

Progress Report

ARKANSAS TOBACCO PREVENTION AND CESSATION PROGRAM

FISCAL YEARS
2014 AND 2015
(JULY 2013 - JUNE 2015)

MISSION STATEMENT:

TPCP's mission is to reduce death, disability and disease related to tobacco and nicotine use among Arkansas citizens.

ARKANSAS RANKS...

- 1ST** to have smoke-free car law protecting children under age 14
- 1ST** to have a smoke-free medical grounds law
- 1ST** to include e-cigarettes as part of smoke-free state-funded college campuses
- 1** among the first states to restrict sales of e-cigarettes and other electronic nicotine products to minors
- 1** among the first states to regulate e-cigarettes packaging and licensing
- 3RD** to require smoke-free psychiatric facility grounds

HIGHLIGHTS

- **Launched Sweet Lies, Bitter Truth: Big Tobacco's Tactics Revealed**, a video to educate youth and adults about the dangers of tobacco and nicotine use and reveal the truth behind Big Tobacco's marketing tactics.
- **Secured more than 130 tobacco/smoke-free policies across the state** in collaboration with statewide and community partners.
- **79% of those policies included electronic smoking device definitions and coverage.** One of the most significant was the Fort Smith Airport banning the use of e-cigarettes in its facilities.
- **The Arkansas Tobacco Quitline expanded services** to include supportive texts and emails along with online and mobile counseling services and combination nicotine replacement therapy.
- **Collaborated with UAMS to provide a one-day CME course on tobacco prevention and cessation interventions** at the 37th Annual Family Medicine Intensive Review Course. **More than 200 physicians, nurses, physicians assistants and pharmacists participated in the course.**
- **Launched "Poison is Poison" campaign** to educate the public on the harms of all tobacco products.

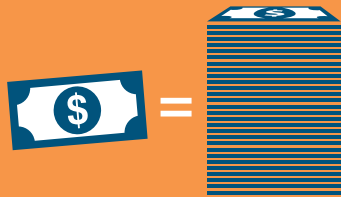
2014 AND 2015



THE 2014 SMOKING RATE AMONG ADULTS is 24.7%, a 4.6% drop from 2013.



THE 2015 HIGH SCHOOL STUDENT SMOKING RATE is 15.7%, a decrease from 19.1% in 2013.



FOR EVERY \$1 INVESTED IN THE ARKANSAS TOBACCO QUITLINE the people of Arkansas save \$28 in future healthcare costs.



VAN BUREN, AR

OVER 23,000 ARKANSANS HAVE STOPPED USING TOBACCO THROUGH THE ARKANSAS TOBACCO QUITLINE SINCE 2010, which is more than the population of Van Buren, Arkansas.



TPCP'S PRIMARY CHARGE IS TO IMPLEMENT STRATEGIES DECREASING THE \$1.2 BILLION IN ANNUAL MEDICAL COSTS RELATED TO TOBACCO USE IN ARKANSAS. That is 24% of the Arkansas state general revenue budget for 2014.



68,700 YOUTH AGE 17 AND UNDER WHO ARE ALIVE TODAY IN ARKANSAS ARE PROJECTED TO DIE AS ADULTS FROM A SMOKING RELATED ILLNESS OR DISEASE. If we do nothing, that's more than 954 school buses disappearing.