

Vermont Tobacco Control Program FY2019 Annual Review

MARCH 2020



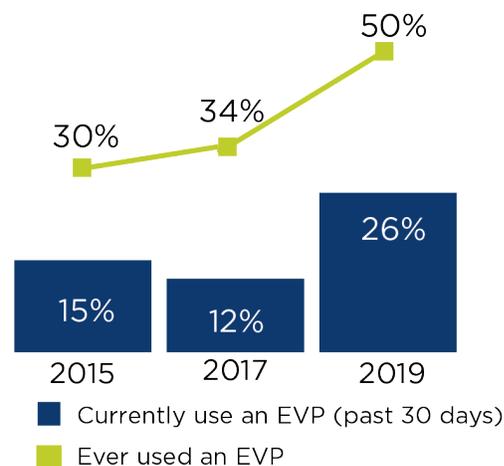
A New Generation Leads Change

We partnered with agencies, organizations and youth leaders across the state to reduce tobacco use and prevent initiation among youth.

The Vaping Epidemic

Half of all high school youth in Vermont have ever used a vaping product. In addition, **twice as many Vermont teens use vaping products than in 2017.** Electronic Vapor Products (EVPs) are now the most commonly used tobacco product among Vermont youth. In 2019, Vermont experienced its first e-cigarette, or vaping, product use-associated lung injury.¹ Evidence suggests that vaping increases the risk of transitioning to cigarette smoking among a new and growing population, threatening gains made in tobacco prevention across the state.²

EVP Use Among Youth⁴



Preventing Youth Vaping in Vermont

Vermont Department of Health developed a vaping prevention toolkit for schools to help educators share resources and increase awareness about the harms of EVPs with their students, families and staff.



100% OF VERMONT MIDDLE AND HIGH SCHOOLS RECEIVED A VAPING PREVENTION TOOLKIT



17,299 VIEWS AND **1,597** ENGAGEMENTS GENERATED ON A FACEBOOK VIDEO FEATURING HEALTH COMMISSIONER LEVINE ADDRESSING THE YOUTH VAPING EPIDEMIC ACROSS THE STATE



IN COLLABORATION WITH OFFICES OF LOCAL HEALTH, WE HELD COMMUNITY AND SCHOOL-BASED EVENTS THROUGHOUT VERMONT



25% OF VERMONT YOUTH WHO USE TOBACCO BELIEVE FLAVORED TOBACCO PRODUCTS ARE SAFER.³

Youth-Led Advocacy Against Tobacco

With our support, young Vermonters stepped up and spoke out to demand a tobacco-free future for their generation.



9 AWARDS WERE PRESENTED TO OUTSTANDING YOUTH LEADERS, COMMUNITY PARTNERSHIPS AND SCHOOLS WORKING TO MITIGATE TOBACCO AND VAPING USE AMONG VERMONT YOUTH



75 YOUTH RALLIED AT THE VERMONT STATEHOUSE TO EDUCATE LEGISLATORS ON THE DANGERS OF FLAVORED TOBACCO



165 YOUTH WERE TRAINED TO PROMOTE TOBACCO PREVENTION IN THEIR COMMUNITIES

New Policies Limit Youth Access

Vermont passed three new policies during the FY19 legislative session that limit youth access and exposure to tobacco products by:



ACT 22 PROHIBITING THE SALE OF E-CIGARETTES TO VERMONTERS BY MAIL, PHONE OR INTERNET



ACT 27 RAISING THE AGE OF TOBACCO PRODUCT SALES TO 21



ACT 28 TAXING TOBACCO SUBSTITUTES, INCLUDING E-CIGARETTES, AT THE RATE OF 92% OF THEIR WHOLESALE PRICE

Vermont was the 14th state to pass a Tobacco 21 law, prior to the passage of a federal Tobacco 21 law in December 2019.



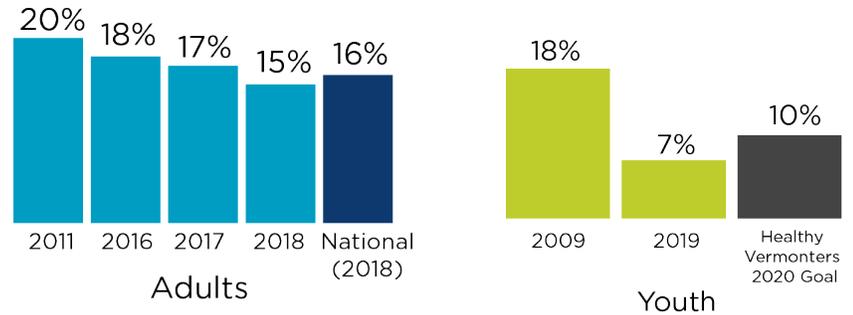
A Tobacco Free Vermont for All

The Vermont Tobacco Control Program has worked over the past several decades to curb tobacco use and guarantee Vermonters their right to live healthy lives free from tobacco.

Measuring Progress in Vermont

Vermont has achieved measurable progress in reducing smoking rates. In 2018, Vermont's adult smoking rate fell to 15%—the largest drop among adults since 2011.^{5,6} Among youth, the smoking rate decreased by over 50% in the last decade.⁴ Nevertheless, tobacco use remains a leading cause of death, disability and disease in Vermont.

Vermont Smoking Rates



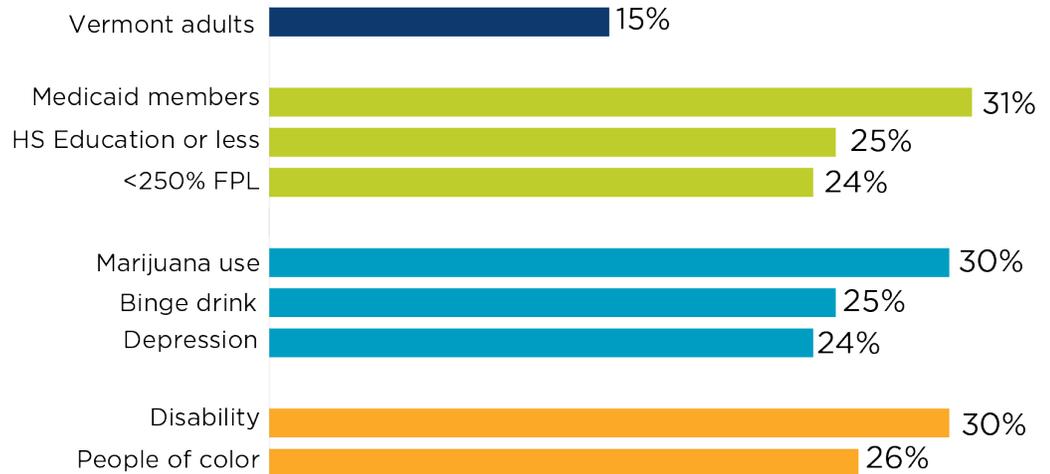
Disparities in Tobacco Burden

Despite Vermont's progress in reducing smoking rates among adults, inequities and disparities in tobacco use and burden persist.⁵

In Vermont, you are **more likely** to smoke cigarettes if you:

- » Are insured by Medicaid
- » Have less than a high school education
- » Earn a low income^a
- » Live with a mental health condition or substance use disorder
- » Have a disability
- » Are a person of color

Current Cigarette Smoking Rates among Adults in Vermont, 2018

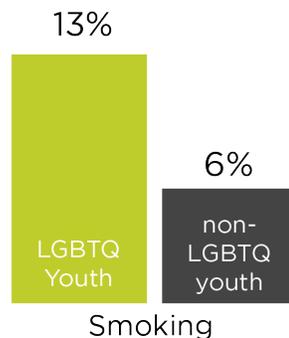


Smoking Disparities Among Youth

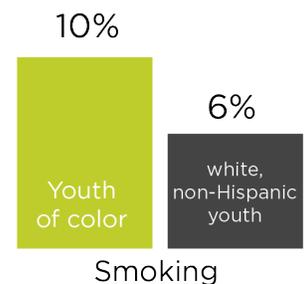
While Vermont has cut its youth smoking rate in half since 2009,⁴ disparities remain among certain youth groups.⁷



LGBTQ YOUTH ARE 2X more likely TO SMOKE THAN NON-LGBTQ YOUTH



YOUTH OF COLOR ARE 1.7x more likely TO SMOKE THAN WHITE, NON-HISPANIC YOUTH

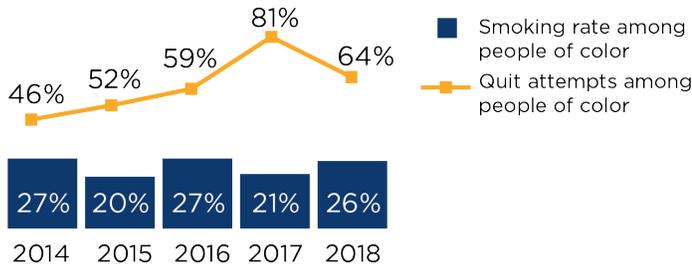


Helping Vermonters Quit

By offering support and treatment, we helped Vermonters on their paths toward quitting all forms of tobacco use, including vaping.

Current Quit Rates

While people of color in Vermont experience a higher tobacco burden as compared to white Vermonters, quit attempts among people of color have significantly increased since 2014. Among white, non-Hispanic Vermonters, quit attempts have remained stable over the same period (data not shown).⁸



802Quits Cessation Support

802Quits is a statewide evidence-based program that offers Vermonters free 24/7 cessation support through: Quitline (phone), Quit Online and Vermont Quit Partners (in-person). 802Quits served 3,021 Vermonters in FY19:⁹



959

registered with the Quitline



1,921

registered with Quit Online



141

registered with Quit Partners

Promoting Cessation Among Priority Populations

In addition to 802Quits, we collaborated with community partners to implement innovative pilots and support priority populations in cessation.

Customized 802Quits Support

We improved intake questions on the Quitline to better capture the needs of Vermonters with disabilities. Additionally, 802Quits provides customized cessation support for certain priority populations.⁹

PREGNANT VERMONTERS



15% OF PREGNANT VERMONTERS SMOKE DURING THEIR LAST TRIMESTER OF PREGNANCY¹⁰

26 COACHING CALLS WERE PROVIDED

NATIVE AMERICAN VERMONTERS



42% OF NATIVE AMERICAN VERMONTERS SMOKE COMMERCIAL TOBACCO^{11,b,c}

55 COACHING CALLS WERE PROVIDED

Partnering with the Pride Center of Vermont to Improve Access

The Vermont Diversity Health Project is dedicated to helping LGBTQ Vermonters find supportive, effective health professionals and training providers with enhanced skills in working with LGBTQ patients. Since its launch in early 2019, the project has:



IDENTIFIED **153 PROVIDERS** COMMITTED TO BEING SAFE AND AFFIRMING FOR LGBTQ VERMONTERS



TRAINED **140+ HEALTH CARE PROFESSIONALS** IN LGBTQ CARE BEST PRACTICES

Funding Free Clinics to Screen and Intervene

We funded four free clinics to expand cessation services for Vermonters with low income or no health coverage. Vermonters felt comfortable seeking help at free clinics—**more than half** of all Vermonters screened at a free clinic for tobacco use agreed to participate in a brief tobacco intervention.

486 CLIENTS SCREENED POSITIVE FOR TOBACCO USE

286 CLIENTS PARTICIPATED IN BRIEF INTERVENTIONS

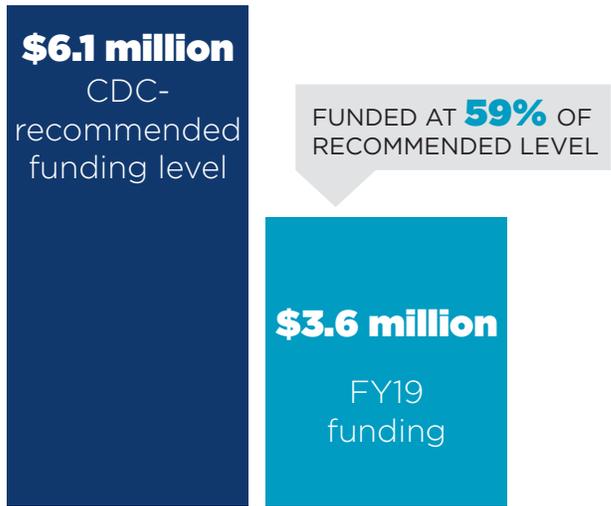
67 VISITS FOR ADDITIONAL CESSATION COUNSELING COMPLETED

Strengthening Vermont's Tobacco Control Efforts

We contributed to statewide successes in reducing smoking and creating tobacco-free environments, but our work is far from over.

Vermont's Tobacco Control Efforts are Effective but Underfunded

A well-funded tobacco control program is essential to Vermont's continued success in reducing tobacco use. In FY19, Vermont received nearly \$99.8M in revenue from tobacco settlement payments and taxes, but the tobacco control program received only \$3.6M—59% of the CDC-recommended minimum funding level for a comprehensive program.^{11,12} Programs funded at the CDC-recommended level see the greatest return on investment.



Next Steps in the Campaign for a Healthier and More Equitable Vermont

While state and community-led efforts have reduced statewide tobacco use, continued inequities in tobacco burden and the evolving tobacco product landscape threaten to curb Vermont's progress.

In the upcoming year, the Tobacco Control Program will work to:

1. Expand health equity work to better serve Vermonters who experience disproportionately high tobacco burdens. In FY19, the Health Department released the *State Health Improvement Plan 2019-2023*,¹¹ which aims to reduce health inequities among priority populations.

2. Continue proactive efforts to decrease and prevent vaping among youth.



Improvement Measures:

Cigarette Smoking Among

- LGBTQ adults
- Adults with disabilities
- Medicaid-insured adults
- Adults with depression
- Native American adults

Tobacco Use Among

- LGBTQ adolescents
- Adolescents of color

3. Reduce the impact that flavors have on all Vermonters initiating and continuing tobacco use.



Preventing Youth Tobacco Use Through Media

Vermont's strategy to curb tobacco use among youth included conducting two statewide social marketing campaigns.

Countermarketing the Tobacco Industry

Now in its sixth year, the CounterBalance campaign continued to build understanding and awareness of the role flavored tobacco products have in increasing youth initiation and use.¹³



128

community events hosted



200K

social media impressions^d generated

Vaping and Youth's Perception of Harm: The Unhyped Campaign

In March 2019, we launched Unhyped, a youth education campaign that highlights the health consequences of vaping. The first two months of the campaign generated:¹⁴



3.7 million SOCIAL MEDIA IMPRESSIONS



53% ENGAGEMENT RATE FOR SOCIAL MEDIA CONTENT



978,029 VIEWS AND **73%** COMPLETION RATE FOR THE FLAGSHIP VIDEO

References

1. Vermont Department of Health. First Case of Severe Vaping-associated Pulmonary Illness Confirmed – Health Advisory. September 16, 2019.
2. Berry KM, Fetterman JL, Benjamin EJ, et al. Association of Electronic Cigarette Use With Subsequent Initiation of Tobacco Cigarettes in US Youths. *JAMA Netw Open*. 2019;2(2):e187794.
3. Vermont Department of Health. CounterBalance. Available from: <https://counterbalancevt.com/>
4. Vermont Youth Risk Behavior Surveillance System, 2009-2019.
5. Vermont Behavioral Risk Factor Surveillance System, 2011-2018.
6. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2018.
7. Vermont Department of Health. Examining Ten-Year Trends in Smoking-Related Sexual Orientation Disparities among Youth. August 2019.
8. Vermont Behavioral Risk Factor Surveillance System, 2014-2018.
9. Vermont Quitline vendor reports. Data for July 2018 - June 2019. Internal communication with Vermont Tobacco Control Program.
10. Pregnancy Risk Assessment Monitoring System (PRAMS), 2018.
11. Vermont State Health Improvement Plan 2019-2023 Scorecard.
12. Campaign for Tobacco-Free Kids. Key State-Specific Tobacco-Related Data and Rankings. Updated November 2019.
13. CounterBalance campaign data for July 2018 – July 2019. Internal communication with Vermont Tobacco Control Program.
14. Rescue, MPI - See Through Campaign Evaluation, 2019.

Endnotes

- a. Low-income is measured as adults living at less than 250% of the Federal Poverty Level.
- b. This report refers exclusively to commercial tobacco use and not to traditional tobacco use (the medicinal and ceremonial use of tobacco by Native Americans).
- c. Vermont Behavioral Risk Factor Surveillance Survey 2016-2017; prevalence for Native Americans combines two years of data due to small sample size.
- d. Impressions represent the number of times media content was displayed and are non-unique (i.e., individuals could have seen an ad multiple times).