Tobacco Control Challenges and Opportunities

April 10, 2013
What’s New (and Old)

• Lower funding levels
• Changing surveillance
• New tobacco products
• Where we reach our target audience
• More integrated approach to prevention
• New partnerships/strategic thinking
BRFSS CHANGES

• Why weight?
  – Sample to population
  – Biased representation

• Why change weighting?
  – Need to include cell phones
  – One third of households are cell phone only
  – Not representative - Younger, lower income, more mobile
What do the Changes Mean

• Generally, less healthy picture will emerge
• More effect for risks than conditions
• More effect for young than old
• Break trends!
  – Both old and new available 2007 – 2010
    • Be cautious, however.
Trend of Percent of Current Smokers in Iowa

<table>
<thead>
<tr>
<th>Year</th>
<th>Poststrat</th>
<th>Raking</th>
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<tbody>
<tr>
<td>2002</td>
<td>23.2</td>
<td>0</td>
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<tr>
<td>2003</td>
<td>21.7</td>
<td>5</td>
</tr>
<tr>
<td>2004</td>
<td>20.8</td>
<td>10</td>
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<tr>
<td>2005</td>
<td>20.4</td>
<td>15</td>
</tr>
<tr>
<td>2006</td>
<td>21.4</td>
<td>20</td>
</tr>
<tr>
<td>2007</td>
<td>19.8</td>
<td>25</td>
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<tr>
<td>2008</td>
<td>18.8</td>
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<tr>
<td>2009</td>
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<td>2010</td>
<td>16.1</td>
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<tr>
<td>2011</td>
<td>16.1</td>
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2011 BRFSS SMOKING DATA

Self-Reported Prevalence of Tobacco Status in Iowa’s Adults (2011, new methodology) n(approximate)=8,000

• Current Smokers reporting quit attempt in the past 12 months: 54.8%
• Iowans reporting being a current smoker: 20.4%
• Median for states, D.C., and territories: 21.1%
• Current Smokers reporting smoking every day: 15.5%
• Current Smokers reporting smoking some days: 4.8%
• Iowans reporting being a former smoker: 25%
• Iowans reporting never having smoked: 54.6%
Youth Surveillance

- Iowa Youth Survey (Partnership between IDPH-DOE-ODCP-DHS-Other agencies)


- 6th, 8th, and 11th graders
Self Reported Tobacco Usage 6th, 8th, and 11th Graders

- Current
- Ever


1999: Current 20%, Ever 34%
2002: Current 12%, Ever 26%
2005: Current 8%, Ever 18%
2008: Current 4%, Ever 11%
2010: Current 1%, Ever 7%
2012: Current 7%, Ever 12%
Self Reported Tobacco Usage-8th Graders

- Current
- Ever


- Current: 8%
- Ever: 4%
Self Reported Tobacco Usage-11th Graders

- Current
- Ever


- Current: 36%, 28%, 22%, 18%, 14%, 17%
- Ever: 56%, 48%, 40%, 32%, 26%, 18%
Find the tobacco
Find the tobacco
Find the tobacco company owned NRT
Old Tobacco

- Cigarettes
- Spit tobacco
- Cigars
- Pipes
- Missing any?
New Tobacco

• Cigarettes
• Smokeless Tobacco
• Cigars
• Pipes
• Dissolvables
• Missing any?
New Tobacco

• Dissolvables
• Missing any?
What we’re seeing ‘new’ in Iowa

- E-cigs
- Hookah
- Zonnic
E-Cigarettes

• Advertised on TV
E-Cigarettes

- Advertised on TV
- New since mid-2000 (2006?)

**Popular Television 2006**
- CSI: Crime Scene Investigation
- Malcolm in the Middle
- Survivor
- The Weakest Link
- Yes, Dear
- The Simpsons
- 24

**Technology 2006**
- The one billionth song is purchased from Apple iTunes.
- Nintendo releases the Wii in North America with an MSRP of US$249.99
- Google purchases YouTube for US$1.65 billion in stock
- Pluto is downgraded from a Planet to a dwarf planet by The International Astronomical Union (IAU)
E-Cigarettes

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- New since mid-2000 (2006?)
- Could be a good way to quit
- Could be a good way to start
E-Cigarettes

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• Unknown health effects of E-cigarettes
• Known health effects of ‘normal’ cigarettes
Risks from Smoking

Smoking can damage every part of the body

Cancers
- Head or Neck
- Lung
- Leukemia
- Stomach
- Kidney
- Pancreas
- Colon
- Bladder
- Cervix

Chronic Diseases
- Stroke
- Blindness
- Gum infection
- Aortic rupture
- Heart disease
- Pneumonia
- Hardening of the arteries
- Chronic lung disease & asthma
- Reduced fertility
- Hip fracture
E-Cigarettes

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- Known health effects of ‘normal’ cigarettes
- Not covered by the Iowa Smokefree Air Act
Hookah (Shisha)

• Targeted to college students mostly
Hookah (Shisha)

Missing Des Moines
As the owner quotes: "Being away from my hometown of Beirut, Lebanon, I missed a lot of things including the Chicha cafes there. As a seasoned Chicha smoker and a graduate business Student at Iowa State University, I decided to open a Chicha Cafe' in campus town to bring a flavor of home into my new home, Iowa..."
Hookah isn’t addictive.
“You go smoke hookah every once in a while, it’s not a habit like smoking cigarettes,” says Emily Levin, a Northwestern University sophomore. However, smoking hookah can become habitual. “While the water does absorb some of the nicotine, water pipe smokers can be exposed to a sufficient dose of this drug to cause addiction,” the WHO study reports.

Hookah isn’t toxic.
“I think the smoke is diluted so it doesn’t really do anything, it’s certainly better than smoking a cigarette,” says Ellen Dasilva, a sophomore at Brown University. According to the WHO, “even after it has been passed through the water, the smoke produced by a water pipe contains high levels of toxic compounds, including carbon monoxide, heavy metals and cancer-causing chemicals.”
Iowa Smokefree Air Act

For information or to register a complaint: 1-888-944-2247
<table>
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| HUMMUS PLATE | $6.00  
Ground chick peas, tahini sauce, and lemon juice served on a plate with two 7" pita bread topped with paprika and olive oil |
| CHEESE PITA  | $3.00  
A 7" pita topped with American cheese |
| CHEESE STICKS  | $5.00  |
| FRENCH FRIES  | $3.00  |
| HOME STYLE CHIPS  | $3.00  |
| FUNNEL CAKE FRIES  | $5.00  
(20 pieces per order) |
| CHICKEN TWISTS BASKET (with fries or chips)  | $7.00  
(Craveable chicken, tasty, crunchy and crispy breading) |
| SPICY BONLESS WING ZING BASKET (with fries or chips)  | $8.00  
Wing-Zings offer a one-of-a-kind peppery "zing" flavor |
| GOLDEN CHICKEN STRIPS BASKET  | $7.00  
3 lightly breaded chicken strips fried with your choice of fries or chips |
| GYROS BASKET (gyros sandwich with fries or chips)  | $7.50  
Sliced reflects rich flavor with 7" pita with tabbouli sauce, tzatziki, and aujous |
ZONNIC

- Cheap
- Cessation
ZONNIC

- Tested in Iowa
- Started 2012
Stonewall and Ariva

- Available in Iowa
- Only known dissolvable tobacco product here
• Pictures from the field
Summary

• Many changes to tobacco products recently
• Three trends in Iowa
  – Test market for Zonnic
  – Hookah around colleges
  – E-Cigs not covered by SFAA
• Health effects mixed
• Potential for addiction
What we’re doing to reach youth now

WFF
• Intro: been trying to come up with a campaign using new methods that youth tobacco prevention is focusing on
  – Web (social media/ FB, twitter)
  – Videos (YouTube)
  – Use of phones (short clips), QR codes
• As Nationals approaches, Rachel's nose injury causes her to consider nose reconstruction. This brings the rest of the group's insecurities to surface, and Will decides to take things into his own hands and makes it an assignment to sing about loving yourself for your insecurities and flaws. However, Quinn doesn't agree. She's hiding something and Lauren's determined to find out what.
Overview

• **WFF** stands for Worth Fighting For.
• **WFF** is about Empowerment, not being a victim.
• **WFF** is about tobacco prevention but it’s also a message that can apply to other prevention messages and risky behaviors. If you know why you’re worth fighting for and don’t use tobacco, it’s an easy step to be worth fighting for and not drink or text-and-drive.
Turn Your Back On Tobacco

175 likes · 7 talking about this

Organization
I:STEP is Iowa’s youth-led tobacco prevention movement! Turn Your Back On Tobacco! We are strong! Our bodies and lives are worth fighting for! We choose to be tobacco-free!

What’s on your mind?

Promote · Post

Friends
Like Turn Your Back On Tobacco

See Your Ad Here
Zoos around the world receive many prank phone calls on April Fool's Day!
Blank Park Zoo sets up April Fool's Hotline http://bl.ve/1.2634h8

Promote Your Page
Don't even start about your hair again
The **WFF** message was a collaboration between youth in I-STEP and the Division. It was designed to be a message that would work with youth.

Goal of January was to see what worked best as far as the goal of getting youth to “Like” us on Facebook (www.facebook.com/turnyourbackontobacco)

- FB “Likes” on January 3: **7**
- FB “Likes” on January 31: **110**
- FB “Likes” February 15: **169**
- FB “Likes” April 2: **175**
Results (from mid February)

Videos:
• 282 total visits to our webpage (where videos are)
• Most coming way of going to page was from posters and Facebook, fewest from t-shirts
• i-Phones and computers used most often to access this webpage

Bit.ly
• 123 hits came from our Facebook bit.ly
• 27 from Twitter
• 38 from Generic bit.ly

Paid $5 to promote a post: reached 1,226 people
• 8 post likes, 1 page like
Conclusion

• Active work on the campaign can grow its popularity.
• T-shirts are unifying and raise awareness.
• QR code use is not common, more likely to connect with us through Facebook or computer link (bit.ly).
• Paying for ads not as effective as a picture from a school.
• Future: 2 schools are signed up to do videos in March, 2013.
“PRODUCTS” ON THE HORIZON

Digital + Experiential

- Current
- YouTube (Content)
- Games
- truthlive (Grass Roots)
- Retail

Get the raw feed

20
GROWING OUR SOCIAL FOOTPRINT

- Investment
  - Building our "base" to ensure we are not dependent on paid media in the future
- Model requires a high volume of quality content
  - Curating for relevancy
  - Key role for partners
- Fertile ground for evaluation
- Proliferation key to growth
  - Will build over time...
Conclusion

• National groups moving away from TV/Broadcast too.
• Branding important
• Providing message through use of media