Overview

Goal 1: Preventing Initiation of Tobacco Use

Goal 2: Eliminating Exposure to Secondhand Smoke

Goal 3: Promoting Quitting among Adults and Young People

Goal Area 4: Eliminate Disparities Associated with Tobacco Use and Exposure
Goal 1: Preventing Initiation of Tobacco Use
Percent of KY high school students who currently smoke cigarettes, 2007-2017

Percent (%)

Data source: KY – YRBSS 2017
Percent of KY high school students who ever tried smoking cigarettes, 2007-2017

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>62.2</td>
</tr>
<tr>
<td>2009</td>
<td>59</td>
</tr>
<tr>
<td>2011</td>
<td>59.2</td>
</tr>
<tr>
<td>2013</td>
<td>47.1</td>
</tr>
<tr>
<td>2015</td>
<td>44.1</td>
</tr>
<tr>
<td>2017</td>
<td>40.5</td>
</tr>
</tbody>
</table>

Data source: KY – YRBSS 2017
Percent of KY high school students who currently used smokeless tobacco, by gender, 2007-2017

Data source: KY – YRBSS 2017
Percent of high school students who currently smoked cigarettes or cigars, or used smokeless tobacco or electronic vapor products, by sex, grade, and race/ethnicity, 2017

Data source: KY – YRBSS 2017
Percent of KY middle school students who currently smoked cigarettes, 2007-2017

Data source: KY – YRBSS 2017
Percent of KY students who smoked a whole cigarette (for the first time), by age and gender, 2015

Data source: KY – YRBSS 2015
Percent of KY high school students who usually obtained their own cigarettes by buying them in a store or gas station, 2015

Data source: KY – YRBSS 2015
100% Tobacco Free Schools

Kentucky’s 100% Tobacco Free School Districts
- 74 districts
- 740 schools
- 42% of districts covered
- 58% of students protected

Percentage of KY adults who favor tobacco-free school policies

Data source: KTPC January 2018

Data source: KY Health Issues Poll 2018
Number of TRUST participants by fiscal year, FY16 – FY18

Data source: KTPC & BHDID
Goal Area 2: Reduce Exposure to Secondhand Smoke
Comprehensive smoke-free laws in KY, 2018

As of January 1, 2019, 35.3% of KY residents are protected by comprehensive smoke-free policies.

Data source: Kentucky Center for Smoke Free Policy
Support for smoke-free workplace policies among KY adults, 2014-2017

Data source: KyBRFSS 2017
Percent of KY adults with voluntary smoke-free policies, 2016

- Home: 72.6% (2014), 74.0% (2015), 75.1% (2016), 73.4% (2017)
- Car: 64.6% (2014), 67.5% (2015), 70.0% (2016), 68.7% (2017)

Data source: KyBRFSS 2017
Percent of KY adults exposed to secondhand smoke, by location

<table>
<thead>
<tr>
<th>Location</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>17.6</td>
<td>19.5</td>
<td>18.7</td>
<td>17.5</td>
</tr>
<tr>
<td>Home</td>
<td>18</td>
<td>18.4</td>
<td>15.4</td>
<td>16.4</td>
</tr>
<tr>
<td>Car</td>
<td>21.8</td>
<td>22.8</td>
<td>19</td>
<td>21.5</td>
</tr>
<tr>
<td>Indoor Public Places</td>
<td>12</td>
<td>15</td>
<td>11.9</td>
<td>17.3</td>
</tr>
</tbody>
</table>

Data source: KyBRFSS
Goal Area 3: Promoting Quitting Among Adults and Young People
Percent of KY high school and middle school students who currently smoke cigarettes, 2009-2017

Data source: KY – YRBSS 2017
Percent of KY high school students who tried to quit using tobacco products, 2017

<table>
<thead>
<tr>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>9th</th>
<th>10th</th>
<th>11th</th>
<th>12th</th>
</tr>
</thead>
<tbody>
<tr>
<td>45.8%</td>
<td>43.9%</td>
<td>48.5%</td>
<td>47.2%</td>
<td>47.7%</td>
<td>43.2%</td>
<td>45.9%</td>
</tr>
</tbody>
</table>

Data source: KY – YRBS 2017
Prevalence of cigarette smoking among KY adults, 2011-2017

Data source: KyBRFSS 2017
Prevalence of tobacco use among KY adults, by product, 2017

<table>
<thead>
<tr>
<th>Product</th>
<th>Males</th>
<th>Females</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic Cigarettes</td>
<td>7.5</td>
<td>4.6</td>
<td>6.1</td>
</tr>
<tr>
<td>Smokeless Tobacco</td>
<td>13.7</td>
<td>1.8</td>
<td>7.6</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>27</td>
<td>22.3</td>
<td>24.6</td>
</tr>
</tbody>
</table>

Data source: KyBRFSS 2017
Percent of KY adult smokers who made a serious but failed quit attempt within the last year, 2016

Data source: KyBRFSS 2016
Percent of KY adult smokers who intend to quit and have a timeframe in mind

Data source: KyBRFSS 2016
Percent of KY adults who are aware of any telephone Quit Now KY services to quit smoking

- 2009: 29.7%
- 2016: 34.3%

Data source: KyBRFSS 2016
Percent of adult smokers who used services to help them quit smoking, by type of cessation treatment

<table>
<thead>
<tr>
<th>Type of Cessation Treatment</th>
<th>2011</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone Quitline</td>
<td>5</td>
<td>3.9</td>
</tr>
<tr>
<td>Program</td>
<td>9.9</td>
<td>10</td>
</tr>
<tr>
<td>One-on-One Counseling</td>
<td>7.8</td>
<td>11.2</td>
</tr>
<tr>
<td>Medication</td>
<td>35.7</td>
<td>32.6</td>
</tr>
</tbody>
</table>

Data source: KyBRFSS 2016
Quit Now KY – Process Measures
Total Number of Quit Now KY calls per 100,000 by County, FY18

Number of Calls per 100,000

- 0
- 7.4 - 37.8
- 37.8 - 50.4
- 50.4 - 67.9
- 67.9 - 94.9
- 94.9 - 225.7

Data source: National Jewish Health and KY Tobacco Prevention & Cessation Program
Number of calls to Quit Now Kentucky FY12-FY18

Data source: National Jewish Health and KY Tobacco Prevention & Cessation Program
Number of calls to 1-800-Quit Now by month, FY18

Data source: National Jewish Health and KY Tobacco Prevention & Cessation Program
Number of unique visits to Quit Now Kentucky website by month, FY18

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Number of unique visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY16</td>
<td>17,578</td>
</tr>
<tr>
<td>FY17</td>
<td>9,201</td>
</tr>
<tr>
<td>FY18</td>
<td>23,139</td>
</tr>
</tbody>
</table>

Data source: National Jewish Health and KY Tobacco Prevention & Cessation Program
Quit Now Kentucky Provider Referrals, by Referral Type, FY12-FY18

<table>
<thead>
<tr>
<th>Year</th>
<th>e-Referral</th>
<th>Provider Web</th>
<th>Fax</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY12</td>
<td>0</td>
<td>1</td>
<td>284</td>
<td>285</td>
</tr>
<tr>
<td>FY13</td>
<td>0</td>
<td>3</td>
<td>494</td>
<td>497</td>
</tr>
<tr>
<td>FY14</td>
<td>0</td>
<td>55</td>
<td>417</td>
<td>472</td>
</tr>
<tr>
<td>FY15</td>
<td>0</td>
<td>462</td>
<td>522</td>
<td>984</td>
</tr>
<tr>
<td>FY16</td>
<td>0</td>
<td>1092</td>
<td>673</td>
<td>1765</td>
</tr>
<tr>
<td>FY17</td>
<td>115</td>
<td>927</td>
<td>834</td>
<td>1876</td>
</tr>
<tr>
<td>FY18</td>
<td>203</td>
<td>768</td>
<td>876</td>
<td>1847</td>
</tr>
</tbody>
</table>

Data source: National Jewish Health and KY Tobacco Prevention & Cessation Program
Referral outcomes, by referral type, FY18

<table>
<thead>
<tr>
<th>Referral Type</th>
<th>Enrolled</th>
<th>Not Enrolled</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provider Web Referral</td>
<td>51</td>
<td>73</td>
<td>6.5%</td>
</tr>
<tr>
<td>Fax Referral</td>
<td>68</td>
<td>83</td>
<td>7.5%</td>
</tr>
<tr>
<td>e-Referral</td>
<td>9</td>
<td>19</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

Data source: National Jewish Health and KY Tobacco Prevention & Cessation Program
Quit Now KY tobacco cessation rate by additional technology utilized, 2017

- **All Participants**: 26%
- **Text**: 26%
- **E-mail**: 30%
- **Web**: 32%

Data source: National Jewish Health and KY Tobacco Prevention & Cessation Program
Quit Now KY tobacco cessation rate, by number of calls completed, 2017

Data source: National Jewish Health and KY Tobacco Prevention & Cessation Program
Quit Now KY tobacco cessation rate by program offering, 2017

Data source: National Jewish Health and KY Tobacco Prevention & Cessation Program
Prevalence of medical conditions among Quit Now KY intakes, FY18

- High Blood Pressure: 34.2%
- Dentures: 31%
- Blood Pressure Control: 28.1%
- COPD: 27%
- Asthma: 18.3%
- Heart Disease: 14.2%
- Diabetes: 13.9%
- Skin condition: 11.9%
- Cancer: 6.9%
- Seizures: 4.6%
- Heart Attack: 1.8%
- Stroke: 1.3%

Data source: National Jewish Health and KY Tobacco Prevention & Cessation Program
Goal Area 4: Eliminate Disparities Associated with Tobacco Use and Exposure
Prevalence of smoking among pregnant women in KY, 2008-2016*

*3-year pooled estimates

Data source: KY Vital Statistics, data analyzed by KIDS COUNT
Quit Now KY participants who were pregnant at intake and/or completed the Postpartum Program (PPP), 2017

- Pregnancy + Postpartum Protocol: 24
- Pregnancy Protocol Only: 56

Data source: National Jewish Health and KY Tobacco Prevention & Cessation Program
Tobacco Use and Disparate Populations

Current smoking prevalence, by group, 2017

- All Adults: 24.6%
- Hispanic: 25.1%
- Black: 21.4%
- Low Income Adults: 46.2%
- Less than H.S. Education: 42.2%

Data source: KyBRFSS
Questions?
Lara.Daniels@ky.gov