



State of Wisconsin
Department of Health Services

Scott Walker, Governor
Linda Seemeyer, Secretary

May 29, 2018

The Honorable Scott Walker
Governor
Room 115 East Capitol
Madison, Wisconsin 53702

Dear Governor Walker:

The Department of Health Services is pleased to submit the 2017 Annual Report to the Governor and the Legislature on tobacco use and cessation. The report is required by 2003 Wis. Act 33, SB 44, Section 2462 § 255.15 (4).

Tobacco contributes to the deaths of nearly 8,000 Wisconsin citizens annually and costs an estimated \$4.6 billion each year, \$3 billion in health care and \$1.62 billion in lost worker productivity. The Wisconsin Tobacco Prevention and Control Program (TPCP) provides leadership, facilitates diverse partnerships, and administers funding and program activities in order to address tobacco-related death and disease in the state.

This report highlights 2017 activities related to Wisconsin's investment in comprehensive, evidence-based strategies to prevent youth and young adult tobacco use, promote tobacco addiction treatment, and eliminate tobacco-related disparities and exposure to secondhand smoke.

TPCP has been a key partner in the Wisconsin Health Improvement Planning Process (now called *Healthy Wisconsin*) over the last few years. Through this process tobacco was identified as one of five priority areas of Wisconsin's state health plan. In 2017, TPCP was an integral member of the team charged with the development of an action plan to achieve the identified goals of Tobacco Priority Area within *Healthy Wisconsin*. The projects highlighted below are integrated throughout the draft *Healthy Wisconsin* Action Plan.

Wisconsin Tobacco-Use Snapshot

- Middle school students who are identified as current cigarette smokers have declined from 12% in 2000 to 1.3% in 2016, an 89% change.¹
- High school students who identified themselves as current cigarette smokers have declined from 32.9% in 2000 to 8.1% in 2016, a 75% change.²
- Youth access to tobacco products has declined substantially from 24.6% of establishments selling to minors in 2000 to 7.7% selling to youth in 2017, a 68% decrease.³
- An emerging issue is the use of other tobacco products:
 - In 2016, 3.7% of middle school students, and 18.7% of high school students tried cigars, cigarillos, or little cigars.^{1,2}

- E-cigarette use was reported by middle (2.6%) and high school (13.3%) students in 2016.^{1,2}
- In 2016, youth use of smokeless tobacco use increased for both middle school and high school students for current and past use.^{1,2}
- In 2016, the cigarette smoking rate among adults remained at 17%.⁴
Weighting of the data changed in 2009-2013 and it cannot be compared to trend data from 2000-2008. For the first time in 2009, cell phone responses were added to the survey methodology along with landline phone responses in order to obtain a better representative population sample of Wisconsin. Past surveys were collected via landline phones only. The new methodology used to calculate the prevalence rates does a better job of reflecting the characteristics of the population of Wisconsin.
- Per capita consumption has declined from 77 packs sold in 2001 to 39 packs sold in 2017.⁵
- Smoking rates for certain groups remained high in 2016 compared to the general population rate:
 - Medicaid recipients (29%)
 - Individuals diagnosed with depression (29%)
 - Lesbian, gay, or bisexual (26%)*
 - African Americans (31%)*
 - Native Americans (37%)*

** the 2016 Behavioral Risk Factor Survey was unable to capture large enough sample sizes for these populations so rates were averaged from 2014-2016.*

Youth and Young Adult Initiatives

In 2017, TPCP launched a public education campaign called [Tobacco is Changing](#) to educate parents on the increasing popularity of flavored tobacco products amongst teens. The campaign was based on the results of focus groups with parents of Wisconsin teens and pre-teens. These parents told us that they were unaware of the products but were very concerned once they were made aware of them. The campaign ran online on Facebook and YouTube as well as in billboard, print, and cinema ads in select areas of the state. All campaign elements encourage parents to learn more about the many types of tobacco products tempting youth, explore issues like tobacco flavoring and packaging, and get tips for talking to their kids about the products.



SPARK, a TPCP-funded program, offers young adults a platform and an opportunity to be involved with and have a voice on their campus. SPARK groups have educated on the harms of secondhand smoke and other tobacco products and the importance of tobacco-free campuses. Since SPARK's inception in 2011, the program has worked with 26 college campuses throughout Wisconsin, with 12 of them having become tobacco-free and additional campuses are working towards or currently implementing a tobacco-free policy. As of January 2018, 29 Wisconsin colleges and universities have 100% tobacco-free policies, covering a total of 58 sites.

Secondhand Smoke Exposure

Exposure to second-hand smoke continues to be high in homes for middle school (18%) and high school (21%) students.^{1,2} The U.S. Department of Housing and Urban Development passed a ruling on December 5, 2016, that requires all public housing in the nation to be smoke-free by July 31, 2018. Throughout 2017, TPCP partnered with Clear Gains, Wisconsin's Smoke-Free Housing Initiative, to provide educational support and technical assistance to Wisconsin Housing Authorities

that manage public housing covered by this ruling. A high percentage of public housing residents are living below the federal poverty line and are more likely to be Wisconsin Medicaid members. The smoking rate for Wisconsin Medicaid members is 29%⁴. This ruling provides a unique opportunity to promote treatment services to this audience with the goal of increasing usage of the Medicaid tobacco cessation benefit. TPCP is working with the DHS Division of Medicaid Services and the UW-Center for Tobacco Research and Intervention (UW-CTRI) to promote the Medicaid cessation benefit.

Treating Tobacco Dependence Initiatives

The Wisconsin Tobacco Quit Line (1-800-Quit-Now) received 9,403 inbound calls in 2017. There were a total of 8,537 callers registered who are trying to quit and receive a two-week supply of no-cost nicotine replacement therapy (NRT) and free counseling. The UW-CTRI coordinates the program with funding and administrative support by TPCP.⁶

Since 2001, First Breath, a program of the Wisconsin Women's Health Foundation, has helped over 20,200 pregnant women who want to quit smoking. In 2017, over 1,221 women enrolled in First Breath, with 84% of First Breath participants quit or cut back smoking during their pregnancy. First Breath is offered at 157 sites in 62 Wisconsin counties⁷. The program reports that 99% of new providers felt the First Breath training increased their knowledge on the topic of tobacco use during pregnancy. In 2017, First Breath piloted a streamlined Ask-Advise-Refer model and expanded services to include pregnant women, new moms, and their family members. Referred individuals were offered text message support, individualized counseling, and carbon monoxide breath tests with a First Breath Quit Coach (certified tobacco treatment specialist).

The Wisconsin Integration Nicotine Tobacco Initiative Program (WiNTiP) works with behavioral health providers to help their patients and staff quit. The program is critical because it reaches individuals with behavioral health struggles (mental illness and or substance abuse), a population whose smoking rates are at 50%, which is nearly three times that of the general population. WiNTiP has had great success in educating mental health/AODA clinicians on the importance of addressing tobacco dependence and how to treat it. The most commonly identified barriers to integrating nicotine addiction treatment included lack of training, resources, and technical support. To address these barriers, an online training for practitioners has been developed and promoted.

Looking Ahead

Data demonstrates there are many populations that are disproportionately impacted by the burden of tobacco and we plan to take a more dedicated and focused approach on addressing the unique needs of these populations. TPCP plans to continue dedicating time and resources to these efforts as we believe that this will have a significant impact on the burden of tobacco in the state of Wisconsin.

In addition to the five core priority areas, *Healthy Wisconsin* is addressing Adverse Childhood Experiences (ACEs) or negative life events/experiences that occur during childhood (prior to the age of 18) that have the potential to hinder healthy child development. ACEs are connected to risk behaviors (i.e., tobacco use) and negative health outcomes in adulthood—both of which are leading causes of public health costs. Three-quarters (74%) of smokers in Wisconsin have at least one ACE, compared to 57% of all Wisconsin residents.⁸ Specific ACEs, such as sexual abuse, living with a household member who abuses drugs, and experiencing homelessness while growing up, correlate with smoking prevalence rates over twice that of the state average.

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Incorporating trauma-informed care into cessation efforts across the state is an opportunity that TPCP and UW-CTRI began to explore through *Healthy Wisconsin* conversations. We are exploring options for resourcing these efforts and to expand the understanding of ACEs and how they contribute to risk factors like tobacco use. It is imperative to better understand how to provide resources and support to both those using tobacco and the individuals who are providing them care (doctors, mental health professionals, etc.). At current levels of support in Wisconsin, the Quitline has capacity to serve about 1% of tobacco users.

TPCP is committed to continuing all of the efforts mentioned throughout this report to lessen tobacco usage prevalence rates in Wisconsin, reduce exposure to secondhand smoke, and educate on prevention and intervention best practice initiatives.

Sincerely,



Linda Seemeyer
Secretary

Data Sources

- 1 Wisconsin 2016 Youth Tobacco Survey – Middle School
- 2 Wisconsin 2016 Youth Tobacco Survey – High School
- 3 State Fiscal Year 2017 Wisconsin Synar Report
- 4 2016 Wisconsin Behavioral Risk Factor Surveillance Survey (BRFSS)
- 5 Wisconsin Department of Revenue Cigarette Tobacco Tax Report – January 2018
- 6 Wisconsin Tobacco Quitline Demographic Report, 1/1/2017 – 12/31/2017
- 7 Wisconsin's Women Health Foundation – First Breath Program (www.wwhf.org)
- 8 Wisconsin Department of Health Services, 2012 - 2014 Wisconsin Behavioral Risk Factor Surveillance System