

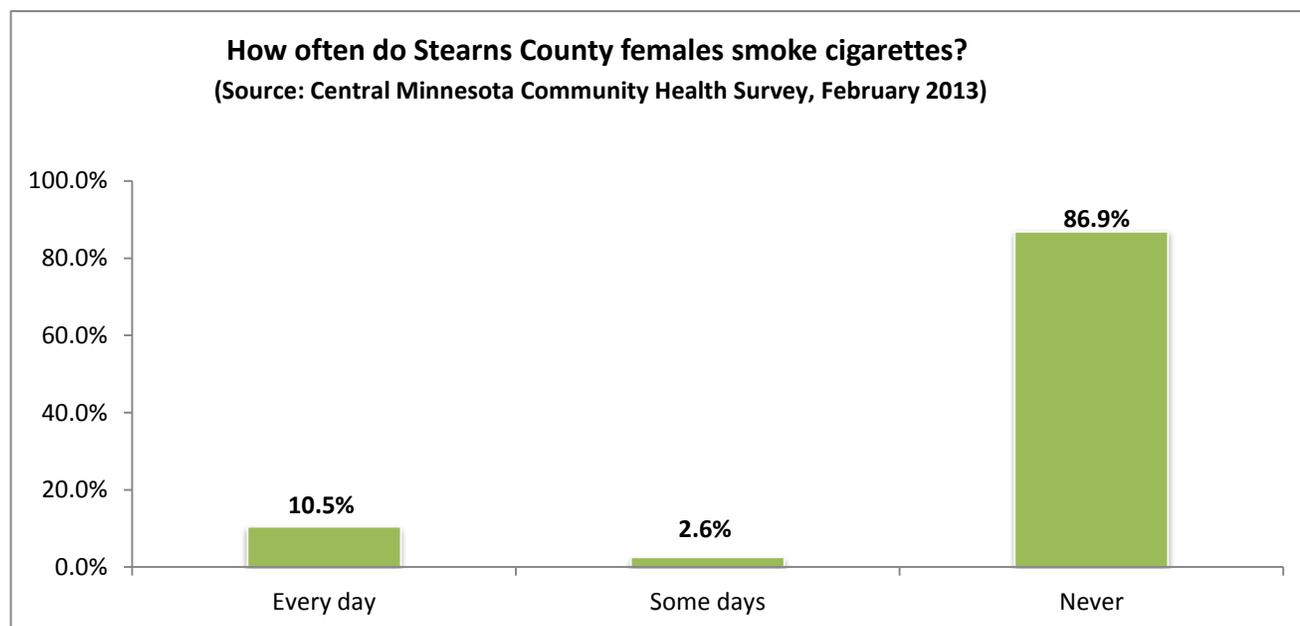
Priority: Tobacco Use by Women (T)

Key Data Findings

- 9% of Stearns County adults are current smokers. A current smoker is someone who smokes cigarettes every day or some days.
- 13.1% of Stearns County adult females are current smokers. This is almost three times the rate for Stearns County adult males (5%).
- The largest age category for Stearns County adult female current smokers is 31-50 (56.9%). This is in contrast to the largest age category of adult male current smokers which is 51+ (51.8%).
- Almost 40% of Stearns County adult females who rate their overall stress level as high are current smokers.
- Stearns County adult females who would say they are in excellent health (versus very good, good, fair, or poor) are least likely to be current smokers.
- Of Stearns County adult females who indicate they are in poor health, 13.8% are current smokers. This is in comparison to the adult females who indicate they are in excellent health - only 1.3% are current smokers.
- In 2010, the Stearns County smoking rate for 9th graders was 7%, which was lower than the state at 9%.
- Stearns County 9th grader smoking rates have dropped by 75% since 1998, a larger decline than the state overall at 70%.
- 4% of Stearns County 9th graders reported using chewing tobacco, snuff or dip during the last 30 days in both 2007 and 2010.

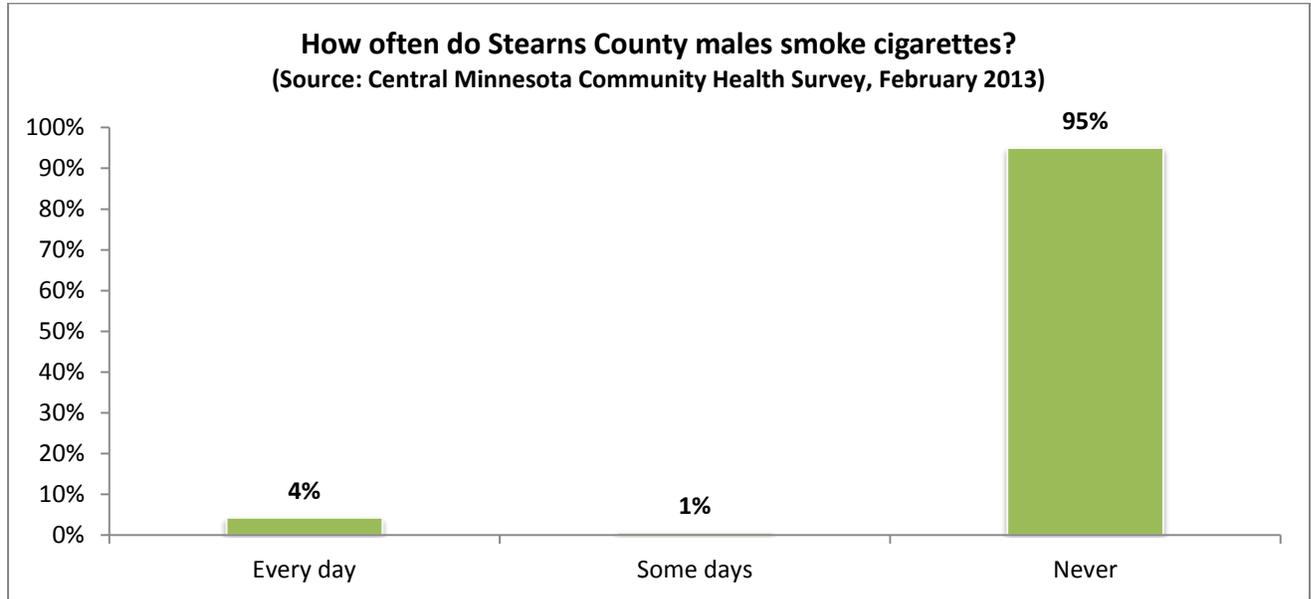
Data

GRAPH T1: ADULT - STEARNS COUNTY ADULT FEMALES SMOKING FREQUENCY

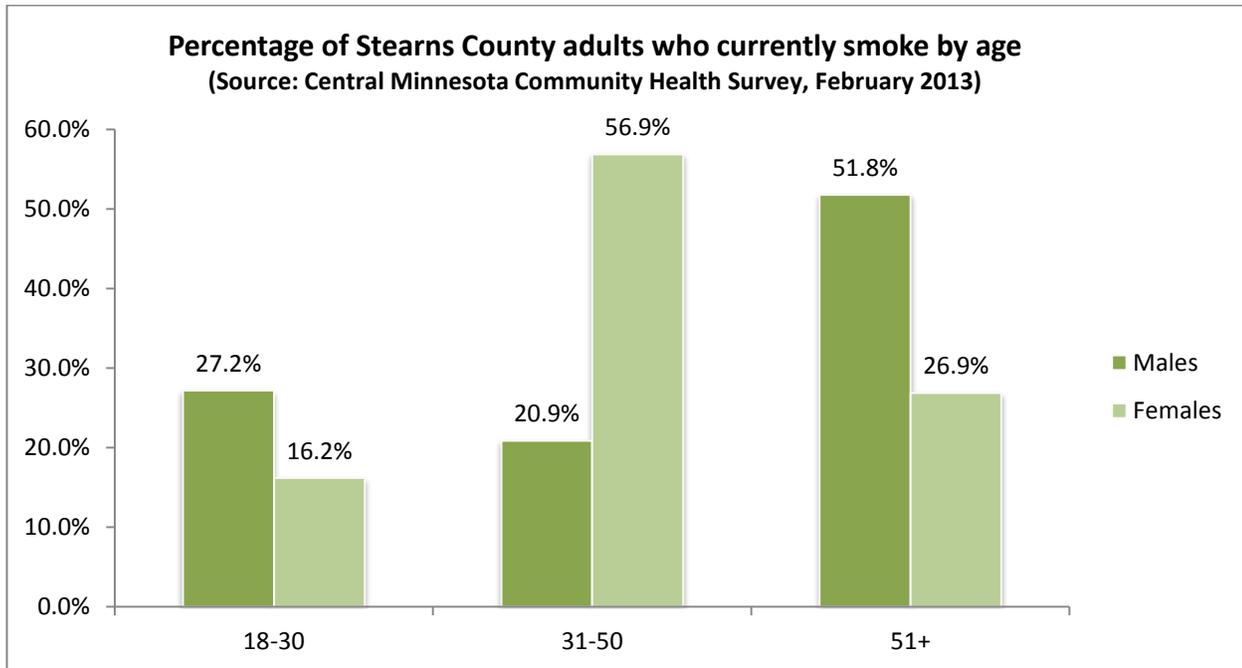


Discussion

- A current smoker is someone who smokes cigarettes every day or some days.
- 9% of the adults in Stearns County are current smokers.
- 13.1% of Stearns County adult females are current smokers. This is almost three times the rate for Stearns County adult males (5%).

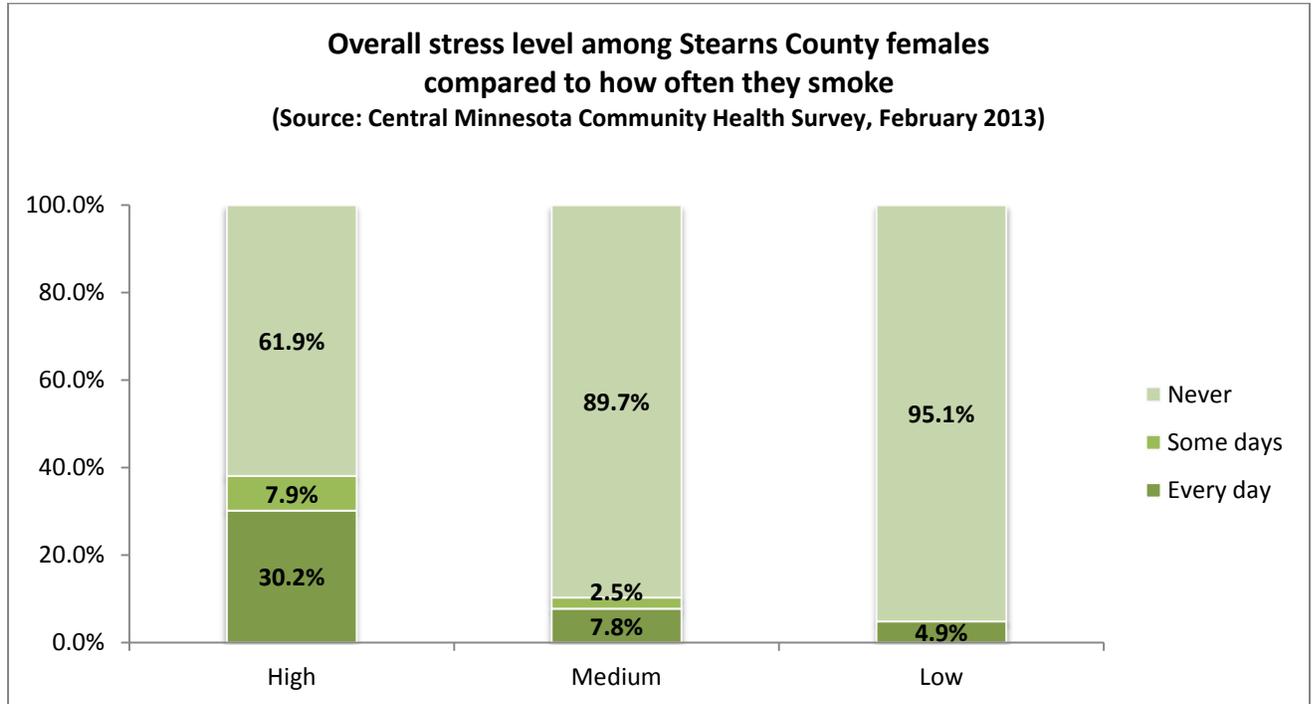
GRAPH T2: ADULT - STEARNS COUNTY ADULT MALE SMOKING FREQUENCY

- A current smoker is someone who smokes cigarettes every day or some days.
- 9% of the adults in Stearns County are current smokers.
- 13.1% of Stearns County adult females are current smokers. This is almost three times the rate for Stearns County adult males (5%).

GRAPH T3: ADULT - PERCENTAGE OF STEARNS COUNTY ADULTS WHO CURRENTLY SMOKES BY AGE

Discussion

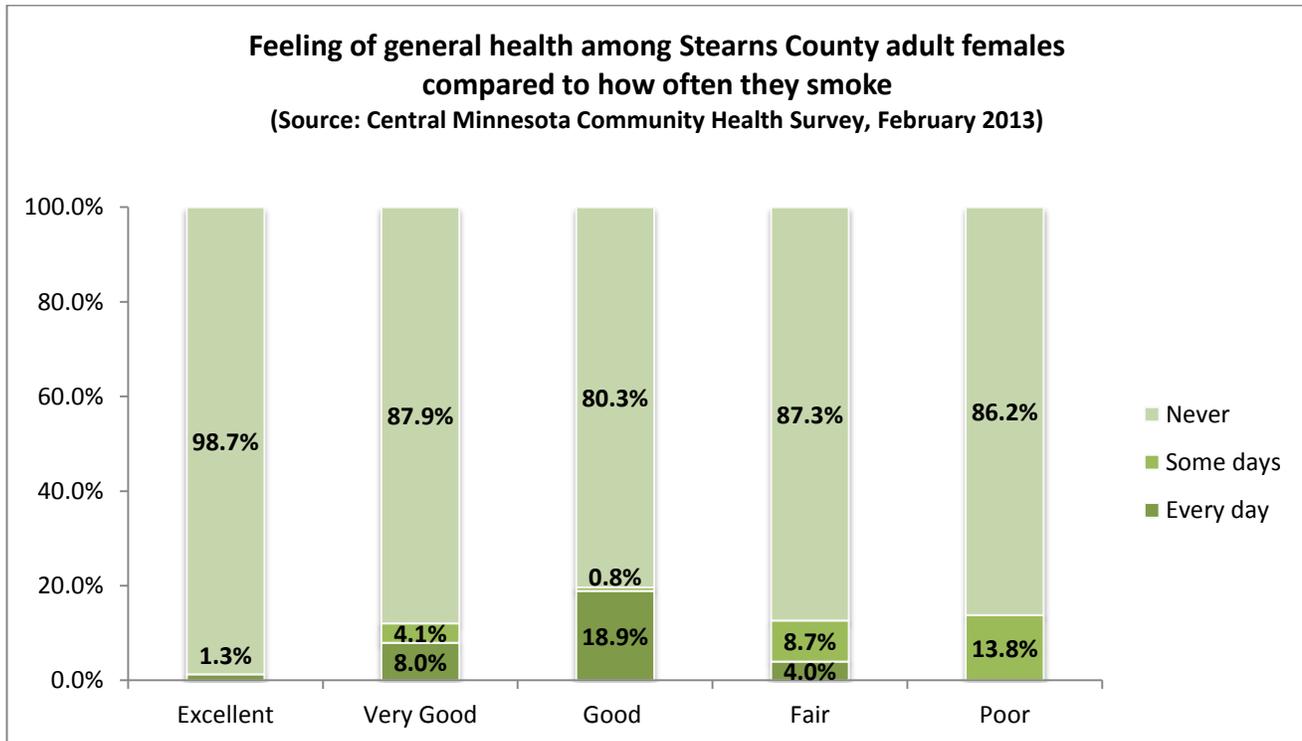
- There is a strong difference between the predominant age group among smokers when looking at the age of these residents. Approximately 57% of female smokers are between the ages of 31-50. This is in contrast to the males in that same category, where only 20.9% of male residents in that same age group smoke at least once per week.
- The largest age category for Stearns County adult female current smokers is 31-50 (56.9%). This is in contrast to the largest age category of adult male current smokers which is 51+ (51.8%).
- A current smoker is someone who smokes cigarettes everyday or some days.

GRAPH T4: ADULT - OVERALL STRESS LEVEL AMONG STEARNS COUNTY FEMALES BY HOW OFTEN THEY SMOKE

Discussion

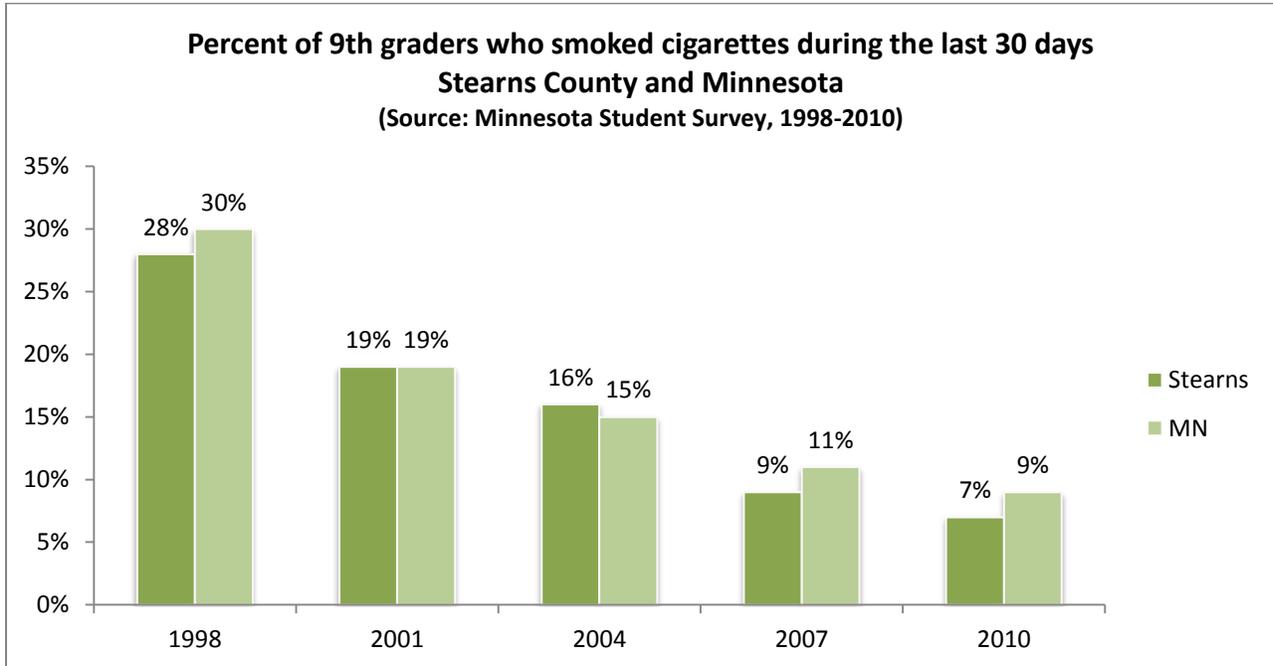
- This shows an association between female smokers and overall stress levels.
- Almost 40% of Stearns County adult females who rate their overall stress level as high are current smokers.
- This is in stark contrast to the 5% of Stearns County adult females who rate their overall stress level as low being current smokers.
- A current smoker is someone who smokes cigarettes every day or some days.

GRAPH T5: ADULT - GENERAL HEALTH OF STEARNS COUNTY ADULT FEMALES BY HOW OFTEN THEY SMOKE



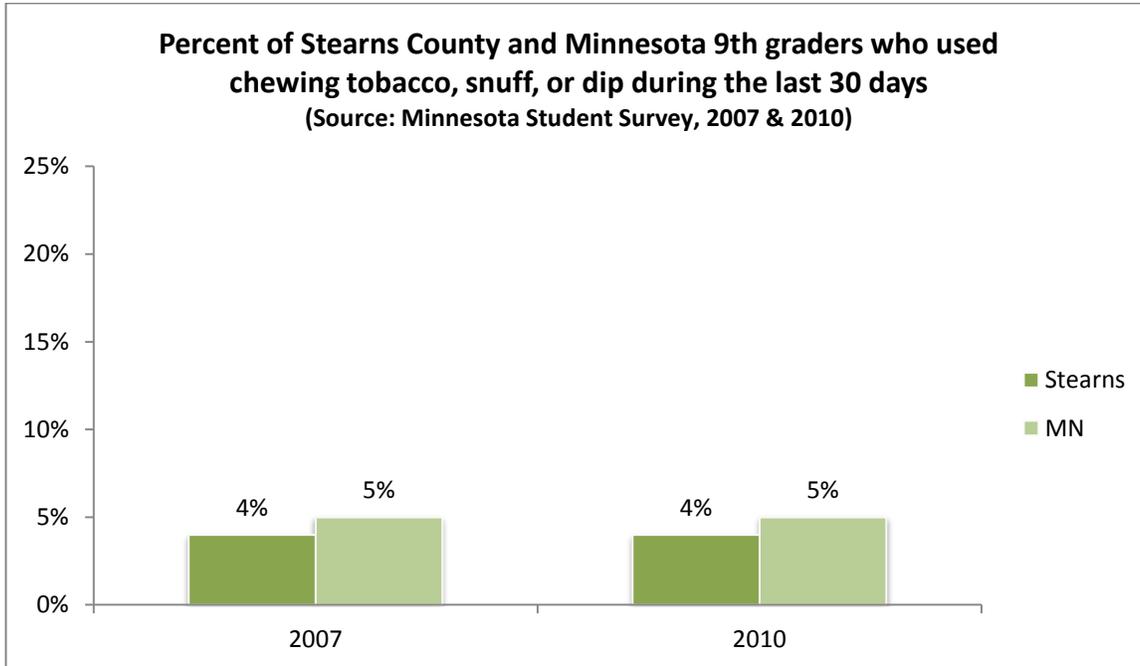
Discussion

- Of Stearns County adult females who indicate they are in poor health, 13.8% are current smokers. This is in comparison to the adult females who indicate they are in excellent health - only 1.3% are current smokers. .
- The majority (98.7%) of Stearns County adult females who would say they are in excellent health do not smoke.
- Stearns County adult females who would say they are in excellent health are least likely to be current smokers.
- A current smoker is someone who smokes cigarettes every day or some days.

GRAPH T6: YOUTH - PERCENT OF 9TH GRADERS WHO SMOKED CIGARETTES DURING THE LAST 30 DAYS, 1998-2010

Discussion

- In 2010, the Stearns County smoking rate for 9th graders was 7%, which was lower than the state at 9%.
- Teen smoking rates have dropped dramatically from 1998 to 2010. The implementation of ID scanners at tobacco licensed establishments has greatly reduced the chance of underage youth illegally obtaining cigarettes, helping keep them out of teens hands. Increased campaigns to show the negative effects of smoking has also increased dramatically in the last 5-10 years, informing teens and helping them avoid the addictive effects of tobacco in the first place. Stearns County 9th grader smoking rates have dropped by 75% since 1998, a larger decline than the state overall at 70%.

GRAPH T7: YOUTH - 9TH GRADERS WHO USED CHEWING TOBACCO, SNUFF, OR DIP IN THE LAST 30 DAYS

Discussion

- 4% of Stearns County 9th graders reported using chewing tobacco, snuff or dip during the last 30 days in both 2007 and 2010.
- While smokeless tobacco does not have the same negative effects on an individual's lungs, it is still a health risk. Smokeless tobacco products can contain about 30 cancer-causing substances, and some of the health problems associated with these products include: addiction, cancer, cavities, gums disease and heart disease.

Health Equity assessment

Education and income are factors to be looked at in more detail. (SHIP 3 HRA work)

Community feedback

PUBLIC COMMENT

Public Health Task Force comments

Public comment during comment period

During the open public comment time of September 15, 2014 and October 15, 2014, no comments were received regarding this issue.

FOCUS GROUP FEEDBACK

There was not a focus group held on this topic.

Similarities to national, state, and other local planning processes

HEALTHY PEOPLE 2020

Tobacco Use Objectives:

- Reduce tobacco use by adults
- Reduce tobacco use by adolescents
- Reduce the initiation of tobacco use among children, adolescents, and young adults
- Reduce the proportion of nonsmokers exposed to secondhand smoke
- Increase smoking cessation attempts by adult smokers
- Increase recent smoking cessation success by adult smokers
- Increase tobacco screening in health care settings
- Increase tobacco cessation counseling in health care settings

HEALTHY MINNESOTA 2020

Lead Indicator: Young adults who smoke

Baseline: 27.8% (2010), MATS

Target: 18.6%

Rationale: Tobacco is the single most preventable cause of death and disease in Minnesota and smoking claims the lives of more than 5,000 Minnesotans each year. Young adults in Minnesota have the highest current smoking rate among all age groups. Smoking by youth and young adults has immediate adverse health consequences including addiction, and it accelerates the development of chronic diseases across the full life course including coronary heart disease, stroke, chronic obstructive pulmonary disease, pneumonia, sudden infant death syndrome, reduced infant birth weight, and at least ten kinds of cancer.

CENTRA CARE HEALTH COMMUNITY HEALTH NEEDS ASSESSMENT SUMMARY FOR HOSPITALS IN MELROSE, SAUK CENTRE, AND ST. CLOUD

Community health issues identified as: heart disease morbidity and mortality and stroke morbidity and mortality.

ST. CLOUD COMMUNITY PRIORITIES

- Assist those facing poverty

GREATER ST. CLOUD COMMUNITY PILLARS

- Housing: A full range of housing is available for all community members.
- Economy: Our community has an increase in employment and median income levels.
- Safety: All people feel secure and free from crime.
- Education: All people have access to life-long educational and learning opportunities that prepare them to be contributing members of society.
- Wellness: Our community will create sustainable environments that encourage healthy choices and support well-being.
- Community engagement: All people feel ownership in local government, connected to the larger community and involved in social networks.

UNITED WAY OF CENTRAL MINNESOTA FOCUS AREAS

Quality Out of School Time, Homelessness, and Financial Stability

Tobacco Use by Women

ROBERT WOOD JOHNSON FOUNDATION COMMISSION TO BUILD A HEALTHIER AMERICA

Invest in early childhood for a lifetime of good health. Connect health and health care: create incentives so health care can help people lead healthy lives.

Stearns County Goals**GOAL T1: REDUCE THE NUMBER OF WOMEN SMOKERS.****Objective T1.1: Educate about the health, social, and financial benefits of not smoking and smoking cessation.***Suggested strategies*

- a. Reach out to areas specific to the demographic in areas where women and mothers congregate.
- b. Utilize proven strategies from Youth tobacco prevention (i.e., Crave the Change).
- c. Partner with employers with large female workforces to provide education.

Objective T1.2: Educate on the negative impacts of smoking during pregnancy.*Suggested strategies*

- a. Facilitate the formation of uniform health messaging amongst health care providers.
- b. Provide the messaging in prenatal care clinics, WIC clinics, childbirth classes, and “Partners in Care” binder which all pregnant women receiving care through CentraCare and others areas clinics receive.
- c. Utilize health marketing messages similar to alcohol prevention messaging utilized by MOFAS (Minnesota Organization on Fetal Alcohol Syndrome).

Objective T1.3: Educate on alternative ways to deal with stress.*Suggested strategies*

- a. Compile list of resources for stress reduction, including exercise, massage, meditation.
- b. Provide speakers or forums on stress reduction
- c. Promote utilization of tobacco cessation programming
- d. Explore the use of support groups

Objective T1.4: Support and promote smoking cessation resources.*Suggested strategies*

- a. Compile and disseminate a list of smoking cessation resources.
- b. Assure resources address issues for women and are culturally appropriate.
- c. Develop a centralized information hub regarding smoking cessation resources.
- d. Support policies that restrict where smoking can occur.
- e. Develop, maintain, and promote age appropriate smoking cessation programs.

GOAL T2: DECREASE ACCESS TO TOBACCO BY YOUTH.**Objective T2.1: Increase enforcement of tobacco sales to minors.***Suggested strategies*

- a. Ensure regular compliance checks are completed and implement compliance penalties as appropriate.
- b. Gather compliance check numbers and analyze for trends.
- c. Establish communication with retailers regarding the trends and discuss possible solutions.
- d. Educate retailers on impact of violations.
- e. Maintain and support strict policies that prevent youth access to tobacco and provide immediate consequences for both the retailer and the teen.
- f. Support policies that incentivize retailer education for tobacco compliance (i.e., reduction to license fee or penalty increases).

Objective T2.2: Support and strengthen tobacco and e-cigarette prevention programs in pre-K through post-secondary education.*Suggested strategies*

- a. Support ongoing enforcement of tobacco and e-cigarette restrictions on school grounds and at school sponsored events.
- b. Support ongoing evidence based prevention programs aimed at youth.

GOAL T3: IMPLEMENT POLICY, SYSTEM, AND ENVIRONMENTAL CHANGES THAT PROMOTE ZERO TOLERANCE IN YOUTH TOBACCO USE.

Objective T3.1: Work with schools to write or strengthen zero tolerance policies to include all students to align with the Minnesota State High School League policies.

Suggested strategies

- a. Assess current policies.
- b. Assure facilities agreements include tobacco free policies.

Measurements for success

Measure	Source	Baseline	2019 Target
TM1. Decrease percentage of Stearns County residents who are considered to be smokers	Central MN Community Health Survey	2013 – 9% smoking rate among residents	2018 – Below 7% of residents regularly smoke
TM2. Decrease percentage of female Stearns County residents who are considered to be smokers	Central MN Community Health Survey	2013 – 13% smoking rate among female residents	2018 – Below 10% of female residents smoke regularly
TM3. Lower the percentage of female smokers, specifically those age 31-50	Central MN Community Health Survey	2013 – 57% of female smokers were between 31 and 50 years old	2018 – Lower overall percentage of female smokers, targeting the biggest change in behavior among women in the age range of 31-50
TM4. Decrease the number of establishments licensed by Stearns County failing underage compliance checks	Stearns County Sheriff's Department	2013 - 1 out of 23 establishments licensed by Stearns County failed underage compliance checks	2018 - No (zero) establishments licensed by Stearns County will fail underage compliance checks

Individuals/Agencies responsible for implementing strategies for Tobacco Use by Women priority

- Stearns County Human Services, Public Health Division
- Stearns County Healthy Communities (Stearns County Statewide Health Improvement Program grant Community Leadership Team)
 - CentraCare Health Foundation
 - Independent School District #0743 - Sauk Centre Public Schools
 - Independent School District #0745 - Albany Area Schools
 - Child Care Choices, Inc.
 - Stearns County Parks Department
 - Catholic Charities
 - Rejuv Medical

Existing community assets and resources

- Minnesota QuitPlan®
- SHIP (Statewide Health Improvement Program)
- UCare Tobacco Cessation Program
- Tobacco QuitLine

Potential partners

- Stearns County Human Services: Public Health Division, Family and Children Services Division, Community Corrections
- Minnesota Department of Health
- Stearns County Housing Coalition
- Area school district school nurses and administrators
- Retail outlets that sell tobacco products
- Municipal partners
- Crave the Change (CentraCare Health Foundation)
- Health Providers, Physicians, Clinics
- Colleges and Universities
- Policy makers
- Dental Providers (specific to Objective T1.1)

Stearns County community health priority interconnections

Refer also to these Stearns County community health priorities:

- Parenting Skills
- Mental Health
- Financial Stress