

PUBLIC HEALTH PROGRAM SURVEY- Chronic Disease

Contact Information

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Short Title: Comprehensive tobacco prevention and cessation in West Virginia

Program Location: West Virginia, USA

Objectives and Goals:

Public Health Problem

- West Virginia has the highest adult smoking rate in the country (2009) and tobacco use costs the state well over a billion for health care and another billion in lost productivity annually.
- Comprehensive strategies are strongly recommended by the Centers for Disease Control and Prevention for preventing and reducing tobacco use - including increasing the price of tobacco products, conducting mass media campaigns, developing cessation interventions, reducing out-of-pocket costs for treatment, and instituting smoking bans and restrictions in public places.

Methods:

- The Division of Tobacco Prevention implements a research-based, comprehensive tobacco control program based upon *Best Practices for Comprehensive Tobacco Control Programs—2007* from the Centers for Disease Control and Prevention and recommendations of the independent *Task Force on Community Preventive Services*.
- Program components include integrated dual regional tobacco prevention networks; community-based programs and their associated networks; youth and school programs and their associated networks; eliminating exposure to secondhand smoke; eliminating health disparities; cessation services, including a tobacco quitline; specifically-targeted media support; and evaluation.
- A Regional Tobacco Prevention Coalition Coordinator network is a group of ten coordinators located around the State based in ten, five-county areas who work full-time facilitating tobacco prevention and the WV Clean Indoor Air movement in local communities. This network has been instrumental in development of at least one active local coalition in every county in the State and in achieving positive effects addressing clean indoor air.

Program Length:

Began in 2003 and is an on-going, to-be-sustained prevention program intervention

Number of target population reached by effort:

Overall, the entire State of West Virginia (approx 1.8 million annually).

Demographic Info:

Among the 50 states, West Virginia ranks 41st in size, covering 24,231 square miles. According to the 2000 Census, West Virginia ranks 37th in population size with 1,808,344 residents, and the state's population is projected to increase by just 0.9 percent by 2010. The greatest percentage of the state's population (11%) is found in Kanawha County, which includes Charleston, the state's largest city. According to the 2000 Census, West Virginia's residents are predominantly white (95.0%). Black or African American persons make up 3.2 percent of the population, persons of Hispanic or Latino origin 0.7 percent, Asian Americans 0.5 percent and Native Americans 0.2 percent. West Virginia has an abundance of prime workforce-age residents, with most of the state's population between the ages of 25 and 59 (48.2 %). The State has an aging population, ranking 3rd among states with the highest percentage of residents over age 65 (15.3%).

West Virginia is the third lowest in per capita income, ahead of only Arkansas and Mississippi. It also ranks last in median household income. The proportion of West Virginia's adult population with a bachelor's degree is the lowest in the U.S. at 17.3%

Overall Cost:

Approx. \$1 million.

Funding Sources:

30% Federal
70% State

Outcomes:

All of West Virginia's fifty-five counties now have a clean indoor air regulation and a representative tobacco prevention coalition.

- Almost all counties now have regulations requiring restaurants to be smoke-free.
- The Tobacco quitline has a documented quit rate of thirty-two percent and a return on investment for quitline services and associated media support of more than \$7 for every \$1 spent.

Future Plans:

Every effort must be made to sustain this proven, successful tobacco prevention program intervention.