



**Public Health**  
Prevent. Promote. Protect.

Idaho Public Health Districts

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December 2013



## Tobacco Cessation

In Idaho, \$319 million in health care costs annually are directly related to smoking, according to Tobacco Free Kids.

As of June 2013:

- 16.4 percent (189,807) Idaho adults smoke (Idaho BRFSS 2012);
- 14.3 percent (13,200) Idaho youth smoke (YRBS 2011);
- 10.6 percent of Idaho's pregnant women smoke, leading to pre-term deliveries and low birth weight deliveries (2011 Vital Statistics);
- Cancer is Idaho's leading cause of death (2011 Vital Statistics).

Science has proved that eliminating death and illness associated with tobacco use requires people to quit or never use tobacco.

Idaho's Public Health Districts have provided best-practice cessation

programs to the public at no cost to tobacco users since FY01. Our vision is the elimination of tobacco-related death and illness. In the past 13 years:

- 21,755 people enrolled.
- 13,975 completed a four-session program.
- 7,659 quit tobacco use, based on two- and six-month follow-ups through 2011 and one- and seventh-month follow-ups in 2013 by the Center for Health Policy at Boise State University
  - 3,954 adults
  - 2,769 youth
  - 936 pregnant women.

The Idaho health care system realizes an average of \$3,390 in savings for each client who quits tobacco. In FY13, Public Health Districts provided tobacco cessation

classes in 23 of the state's 44 counties.

- 1,381 people enrolled
- 869 completed the course
- 425 quit tobacco
  - 160 adults
  - 192 youth
  - 73 pregnant women

Health district cessation classes meet at least four times and include information on:

- nicotine addiction;
- the consequences of smoking;
- benefits of being smoke-free;
- combating withdrawal symptoms;
- stress management techniques;
- nutrition and exercise;
- social support techniques for dealing with relapse;
- quitting techniques;
- coping strategies.



## Millennium Fund

The Millennium Fund is a trust fund set up from Idaho's share of proceeds from a nationwide tobacco settlement. Public Health Districts request Millennium funding annually to reduce tobacco use statewide through tobacco cessation services.

Public Health District goals for tobacco cessation programs in FY15 are to deliver and evaluate the no-cost tobacco cessation classes and

services in at least 30 counties and enroll 1,500 youth, pregnant/post-partum women and adults.

To enhance the success of cessation programs, Public Health Districts' plan in FY15 is to provide ongoing support and education to post-partum women to encourage them to stay tobacco free or to quit. Encouragement and communication through social media is planned to

help class participants quit and stay quit. An increased number of classes is planned for rural and outlying areas.

The Millennium Fund requires cessation programs to meet best practices found in professional literature to assure that any program receiving funding has been tested as effective in reducing tobacco use.

### HEALTHY PEOPLE IN HEALTHY COMMUNITIES

PANHANDLE HEALTH DISTRICT (1)	PUBLIC HEALTH - IDAHO NORTH CENTRAL DISTRICT (2)	SOUTHWEST DISTRICT HEALTH (3)	CENTRAL DISTRICT HEALTH (4)	SOUTH CENTRAL PUBLIC HEALTH DISTRICT (5)	SOUTHEASTERN IDAHO PUBLIC HEALTH (6)	EASTERN IDAHO PUBLIC HEALTH DISTRICT (7)
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