

ALASKA

Tobacco Prevention and Control Program

FY 2018
ANNUAL REPORT



Working Together for a Healthier Alaska

"We have more to do to help protect Americans from the dangers of tobacco and nicotine, especially our youth."

—Sylvia Burwell, Former Secretary, U. S. Department of Health and Human Services⁵

Alaskans know health is more than something we get in hospitals and doctors' offices, rather it starts in our families, schools and workplaces, in our playgrounds, parks and in the air we breathe. The Alaska Tobacco Prevention and Control Program has been working to give everyone a chance to live a healthier life free from tobacco.¹

The Tobacco Prevention & Control Program pulls from research to address four primary goals:¹

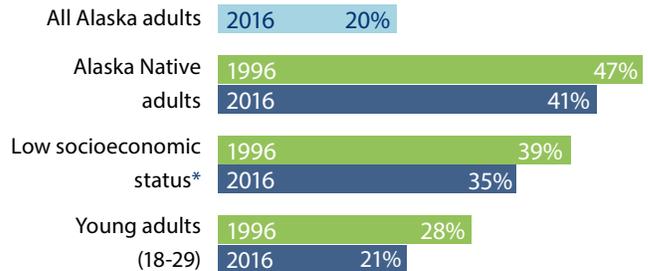
- Prevent youth from starting tobacco,
- Protect the public from secondhand smoke,
- Support people who want to quit tobacco,
- Give every Alaskan the opportunity to live a tobacco-free life.

The Program, partners and communities have worked together to make progress on these goals. As a result, Alaskans benefit from cleaner air in schools, on playgrounds, and at their jobs. More youth face a healthier future free of addiction to nicotine. Adults who have struggled to quit tobacco have achieved that dream.

The LEADING PREVENTABLE CAUSE of DEATH

Due to the devastating impact tobacco use has on health, it continues to be the leading preventable

Adult smoking rates, select high risk groups, Alaska 1996 & 2016

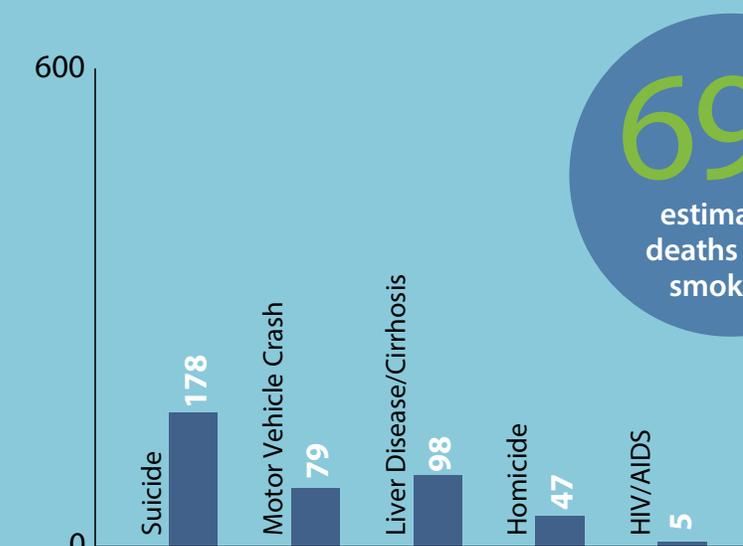


Source: Alaska Behavioral Risk Factor Surveillance System, 1996 & 2016

*Non-Native adults, age 25-64, who have less than a high school education or whose household income is less than 185% of the federal poverty level.

cause of death even though much has been accomplished.² Every year in Alaska, tobacco causes more deaths than from suicide, motor vehicle crashes, chronic liver disease and cirrhosis, homicide, and HIV/AIDS combined.³ Smoking harms nearly every organ of the body, and breathing secondhand smoke can cause disease and death as well.⁴ E-cigarettes contain nicotine as well as potentially harmful chemicals,^{5,6} and smokeless tobacco products cause cancer of the mouth, esophagus, pancreas and increase risk for death from heart disease and stroke.^{7,8}

Number of deaths due to selected causes per year in Alaska, 2012-2016³



697
estimated deaths from smoking

Improving Health and Saving Money

During each year, smoking alone is linked to an estimated 700 deaths and \$575 million in healthcare costs in Alaska.³ The Alaska Tobacco Prevention and Control Program (TPC) coordinates the efforts of local and national partnerships and ensures efficient use of financial and other resources dedicated to tobacco prevention and control.

BY the NUMBERS

The TPC Program's mission is to coordinate and promote activities that help all Alaskans live healthy and tobacco-free lives. Supporting communities to make decisions on these topics has been an important part of the Program's work.

The results of these efforts will save lives and dollars.³



10%

of Alaska youth smoked in 2017, down from 37% in 1995³



20%

of Alaska adults smoked in 2016, down from 28% in 1996³



61%

reduction in annual cigarette packs sold per adult (50 packs in 2016 compared to 129 in 1996) – or 508 million fewer cigarettes sold in Alaska in 2016³



94%

of adults believe secondhand smoke is harmful³

INVESTING in ALASKA'S HEALTH

Over the last 20 years in Alaska, almost 28% fewer adults are smoking cigarettes. The benefits for the state will be an estimated 11,800 fewer tobacco-related deaths, and \$558 million in healthcare costs avoided.^{3,9,10}

11,800 fewer

smoking-related deaths

41,000 fewer

adult smokers in 2016 than in 1996

\$558 million

in healthcare costs avoided



Smokefree Workplaces and Public Spaces

“Up until this year we’ve gotten an ‘F’ for smoke-free air... This year, it’s a B. That’s a big deal.”

— Marge Stoneking regarding the American Lung Association Report Card, 2019.

A person’s neighborhood or job shouldn’t be hazardous to their health. Years of science have proven breathing secondhand tobacco smoke can cause heart disease, stroke, and cancer in non-smokers.⁸ It is no surprise that 94% of Alaska adults recognize that breathing secondhand smoke is harmful to one’s health.³ As a result of the Smokefree Workplace Law, all Alaskans will benefit from smokefree air in their workplaces and the public places they gather. Smokefree environments are the only way to completely protect non-smokers from the harm of secondhand smoke.⁸

Smokefree air laws are known to:^{11, 12}

- improve health of workers and the public, including children,
- model tobacco-free behaviors for youth,¹³
- improve air quality.



Alaskans currently protected from secondhand smoke by the Smokefree Workplace Law

— Department of Labor and Workforce Development
Research and Analysis 2017 census data

Smokefree workplaces effective October 1!



Alaska Implemented the Smokefree Workplace Law with Ease

Since October 1, 2018, businesses have been implementing the Smokefree Workplace Law all around the State. Information and resources about the new law can be found at www.smokefree.alaska.gov. The website is a one-stop-shop for questions and resources related to the new law. This is where employers and business owners can download or order signs for their smokefree worksites, campuses, and vehicles. The website also offers educational materials and allows the public to file a complaint if they observe violations of the law.



A Momentous Occasion: Alaska's Smokefree Workplace bill, SB63, was signed into law at the Lucky Wishbone Restaurant in Anchorage, July 17, 2018.



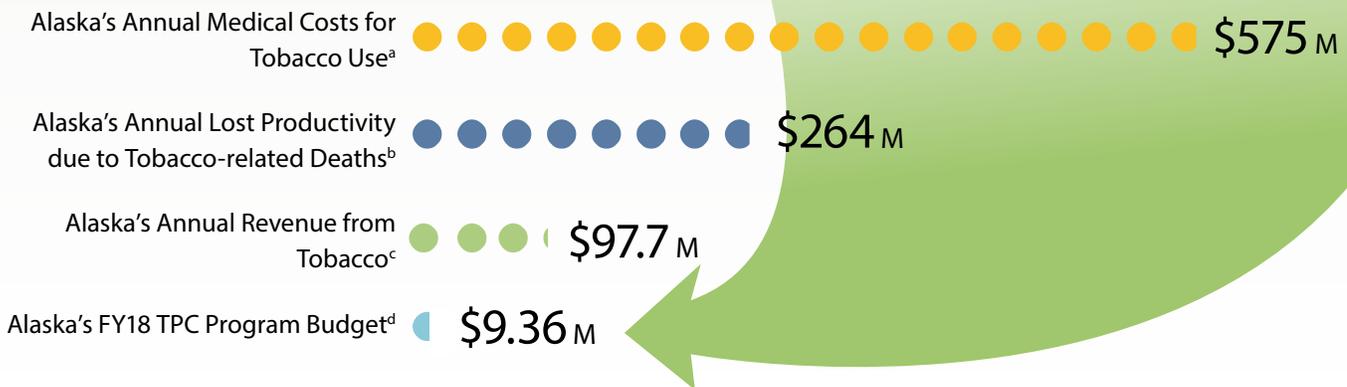
“The purpose of the Tobacco Use Education and Cessation Fund is to provide a source to finance the comprehensive smoking education, tobacco use prevention, and tobacco control program . . . ”
 (AS 37.05.580)

— HCS SB 1001 (FIN) am H, (enacted June 2004), The Tobacco Use Education and Cessation Fund was created to receive a small portion of the state’s tobacco-derived funds annually, which are then available for appropriation to support tobacco prevention efforts.

FISCAL YEAR 2018

Cost of tobacco use, tobacco-derived revenue, investment in tobacco prevention (dollars in millions – M)

The CDC’s 2014 evidence-based guidelines recommend that Alaska invest annually \$10.2 million or \$14 per capita for a fully funded and comprehensive program.¹ Alaska’s FY18 Tobacco Prevention and Control Program budget of \$9.36 million – or \$12.69 per capita based on 2017 population of 737,847 per Labor and Workforce Development – and the cost of tobacco use to Alaska along with the state’s Tobacco-Derived Revenue, are shown below.



a. Calculation based on CDC-revised smoking-attributable expenditures (SAE) method for 2005-2009, adjusted to 2012 dollars based on percent of annual increases in the SAE estimates.

b. Calculation based on 2012 death data in CDC Smoking Attributable Mortality, Morbidity and Economic Costs program, updated to 2012 dollars using the Employment Cost Index.

c. Annual Revenue equals FY17 taxes on tobacco products of \$67.55 million (Revenue Sources Book, Fall 2017), plus FY17 Master Settlement payments of \$30.1 million (Kaiser Foundation, Annual Tobacco Settlement Received by State).

d. FY17 Tobacco Use Education and Cessation Fund appropriation of \$8.4 million plus FY16 CDC grants of \$9.96 million.

DECADES OF ALASKA ACTION & POLICY DRIVES RESULTS

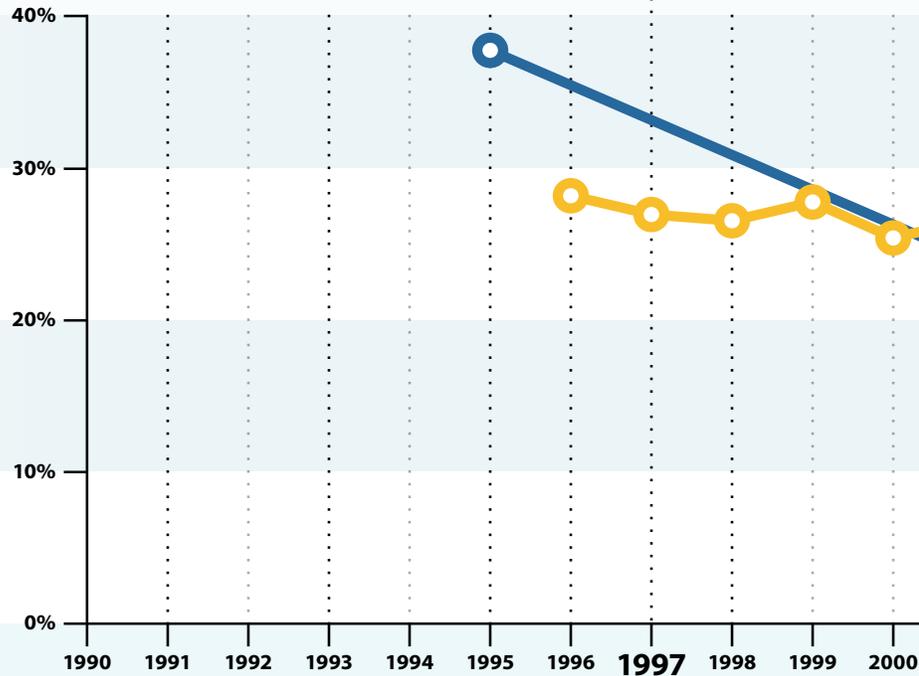


New Tobacco Taxes

\$1 per cigarette pack
75% wholesale tobacco products

Smoking Prevalence: Percentage of Alaskans who smoke by Year*

Adults¹
Youth²



Alaska Tobacco Control Alliance (ATCA)
formed by health organizations.

State of Alaska receives CDC funds for Tobacco Prevention & Control.

First YRBS data

Baseline BRFSS data

¹ Source: Alaska Behavioral Risk Factor Surveillance System: BRFSS estimates from 2007 and later use a newer weighting method.

² Source: Alaska Youth Risk Behavior Survey

Alaska joins the Tobacco Master Settlement Agreement, restricts tobacco sales to those under 19 years of age.

*Cigarette smoking, not including e-cigarettes.



SMOKEFREE ALASKA

Alaska State Legislature passes Statewide Smokefree Workplace Law.



Alaska Federation of Natives (AFN) passes resolution supporting smokefree workplaces statewide.

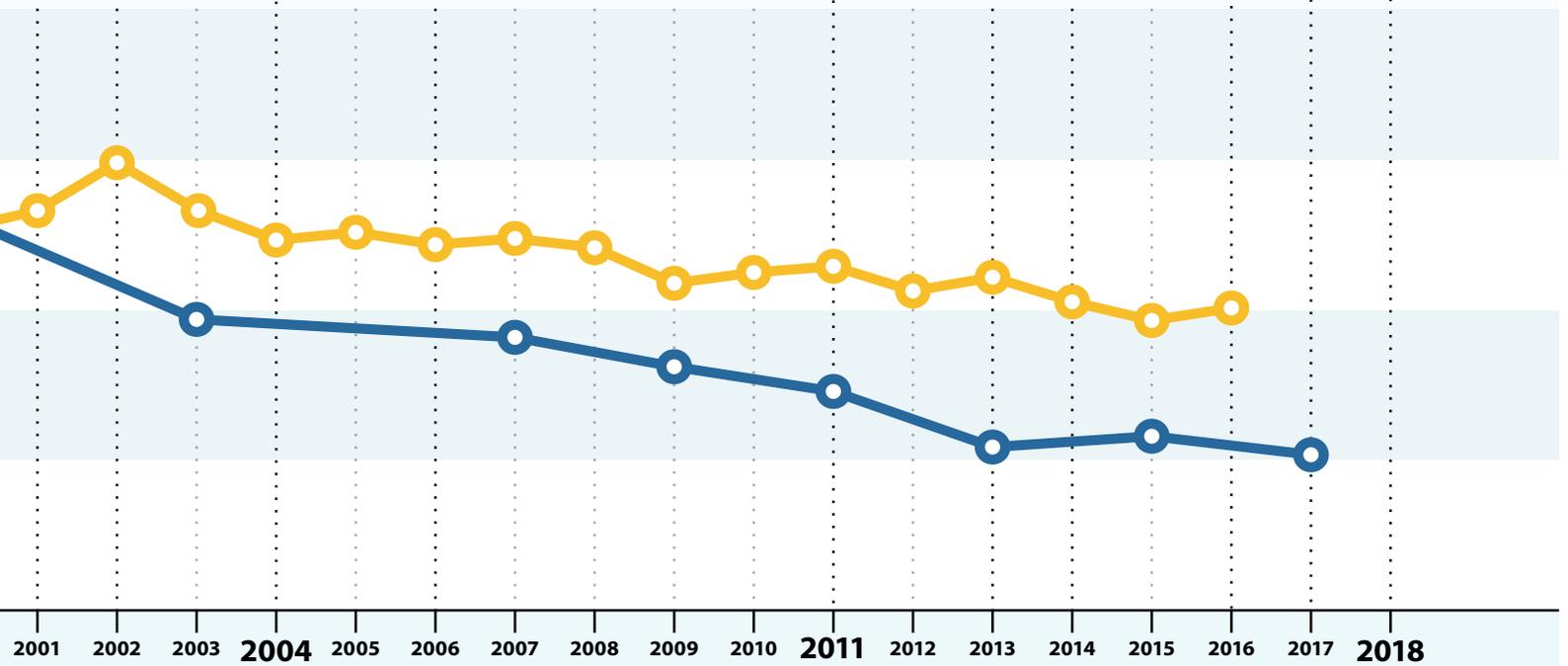
- Alaska Pacific University adopts tobacco-free campus policy
- Haines State Fair smokefree

\$1

\$2

Increased Tobacco Taxes
Tobacco tax increased to \$2 per pack over 3 year period.

- All University of Alaska campuses tobacco-free
- Alaska State Fair completely smokefree



Launch of Alaska's Tobacco Quit Line



45 tribes adopt smokefree and tobacco-free policies.

- Tribal policies up to 134
- 41 of 54 school districts are tobacco-free.

- 4 organizations receive cessation grants.
- 18 communities receive tobacco prevention grants.
- 5 school districts receive grants.

- 3 communities receive cessation grants.
- Alaska Legislature creates Tobacco Use Education and Cessation Fund.

- Grantees' work impacts 220 communities.
- 104 tribal smokefree & tobacco-free resolutions
- 33 tobacco-free school districts
- 10 smokefree communities

YOUTH and TOBACCO USE

Youth and young adulthood are the years of opportunity and danger. Nicotine use during adolescence can disrupt the formation of brain circuits that control attention, learning and susceptibility to addiction.⁸ The younger someone starts smoking, the harder it is to quit.² Tobacco use often begins during adolescence when the child's brain is still developing. Over half of adult smokers in Alaska were smoking regularly by the time they were 18 years old.²¹



An Alarming Trend

Increasingly, youth are starting tobacco through newer products, like electronic cigarettes.³ Now almost 40% of Alaska High School students report having used

an electronic smoking device; and high school students are using e-cigarettes more than adults.¹⁶ Research suggests exposure to nicotine and other toxins from e-cigarettes varies widely, depending on the device and e-liquids, as well as how the device is operated.^{14, 17}

JUUL is the best-selling electronic smoking device in the U.S. and is exceptionally popular with youth and young adults. This product is designed to look like a USB port and is easy to hide. The company claims their products are intended for adult smokers, but markets the product in many candy flavors which are enticing to youth. EVERY pod contains nicotine equal to 1 pack of cigarettes,¹⁸ yet 2 out of 3 youth and young adult users **did not know** that the product **always** contains nicotine.¹⁹

New Protection for Youth

In May of 2018, Alaska state law was updated to include e-cigarettes as a tobacco product. This makes it more difficult for businesses to sell e-cigarette products to anyone under the age of 19. This update is a great opportunity to help youth make healthier choices where they live, learn, and play.



THE TRUTH ABOUT ELECTRONIC SMOKING DEVICES

Electronic smoking devices are not harmless. Some people believe they just emit water vapor. In reality, the aerosol they emit contains many substances, including nicotine, ultrafine particles, and toxins known to cause cancer.²⁰

Kids (under 18) in Alaska who become new smokers every year²¹

200



14,000 = Alaska kids who will die prematurely from smoking²¹

Alaska High School Students who have tried e-cigarettes¹⁶

40%



Hiding in Plain Sight: An assortment of e-cigarettes and vaping pens. Some look like USB flash drives and can fit easily into a closed hand.

Alaska's Tobacco Quit Line



The majority of Alaska smokers want to quit tobacco use. More than half of them have tried to quit in the last year, but struggle with the addiction.³

Alaska's Tobacco Quit Line is ready and available to help those who want to quit using tobacco of any kind. All Alaskan adults are eligible for services at no cost to the individual. The service is confidential, tailored to each person and is proven effective.

Alaska's Tobacco Quit line offers:

- Personal coaching
- Patches, lozenges or gum (Nicotine Replacement Therapy)
- Materials and resources
- Accessibility by phone, web or text

TOP 10 in the NATION

According to 2017 North American Quitline Consortium (NAQC) Quitline benchmarking data, Alaska's Tobacco Quit Line was ranked in the Nation's **Top 10** quit line programs for its efficiency and effectiveness in serving Alaskans.²² The NAQC is a non-profit organization whose mission is to maximize the access, use and effectiveness of quit lines throughout the country.

IMPROVING COORDINATION with TRIBAL HEALTH ORGANIZATIONS

In 2018, Alaska Native Tribal Health Consortium (ANTHC) and TPC collaborated to improve direct services by developing the first e-referral service in the state. This e-referral program improves communication between patients, providers and the Quit Line. Providers are choosing this service because smokers are 2 - 3 times more likely to successfully quit tobacco when they use an evidence based cessation treatment service.²³

Helping Alaskans Quit Tobacco

Supporting people's efforts to quit tobacco is one of the main goals of the Tobacco Prevention and Control

Program. Last year the program worked with partners to create a public education campaign about how Alaska Tobacco Quit Line services can help individuals quit tobacco. In 2018, the Program formally evaluated the campaign and found it to be the most effective campaign to increase calls to the quitline. While the public service announcements were broadcasted, calls to the Quit Line increased by more than 71 calls per week.

This campaign shares five stories of Alaskans who used the Quit Line. Each story highlights what motivated the individual to call the Quit Line and how diverse services

helped him or her quit. Here are their stories.



CHUCK AND MALINDA both started smoking at age 9. After smoking for over two decades, they decided to quit together

for their children. Quit Line coaches helped each of them determine what level of nicotine replacement therapy would help them quit and was offered for free. One of the benefits they have greatly appreciated is

the money saved on cigarettes.



The next story is from **RAYMOND**, who lives in Yakutat. After smoking for 57 years and many attempts to quit, he

called Alaska's Tobacco Quit Line. Raymond's grandson was a big motivation for quitting tobacco and a big supporter as well. Raymond takes great pride in being a

positive influence in his grandson's life.



In 2019, the campaign will include **ARYIANA, MICHAEL, AND MARIE's** stories. Each story paints a different picture, showing the many reasons there are to quit and the many ways the Quit Line can help.



If you know anyone who wants to quit tobacco, encourage them to contact **Alaska's Tobacco Quit Line** at (800) QUIT-NOW, (800) 784-8669, or visit www.alaskaquitline.com.

COMMUNITIES of PRACTICE

Helping people quit tobacco and preventing youth from starting tobacco are challenging goals. Fortunately, there are many people, organizations and communities in Alaska with the skills and knowledge to lead the work! Communities of Practice (CoP) support any individual, organization or

community who has interest in a tobacco-free Alaska. There are many ways to accomplish this, so the CoPs are focused on a variety of topics which are described below. To sign up for a CoP or for more information please contact tobacco@alaska.gov.

ALASKA NATIVE LEADERS

maintains relationships with organizations serving Alaska Native people to increase the number of leaders who support, role model, and promote tobacco-free lifestyles.

YOUNG ADULTS

leverages partnerships from post-secondary institutions to decrease exposure to secondhand smoke, prolong protective factors into adulthood, and help more adults quit tobacco.

NICOTINE ADDICTION and BEHAVIORAL HEALTH

promotes tobacco-free campuses and full integration of the U.S. Public Health Service Clinical Practice Guidelines to treat tobacco dependence/nicotine addiction.

YOUTH ENGAGEMENT

strives to incorporate youth voice in decision making, equip peers with best practices and educational materials to engage youth, and work towards a tobacco-free generation!

YOUTH PREVENTION POLICY

works to incorporate youth focused organizations in their pursuit of both large and small scale interventions for preventing youth tobacco initiation.

SMOKEFREE MULTI-UNIT HOUSING

focuses on known and emerging issues regarding exposure to secondhand smoke in multi-unit buildings such as apartments and condominiums.

SMOKEFREE EVENTS

promote smokefree public events throughout the state of Alaska so that attendees, volunteers, and employees can breathe clean air while enjoying the activities within their community.

EMERGING TRENDS

works to identify new practices and products that may result in exposure to secondhand smoke or other tobacco-related health harms.

POLICY IMPLEMENTATION

supports employers, organizations and stakeholders in implementing their own tobacco-free policy.

CESSATION

uses quality improvement approaches to improve tobacco cessation services in their community and develop standard evaluation tools to monitor effectiveness.



Sources:

- ¹ Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs—2014. Available from: https://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf.
- ² U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General, 2012. Available from https://www.cdc.gov/tobacco/data_statistics/sgr/2012/index.htm.
- ³ Alaska Tobacco Facts, 2018 update. Available from http://dhss.alaska.gov/dph/Chronic/Documents/Tobacco/PDF/2018_AKTobaccoFacts.pdf.
- ⁴ U.S. Department of Health and Human Services. How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease: A Report of the Surgeon General, 2010. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK53017/>.
- ⁵ U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General 2016. Available from: https://e-cigarettes.surgeongeneral.gov/documents/2016_sgr_full_report_non-508.pdf.
- ⁶ U.S. Surgeon General. Know the risks: E-cigarettes & young people website. Available at <https://e-cigarettes.surgeongeneral.gov/knowtherisks.html#aerosol-exposure>.
- ⁷ World Health Organization. IARC Monographs on the Evaluation of Carcinogenic Risks to Humans: Volume 89 Smokeless Tobacco and Some Tobacco-Specific N-Nitrosamines 2007. Available at <https://monographs.iarc.fr/wp-content/uploads/2018/06/mono89.pdf>.
- ⁸ U.S. Department of Health and Human Services. The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General 2014. Available from <https://www.surgeongeneral.gov/library/reports/50-years-of-progress/index.html>.
- ⁹ Number fewer adult smokers multiplied by the percentage of smoking related deaths prevented with cessation as outlined in The Health Consequences of Smoking (2004), Report of the Surgeon General, p.873. https://www.cdc.gov/tobacco/data_statistics/sgr/2004/pdfs/chapter7.pdf.
- ¹⁰ Dollars saved per fewer smoker multiplied by # fewer adult smokers. Methodology estimates former smoker healthcare excess costs as outlined at <https://www.tobaccofreekids.org/assets/factsheets/0327.pdf>. Adjusted from 2009 to 2016 dollars using medical consumer price index.
- ¹¹ Campaign for Tobacco-Free Kids. Smoke-free laws are good for public health, good for workers and good for business. Available from https://www.tobaccofreekids.org/assets/content/what_we_do/state_local_issues/smokefree/Summary.pdf
- ¹² Campaign for Tobacco-Free Kids. Smoke-free laws protect everyone's right to breathe clean air. Available from https://www.tobaccofreekids.org/assets/content/what_we_do/state_local_issues/smokefree/Health.pdf
- ¹³ Farkas AJ, Gilpin EA, White MM, et al. Association between household and workplace smoking restrictions and adolescent smoking. JAMA 2000;284(6):717-722
- ¹⁴ England LJ, Bunnell RE, Pechacek TF, Tong VT, McAfee TA. Nicotine and the Developing Human: A Neglected Element in the Electronic Cigarette Debate. Am J Prev Med 2012;49(2):286-293
- ¹⁵ Alaska Behavioral Risk Factor Surveillance System (BRFSS), 2014
- ¹⁶ Alaska Youth Risk Behavior Survey (YRBS), 2017
- ¹⁷ National Academy of Sciences, Engineering and Medicine, 2018. Public health consequences of e-cigarettes. Available from <https://www.nap.edu/catalog/24952/public-health-consequences-of-e-cigarettes>
- ¹⁸ JUUL Labs, Inc., FAQs, JUULpods & Juice. Available at <https://support.juul.com/home/learn/faqs/juulpod-basics> (last visited April 20, 2018).
- ¹⁹ Willett JG, Bennett M, Hair EC, et al. Recognition, use and perceptions of JUUL among youth and young adults. Tobacco Control 2019; 28:115-116.
- ²⁰ Schober W. et al. Use of electronic cigarettes (e-cigarettes) impairs indoor air quality and increases FeNO levels of e-cigarette consumers. Int J Hyg Environ Health 2014;217(6):628-637
- ²¹ Campaign for Tobacco-Free Kids, 2018. The Toll of Tobacco in Alaska. Available from <https://www.tobaccofreekids.org/problem/toll-us/alaska>
- ²² Report available upon request.
- ²³ Campaign for Tobacco Free Kids. Quitlines Help Smoker Quit 2017. Available from <https://www.tobaccofreekids.org/assets/factsheets/0326.pdf>



State of Alaska
 Michael J. Dunleavy, Governor
Department of Health and Social Services
 Adam Crum, MSPH, Commissioner
 Lily Lou, MD, FAAP, Chief Medical Officer



Division of Public Health
 Merry Carlson, MPP, Director

March, 2019