

Florida Tobacco Prevention and Control County Data Profile: Highlands December 2008

Introduction

The Bureau of Tobacco Prevention Programs provides grants to create or enhance community tobacco prevention and control partnerships and coalitions. 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. This data profile presents 25 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 will be included in a separate report). For example, the section relating to second-hand smoke includes prevalence data on exposure as well as the presence of policies to combat that exposure. Indicators chosen for this report are those recommended by the Centers for Disease Control. Partnerships can use this data to compare their county to the state average, to identify areas of concern, and as a baseline to track future progress.

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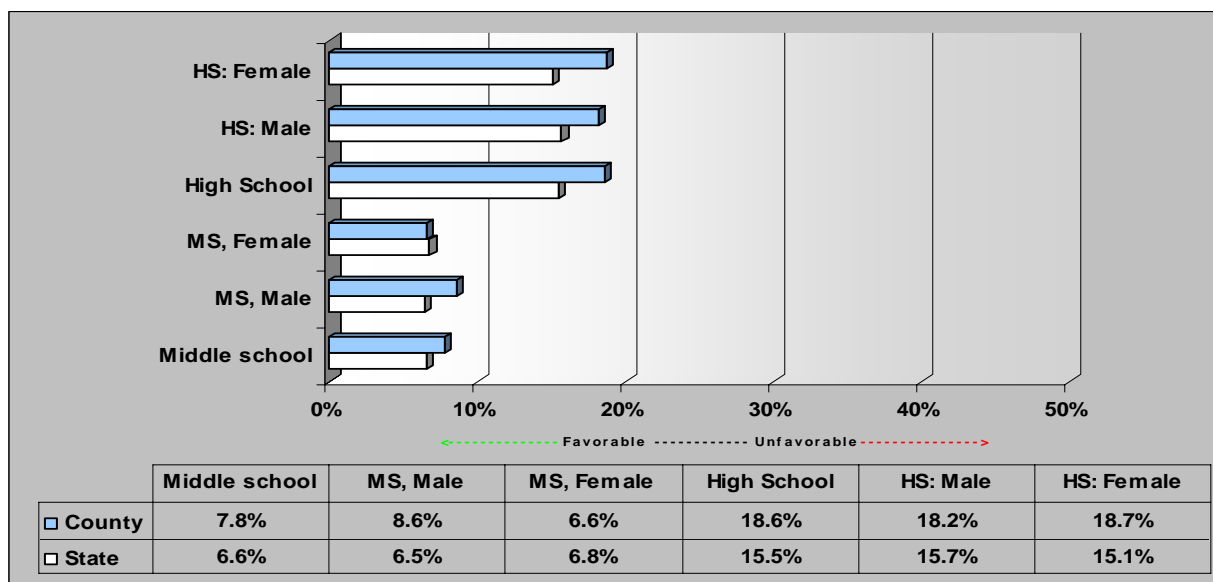
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Preventing the Initiation of Tobacco Use Among Youth

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 cigarette use among Highlands’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 had smoked cigarettes on one or more of the past 30 days, by gender (2006)¹



The Centers for Disease Control 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 (by gender) 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 (2006)¹

	Highlands County	State of Florida
I3: Middle school	36.5%	32.6%
<i>Male</i>	35.4%	33.5%
<i>Female</i>	37.4%	31.6%
I4: High school	28.5%	32.0%
<i>Male</i>	26.1%	30.4%
<i>Female</i>	29.7%	33.6%

Note: higher percentages are more desirable

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Exposure to tobacco use prevention education is a Centers for Disease Control 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 Highlands County identify where additional effort is needed in local tobacco prevention programming.

Figure 3: Indicators to prevent the initiation of tobacco use

	Highlands County	State of Florida
Exposure to any tobacco use prevention education (2006)¹		
I5: Middle school	85.0%	71.3%
I6: High school	57.5%	53.3%
Exposure to comprehensive tobacco use prevention education (2006)¹		
I7: Middle school	30.7%	16.7%
I8: High school	9.2%	8.8%
I9: Existence of product placement ordinance (2007)²	No	n/a
I10: Tobacco-related violations per 1,000 students (2007)³	3.11	2.07

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 table below presents 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

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The last indicator 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 Highlands County and the State of Florida

	Highlands County	State of Florida
I11: Per capita cigarette consumption: 18 and over (06/07) ⁴	2,813	1,769
I12: Percentage of adults who are current cigarette smokers (2007) ⁵	15.1%	19.3%
I13: Percentage of mothers who reported smoking during pregnancy (2007) ⁶	11.3%	7.1%
I14: Percentage of adults who attempted to quit (2007) ⁵	50.8%	53.2%

Note: lower percentages are more desirable for consumption and 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 (there is limited data on race and income levels available). Reviewing this data may help partnerships and coalitions focus their cessation efforts.

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

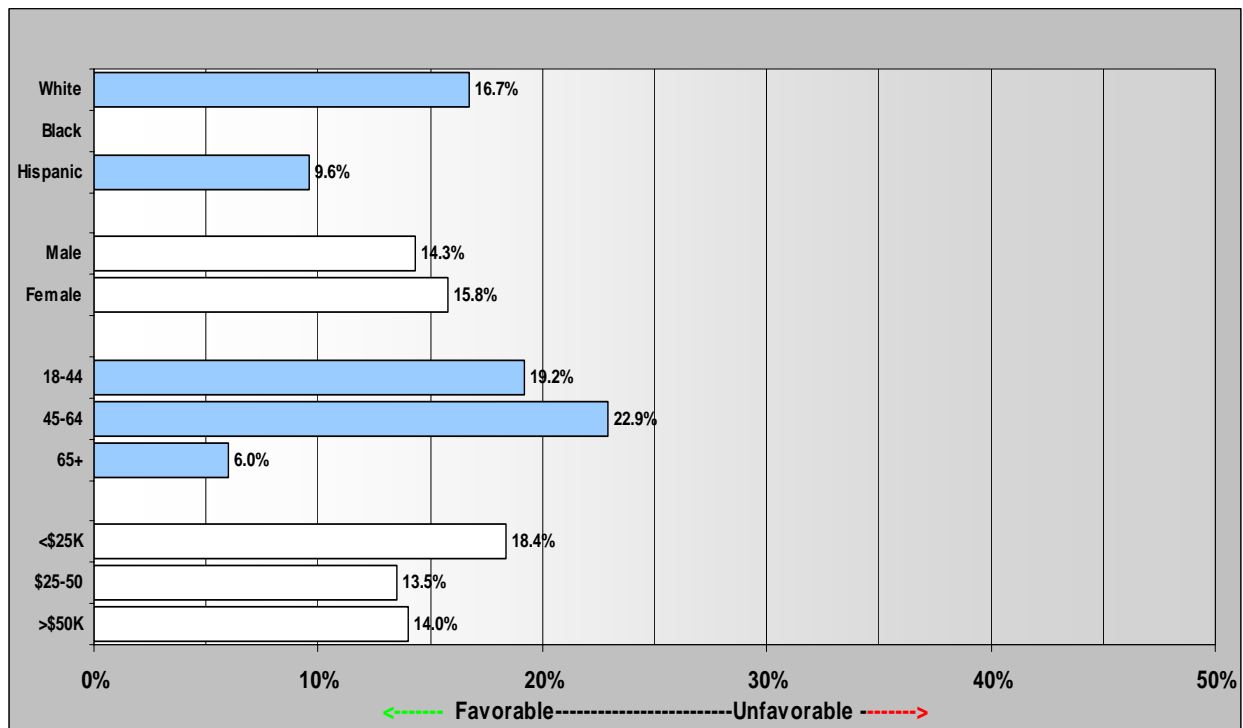
Demographic	Percent that attempted to quit
Male	55.9%
Female	46.4%
18 to 44 year olds	not available
45 to 64 year olds	38.5%
Those 65+	49.0%

Note: higher percentages 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 Highlands County target its cessation efforts.

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Figure 6: 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 7: Rates of tobacco-related chronic disease (2005-2007)

	Highlands County	State of Florida
I15: Hospitalizations from or with chronic obstructive pulmonary disease, rolling 3-year rates per 100,000 ⁶	683.5	387.2
I16: Hospitalizations from stroke, rolling 3-year rate per 100,000 ⁶	674.5	382.0
I17: Age-adjusted death rate for lung cancer, rolling 3-year rate ⁶	43.6	49.0
I18: Percentage of adults with diagnosed diabetes (2007) ⁵	12.0	8.7
I19: Age-adjusted coronary heart disease death rate, rolling 3-year rate ⁶	118.8	125.9

Note: lower rates are more desirable

Eliminating Exposure to Secondhand Smoke

This section presents data on exposure to secondhand smoke (both adult and youth) as well as the prevalence of policies to reduce secondhand smoke within Highlands County. The table below presents the reported levels of exposure to secondhand smoke.

Figure 8: Exposure to secondhand smoke by adults and youth

	Highlands County	State of Florida
I20: Adult (2007) ⁵	14.7%	14.9%
I21: Middle school (2006) ¹	56.2%	56.3%
I22: High school (2006) ¹	62.8%	64.1%

Note: lower percentages are more desirable

Strategies to address exposure to secondhand smoke include implementing smoke-free policies. The table below lists whether or not the school board has adopted a tobacco-free school policy, and whether or not the city or county has adopted tobacco-free ordinances for parks. If policies or ordinances have not been adopted, the partnership may wish to advocate for these policies.

Figure 9: Presence of policies and ordinances to reduce secondhand smoke (2007)²

Policy type	Exists?
I23: Tobacco-free schools	No
I24: Tobacco-free city park	No
I25: Tobacco-free county park	No

The next page presents the indicators in this report “at a glance” along with quartile ratings. A green, or “1”, rating means that Highlands 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 make additional efforts. For an interactive view of the data, please see the Bureau of Tobacco Prevention Program website.

Highlands at a Glance

	Year	Quartile	Highlands 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	2006	2	7.8%	6.6%	↓
I2: Percent of high school students who had smoked cigarettes on one or more of the past 30 days ¹	2006	3	18.6%	15.5%	↓
I3: Percent of middle school students who do not think people who smoke have more friends ¹	2006	1	36.5%	32.6%	↑
I4: Percent of high school students who do not think people who smoke have more friends ¹	2006	4	28.5%	32.0%	↑
I5: Percent of middle school students exposed to any tobacco use prevention education ¹	2006	1	85.0%	71.3%	↑
I6: Percent of high school students exposed to any tobacco use prevention education ¹	2006	1	57.5%	53.3%	↑
I7: Percent of middle school students exposed to comprehensive tobacco use prevention education ¹	2006	1	30.7%	16.7%	↑
I8: Percent of high school students exposed to comprehensive tobacco use prevention education ¹	2006	2	9.2%	8.8%	↑
I9: Existence of product placement ordinance ²	2007	n/a	No	n/a	n/a
I10: Tobacco-related violations per 1,000 students ³	2007	3	3.11	2.07	↓
Reducing the Burden from Tobacco-related Chronic Disease by Promoting Cessation from Tobacco Use					
I11: Per capita cigarette consumption (18+) ⁴	2006/2007	4	2,813	1,769	↓
I12: Percentage of adults who are current cigarette smokers ⁵	2007	1	15.1%	19.3%	↓
I13: Percentage of mothers who reported smoking during pregnancy ⁶	2007	2	11.3%	7.1%	↓
I14: Percentage of adults who attempted to quit ⁵	2007	3	50.8%	53.2%	↑
I15: Hospitalizations from or with COPD, rolling 3-year rates per 100,000 ⁶	2005/2007	4	683.5	387.2	↓
I16: Hospitalizations from stroke, rolling 3-year rate per 100,000 ⁶	2005/2007	4	674.5	382.0	↓
I17: Age-adjusted death rate for lung cancer, rolling 3-year rate ⁶	2005/2007	1	43.6	49.0	↓
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Eliminating Exposure to Secondhand Smoke					
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I21: Percent of middle school students exposed to secondhand smoke ¹	2006	1	56.2%	56.3%	↓
I22: Percent of high school students exposed to second-hand smoke ¹	2006	1	62.8%	64.1%	↓
I23: Existence of tobacco-free school policy ²	2007	n/a	No	n/a	n/a
I24: Existence of tobacco-free city park policy ²	2007	n/a	No	n/a	n/a
I25: Existence of tobacco-free county park policy ²	2007	n/a	No	n/a	n/a

Quartiles: 1 most favorable (top 25%) to 4 least favorable (bottom 25%)

Sources

1. *Florida Youth Tobacco Survey*. Tallahassee, FL: Florida Department of Health. Available from: http://www.doh.state.fl.us/disease_ctrl/epi/Chronic_disease/FYTS/Reports.htm
2. Bureau of Tobacco Prevention Programs. (n.d.). [Listing of school policies and county ordinances]. Unpublished raw data.
3. *Florida Safe Schools Program, School Environmental Safety Incident Reporting (SESIR) System* [Data file]. Tallahassee, FL: Florida Department of Education. Available from: <http://www.fldoe.org/safeschools/sesir.asp>
4. Florida Department of Business and Professional Regulation. (n.d.) *Monthly wholesale reports*. Available from <http://www.myflorida.com/dbpr/abt/auditing/WholesaleReports.html>
5. *Behavioral Risk Factor Surveillance System* [Data file]. Tallahassee, FL: Florida Department of Health, Office of Planning, Evaluation, and Data Analysis. Available from www.floridacharts.com/charts/charts.aspx.
6. *CHARTS* [Data file]. Tallahassee, FL: Florida Department of Health, Office of Planning, Evaluation, and Data Analysis. Available from www.floridacharts.com/charts/charts.aspx.