

Carter Blakey Deputy Director, Office of Disease Prevention and Health Promotion



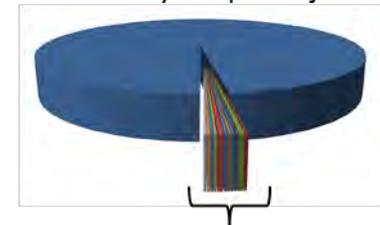


Who's Leading the Leading Health Indicators?

Leading Health Indicators are:

- Critical health issues that, if addressed appropriately, will dramatically reduce the leading causes of preventable deaths and illnesses.
- Linked to specific Healthy People objectives.
- Intended to motivate action to improve the health of the entire population.

1200 Healthy People objectives



LHIs are a subset
of Healthy People
objectives



Who's Leading the Leading Health Indicators?

Featured Speakers:

- **Gabbi Promoff, M.A.**, Associate Director for Policy, Centers for Disease Control and Prevention, Office on Smoking and Health
- **Erica Haller-Stevenson, MPH**, Senior Program Analyst, Chronic Disease Prevention, National Association of County and City Health Officials (NACCHO)
- **Phoenix Matthews, PHD**, Associate Professor, University of Illinois at Chicago
- **Brian Richardson, MBA**, Deputy Commissioner, Chicago Department of Public Health
- **Panelist: Brian King, PhD**, Senior Scientific Advisor for Epidemiology, Centers for Disease Control and Prevention, Office on Smoking and Health

Gabbi Promoff, MA Associate Director for Policy, Office on Smoking and Health





Tobacco Use

- In 2013, an estimated 42.1 million adults in the U.S. were current cigarette smokers, or nearly 1 in 6 adults
- Of these, 77% smoked every day (32.4 million)
- Smoking-related illness in the U.S. costs more than \$300 billion a year, including nearly \$170 billion in direct medical costs and \$156 billion in lost productivity



Tobacco Use – Health Impact

- Tobacco use is the single most preventable cause of disease, disability, and death in the United States
- More than 480,000 U.S. deaths each year are attributable to cigarette smoking
 - More than all deaths from HIV, illegal drug use, alcohol use, motor vehicle injuries, and firearm-related incidents combined
- Deaths caused by smoking include:
 - Lung cancer
 - Ischemic heart disease
 - Chronic obstructive pulmonary disease
 - Other cancers
 - Stroke



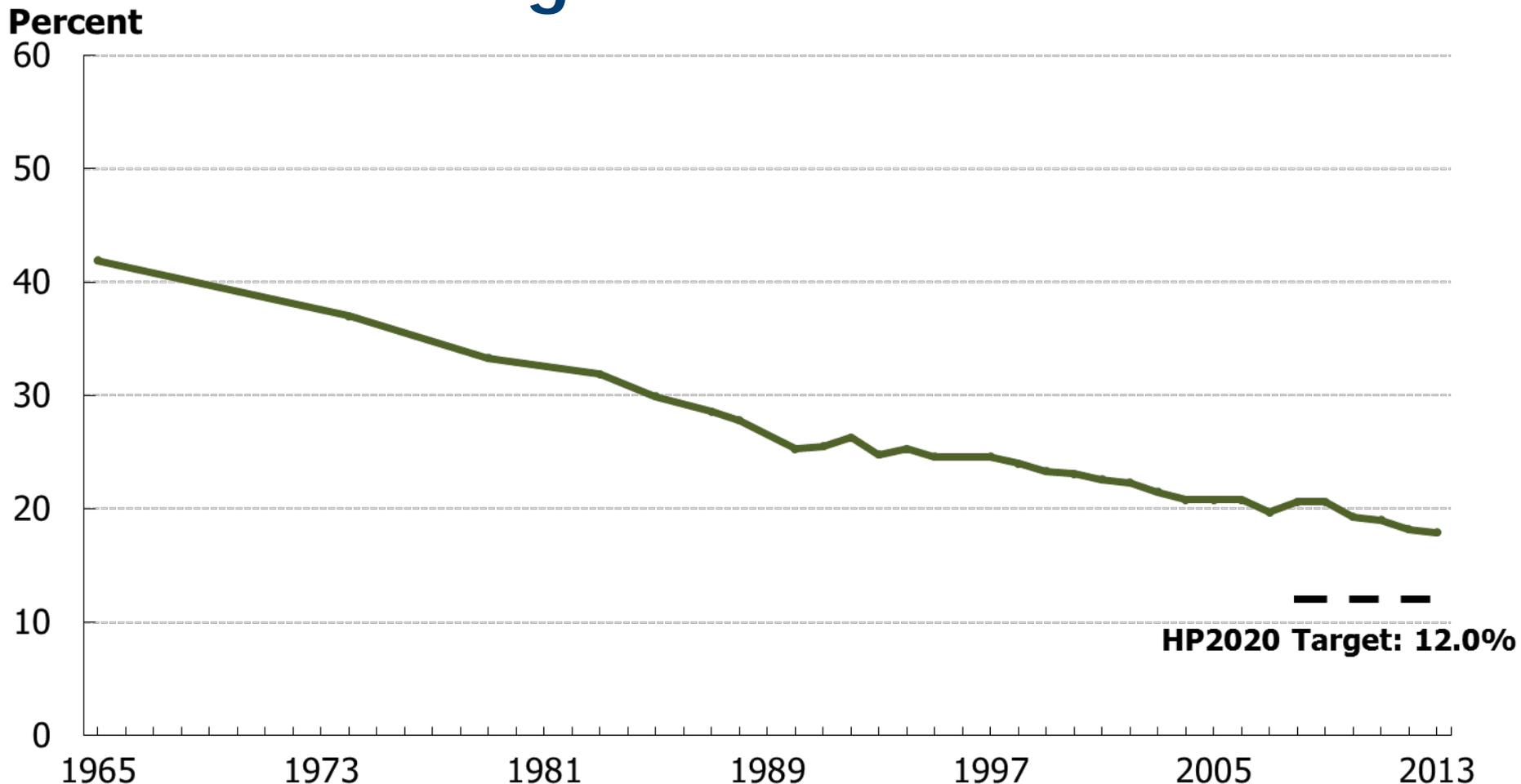
Tobacco

Leading Health Indicators

- Adults who are current cigarette smokers
- Adolescents who smoked cigarettes in the past 30 days



Current Cigarette Smoking, Adults Ages 18 Years and Over

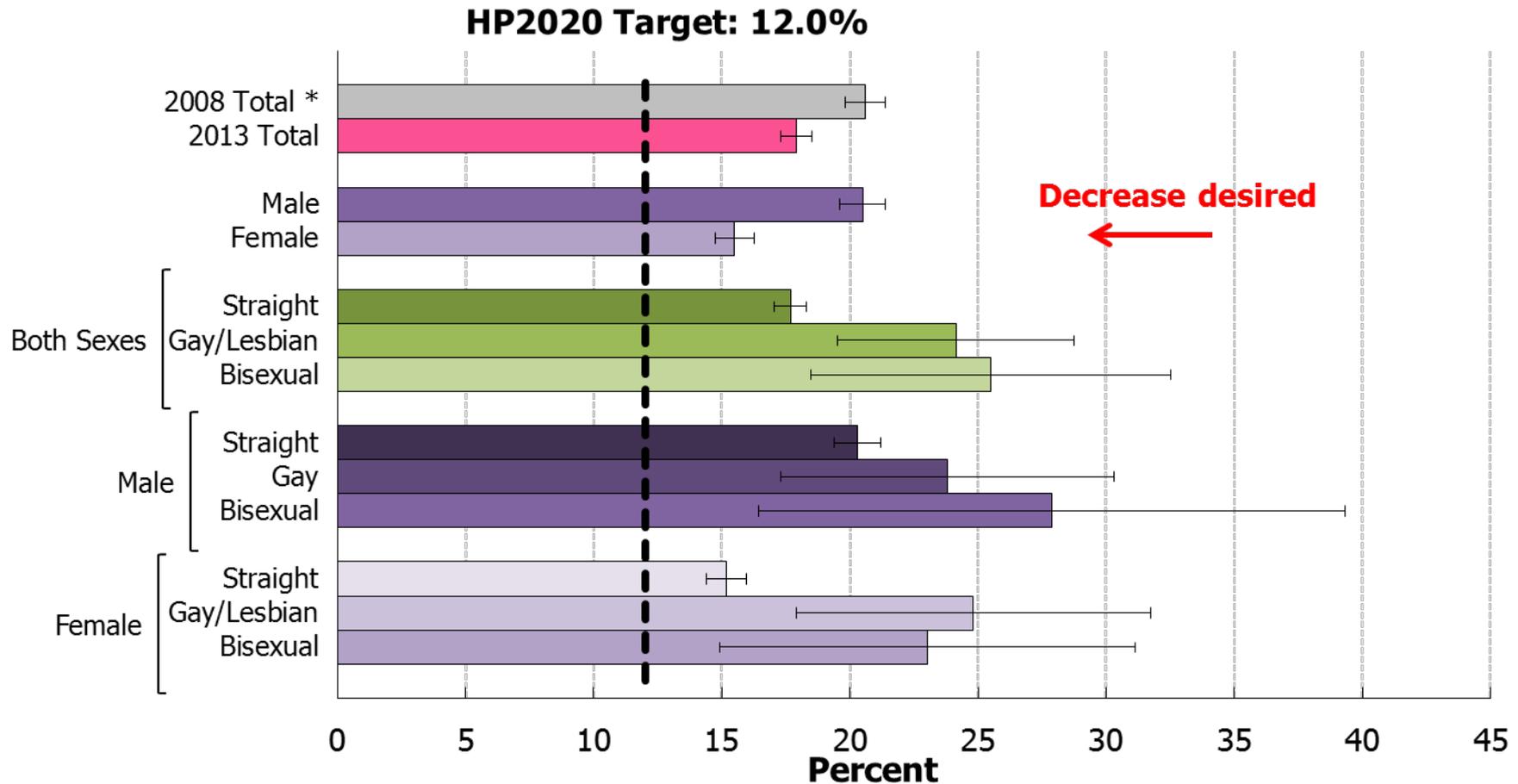


NOTES: Data are for adults 18+ who have smoked at least 100 cigarettes in their lifetime and currently report smoking every day or some days. Data are age adjusted to the 2000 standard population. Data prior to 1997 are not strictly comparable with data for later years due to the 1997 questionnaire redesign.

SOURCE: National Health Interview Survey (NHIS), CDC/NCHS.

Obj. TU-1.1
Decrease desired

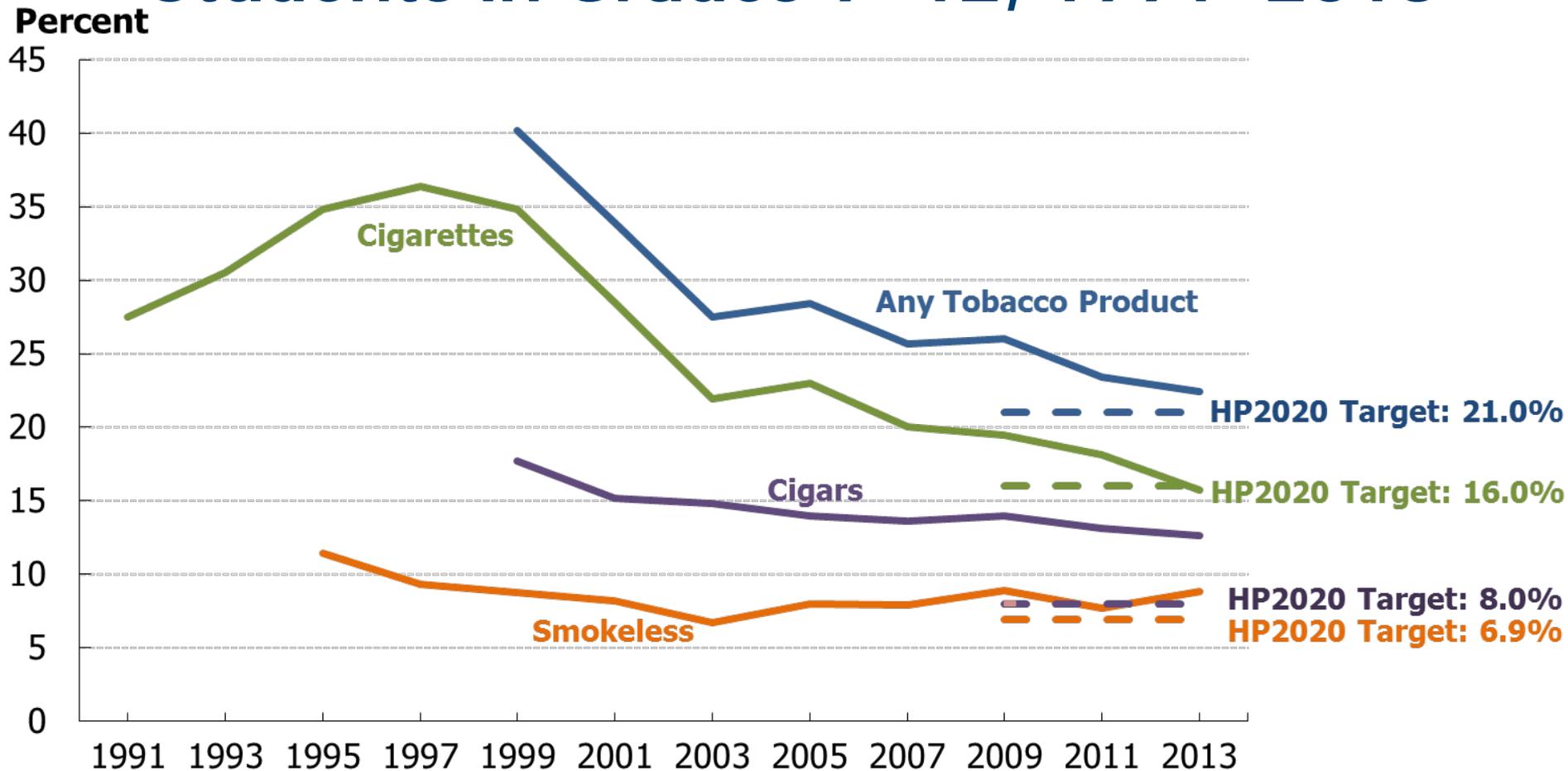
Current Cigarette Smoking, Adults Ages 18 Years and Over, 2013



NOTES: — = 95% confidence interval. *2008 data – HP2020 baseline. Data are for persons who have smoked at least 100 cigarettes in lifetime and currently report smoking every day or some days. Data are age adjusted to the 2000 standard population. For data on sexual orientation, men were asked, “Which of the following best represents how you think of yourself? : Gay; Straight, that is, not gay; Bisexual; Something else; I don’t know the answer.” Women were asked, “Which of the following best represents how you think of yourself?: Lesbian or gay; Straight, that is, not lesbian or gay; Bisexual; Something else; I don’t know the answer.”

SOURCE: National Health Interview Survey (NHIS), CDC/NCHS.

Tobacco Use in Past Month, Students in Grades 9–12, 1991–2013



NOTES: Data are for the proportion of students in grades 9–12 who used the following tobacco products on 1 or more of the 30 days preceding the survey: cigarettes, cigars (including cigarillos or little cigars) and smokeless tobacco (i.e., chewing tobacco, snuff, or dip). The category 'Any Tobacco Product' is limited to the products listed

SOURCE: Youth Risk Behavior Surveillance System (YRBSS), CDC/NCHHSTP.

Objs. TU-2.1–2.4
Decrease desired



Tobacco Use, LGB

- Smoking prevalence is higher among LGB individuals than the total U.S. population
- In 2013, the prevalence of current cigarette smoking among lesbian, gay, and bisexual individuals was 26.6%, compared with 17.6% among heterosexual/straight individuals
- Tobacco products have traditionally been aggressively marketed in these communities

Tobacco Prevention and Control by Local Health Departments

Erica Haller-Stevenson, MPH
Sr. Program Analyst, Tobacco
May 21, 2015

About NACCHO and Local Health Departments

NACCHO

- Washington, DC-based organization representing 2,800 local public health departments in the United States.



Local Health Departments

- Develop and advance science-based policies and make good health the default option.
- Create and maintain conditions that support healthier choices.
- Lead efforts that prevent and reduce the effects of illness and disease.



NACCHO's Support for Tobacco Prevention and Control

- Resource and information sharing
- Model practices
- Technical assistance and referral
- Capacity-building projects
- Peer learning
- Policy examples
- National-level advocacy for policy and funding
- Connection to national programs: Healthy People 2020, Leading Health Indicators, Centers for Disease Control and Prevention



Hot Issue: Advancing Clean Air Policies



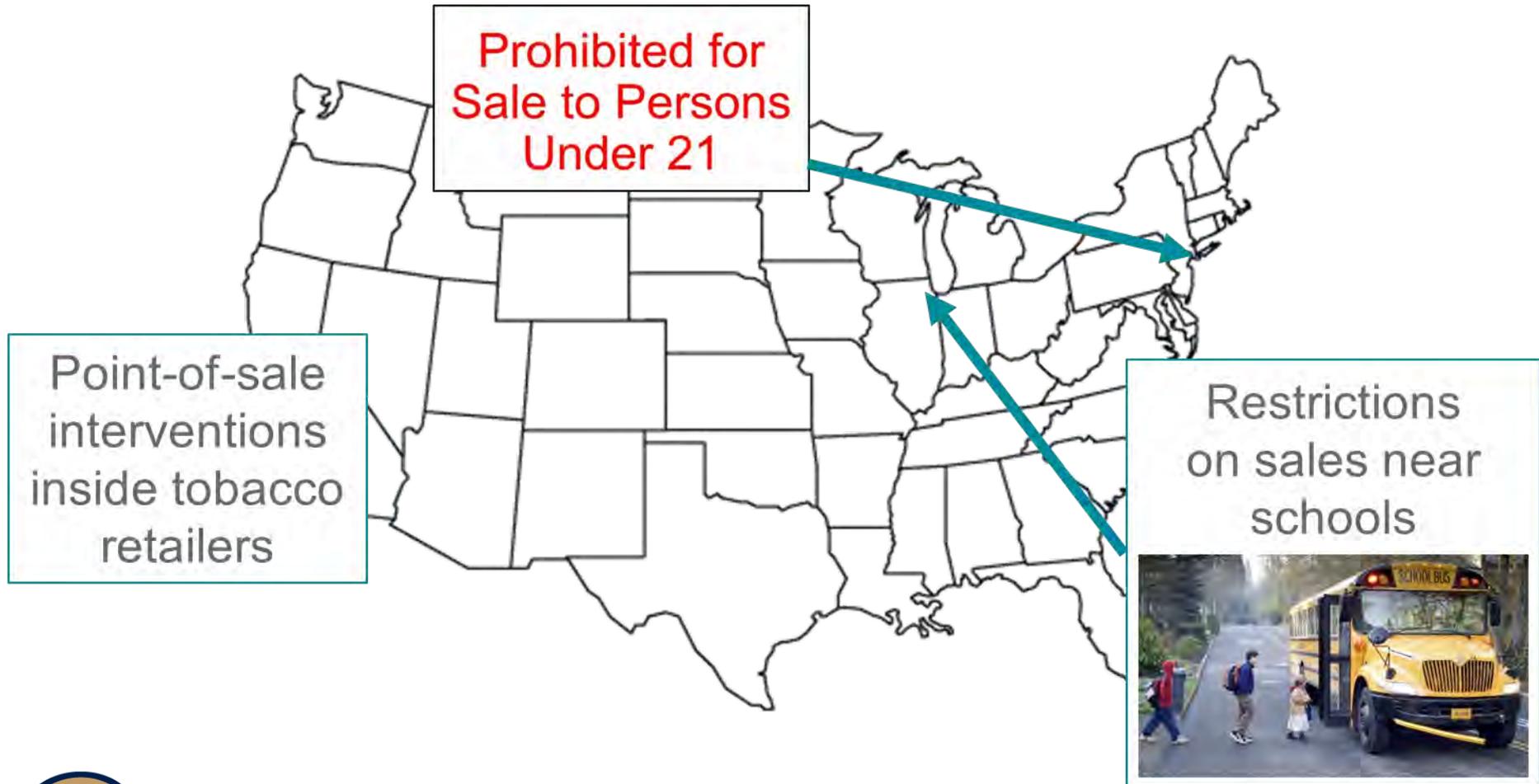
E-cigarettes
(350+ communities)



More public
venues and
workplaces



Hot Issue: Access to Tobacco Products



Hot Issue: Health Inequity in Tobacco-Related Disease



Retailer density and licensing



Reaching LGBT communities



For More Information

Erica Haller-Stevenson

Tel: 202-888-0442

ehaller-stevenson@naccho.org

Website

<http://www.naccho.org/topics/HPDP/tobacco/Index.cfm>

NACCHO
National Association of County & City Health Officials





Including LGBT Persons in Chicago's Tobacco Cessation & Prevention Work

May 21, 2015

Phoenix Matthews, PhD
Brian Richardson

Introductions



Phoenix - Dr. Matthews is nationally known for her health disparities research with underserved populations primarily focused on the development and evaluation of culturally targeted cancer risk reduction interventions. She is an Associate Professor and clinical psychologist with more than 15 years of experience in examining determinants of cancer-related health disparities with a particular focus on underserved populations. Her recent research focuses on the use of community-based and culturally targeted health promotion interventions to reduce risk factors associated with cancer disparities including smoking cessation treatments and cancer-screening interventions. She has served as the PI of 4 federally funded projects and co-investigator for several others. She currently serves as the Co-PI of an NIH-funded study to conduct a randomized clinical trial of a culturally targeted and non-targeted smoking cessation intervention for adult smokers. Further, she is the director of the Recruitment and Retention Core of the University of Illinois at Chicago Center for Clinical and Translational Science and is a member of CDPH's LGBT Health Advisory Council.

Brian Richardson currently serves as Deputy Commissioner for the Chicago Department of Public Health where he oversees the Department's public policy, public affairs, anti-tobacco and community engagement programs, including the Office of LGBT Health. Prior to his work at CDPH, Brian has served in a number of non-profit, political and corporate roles including Director of Specialty Media at the Democratic National Committee, Press Secretary for U.S. Sen. Mary Landrieu, a high school teacher with Teach for America and Policy and Communications Manager at Google, Inc. where he helped manage global privacy issues for the company. He has also worked at Chicago's LGBT community center, Center on Halsted, and served on the board of directors at GSA Network, an LGBT youth organization, and the ACLU of Illinois. He holds an MBA from the University of California, Berkeley and a BA from the University of Chicago.

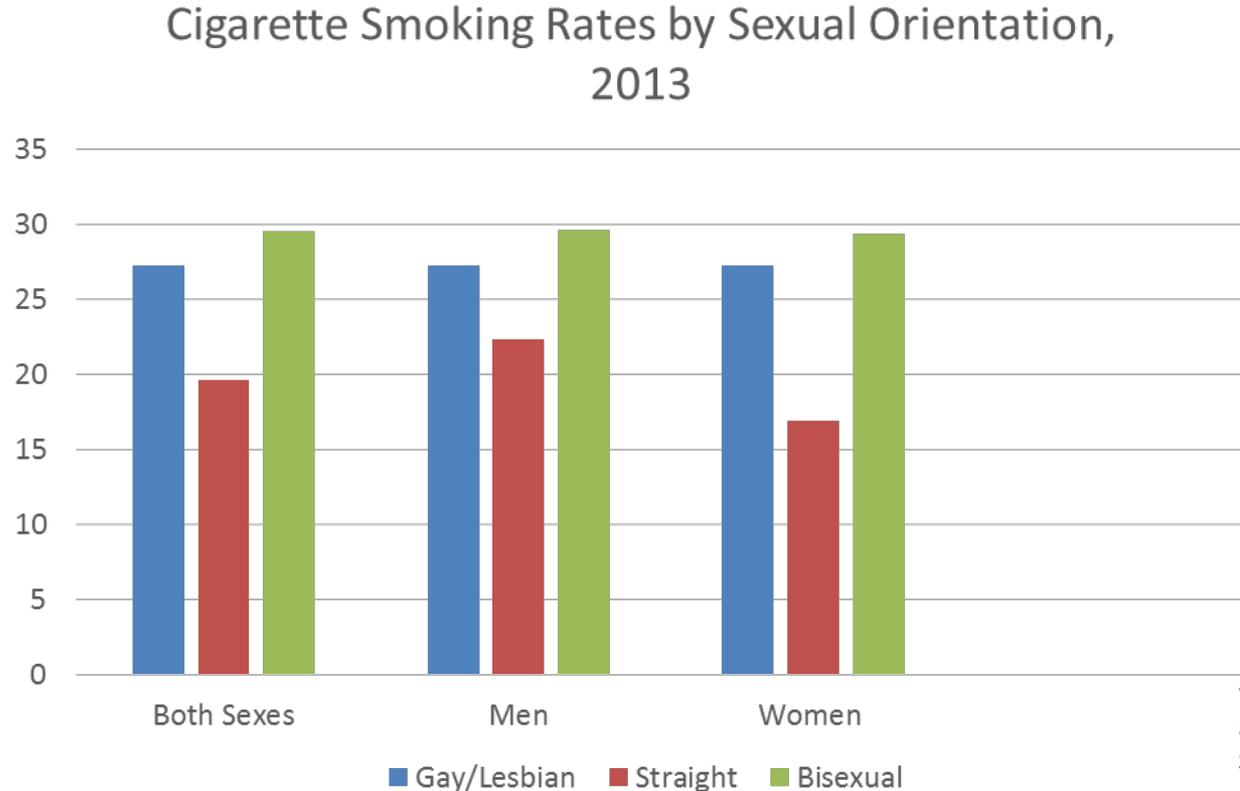


LGBT Populations and Health Disparities

- Sexual orientation and gender identity have been associated with elevated risk for a range of health disparities.
- Risk factors associated with health disparities include:
 - Behavioral risk factors (e.g., tobacco use)
 - Limited access to culturally competent health care
 - Social exclusion and discrimination

Sexual Orientation and Cigarette Smoking

- LGB individuals smoke cigarettes at rates higher than the general population.

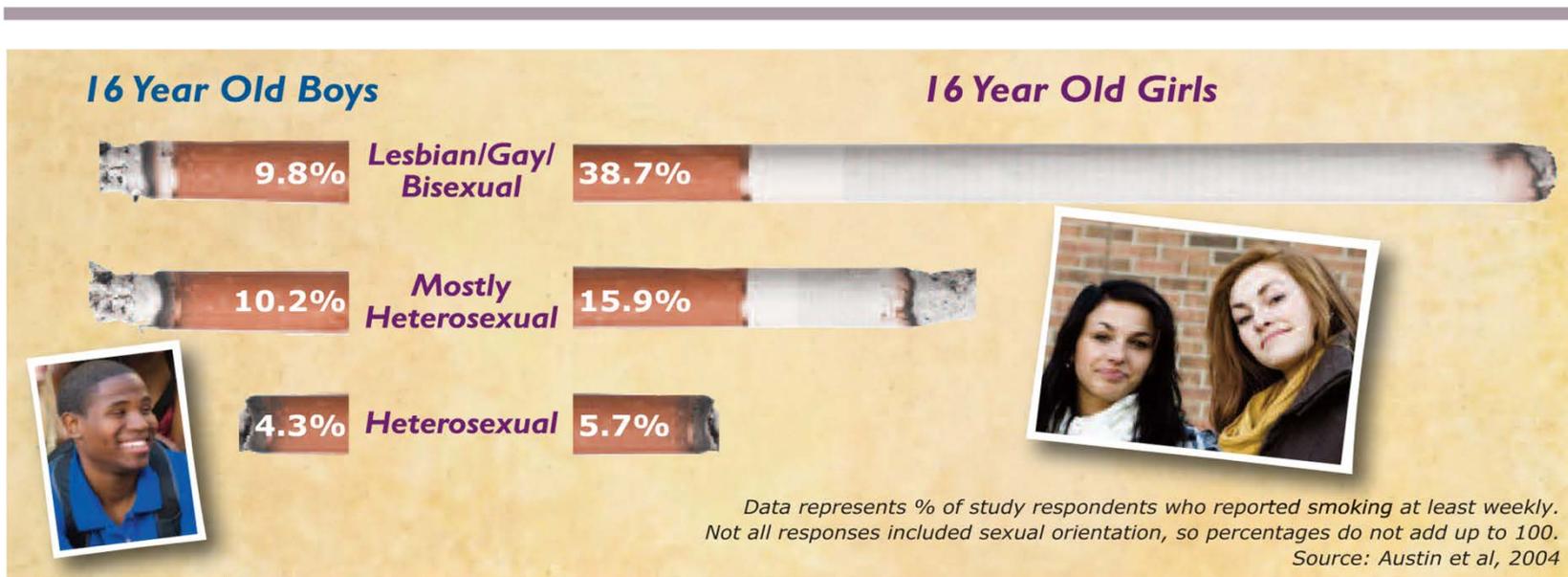


Ward et al., Sexual orientation and health among U.S. adults: National Health Interview Survey, 2013. National health statistics reports; no 77. Hyattsville, MD: National Center for Health Statistics. 2014.

Data from Chicago

- The Chicago Health and Life Experiences of Women (CHLEW) (N = 726)
- Data for the current analyses were from the 3rd wave of data collection (2010-2012).
- Tobacco use data:
 - Current smokers – 29.6%
 - Smoke fewer than 10 cigarettes per day – 80%
 - Smoke mentholated brand – 62.4%
 - Past 12-month quit attempt – 46.9%

LGB Youth and Smoking



What Factors Put Sexual and Gender Minorities At Risk for Smoking?



Factors Associated with Elevated Rates of Risk Behaviors in Vulnerable Populations

- Three categories of risk based on:
 - Demographic characteristics that are pretty consistent across all groups
 - Age, education, income, gender
 - Higher concentrations of known psychosocial risk factors
 - Depression, alcohol use, experiences of victimization
 - Unique risk factors associated with minority status
 - Social stigma

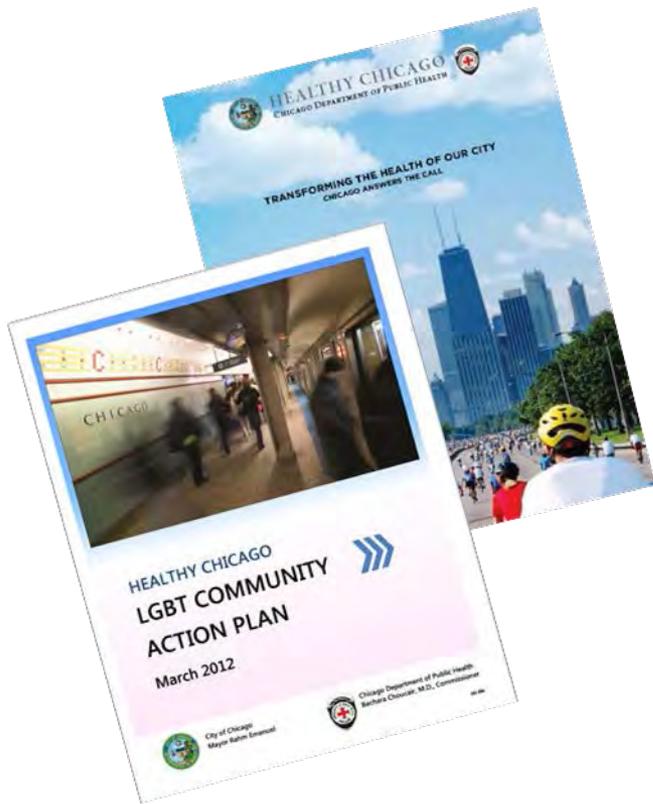
Reasons for the Disparity

- Unique Factors:
 - Targeting by the tobacco industry
 - Historic role of bars as a safe gathering space
 - Pro-tobacco community norms
 - Negative impact of stigma, discrimination, stress

3 Key Questions

- How to work to close health disparities facing Chicago's LGBT community?
- How to work directly with the LGBT community to advocate citywide policy changes?
- How to align advertising and community engagement efforts with policy goals in Healthy Chicago?

LGBT Health Action Plan



August 2011 - Healthy Chicago

First city-wide action plan to improve health and well-being, with nearly **200 action items** for CDPH and partners, divided into 12 key health priorities including tobacco cessation and prevention. Focusing on policy, systems and environmental changes.

March 2012 – LGBT Community Action Plan

Addendum with **22 additional action items** specific to improving health within the LGBT community.

Both plans developed with community partners and residents.



Actualizing the Plan

Two Key Tobacco Related Action Items

- Increase the scope, availability and methods of tobacco cessation efforts in the LGBT community.
- Support LGBT organizations in the adoption of policies that...limit tobacco use.



Actualizing the Plan

March 2013 – Formed LGBT Healthy Advisory Council

- 16 Community Leaders including LGBT leaders, medical professionals, leading researchers, a personal trainer, attorney and a senior trans advocate who was at Stonewall

August 2013 – Convened Town Halls on Youth Smoking

- Including event at local LGBT Center, focused on LGBT youth smoking
- Dr. Matthews presented data at all events, including data on LGBT smoking

November 2013 – Published Policy Report on Smoking

- Provided Mayor with policy items for LGBT community, other groups facing disproportionate challenges and city at large

November 2013 – Launched Ad Campaigns

- Series of ad campaigns launched throughout Chicago aligned with policy objectives included in report, targeting communities most at risk



HEALTHY CHICAGO
CHICAGO DEPARTMENT OF PUBLIC HEALTH

A Special Town Hall Meeting:
Reducing Menthol Use Among Chicago's Youth
Tuesday, September 17th 6:30 – 8:00PM
Center on Halsted
3656 N. Halsted Street

In Collaboration with Aldermen Tom Tunney and James Cappleman
Refreshments generously provided by American Heart Association



For more information please contact Joaquin Nowinski-Ronchak at 312-747-4650.

Take Pride / Leave Cigarettes

- Identified marketing group with experience working 1. with communities of color, 2. with the LGBT community and 3. on social service and health messaging.



BETTER WORLD ADVERTISING

- Worked with LGBT Health Advisory Council members and Town Hall partners to develop and design focus groups for ad testing and to identify women to participate.
- Made major changes to creative and placement as a result of interviews and focus groups.



TAKE
Pride

LEAVE
Cigarettes

Pride and smoking don't go together.
Not smoking is something you can be proud of.



Call **1-866-QUIT-YES**
to help you quit smoking

This project was made possible by funds from the Illinois Department of Public Health.

Strategic Placement



Major Transportation Routes



Corner Stores that sell tobacco



Clubs & Event Sponsorships

Social Media Buzz



New Campaign Wants LGBTQ Women of Color to "Take Pride" & Leave Cigs Behind

elixher.com

In response to high smoking rates among LGBTQ individuals and African American adults in the Midwest, the Chicago Department of Public Health has launched "Take Pride," an antismoking

Like · Comment · Share

11

Dani, Pat, Sarah and 7 others like this.

Elise I love this! Public health at its finest. Using data to target prevention messages to a community in need in order to diminish adverse health consequences. Yes and yes!

2 hours ago via mobile · 2

Dani · Indeed Elise, Chicago brings it with public health !!!

32 minutes ago · 1

Measuring Success

- 23.6 million impressions for campaign
- **Key policy changes implemented in 2014**
 - Raised city taxes \$.50, making Chicago home of highest cigarette tax in nation
 - Limited sale of flavored tobacco within 500 ft. of schools, first jurisdiction to include menthol as flavored
 - Extended no smoking ban to all City parks
 - Launched Tobacco Rewards program, leading to an increase in crackdown of illegal sales
 - Included e-cigarettes in local Clean Air Act
- Named Local Public Health Agency of the Year by NACCHO as a result of tobacco efforts



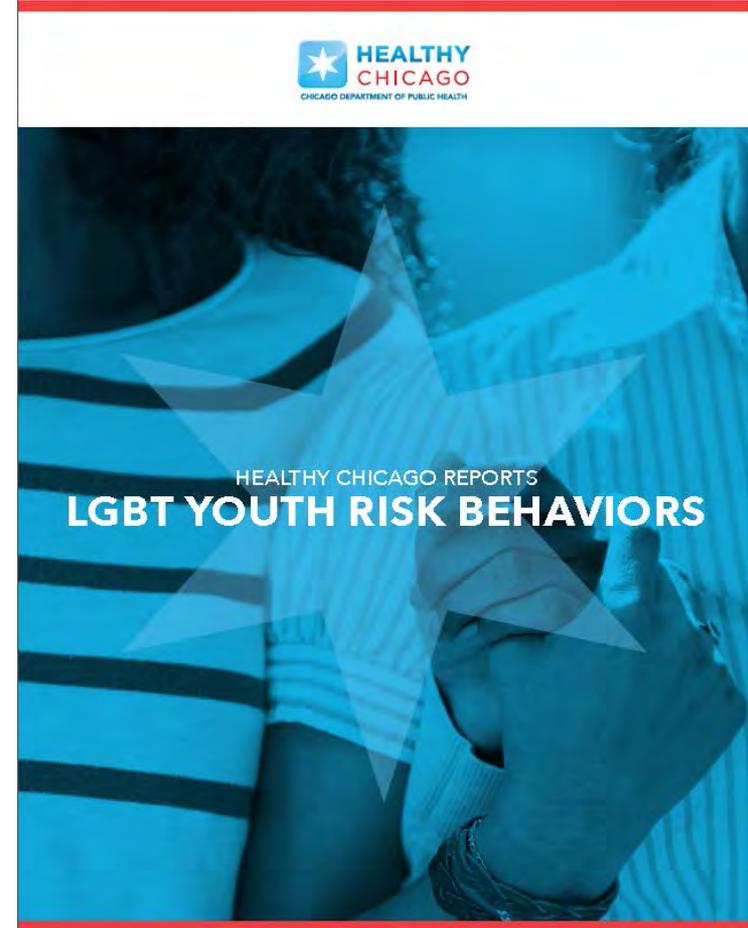
Next Steps

July 2015: LGBT Youth Report

- Focused on disparities facing LGBT youth via YRBS

Sept 2015: Healthy Chicago 2.0

- Equity lens to address social determinants of health
- Needs assessment inclusive of LGBT data
- Inclusive Planning Process
- Action items inclusive LGBT specific strategies





@ChiPublicHealth



/ChicagoPublicHealth



HealthyChicago@CityofChicago.org



www.CityofChicago.org/Health



Continuing Education Credits Available

- 1 credit hour available from APHA in Medicine, Nursing, or Health Education
- Must complete online evaluation
 - Will receive via email within 48 hours
- If not logged in to webinar with your own name, send email to healthypeople@norc.org within **24 hours after webinar**



- **2015 Healthy Aging Summit Registration is Open!**
 - July 27-28, 2015 in Washington, DC
 - State of the Science meeting
 - Social Determinants of Health Framework

- To get the most current information visit www.2015HealthyAgingSummit.org and follow us @gohealthypeople #HealthyAging2015



Stay Connected

- Visit healthypeople.gov to learn more about the Healthy People 2020 Leading Health Indicators.
- To receive the latest information about Healthy People 2020 and related events, visit our website to:
 - Join the Healthy People 2020 Consortium
 - Share how your organization is working to achieve Healthy People goals



Follow us on Twitter @gohealthypeople



Join our Healthy People 2020 group on LinkedIn