

Tobacco Use

Goal

Reduce the number of Delawareans who use tobacco and promote smoke-free environment.

Objectives

1. By 2010, reduce regular cigarette smoking among high school students from 23% to less than 20%. [Relates to Healthy People 2010 objective 27-3b]
2. By 2010, decrease current use of tobacco by adults aged 18 and older from 24.4% to 15%. [Relates to Healthy People 2010 objective 27-1]
3. (Developmental) By 2010, increase the number of businesses and organizations in Delaware that have a complete smoke-free indoor environmental policy to 100%. [Relates to Healthy People 2010 objective 27-12]
4. By 2010, increase from 66% to 85% the enforcement of laws that prohibit the sale of tobacco to minors. [Relates to Healthy People 2010 objective 27-14]
5. (Developmental) By 2010, increase the proportion of managed care organizations that provide coverage of evidence-based treatment for nicotine dependency to 100%. [Relates to Healthy People 2010 objective 27-8]
6. By 2010, increase the proportion of cigarette smokers, aged 18 and older, who attempt to quit for at least a day from 49% to 60%. [Relates to Healthy People 2010 objective 27-5]
7. By 2010, increase the number of Delawareans who strongly disapprove of cigarette use. [Relates to Healthy People 2010 objective 27-17]

Notes:

The numeral assignment of each objective does not indicate priority, simply enumeration.

“Developmental” objectives are those that currently do not have state baseline data and, therefore, have no operational definitions. The purpose of developmental objectives is to identify areas of emerging importance and to drive the development of data systems to measure them.

Important roles for each sector*

Business

- Offer insurance coverage, smoke-free work environments, and programs to help employees go tobacco-free.

Community

- Advocate for insurers and employers to cover effective nicotine treatments, advocate for smoke-free laws and tobacco control initiatives, and expand youth programs.

Health Care

- Provide patient and community prevention and smoking cessation programs, and serve as tobacco-free role models.

Education

- Implement effective tobacco prevention curricula, encourage smoke-free environments, support smoking cessation programs for youth, and involve families.

Government

- Strengthen and enforce laws to curb tobacco use and improve air quality, assure affordable smoking cessation programs, and use Delaware’s tobacco control plan for policy decisions.



Healthy Delaware Hero



Deborah Brown

Deborah Brown of the American Lung Association of Delaware has been instrumental in leading tobacco control activities in Delaware. Deb convinced the Delaware Legislature to earmark funds from the tobacco settlement into the Delaware Health Fund - a revolutionary move. She

helped to get Delaware schools designated smoke-free. Her work with the youth movement includes the “Delaware Kicks Butts Generation” and TATU (Teens Against Tobacco Use). Working with the American Lung Association for 20 years (her one and only job), Deb believes one of the most powerful things we can do is to “keep our young children from starting to smoke and help others to stop.”

Resources (General)

- A Plan for a Tobacco-Free Delaware copies available online, www.state.de.us/dhss/irm/dph/plan.htm, or from the Division of Public Health, (302) 739-4724, fax (302) 739-3839, or Tobacco Free Delaware, (302) 655-7258, fax (302) 655-8546
- CDC Tobacco Information & Prevention Source (TIPS), (800) 232-1311, fax (770) 332-2552, www.cdc.gov/tobacco - national statistics, news, fact sheets, Surgeon General reports
- Division of Public Health Tobacco Program, (302) 739-4724, fax (302) 739-3839, www.state.de.us/dhss/irm/dph/impact.htm - state tobacco and clean indoor air laws, state statistics, links to BRFSS tobacco data, Tobacco Retail Education Package
- Tobacco Free Delaware, (302) 655-7258, fax (302) 655-8546, www.tobaccofreedelaware.org - public policy information, Delaware Kick Butts Generation (DeKBBG)
- Tobacco Prevention, phone/fax (212) 982-4645, www.tobacco.org - news, links, tobacco cessation programs

The mentioning of specific programs does not connote endorsement and was not meant to be exclusionary. We apologize for any unintentional omissions; please bring these to our attention.

Closing the Gap

Tobacco use is on the rise in Delaware's African American and Hispanic populations and also has increased among young adults (18-24 year olds). In 1993-1994, a BRFSS special minority survey showed that while Delaware African American (25%) and white (26%) adults smoked about the same rate, the state's Hispanic population smoked significantly less (18%). In 1999, BRFSS showed that while white (25.4%) adult smoking rates remained the same, the smoking rates for African American (29%) and Hispanic (28.4%) adults had increased. In 1999, while the total adult population smoking prevalence was 25.4%, young adults had a smoking prevalence of 37%.

Also concerning is the much higher rate of smoking among gay adults. A recent national study found 41.5% of gay adults to be smokers, while the national rate of tobacco use by men generally is 28.6%.

To eliminate disparities in Delaware, a comprehensive approach must include community and statewide cessation programs and counter-marketing campaigns specifically targeting African American, Hispanic, young adult, and gay populations.

