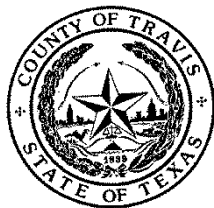


# Local Tobacco Prevention and Control Plans and Initiatives

   
*Texas Tobacco Summit, June 27, 2014*



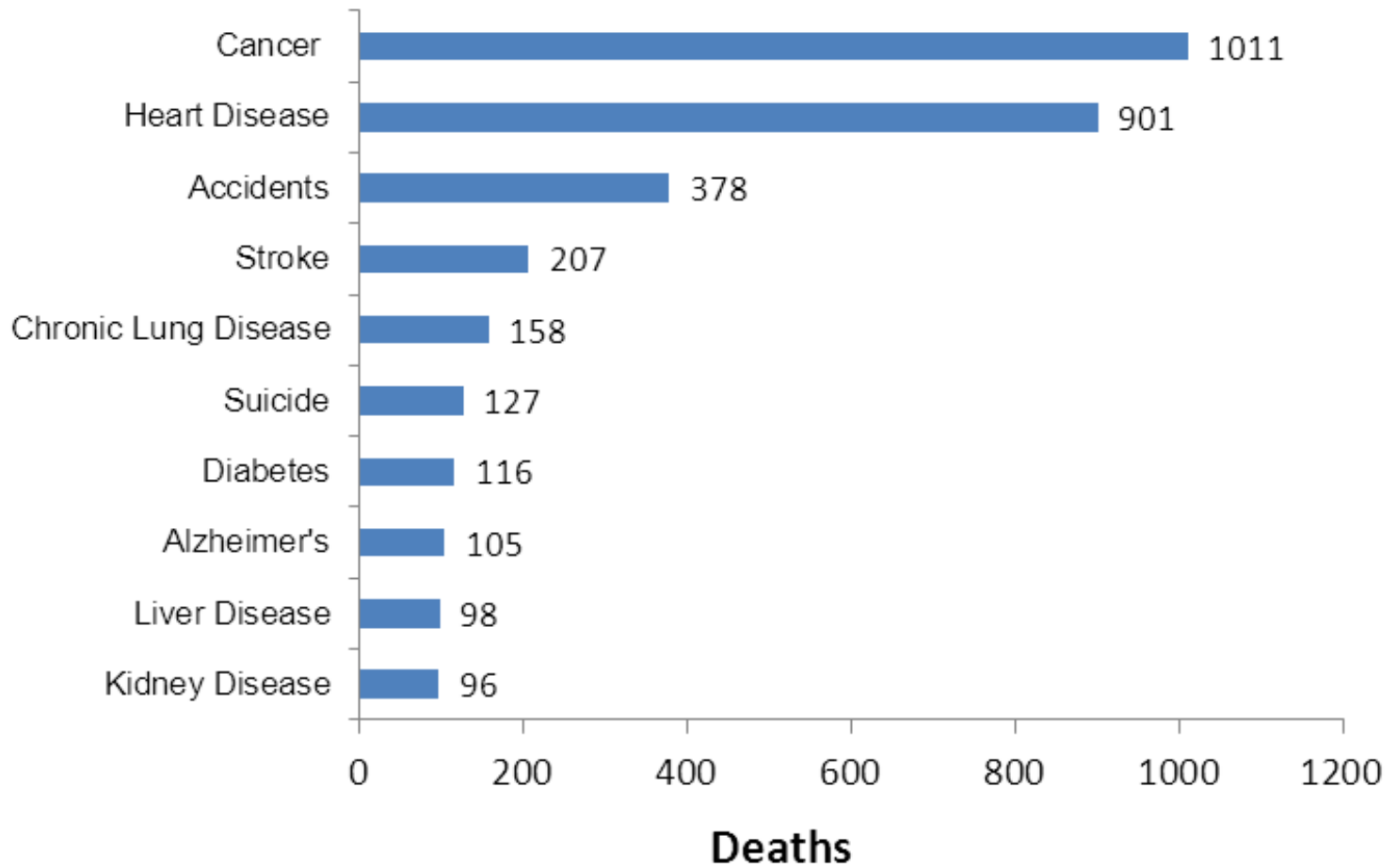
**Phil Huang, MD, MPH**  
Medical Director/Health Authority  
Austin/Travis County Health and Human Services Department



# Overview

- ☞ Background
- ☞ Local Ordinance Strategies
- ☞ Multi-Unit Housing Strategies
- ☞ Business & Worksite Strategies
- ☞ College & University Strategies

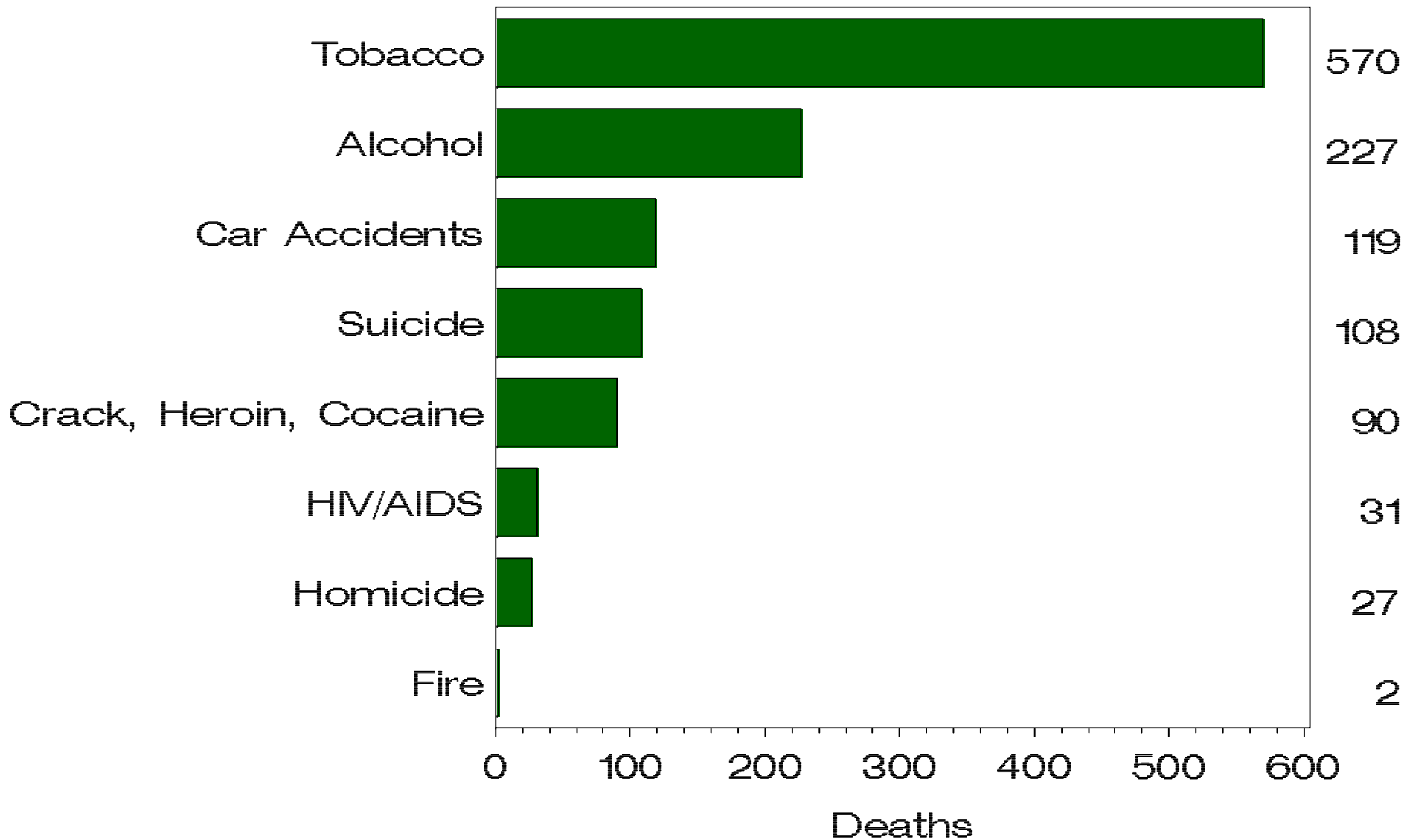
## Leading Causes of Death Travis County, 2010



Source: Texas Department of State Health Services: Center for Health Statistics

# Actual Causes of Death

Travis County 2008



# Estimated Smoking Costs, 2009

## ∞ Total Annual Costs of Smoking in Travis County

→ Over \$460 million each year

- Direct Health Care Costs for Travis County-  
**\$305 million**
- Loss of future earnings and productivity of  
**\$155.5 million**

∞ Employees who take four 10 minute breaks throughout the day to use tobacco, work one month less per year than workers who don't take those breaks.

# Tobacco-Related Litter



- ☞ Austin Litter Audit (April 2011)
  - Waterloo Park: collected and flagged over 4400 cigarette butts in < 1 ½ hours
  - 32 parks: 60% of all litter was tobacco-related (over 23,000 pieces)
- ☞ San Francisco study (2009)
  - Direct costs of clean-up of tobacco product litter are over \$6M annually
- ☞ National study (2009)
  - Cigarette butts were #1 littered item
  - 38% of litter was tobacco-related
- ☞ It takes from 18 months to ten years for one cigarette butt to degrade.

# Fire Safety

- ∞ Matches and cigarettes account for 21% of outdoor fires
- ∞ In Austin, smoking causes 25% of fire-related deaths and is the number 1 cause of fire-related deaths.



# Recent Polling Results

Percentage of adult Travis County residents that said tobacco use should not be allowed or makes no difference to them\* in:

- Parks 84%
- Restaurant/bar patios 76%
- College campuses 80%
- Healthcare facilities 89%
- Worksites 74%

\* *Travis County BRFSS, 2010*



# Electronic Cigarettes

- ☞ Unregulated
- ☞ Marketed to children (i.e. cotton candy, bubble gum flavors)
- ☞ Complicates enforcement
- ☞ Might promote dual-use
- ☞ No proof of assistance with cessation
- ☞ Some studies have shown presence of carcinogens & other toxic substances

# Electronic Cigarette Exposures Reported to Texas Poison Control Centers, 2009-2014

Year	Number	%
2009	2	0.6
2010	6	1.9
2011	11	3.4
2012	43	13.3
2013	123	38.0
2014 (through May 2014)	139	42.9
Total	324	

Age	Number	%
0-5	181	55.9
6-12	6	1.9
13-19	14	4.3
20+	120	37.0
Unknown	3	0.9
Total	324	

# Local Ordinance Strategies



# Measuring Air Quality

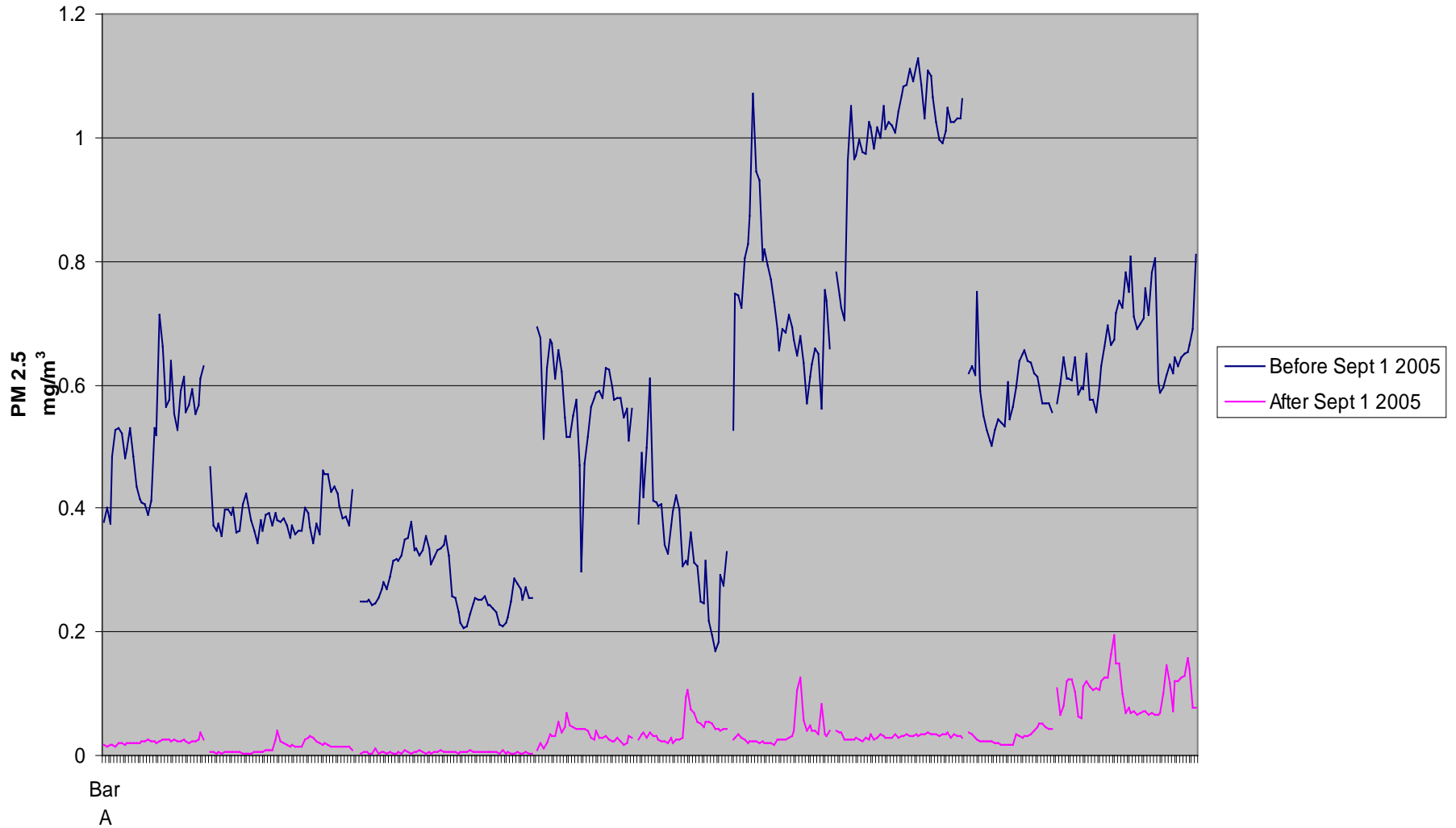
☞ Cigarettes, cigars and pipes are major emitters of respirable suspended particles less than 2.5 microns ( $PM_{2.5}$ ) in diameter that are easily inhaled deep into the lungs

☞ TSI SidePak AM510 Personal Aerosol Monitor (weight: 1 lb)

- This instrument measures and records in memory the  $PM_{2.5}$  concentration every minute during sampling
- $PM_{2.5}$  very sensitive marker of SHS



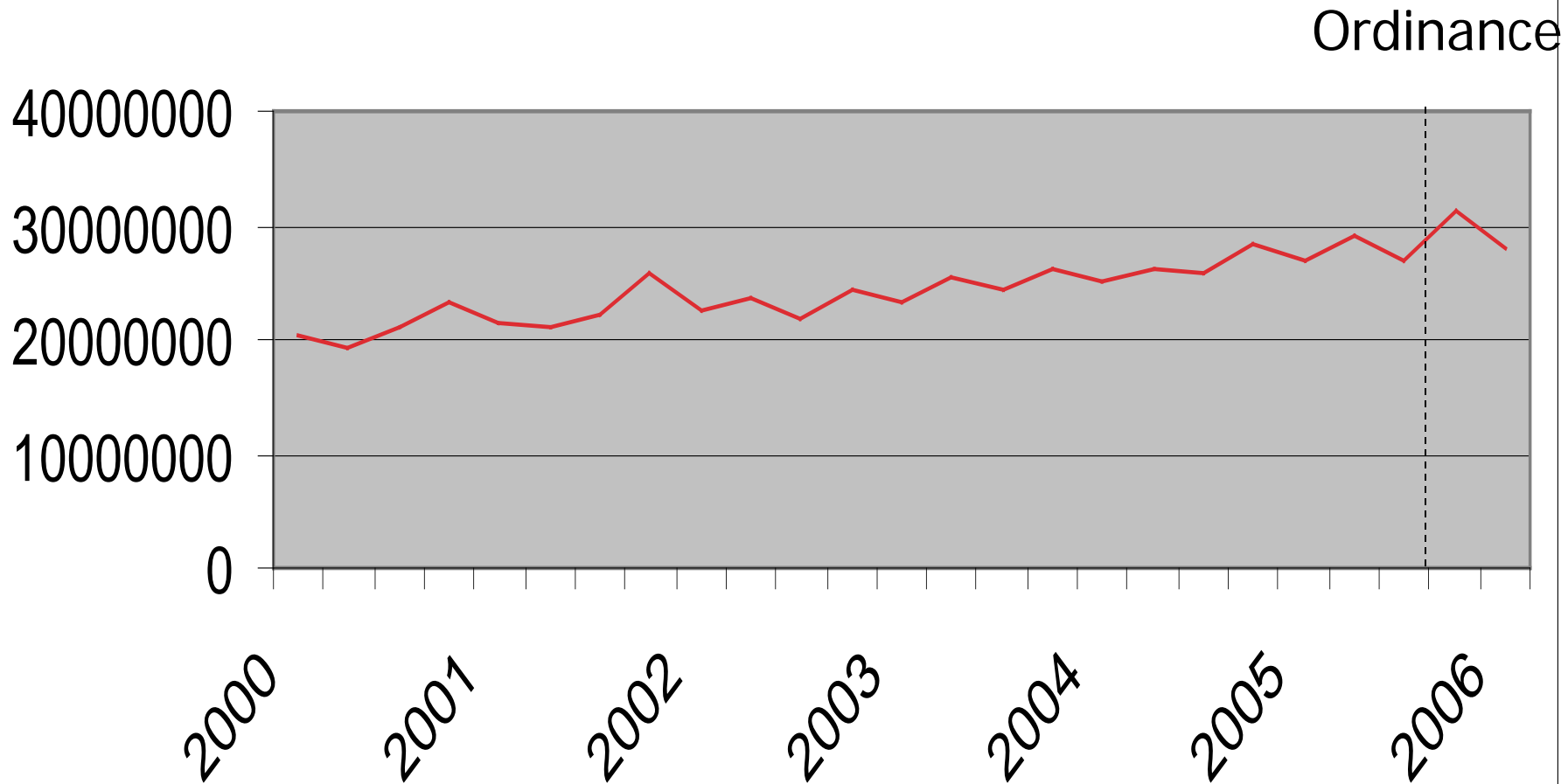
# PM 2.5 Austin Texas



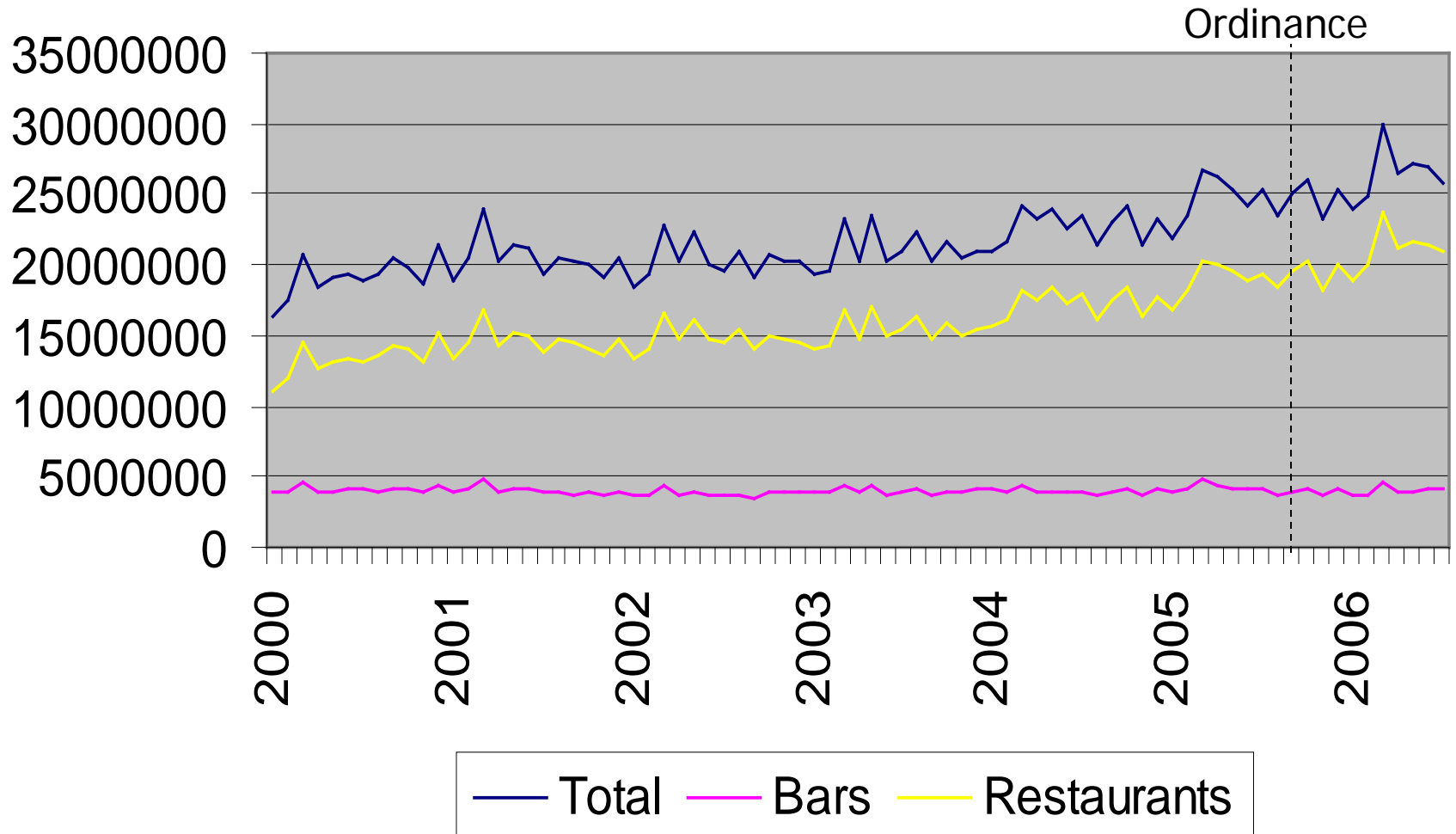
# Economics



# Austin Total Bar Sales by Quarter



# Austin Mixed Beverage Sales

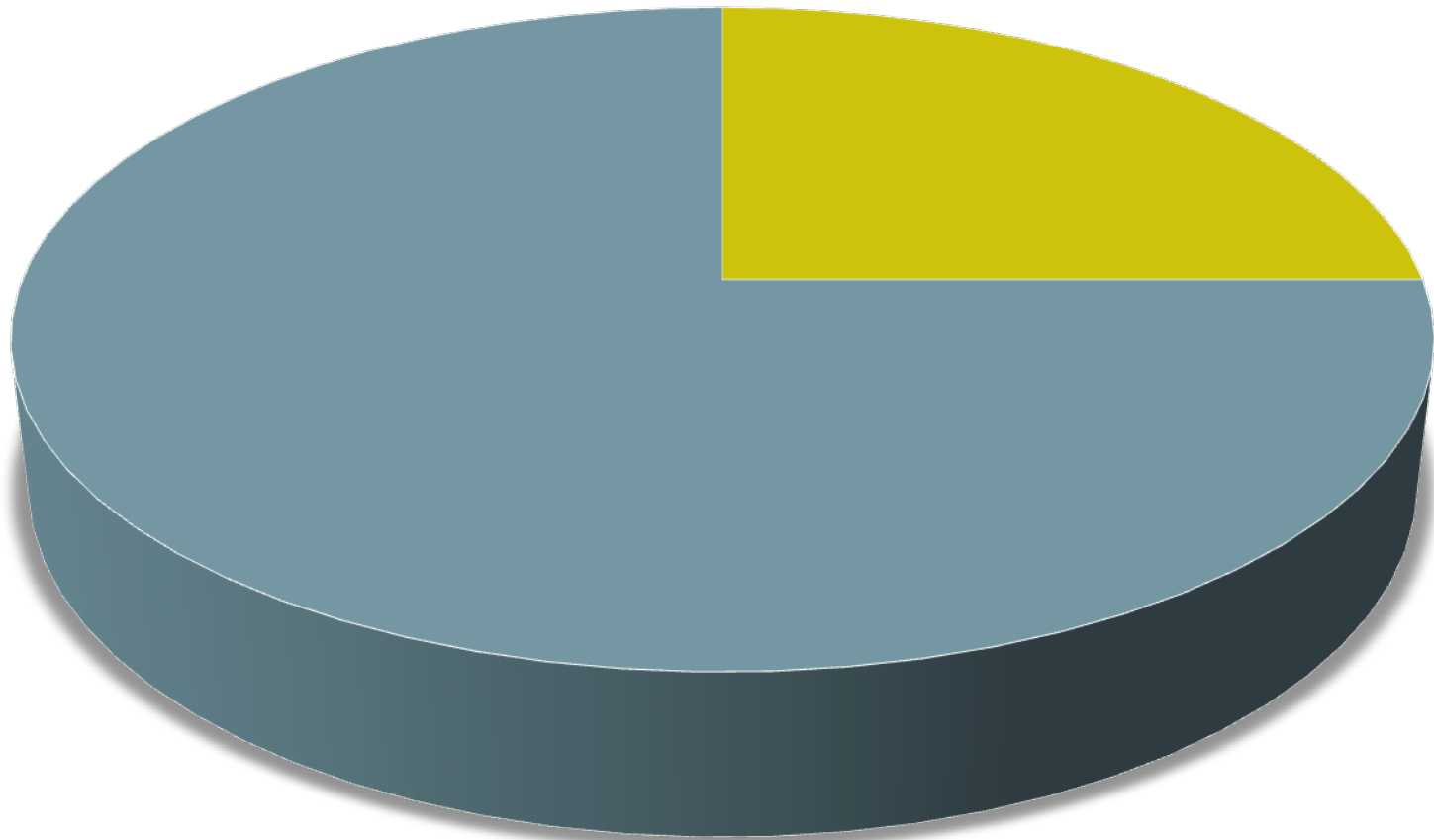




# Multi-Unit Housing Strategies



**More than 75% of renters in Travis Co. say they would prefer to live in tobacco-free housing.**





# Austin Foundation Communities

## Affordable Housing Example

Charge	Cost
Clean duct work due to smoke	\$162
Paint fridge due to smoke and yellowing	\$75
Cleaning needed	\$100
Kilz unit for heavy smoke odor	\$146
Replace 5 sets of blinds due to yellowing and smoke odor	\$100
Replace both ceiling fans due to yellowing and smoke odor	\$152
Replace carpet due to smoke and pet damage	\$212
Replace vent hood and dining room light due to yellowing/smoke	\$91
Replace vinyl due to extreme smoke/stains	\$920
Resurface kitchen counter-large cigarette burn/odor	\$75
Scrub and paint kitchen cabinets due to nicotine absorption	\$80
Total	\$2,113

# Cigarette-Related Fire Risks in Austin MUH

## ∞ 2008-2013:

- Every year, on average, smoking-related fires result in \$2 million of financial losses
- 90% of fires caused by smoking materials occurred in residential properties.
- 67% of all structural fires caused by smoking materials had a financial loss.
- The 5-year average cost per a fire caused by smoking materials was \$32,317.

# Business & Worksite Strategies



# What is a tobacco-free worksite?

- ☞ Employees, vendors, visitors and clients MAY NOT use tobacco at any time on the premises of the designated properties, including all buildings, parking lots (including personal vehicles. City of Austin vehicles parked in the lots), and any of the locations' grounds.
- ☞ Definition of tobacco products:
  - Tobacco products identified as including cigarettes, cigars, chewing tobacco, snuff, pipes, snus electronic smoking devices and any non-FDA approved nicotine delivery devices

# 2011 COA Employee Survey Results

Question	Response
<i>Current tobacco users</i>	<b>18%</b>
<i>Exposed to SHS in outside areas at workplace in last 30 days</i>	Yes <b>63%</b> No <b>37%</b>
<i>Bothered by exposure to SHS in outside areas of workplace</i>	Very+somewhat bothered <b>68%</b> Not at all bothered <b>32%</b>
<i>Important to work in a tobacco-free campus</i>	Very+somewhat important <b>75%</b> Not important at all <b>25%</b>
<i>Supports the transition of worksite to a tobacco-free campus</i>	Yes <b>66%</b> No <b>24%</b> Don't know <b>10%</b>



# Worksite Wellness Recognition



# Mayor's Health & Fitness Council

MHFCAustin.org



# MHFC Certification Program

- ☞ Standard and Gold Level Certifications:
- ☞ Focus on Pillars of Health:
  - Increase Tobacco-free living
  - Improve Nutrition
  - Increase Physical activity
  - Mother-Friendly
- ☞ 22 criteria reflect evidence-based strategies to improve health
- ☞ Guidance in what to do to improve your employee's health
- ☞ Gold Level Requires CEO Cancer Gold Certification

# The CEO Cancer Gold Standard



# College & University Strategies



# Universities General Lessons Learned

- ☞ Top down approach is most effective
- ☞ Student government not an effective strategy
- ☞ Consider academic schedule when looking at implementation,
- ☞ Surveys are challenging to get to large number of students
- ☞ Helpful if funds available to assist with signage costs
- ☞ Need communication strategy with adequate signage and education for implementation. 100% compliance will take time.
- ☞ Harder to transition from SF to TF—just go completely TF from the start.

# Recent Activities/Successes





**DELL**

**Tobacco Free  
Campus**



Smoking and use of tobacco  
products are prohibited on  
this campus







# NO TOBACCO

For everyone's health and safety,  
Seton Healthcare Family campuses  
are tobacco-free.

Se prohíbe el uso de tabaco en las instalaciones  
de Seton Healthcare Family, para la seguridad  
y salud de todos.





**BEHAVIORAL  
HEALTH  
SERVICES**

OUTDOOR  
SCREENING  
STATION

  
**TOBACCO  
FREE  
PROPERTY**  
Austin Travis County  
Integral Care  
Effective February 1, 2011

**Propiedad Libre  
de Tabaco**

# HEALTH CLINIC



RBJ PUBLIC HEALTH  
CLINIC  
15 WALLER STREET

Clinic Hours / Horas De Clinica  
Monday / Lunes - Friday / Viernes  
8:00AM - 12:00PM  
1:00PM - 5:00PM  
(512) 972-5430

**all clear.**

This is a Tobacco-Free Property.



AUSTIN PUBLIC  
LIBRARY



Made possible by funding from the Department of Health - Local Human Services and Austin-Travis County Health & Human Services Department.





— NO —  
TOBACCO USE  
WITHIN 15 FEET



[Próximo autobús]

**STOP ID 5234**

HEALTH CENTER EASTBOUND

Use your phone to get  
'next bus' information.

[Use su teléfono para obtener  
información sobre el próximo  
autobús.]

ALL TIMES ARE ESTIMATED  
BASED ON PREVIOUS TRIP ESTIMATES



GO Line  
(512) 474-1200



Text '5234' to  
(512) 981-6221

capmetro.org/StopID  
Enter '5234'



\*Texting service provided by TextHub™

capmetro.org

A METRO



Please  
Por Favor

**THIS IS A TOBACCO  
FREE PROPERTY.  
TOBACCO USE  
PROHIBITED.**

**ESTA PROPIEDAD ES LIBRE DE  
TABACO. SE PROHIBE EL USO  
DE TABACO.**



08 04 2012







**TOBACCO-  
FREE  
CAMPUS**

# Tobacco-free Policies

- ☞ Dell Computer
- ☞ Samsung
- ☞ Capital Metro
- ☞ Austin/Travis County Integral Care
- ☞ University of Texas at Austin
- ☞ Huston-Tillotson University
- ☞ Seton Family of Hospitals
- ☞ St. David's Healthcare
- ☞ Austin Community College
- ☞ Mexican Consulate
- ☞ Central Health/CommUnityCare
- ☞ Austin/Travis County HHSD
- ☞ People's Community Clinic
- ☞ ACTIVE Life Inc.
- ☞ Austin Volunteer Health Clinic
- ☞ Austin Recovery
- ☞ African American Men & Boys Harvest Foundation
- ☞ Texas Certified Development Company
- ☞ National Instruments
- ☞ 3M
- ☞ Eleven Austin
- ☞ Garden Terrace Apartments
- ☞ Skyline Terrace Apartments
- ☞ Yogagroove
- ☞ Austin Fit Magazine
- ☞ Cadence Marketing
- ☞ ZuZu
- ☞ RunTex
- ☞ Power to Perform
- ☞ Green Ribbon Schools
- ☞ Juice Homes
- ☞ My Fit List
- ☞ Somaspaces Pilates
- ☞ 360 Signs
- ☞ The Arc of Capital Area
- ☞ Wild Basin Wilderness Preserve