ADDRESSING LOW SES TOBACCO USERS IN WEST VIRGINIA

KATHY DANBERRY, M.S.
BRUCE ADKINS, M.S., P.A.
TOBACCO USE IN WEST VIRGINIA

- 26.8% of West Virginians use tobacco.
- 15.5% of adult males 18 and over use spit tobacco.
- Smoking is the leading cause of death in WV.
- 4,000 West Virginian’s die every year from tobacco use.
- If current trends continue, over 40,000 more will die by the year 2022.
- The health and occupational “smoking-related” cost to WV is $2.3 billion annually.
LOW SES POPULATION IN WV

Definition: < $25,000 per year income; high school or < education.

• 40.9% of West Virginia’s population fall into this category. (2010 BRFSS)

• 38.3% of this population uses tobacco
WV DTP ADDRESSES THIS POPULATION WITH CPPW FUNDS

- $608,000 awarded to WV DTP to address the 18-34 year old population.
- 35.8% of West Virginia’s young adults 18-34 years old are smokers.
- Focus groups conducted
- Specific Quitline Protocol developed
- Specific Media developed
KEY FOCUS GROUP FINDINGS

- People in this population want to quit – for their children, for the money, for themselves.
- People know about the Quitline
- Hard core users who do not want to quit abound in this population.
- We used this and a mountain of other data obtained to develop specific ads.
MEDIA DEVELOPED

- Print Ads
- Television Ads
- Facebook, MySpace and Twitter
- Two specialized webcasts developed – military and African American
- Texting program is in discussion.
"I’m a smoker."
But I’m a good mom, too.

"I love to smoke."
And I’m tired of hearing that I’m going to die.

"My son’s not allowed in my room. It’s where I smoke. But I know it doesn’t really protect him. I should quit, but I get so stressed. Sounds like my Dad. He died when I was 10. If history repeats itself, I only have three more years with my son."

"I think I’m ready to quit."

The West Virginia Tobacco Quitline is a FREE Program that offers:
- FREE Customized Quit Plan
- FREE Patches, Gum and Lozenges
- FREE Calls with a Trained Counselling Coach
- FREE Educational Materials about Quitting Smoking

Call the Quitline at 1-800-QUIT-NOW when you’re ready.
“This is my room.”
Where there’s NO SMOKING allowed!

“Nonsmokers just don’t get it.”

“My parents smoke, but they don’t do it around me. I’m trying to help them quit. Dad’s been on Facebook for Quitline stuff and Mom checks Twitter for quit tips. They know I don’t want them to die – and they will quit – when they’re ready.”

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“I used to smoke, so I know how hard it is to quit. I tried a hundred times. But then I’d get with my friends and go right back. I thought I was a lost cause – until I found something that worked. Now, I’m a Quitline counselor. So I can help people like me quit for good. It works.”

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THREE YEARS OF DATA
18-34 YEAR OLD QUITLINE ENROLLEES

Source: Annual/Monthly Enrollment Data from WV Tobacco Cessation Quitline, 2008, 2010, 2011
FOUR YEARS OF DATA
18-34 YEAR OLD QUITLINE ENROLLEES
INCLUDING 2009 FEDERAL TAX INCREASE

Source: Annual/Monthly Enrollment Data from WV Tobacco Cessation Quitline, 2008 thru 2011
LESIONS LEARNED

• You **CAN** prevail over political constraints and bureaucratic red tape.
• Censorship does exist in state government
• CPPW opportunity afforded closer relationships and understanding by DHHR leadership and existing partners.
• Social Media Works!
• CDC’s / CPPW’s professing ‘what works’ and edgy, hard hitting media campaigns proved helpful.
• **Bruce W. Adkins, M.S., PA** – Division Director  
  Bruce.W.Adkins@wv.gov

• **Kathy M. Danberry, M.S** – Cessation Program Manager  
  Kathy.M.Danberry@wv.gov

Division of Tobacco Prevention  
West Virginia Bureau for Public Health  
Office of Community Health Systems and Health Promotion  
350 Capitol Street - Room 514  
Charleston, West Virginia 25301-3715  
Toll Free Phone (866) 384-5250   Fax (304) 558-2285