

Tobacco Control Program Successes

- Act 135 passed, banning smoking in hotels, motels, in cars with young children, and banned the use of electronic nicotine delivery systems on school grounds.
- Partnered with VT Medicaid to expand access to cessation services for beneficiaries.
- Partnered with Vermont Refugee Resettlement Program to create translated fact sheets for Vermont's new American population.
- Provided training and technical assistance to mental health and substance abuse facilities on creating and implementing a tobacco-free policy, integrating tobacco treatment into practice and tobacco treatment specialist training.
- Highest number of calls to the 802Quits Quitline (800-QUIT-NOW) in 10 years with 3,836 calls, and a record number of Nicotine Replacement Therapy orders fulfilled.
- Assessed 767 tobacco retail outlets with community coalitions to characterize the point-of-sale environment as part of the Counter Balance campaign.



Burlington High School Our Voices Xposed (OVX) members speak at Church Street Marketplace Smoking Ordinance press conference.



Our Voices Xposed (OVX) and Vermont Kids Against Tobacco (VKAT) groups meet for a Youth Summit.

Looking Ahead to 2016

The Tobacco Control Program will be focusing on:

- Expanding work with Vermont Refugee Resettlement Program to address tobacco use in the new American population.
- Partnering with The Pride Center to reduce tobacco use prevalence in the LGBTQ population.
- Continuing collaboration with VT Medicaid to increase access to cessation services for low-income smokers.
- Supporting to mental health and substance abuse facilities to reduce the high rates of tobacco use in this population.
- Introducing the newly enhanced, online provider resources on 802Quits.org to assist providers in effectively intervening with tobacco users.
- Partnering with community coalitions to share store audit findings and develop strategies for addressing the point of sale environment in Vermont.

Tobacco Control Program

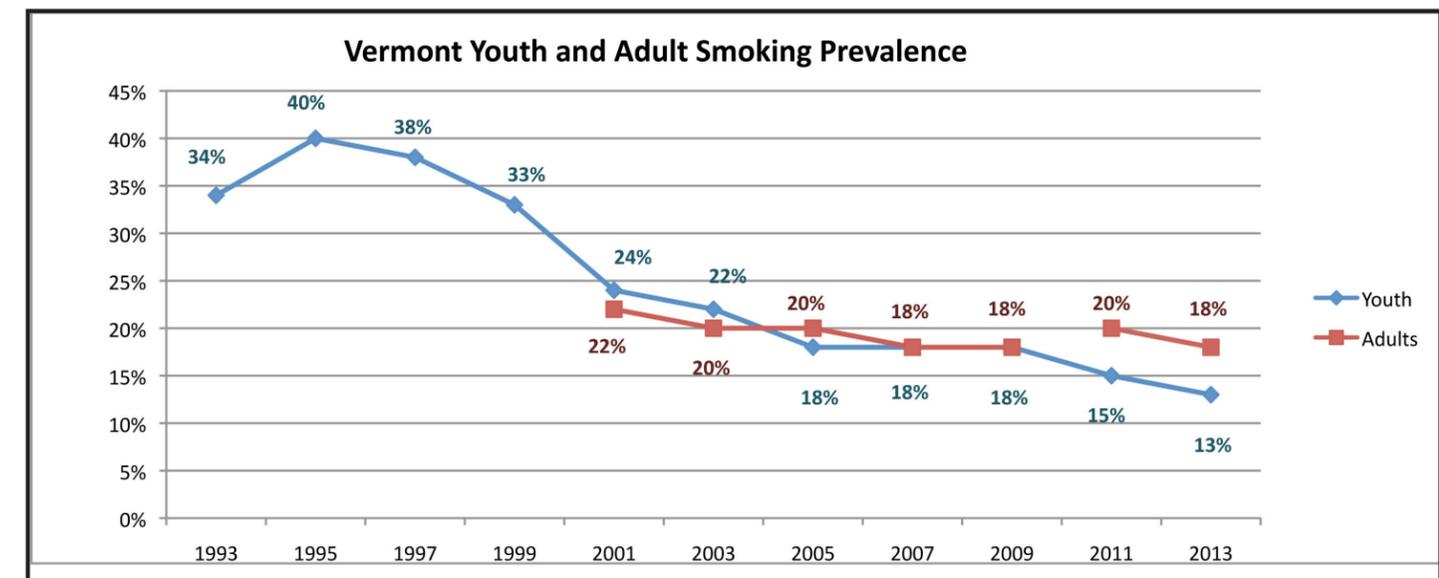
2014 Annual Report

Tobacco use remains the leading preventable cause of death in Vermont, claiming the lives of over 1,000 Vermonters every year. The Vermont Tobacco Control Program is committed to a comprehensive approach using proven strategies to reduce the prevalence of tobacco use and prevent youth initiation of tobacco products.

Vermont Smoking Prevalence

Smoking prevalence overall for adults was 18 percent in 2014, down from 22 percent in 2001. However, certain populations have significantly higher rates of smoking. The Tobacco Control Program launched and expanded several initiatives in 2014 to address tobacco use among populations in Vermont with high rates of tobacco use, including low income Vermonters, the LGBTQ community, racial and ethnic minorities, and those with mental health illnesses and substance abuse disorders.

Cigarette smoking prevalence for youth was 13 percent in 2013, the most recent year for which data was available. Prevalence has declined significantly since 1995. Vermont has seen substantial decreases in cigarette smoking among youth. However, the rate of cigar, cigarillo or little cigar use remains high with 19 percent of male high school students and 22 percent of all 12th grade students reporting use of cigars, cigarillos or little cigars in the past 30 days.

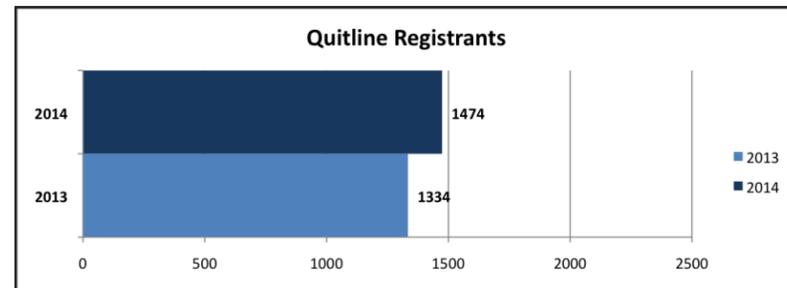
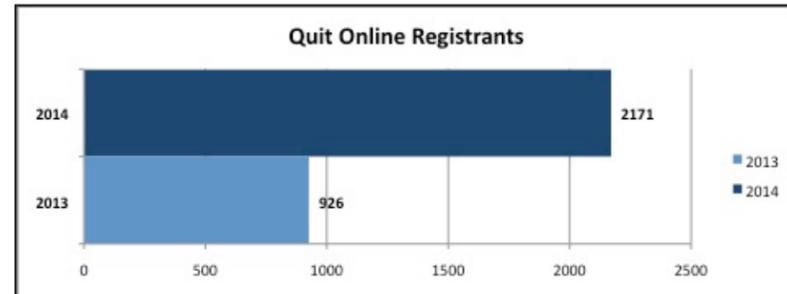


SOURCE: Behavioral Risk Factor Surveillance System (BRFSS), Youth Risk Behavior Surveillance System (YRBSS)

Cessation Highlights

Launching 802Quits

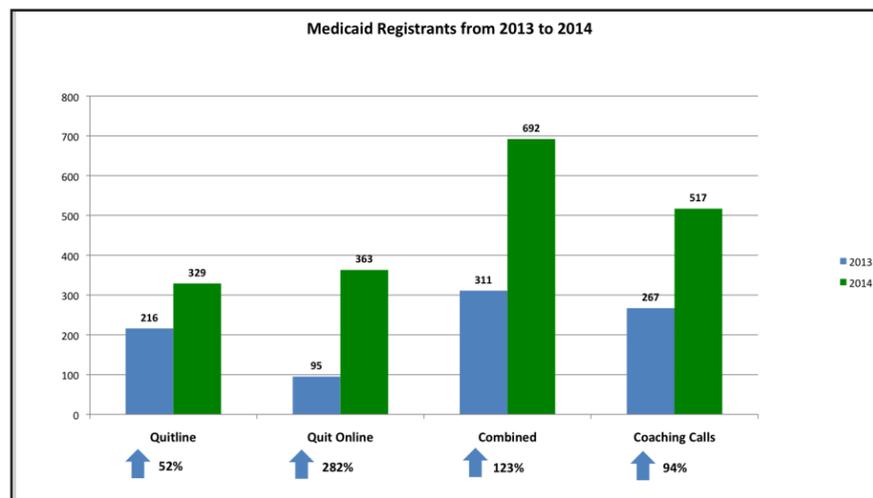
In January 2014, the Health Department launched 802Quits, a rebranding of the previous Vermont Quit Network. 802Quits offers cessation services in three different methods — the Quitline, Quit Online, and Quit in Person. This rebranding was the result of formative research among low-income and rural Vermonters that demonstrated that the Vermont Quit Network brand did not resonate with low-income smokers, creating a barrier to accessing cessation services. The new brand and revamped website, 802Quits.org, in conjunction with targeted outreach to low-income smokers, resulted in significant increases in utilization of cessation services. The Quitline offers access to trained coaches and free nicotine replacement therapy. Quit Online is an online community with 24/7 peer support, including tips and testimonials from former Vermont smokers.



The total number of Vermonters served by 802Quits in 2014 increased by 61% compared to 2013. The number of Quit Online registrants increased dramatically, by 134%.

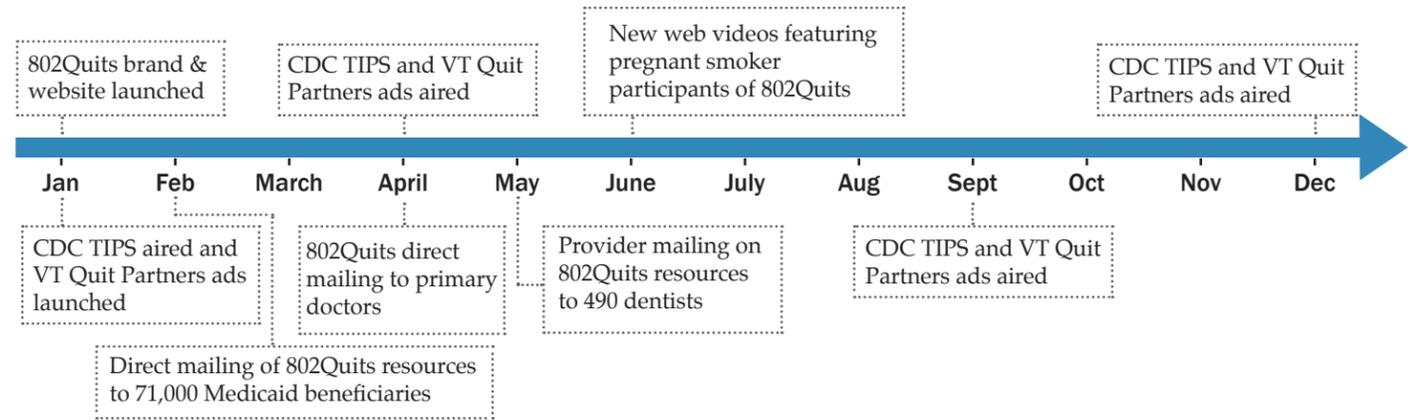
Record Medicaid Participation

A record number of medicaid-insured tobacco users participated in 802Quits cessation services. In collaboration with VT Medicaid, we worked to increase accessibility of cessation services by low-income smokers. From 2013 to 2014, Medicaid registrants to the Quitline increased by 52 percent and by 282 percent to Quit Online.



Media Promotions Timeline

Tobacco-specific media campaigns were launched and maintained throughout the year through a variety of outlets including direct mailings, television and online.



Community Highlights

Counter Balance

Counter Balance was launched in October 2014 by the Health Department to educate parents and raise awareness about how the tobacco industry targets youth — specifically with advertising in the retail environment. Key findings included:

- Neighborhoods with lower household income have more tobacco retailers per 1,000 residents than higher-income areas.
- 12 percent of tobacco retailers are located within 1,000 feet of a school or park. Tobacco retailers are twice as likely to be located near a school or park in Vermont’s lowest-income neighborhoods than the state’s highest income neighborhoods.
- 20 percent of high school smokers reported they usually buy cigarettes from a retailer.



Community Coalition Highlights

The Tobacco Control Program provides assistance to community-based coalitions to reduce adult and youth tobacco use and reduce exposure to secondhand smoke. In 2014, community coalitions were instrumental in statewide tobacco control efforts. Highlights:

- Burlington City Council passed an ordinance prohibiting smoking on the Church Street Marketplace.
- Winooski Housing Authority implemented a tobacco-free policy.
- Hartford Select Board expanded alcohol and drug-free parks language to include lit tobacco products at parks in Quechee, White River Junction, Hartford, West Hartford and Wilder.



Church Street Marketplace goes smoke free!