

A View from the States

*Presenter: Karla S. Sneegas, M.P.H., Executive Director,
Indiana Tobacco Prevention and Cessation Agency, Indianapolis, Indiana*

Tobacco control researchers will benefit from a greater understanding of the needs of state programs and the barriers that program managers experience in a time of drastic budget reductions. Evaluators will benefit from learning about specific examples of research needs that state programs have that could benefit day-to-day operations. Using the example of the comprehensive evidence-based program that was set up by Indiana Tobacco Prevention and Cessation Agency and Executive Board, the presentation will emphasize practical aspects of state tobacco control programs and recent analyses of data from Indiana's program. Suggestions on future research needs will be discussed.

Key points:

Tobacco use costs Hoosiers 10,300 lives and \$1.6 billion each year. With the fifth highest adult smoking rate in the United States, Hoosiers must continue to take action in reducing the tobacco burden. Following CDC recommendations, Indiana established a tobacco control program that is coordinated, comprehensive, and accountable through the Indiana Tobacco Prevention and Cessation (ITPC) programs. The Hoosier Model for tobacco control has five major categories for funding and incorporates elements from all nine categories recommended by the CDC. The Hoosier Model consists of Community Based Programs; Statewide Media Campaign; Enforcement; Evaluation and Surveillance; and Administration and Management. In SFY 2003, ITPC's program has many accomplishments and is changing knowledge, attitudes, and beliefs regarding tobacco use.

Community Programs:

To achieve the individual behavior change that supports the nonuse of tobacco, communities must change the way tobacco is promoted, sold, and used while changing the knowledge, attitudes, and practices of young people, tobacco users, and nonusers. Effective community programs involve people in their homes, worksites, schools, places of worship, entertainment venues, civic organizations, and other public places.

Indiana has been nationally recognized for its Community Based Programs that incorporate Minority, School, Cessation and Statewide Programs under one broad category. These programs are interconnected and can be addressed by linking local community coalitions with the statewide counter-advertising program. All of Indiana's 92 counties have received a grant to conduct tobacco prevention and cessation in their communities, including setting up resources to help smokers quit. More than 1,600 local organizations are involved statewide, including 31 local minority organizations and 19 State, regional, and pilot programs.

Statewide Media Campaign:

Indiana's statewide media campaign is a combination of paid and earned media messages designed to counter pro-tobacco influences and increase pro-health messages and influences throughout the State. Counter-marketing consists of a wide range of efforts, including paid television, radio, billboard, and print counter-advertising at the State and local level; media advocacy and other public relations techniques using such tactics as news releases, news conferences, media outreach, media tours, editorial materials, featured stories, local events, and health promotion activities; and efforts to reduce or replace tobacco industry sponsorship and promotions.

The media campaign targets both Indiana general population adults and youth, along with specific segments of minorities and pregnant women. The aim of the media campaign is to educate the public about the dangers of tobacco use, secondhand smoke, and tobacco industry marketing practices. The campaign is working to change the social norms and acceptability of tobacco use in Indiana.

A Web site, www.WhiteLies.tv, was created to educate consumers on the tobacco industry lies and the negative health consequences of tobacco use in Indiana. This site has received more than 2 million successful hits, and www.voice.tv has received more than 500,000 hits.

Enforcement of Indiana's Youth Access to Tobacco Laws:

Enforcement of tobacco laws can deter violators and sends a message that community leaders believe these policies are important for protecting Indiana's youth. ITPC has a Memorandum of Understanding (MOU) with the Indiana Alcohol and Tobacco Commission (ATC) to investigate and enforce Indiana's tobacco laws through the Tobacco Retailer Inspection Program (TRIP). The ITPC partnership with the Alcohol and Tobacco Commission (ATC) has reduced the non-compliance rate of retail sales to minors from 29 percent in October 2001 to 14 percent in June 2003—the lowest rate ever.

Evaluation:

ITPC implemented the evaluation plan for Indiana's comprehensive program, which includes a set of measures with various data sources to evaluate the impact that programs are making in achieving ITPC's mission and objectives. In addition to continuous program monitoring, Indiana has secured the services of the State Board of Accounts' Field Auditors to conduct compliance checks of fiscal responsibilities of all tobacco control program grant dollars.

ITPC's evaluation and research coordinating center conducted the first adult tobacco survey and the second youth tobacco survey. ITPC designed and implemented a Web-based program tracking system to allow ITPC partners report their activities, and conducted an annual assessment to gauge progress from the first year. Media Tracking Surveys are routinely conducted to evaluate the effectiveness of the statewide media campaign.

Administration and Management:

Activities include 1) recruiting and developing qualified and diverse technical, program, and administrative staff; 2) awarding and monitoring program contracts and grants, coordinating implementation across program areas, and assessing program performance; 3) creating an effective, internal and external communication system; 4) developing a sound fiscal management system; and 5) providing support through training and technical assistance. ITPC is administering nearly 150 grants and contracts with an annual overall budget of \$32.5 million in SFY 2003.

Evaluation and Accomplishments:

- Over 193,000 Hoosier adults reported quitting smoking in 2002.
- Approximately 86 percent of Hoosier adult smokers report they expect to quit smoking, and 62 percent say they will quit smoking in the next 6 months.
- Cigarette consumption in Indiana, measured by cigarette stamp sales for SFY 2003, decreased 16 percent, at the same time increasing state revenues by 202 percent.
- All of Indiana's 92 counties have received a grant to conduct tobacco prevention and cessation in their communities, including setting up resources to help smokers quit. More than 1,600 local organizations are involved statewide, including 31 local minority organizations and 19 State, regional, and pilot programs.
- ITPC partners have conducted more than 4,700 activities at the local level, such as implementing prevention and education programs in schools, developing cessation networks, and raising awareness of tobacco prevention efforts.
- Local coalitions are working to pass comprehensive smoke-free air policies. In April 2003, Bloomington passed the most comprehensive ordinance in the State banning smoking in all public places. Monroe County followed in May 2003.
- ITPC has implemented a comprehensive training plan for staff, board, and partners. Through a variety of training mechanisms, partners are getting the resources needed to implement their local tobacco control programs.
- Every county in the State has been reached by the media campaign and results from the youth and adult media tracking surveys indicate that 67 percent of Indiana youth and 50 percent of adults are aware of advertisements from the ITPC media campaign
- Youth who were aware of at least one ITPC TV ad were 63 percent more likely to believe that secondhand smoke is a serious problem, and that tobacco-related public policy is important.
- Adults who were aware of at least one ITPC TV ad were 67 percent more likely to understand that tobacco is addictive and dangerous compared to those not aware of any ITPC TV ads.
- Indiana news media have devoted significantly more newsprint and airtime to tobacco control stories, specifically about the local coalitions and issues surrounding smoke-free air policies in the past year. This media coverage is raising the awareness of tobacco use and related health issues throughout the State, shaping attitudes and beliefs.
- Of the remaining types of news items that are opinion pieces such as editorials and letters to the editor, 76 percent were anti-tobacco in message. The most frequent topics of news coverage were coalition-partner activities, clean indoor air, prevalence, and Master Settlement Agreement (MSA) expenditures.