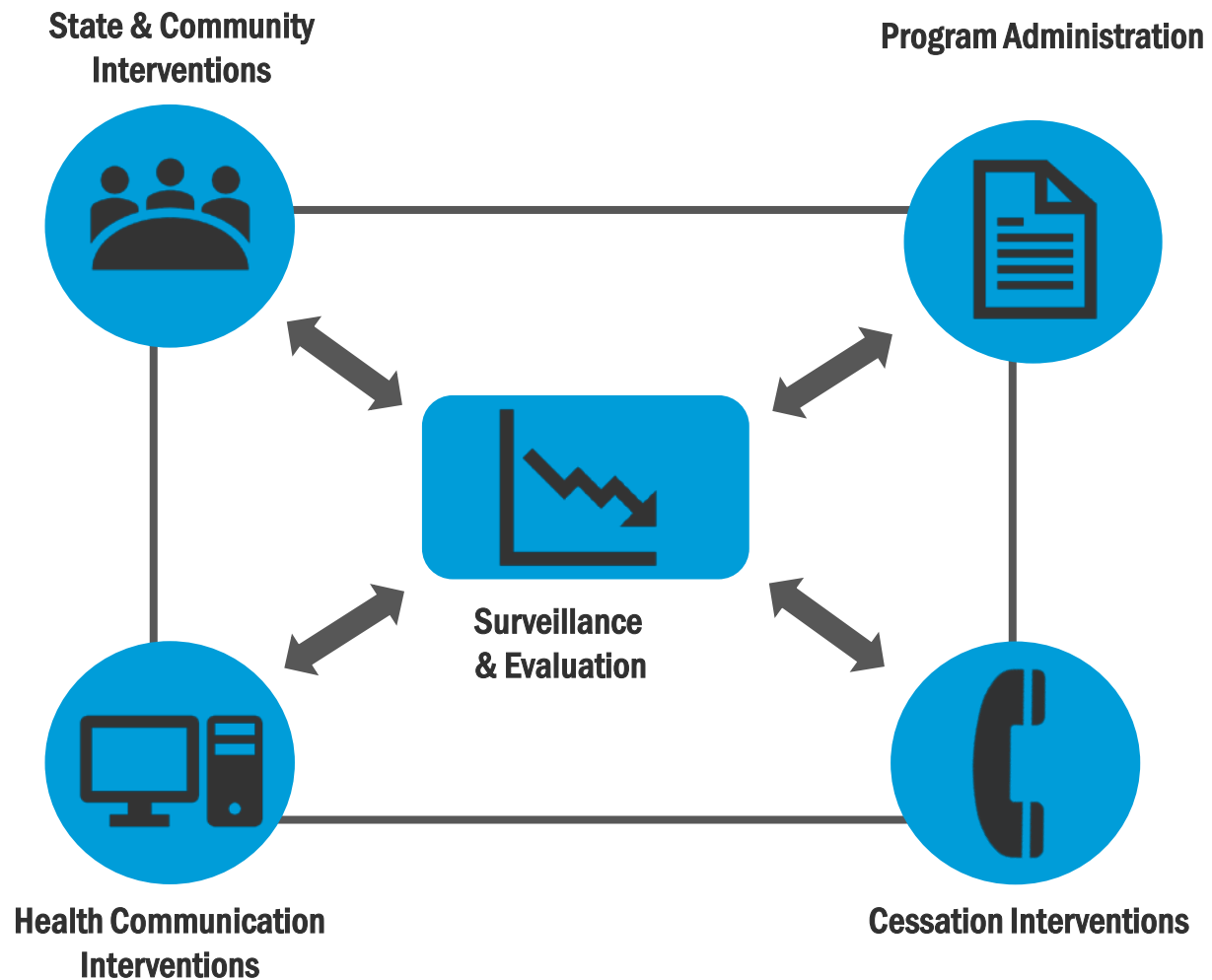
Best Practices

for Comprehensive Tobacco Control Programs

National Center for Chronic Disease Prevention and Health Promotion
Office on Smoking and Health



Program Components



State & Community Interventions

- Funds local grantees in 67 counties
- Grantees build support for policy, environmental and systems change
- Build capacity for local tobacco free partnerships



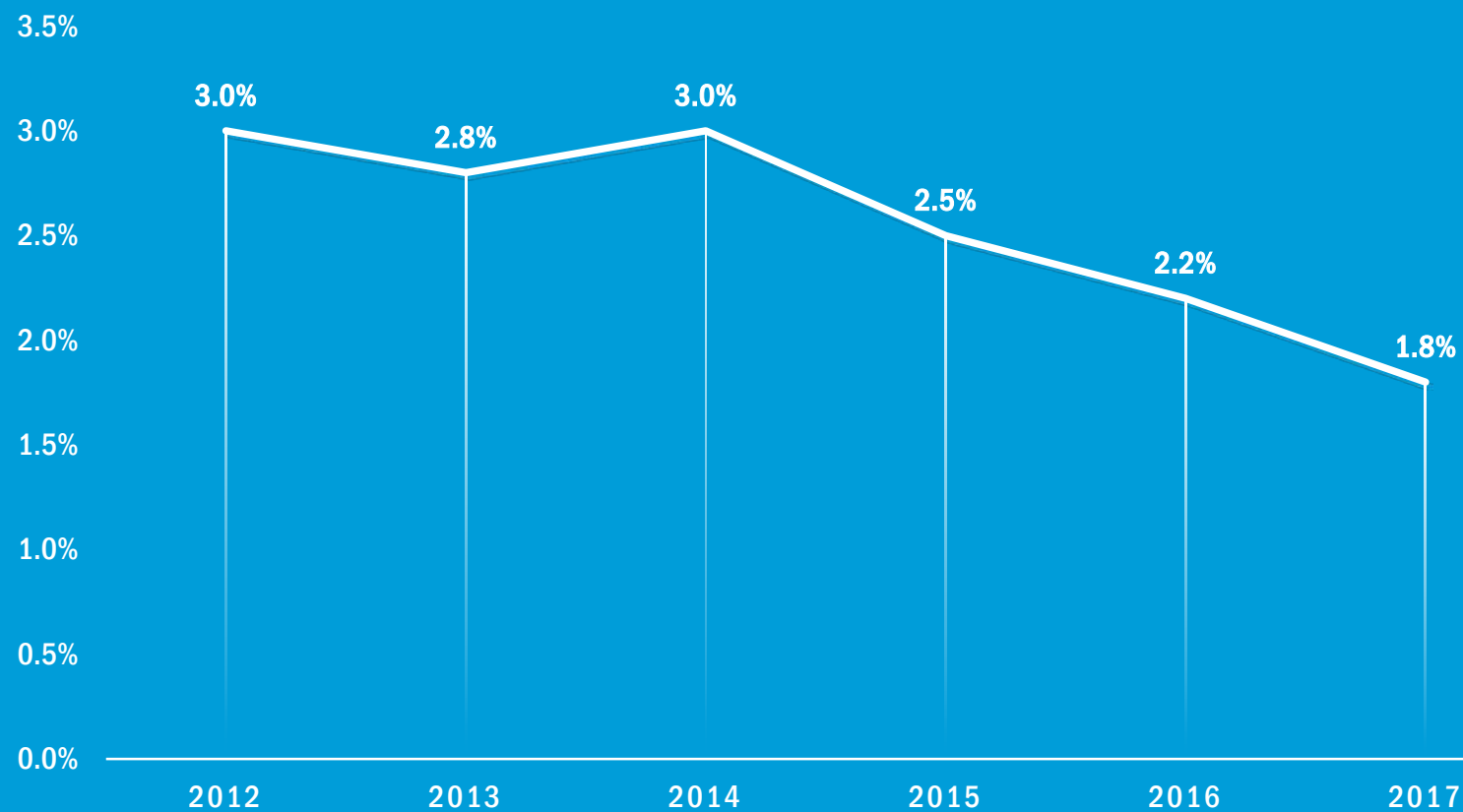
Florida Clean Indoor Air Act-Preemption Clause

- 386.209 regulation of smoking preempted to state
- “This part expressly preempts regulation of smoking to the state and supersedes any municipal or county ordinance on the subject.”



Tobacco Use Disparities

FLORIDA YOUTH AGES 11-17: 2012-2017 CURRENTLY USE SMOKELESS TOBACCO



Youth Smokeless Rates

Indicator	Rural Percent	Non Rural Percent	Significant Difference
Youth 11-17 who had ever tried smokeless tobacco	11.3	4.1	Y
Youth 11-17 who are current smokeless tobacco users	5.5	1.8	Y
Youth 11-17 who were younger than 13 when they tried smokeless tobacco for the first time	50.9	39.5	Y

Youth Smoking Rates

Indicator	Rural Percent	Non Rural Percent	Significant Difference
Youth 11-17 who have ever tried a cigarette	21.2	12.7	Y
Youth 11-17 who are current cigarette users	5.6	2.7	Y
Youth 11-17 who were younger than 13 when they smoked a cigarette for the first time	53.3	43.1	Y

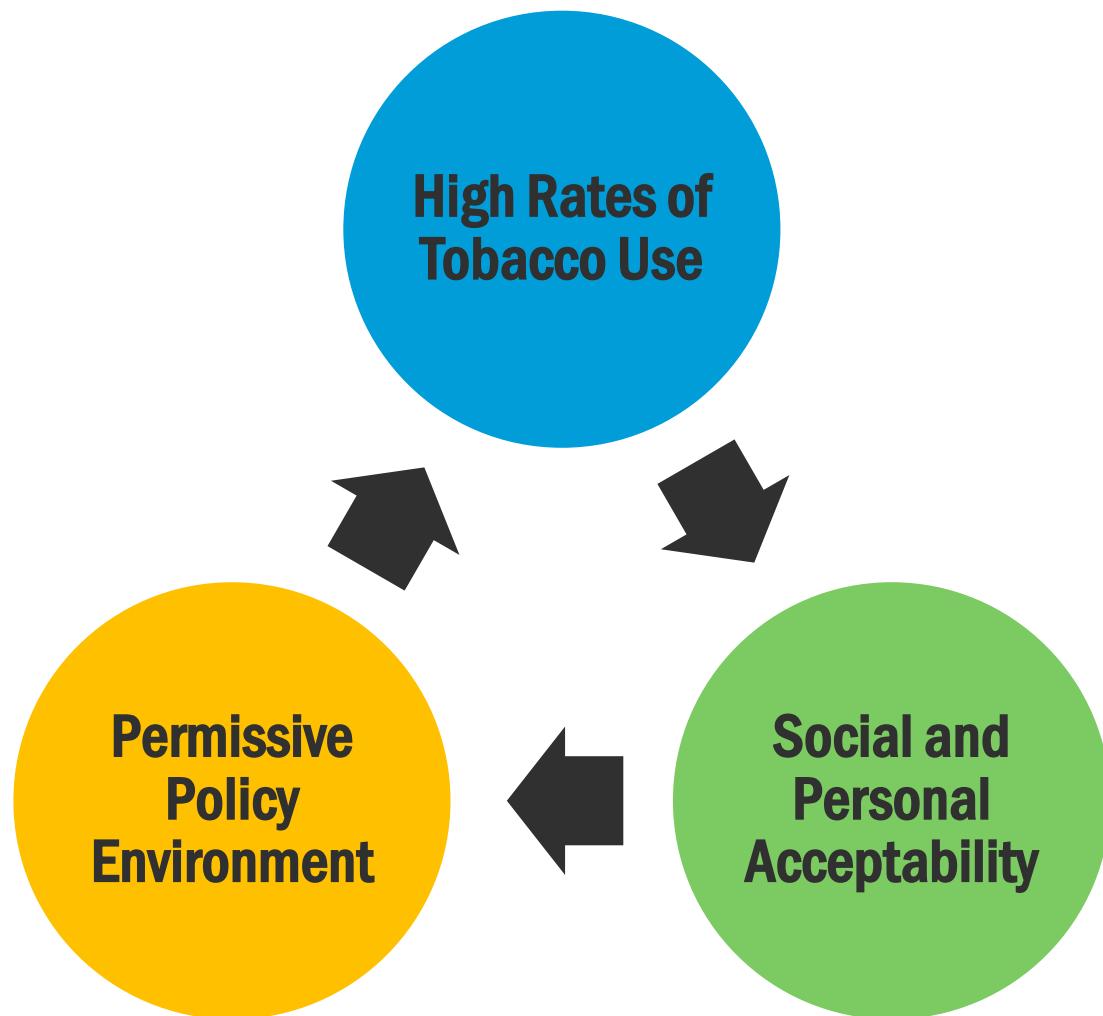
Youth Exposure to Secondhand Smoke

Indicator	Rural Percent	Non Rural Percent	Significant Difference
Youth 11-17 exposed to secondhand smoke in a room or car in the past 30 days	46.6	39.3	Y
Youth 11-17 who report that tobacco use is allowed inside their home	18.9	11.9	Y
Youth 11-17 who live with someone that smokes cigarettes	33.3	25.4	Y

Societal and Attitudinal Trends

Indicator	Rural Percent	Non Rural Percent	Significant Difference
Youth 11-17 who say there is a school rule that no one is allowed to smoke cigarettes on school property	78.4	79.4	N
Youth who saw tobacco advertisements at last visit to convenience store, gas station, pharmacy, grocery or other type of store	98.2	97.3	Y
Youth 11-17 who are committed never smokers	76.7	81.0	Y

Cycle of Rural Tobacco Use





Tobacco Free Florida's Approach

Program Goals



Decrease Youth Tobacco Initiation



Increase Tobacco Cessation



Decrease Exposure to Secondhand Smoke

Additional Factors

- **Tobacco Product Marketing (Retail Point of Sale)**
 - Less support for policy and fear of impact on businesses
- **Worksites**
 - Low # of employers or small in size, no insurance offered
- **Multiunit Housing**
 - Low # of apartment complexes
- **Health Care Providers**
 - Low # of providers

Overcoming Perceptions of Resistance

- 256 key informant interviews
 - Encouraged one-on-one conversations
 - Generated new ideas for policy options
- Positive interest in tobacco free events and/or park and recreation policies
 - Previous success with grantee assisted policies

Rural Policy Sub-Types

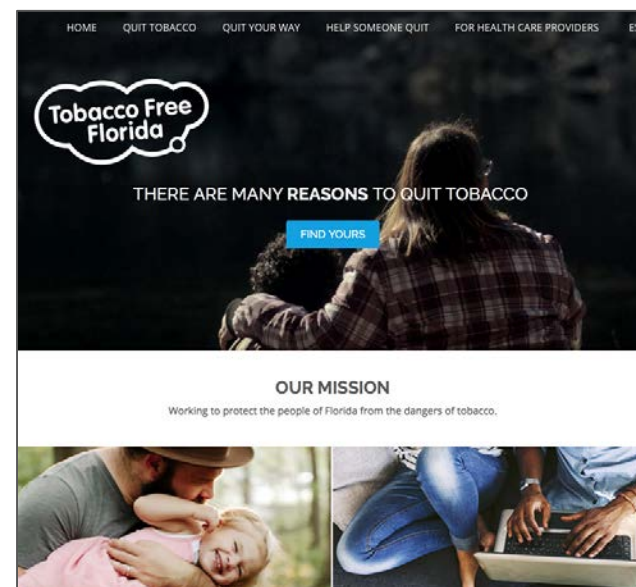
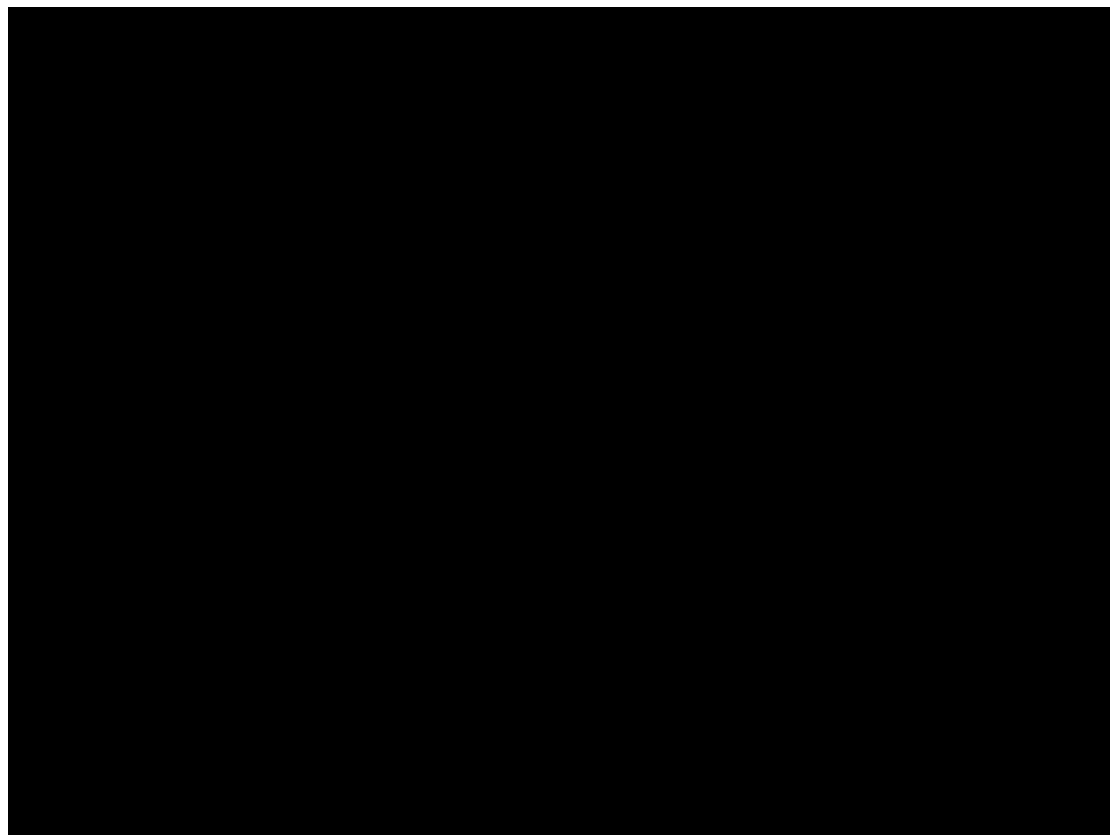
- Tobacco Free Venues
- Tobacco Free Events
- Tobacco Free Sports Leagues and Recreation Programs
- Tobacco Free Park and Recreation Facilities
- Prohibit Smokeless Industry Sponsorship
- Prohibit Free Sampling and Distribution of Smokeless Tobacco Products



Statewide Cessation Campaign

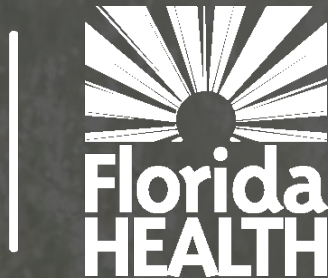
A woman with long dark hair, wearing a dark jacket and a colorful patterned scarf, is smiling while talking on a mobile phone. The background is a blurred indoor setting with a wooden door and a white wall.

The Reasons Campaign



What's Next

- 34 policies achieved
- 2018 Florida Youth Tobacco Survey results
- 2019 independent evaluation report anticipated



Georgia Sheridan, MPH

Bureau of Tobacco Free Florida

Georgia.Sheridan@flhealth.gov

Thank You