Florida Bureau of Tobacco Prevention Program
County Data Profile: Hernando
January 2010

Introduction

The Florida Bureau of Tobacco Prevention Program provides grants to create or enhance community tobacco prevention and control partnerships and coalitions. For a comprehensive overview of Bureau activities visit www.doh.state.fl.us/Tobacco/tobacco_home.html.

The partnerships enact strategies and activities under four goals: preventing the initiation of tobacco use, reducing the burden from tobacco-related chronic disease by promoting cessation from tobacco use, eliminating exposure to secondhand smoke, and building and maintaining effective partnerships and infrastructure. The 2010 data profile presents 26 indicators from secondary sources that document the prevalence of use and also the effectiveness of strategies for the first three goal areas (partnerships and infrastructure are addressed in a separate report). Indicators chosen for this report are those recommended by the Centers for Disease Control.

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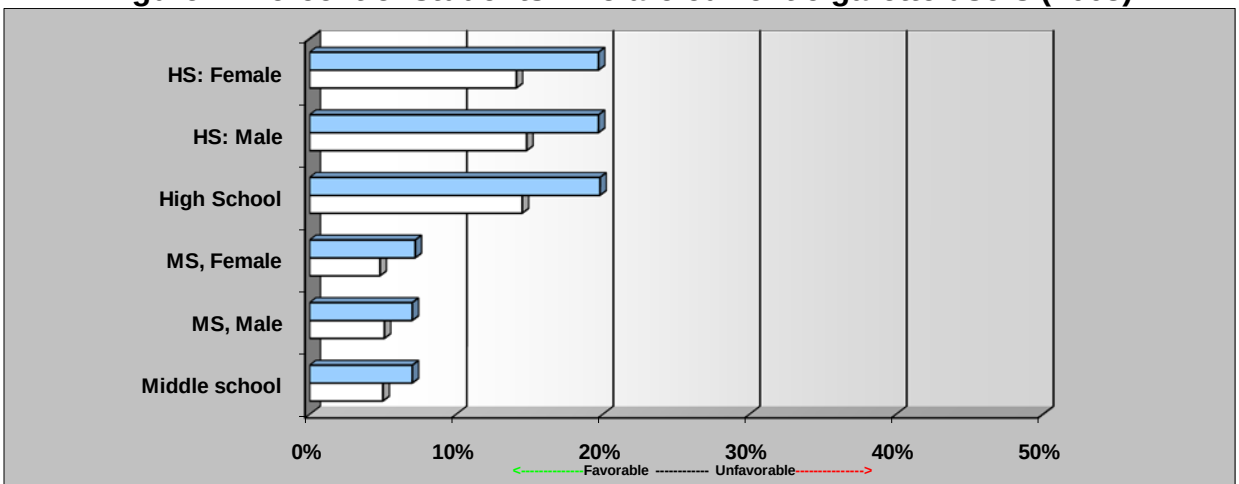
Preventing the Initiation of Tobacco Use Among Youth

Preventing the initiation of tobacco use among youth is an important aspect of tobacco prevention and control. This section provides information on the prevalence of tobacco use among Hernando's youth, data on intermediate indicators such as social attitudes, and data on activities such as education, exposure, and enforcement. Figure 1 presents indicators I1 and I2: cigarette use among middle school and high school students.

Figure 1: Percent of students who are current cigarette users (2008)[1]



	Middle school	MS, Male	MS, Female	High School	HS: Male	HS: Female
County	7.0%	7.0%	7.2%	19.8%	19.7%	19.7%
State	5.0%	5.1%	4.8%	14.5%	14.8%	14.1%

The Centers for Disease Control (CDC) recommend changing the perception among students as to the desirability of tobacco use. The Florida Youth Tobacco Survey asks students several questions to determine whether tobacco use is socially acceptable and desirable. The table below presents the percentage of middle school and high school students who do not think people who smoke have more friends.

Figure 2: Percent of students who do not think people who smoke have more friends (2008)[1]

	Hernando County	State of Florida
I3: Middle school	39.2%	36.3%
I4: High school	36.5%	34.4%

Note: Higher percentages are more desirable.

Exposure to tobacco use prevention education is a CDC-recommended activity in a comprehensive tobacco control program. The Florida Youth Tobacco Survey asks students if they have received four types of tobacco prevention education; the table below displays the percentage of middle school and high school students who have received at least one type of education and all four types (comprehensive). Additional activities to prevent the initiation of tobacco use are product placement ordinances and enforcement. The Florida Department of Education tracks students under 18 who possess, use, distribute, or sell tobacco on school grounds, at school-sponsored events, or on school transportation. Data on these indicators are presented below; these data may help Hernando County identify where additional effort is needed in local tobacco prevention programming.

Figure 3: Indicators to prevent the initiation of tobacco use

	Hernando County	State of Florida
Exposure to any tobacco use prevention education (2008)[1]		
I5: Middle school	71.6%	72.8%
I6: High school	49.9%	50.4%
Exposure to comprehensive tobacco use prevention education (2008)[1]		
I7: Middle school	19.5%	16.1%
I8: High school	6.9%	8.6%
I9: Number of violations of sales to minors laws out of number of buy attempts (2008)[2]	0 of 10	410 of 5006
I10: Tobacco-related violations per 1,000 students (2008)[3]	6.58	2.19

Note: Higher percentages and lower rates are more desirable.

Reducing the Burden from Tobacco-related Chronic Disease by Promoting Cessation from Tobacco Use

The second goal area is promoting cessation. The tables in this section present information on three prevalence indicators recommended by the Centers for Disease Control (CDC) to track long-term outcomes:

- Prevalence: current per capita cigarette consumption
- Prevalence: the percentage of adults who are current cigarette smokers
- Prevalence: the percentage of mothers who reported smoking during pregnancy

The last indicator in this section is a CDC-recommended intermediate outcome and presents the percentage of adults who attempted to quit smoking during the last 12 months.

Figure 4: Cessation indicators for Hernando County and the State of Florida

	Hernando County	State of Florida
I11: Total cigarette packages sold (2009) [4]	12,746,890	1,220,342,507
I12: Per capita cigarette consumption: 18 and over (2009) [4]	1871.35	1663.88
I13: Total retail tobacco dealer licenses issued as of November 2009[4]	166	28,181
I14: Percentage of adults who are current cigarette smokers (2007)[5]	27%	19.3%
I15: Percentage of mothers who reported smoking during pregnancy (2008)[6]	17.2%	6.8%
I16: Percentage of adults who attempted to quit (2007)[5]	57.4%	53.2%

Note: Lower percentages are more desirable for smoking; higher percentages are more desirable for attempts to quit.

The table below presents the percentage of adults who attempted to quit by gender and age from the Behavioral Risk Factor Surveillance Survey. Reviewing this data may help partnerships and coalitions focus their cessation efforts.

Figure 5: Attempts to quit smoking by gender and age (2007)[5]

Demographic	Percent that attempted to quit
Male	
Female	
18 to 44 year olds	
45 to 64 year olds	
Those 65+	

Note: Higher percentages are more desirable.

The next table presents data from the Florida Tobacco Quitline.

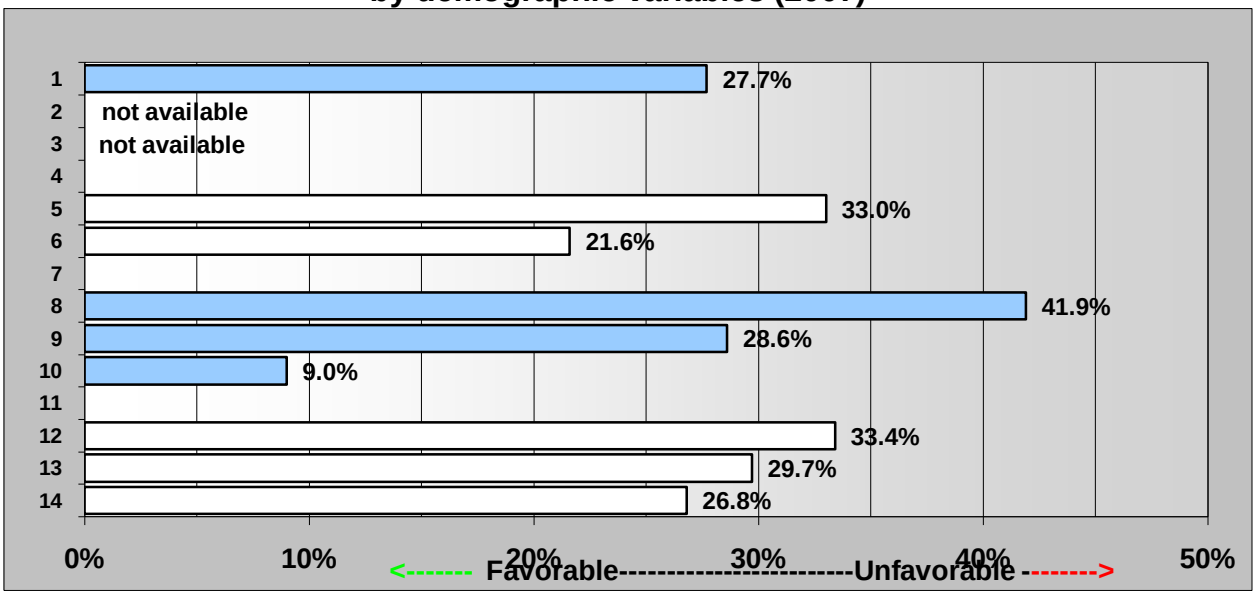
Figure 6: Calls, sources, and outcomes (2009)[7]

	Hernando County	State of Florida
I17: Number of callers to the Quitline for the period 11/08-10/09	277	26,205
I18: Number that heard about the Quitline from a health care provider, dentist/dental hygienist, and/or a pharmacist for the period 11/08-10/09.	10	2,385

Note: Higher numbers are more desirable.

The Centers for Disease Control recommend reviewing data to identify and eliminate tobacco-related disparities. The graph below presents current smokers by race, gender, age, and income. This data may help Hernando County target its cessation efforts.

Figure 7: Percent of adults who are current smokers by demographic variables (2007)[5]



The final area of interest is tobacco-related chronic disease. Rolling three-year rates will be used in the county-level reports to even out year-to-year variations in counties with smaller populations.

Figure 8: Rates of tobacco-related chronic disease

	Hernando County	State of Florida
I19: Hospitalizations from chronic lower respiratory disease (including asthma), rolling 3-year rate per 100,000 (2006-2008)[6]	547.9	393.5
I20: Hospitalizations from stroke, rolling 3-year rate per 100,000 (2006-2008)[6]	609.1	373.6
I21: Age-adjusted death rate for lung cancer, rolling 3-year rate (2006-2008)[6]	63.1	47.7
I22: Percentage of adults with diagnosed diabetes (2007)[5]	10.7%	8.7%
I23: Age-adjusted coronary heart disease death rate, rolling 3-year rate (2006-2008)[6]	126.6	116.2

Note: Lower rates are more desirable.

Eliminating Exposure to Secondhand Smoke

This section presents data on exposure to secondhand smoke (both adult and youth) within Hernando County. The table below presents the reported levels of exposure to secondhand smoke.

Figure 9: Exposure to secondhand smoke for adults and youth

	Hernando County	State of Florida
I24: Adult (2007)[5]	12.5%	14.9%
I25: Middle school (2008)[1]	62.5%	50.3%
I26: High school (2008)[1]	70%	58.8%

Note: Lower percentages are more desirable.

The next page presents the indicators in this report "at a glance" along with quartile ratings. A green, or "1", rating means that Hernando County compares favorably to other counties. A red, or "4", rating means that the county compares unfavorably; "2" and "3" ratings are yellow and orange and mean that the county is in the midrange of all counties for that indicator. The color coding allows partnerships to easily identify areas where they might need to make additional effort.

Figure 10: Hernando Indicators at a Glance

	Year	Quartile	Hernando County	State of Florida	Desired movement
Preventing the Initiation of Tobacco Use Among Youth					
I1: Percent of middle school students who had smoked cigarettes on one or more of the past 30 days[1]	2008	2	7%	5.0%	⇩
I2: Percent of high school students who had smoked cigarettes on one or more of the past 30 days[1]	2008	3	19.8%	14.5%	⇩
I3: Percent of middle school students who do not think people who smoke have more friends[1]	2008	1	39.2%	36.3%	⇧
I4: Percent of high school students who do not think people who smoke have more friends[1]	2008	1	36.5%	34.4%	⇧
I5: Percent of middle school students exposed to any tobacco use prevention education[1]	2008	3	71.6%	72.8%	⇧
I6: Percent of high school students exposed to any tobacco use prevention education[1]	2008	2	49.9%	50.4%	⇧
I7: Percent of middle school students exposed to comprehensive tobacco use prevention education[1]	2008	2	19.5%	16.1%	⇧
I8: Percent of high school students exposed to comprehensive tobacco use prevention education[1]	2008	3	6.9%	8.6%	⇧
I9: Number of violations of sales to minors laws out of number of buy attempts[2]	07/08	n/a	0 of 10	410 of 5006	⇩
I10: Tobacco-related violations per 1,000 students[3]	07/08	4	6.58	2.19	⇩
Reducing the Burden from Tobacco-related Chronic Disease by Promoting Cessation from Tobacco Use					
I11: Total cigarette packages sold [4]	08/09	n/a	12,746,890	1,220,342,507	⇩
I12: Per capita cigarette consumption: 18 and over [4]	08/09	2	1871.35	1663.88	⇩
I13: Total retail tobacco dealer licenses issued (with and without beverage license) as of November 2009[4]	2009	n/a	166	28,181	n/a
I14: Percentage of adults who are current cigarette smokers[5]	2007	4	27%	19.3%	⇩
I15: Percentage of mothers who reported smoking during pregnancy[6]	2008	4	17.2%	6.8%	⇩
I16: Percentage of adults who attempted to quit[5]	2007	2	57.4%	53.2%	⇧
I17: Number of callers to the Quitline for the period 11/08-10/09[7]	08/09	n/a	277	26,205	⇧

Superscript numbers reference sources listed on page 9

	Year	Quartile	Hernando County	State of Florida	Desired movement
I18: Number that heard about the Quitline from a health care provider, dentist/dental hygienist, and/or pharmacist for the period 11/08-10/09[7]	08/09	n/a	10	2,385	⇧
I19: Hospitalizations from CLRD (including asthma), rolling 3-year rate per 100,000[6]	2006/ 2008	4	547.9	393.5	⇩
I20: Hospitalizations from stroke, rolling 3-year rate per 100,000[6]	2006/ 2008	4	609.1	373.6	⇩
I21: Age-adjusted death rate for lung cancer, rolling 3-year rate per 100,000[6]	2006/ 2008	4	63.1	47.7	⇩
I22: Percentage of adults with diagnosed diabetes [5]	2007	3	10.7%	8.7%	⇩
I23: Age-adjusted coronary heart disease death rate, rolling 3-year rate per 100,000[6]	2006/ 2008	3	126.6	116.2	⇩
Eliminating Exposure to Secondhand Smoke					
I24: Percent of adults exposed to secondhand smoke[5]	2007	1	12.5%	14.9%	⇩
I25: Percent of middle school students exposed to secondhand smoke[1]	2008	3	62.5%	50.3%	⇩
I26: Percent of high school students exposed to secondhand smoke[1]	2008	4	70%	58.8%	⇩

Quartiles: 1 is most favorable (top 25%) and 4 is least favorable (bottom 25%).

Sources

1. *Florida Youth Tobacco Survey*. Tallahassee, FL: Florida Department of Health. County-level reports can be downloaded at the following site: http://www.doh.state.fl.us/disease_ctrl/epi/Chronic_disease/FYTS/2008_County.html. Information on the survey validity and reliability – and statewide comparison maps - can be found in the *2008 Florida Youth Tobacco Survey County Data Book* on the same site.

2. Florida Department of Business and Professional Regulation. Reports of violations of tobacco sales to minors. Data is for the period 7/1/08 through 6/30/09.

3. *Florida Safe Schools Program, School Environmental Safety Incident Reporting (SESIR) System* [Data file]. Tallahassee, FL: Florida Department of Education. The School Environmental Safety Incident Reporting (SESIR) System collects data on22 incidents of crime, violence, and disruptive behaviors that occur on school grounds, on school transportation, and at off-campus, school-sponsored events, during any 24-hour period, 365 days per year. Incidents are reported by schools to the districts which, in turn, provide the data to the DOE. County level data for the period 2007-2008 are available at: http://www.fldoehub.org/schoolsafety/pages/SESIRTotals.aspx.

4. Florida Department of Business and Professional Regulation. The report for cigarette packages sold is available at: http://www.myfloridalicense.com/dbpr/abt/auditing/documents/cigytd2008-2009_009.pdf. The report for licenses issued is available at: http://www.myfloridalicense.com/dbpr/abt/licenses.html.

5. *Behavioral Risk Factor Surveillance System* [Data file]. Tallahassee, FL: Florida Department of Health, Office of Planning, Evaluation, and Data Analysis. The Behavioral Risk Factor Surveillance System (BRFSS) survey was conducted among adults in Florida in 2002 and 2007. BRFSS data is available by race, gender, age, income level, and educational level. The BRFSS is accessed through CHARTS at: http://www.floridacharts.com/charts/brfss.aspx

6. *CHARTS* [Data file]. Tallahassee, FL: Florida Department of Health, Office of Planning, Evaluation, and Data Analysis. You can access data on a variety of health indicators at http://www.floridacharts.com/charts/chart.aspx

7. Florida Tobacco Quitline Online Query and Reporting System [Data file]. Minneapolis, MN: Professional Data Analysts, Inc. A variety of reports regarding the Quitline can be accessed at http://www.flquitstats.com. Data reported is for the period November 2008 through October 2009.