

Program Overview

June 2009

Tobacco Facts

Tobacco-related diseases kill about 7,600 Washington residents every year.

Smoking causes 90 percent of lung cancer deaths, 45 percent of both heart disease deaths and stroke deaths in people younger than 65, 33 percent of all cancer deaths, and 10 percent of newborn deaths.

Program Goals

- Preventing youth from initiating tobacco use
- Increasing tobacco cessation
- Eliminating exposure to secondhand smoke
- Identifying and eliminating tobacco-related disparities in high-risk groups

Tobacco use is the leading cause of preventable death and accounts for a substantial share of taxpayer medical expenditures. Tobacco-related diseases kill about 7,600 people every year in Washington State, more than AIDS, alcohol, drug abuse, car crashes, murders, suicides, and fires combined.

The Washington State Department of Health greatly expanded its tobacco prevention program in 2000 with funding from the Master Settlement Agreement, which settled a lawsuit against tobacco companies. The Tobacco Prevention and Control Program works with local health agencies, tribes, schools, and community organizations to deliver integrated activities to all Washington residents. The activities are based on comprehensive, proven, and cost-effective strategies.

Community and tribal programs

The state Tobacco Program funds tobacco prevention and control activities through local health departments and community organizations in all 39 Washington counties. In addition, the Tobacco Program funds anti-tobacco activities in 27 tribes and six community-based organizations serving higher-risk populations.

School programs

All nine of the state's Educational Service Districts receive funding to help schools improve and enforce tobacco-free policies, provide intervention services for students, deliver research-based curricula, train teachers and staff, and provide information to families.

Quit programs

The Department of Health's Washington Tobacco Quit Line (1-800-QUIT-NOW) provides residents with free one-on-one counseling, tobacco quit kits, and referrals to local stop-smoking programs. The Tobacco Program promotes changes in the healthcare system so more people get help quitting and more healthcare providers encourage their patients to quit.

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Tobacco Program Results

There are over 240,000 fewer adult smokers in Washington – a 25 percent decrease – since the launch of the program.

There are about 65,000 fewer Washington kids smoking than before the launch of the program.

More than 100,000 residents have called the Washington Tobacco Quit Line to receive free one-on-one counseling, referrals to local stop smoking programs, and tobacco quit kits.

Find out more about secondhand smoke: SmokeFreeWashington.com

Find out more about the Tobacco Quit Line at: www.QuitLine.com

Visit our youth Web site at: www.NoStankYou.com

For more information on tobacco prevention: www.doh.wa.gov/tobacco

Policy and enforcement

The Department of Health works with the state Office of the Attorney General, Liquor Control Board, and local law enforcement to enforce state and federal laws restricting tobacco sales and advertising to kids, and with local health departments to enforce the statewide ban on indoor smoking.

Public awareness and marketing

From 2000-2008 the Tobacco Program's advertising campaign used traditional media, such as television and radio advertising, to help adults quit smoking and prevent teens from starting. The program also uses innovative approaches to reach youth, young adults, and other high-risk populations targeted by tobacco industry marketing

Assessment and evaluation

The Tobacco Program regularly collects and analyzes information on tobacco use among adults and youth in Washington, then measures the program impact by comparing results to data collected before the program began.

Funding

The Tobacco Prevention and Control Program's annual budget from 2002 through 2008 was approximately \$28.5 million per year, which included:

Master Settlement Agreement - \$17.5 million

January 2002 increase in the sales tax on tobacco products - \$8.75 million

Centers for Disease Control and Prevention - \$1.56 million

Fees paid by tobacco retailers ~ \$750,000

During this time Washington State ranked 14th nationally in per capita spending on tobacco prevention and control. However, for the 2009-11 biennium the budget has been reduced by the Legislature to \$15 million per year.

For a brief overview of the Tobacco Program's funding history, see the Program Funding History fact sheet or for more information visit the program Web site at www.doh.wa.gov/Tobacco/.