

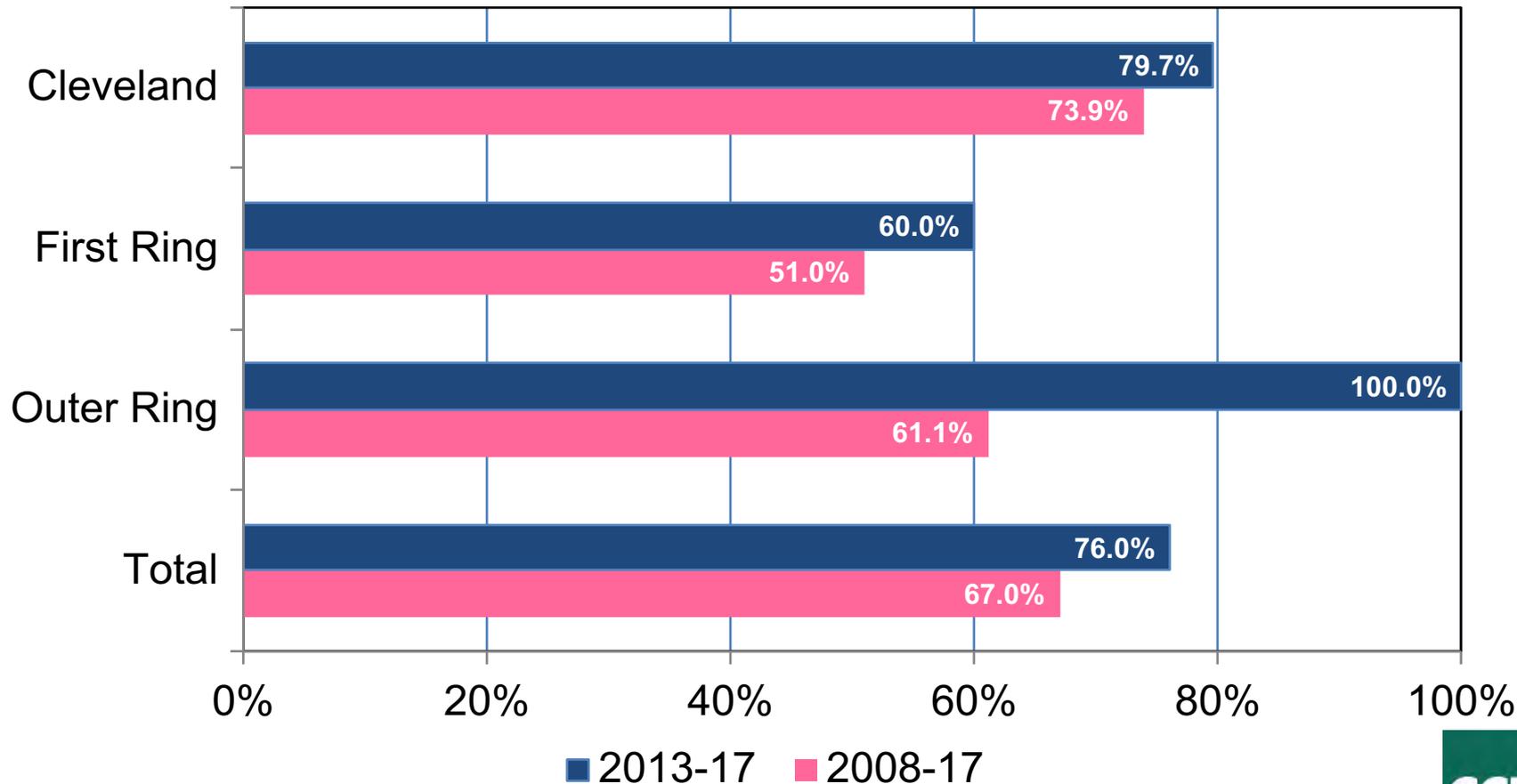
Terry Allan and Action Team 11 Leadership – Mobilization Strategy

Action Team 11: Promote use of free State of Ohio Quit Line and Support Tobacco21, an effort to limit tobacco sales to persons age 21 and above.

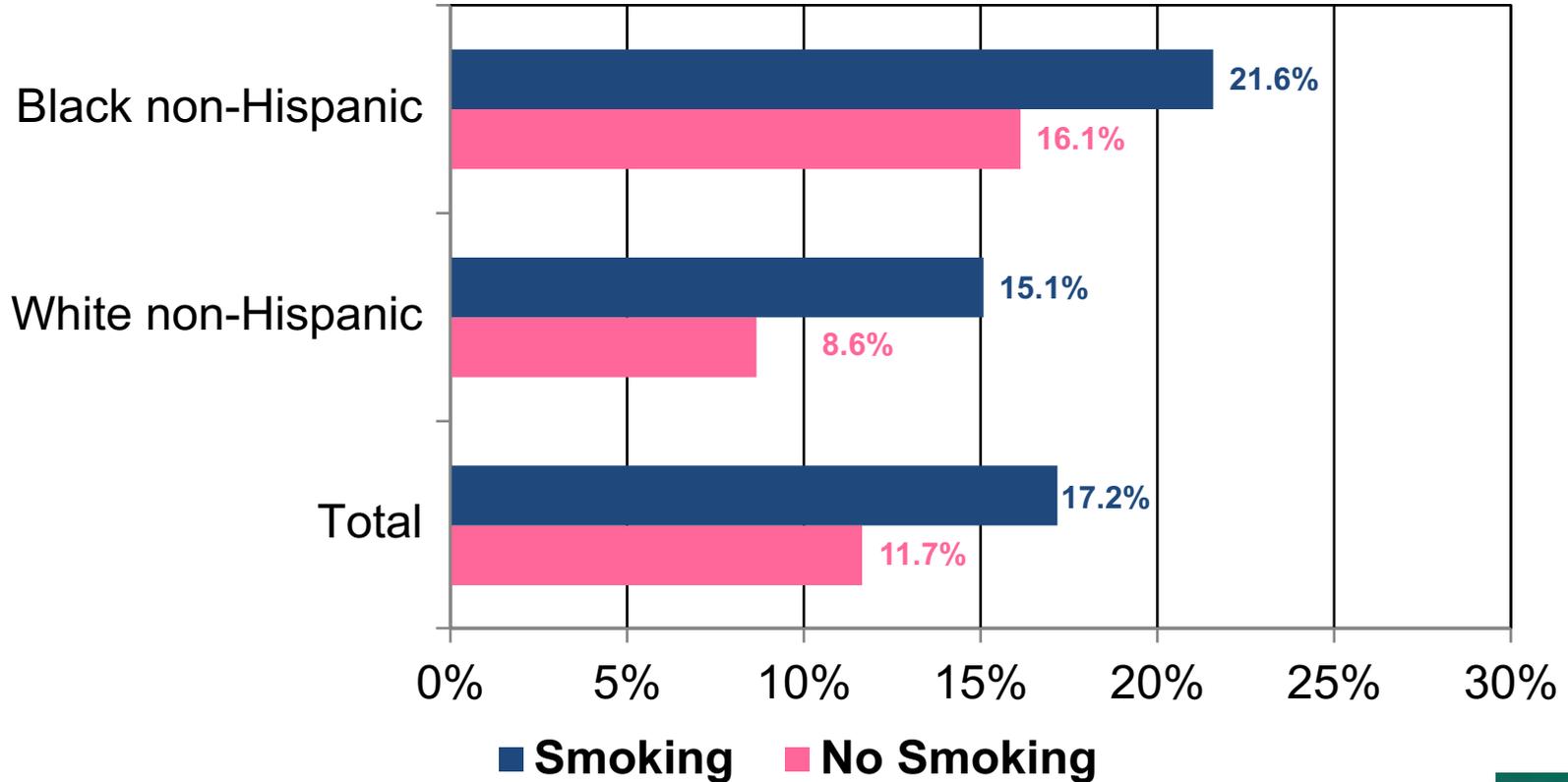
Objectives

- Present relevant data
- Implementation example: City of Euclid
- Vendor compliance checks
- Current implementation status
- Call to Action
 - T21 statewide proposal
 - Ohio QuitLine & MCH

Impact of Smoking on Sleep-Related Infant Deaths



Women who Reported Smoking During Pregnancy & Preterm Births



- Women who reported smoking during pregnancy were significantly more likely to have a preterm birth in 2017.



Background

- ~40 million US adults still smoke cigarettes.
- 4.7 million middle and high school students use at least one tobacco product, including e-cigarettes.
- Primary source of tobacco products for underage smokers are their 18- to 20-year-old brothers, sisters and friends.
- > 95% of addicted smokers start before age 21.

TOBACCO ~~eighteen~~ twenty-one

- Ohio Data
 - 22 communities
- Cuyahoga County:
Cleveland, Euclid, Brooklyn, University Heights,
Lakewood, Cleveland Heights

Euclid, OH Process

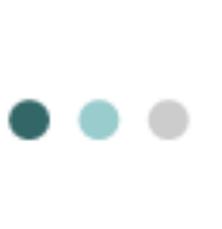
- Champion legislator – political will
- Euclid City Council votes yes by a 6 to 3 Vote
- Coalition building to inform policy implementation and to address stakeholder concerns
- Updated legislation passes City Council unanimously by a 9 to 0 vote





Enforcement Component: Compliance Checks

- Tobacco retailers will be subject to periodic, random unannounced compliance checks (engaging persons between 18-20 to enter the retail establishment to attempt to purchase tobacco products).



Compliance Check Rates (Cuyahoga County)

Year	Number of Sites	Compliance Rate	Non-compliance Rate
2001	249	77%	23%
2003	301	86%	14%
2003	181	86%	14%
2004	273	85%	15%
2004	201	87.6%	12.4%
2005	215	87.4%	12.6%
2006	145	89.7%	10.3%
2007	108	91.7%	8.3%

Tobacco 21 Enforcement

- Focus on all tobacco products

If a tobacco retailer sells a tobacco product to an underage customer during a compliance check, or at another time:

- the **penalties** (ranging from written warning, to fines, to permit revoked) will be **focused on the tobacco retailer or licensee**, rather than the youth purchaser or non-management employee.

Strategic Approach

- Model legislation
- Early willing adopters
- Legislative process
- Public education and community outreach
- Permit fee, signage, routine inspections
- Compliance checks, vendor fines

Call to Action: Community Action Council



CCBH

University of Michigan Study: Comprehensive Programs Work



Tobacco 21: Implications for Michigan



If Tobacco 21 is enacted
in Michigan, by 2025,

**it is predicted
that 11,000 fewer
young people will
start smoking**

Source: Tobacco 21 in Michigan: New Evidence and Policy Considerations. 2019. ihpi.umich.edu/tobacco21.

Governor proposes increasing to 21 the minimum age to buy cigarettes in Ohio: Gov. Mike DeWine's budget

Updated Mar 15, 2019; Posted Mar 15, 2019



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Call to Action: Community Action Council

Ohio Tobacco
Program

Quit Line: 1-800-QUIT-NOW

first year  cleveland

Ohio Tobacco Quit Line

- Accessible by calling 1-800-Quit Now
- Telephonic tobacco cessation treatment
- Up to 8 weeks of nicotine replacement therapy
- Web-based services w/facilitated chat
- Text messaging (general and chronic disease)
- Self referral, fax referral
- Electronic referral coming soon

Who is eligible for services?

- ALL Medicaid recipients (new as of 7/1/16)
- Medicare
- Uninsured
- Pregnant women
- Members of the Ohio Tobacco Collaborative
 - Participation varies -- refer everyone to be screened for eligibility
- Web-based services open to all Ohioans

Who is eligible for services?

- ALL Medicaid recipients (new as of 7/1/16)

Also available to any Ohioan between the ages of 13 and 18 with parental permission

- Pregnant women
- Members of the Ohio Tobacco Collaborative
 - Participation varies-refer everyone to be screened for eligibility
- Web-based services open to all Ohioans

Pregnancy Protocol

- Designed specifically for pregnant women
- Dedicated coach model
- Increased number of calls (10 vs. 5)
- Monetary incentives for call completion
- Follows participants up to six months after delivery, a time when relapse is common

Pregnancy Protocol Utilization

	All Enrollments	Pregnancy Protocol Enrollments	%
2016	7072	364	5.15%
2015	3701	399	10.78%
2014	4798	307	6.40%
2013	4233	292	6.90%

Do telephone Quit Lines work?

- 2013 Cochrane review
 - 77 controlled trials, 85,000 participants
- Proactive telephone counseling is effective in helping smokers
- Important route of access to support
- Some evidence of a dose response with calls, with three or more calls increasing the chances of quitting

Thank you!

