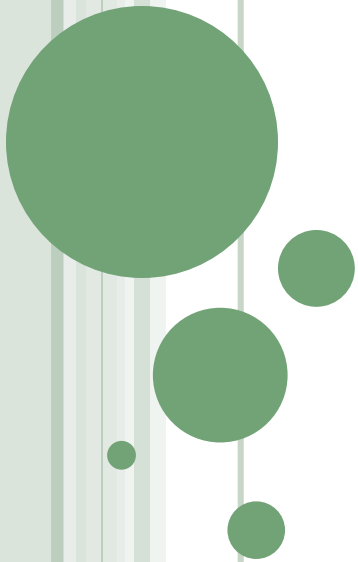


TOBACCO PREVENTION AND CONTROL UPDATES



○ Goal 1: Increase Cessation

- Provide Chantix at no cost to participants
- 31% NRT+Coaching Quit rate
- 43% Chantix+Coaching Quit rate

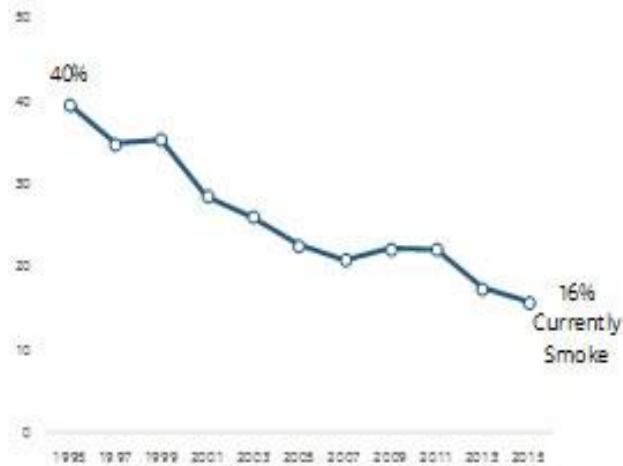
○ Goal 2: Decrease Youth Initiation

- Stay Fresh campaign launched in March
- Peer to peer messaging
- Empowering and educating youth to make their own decision
- Oh Vape No
- Not as bad is still no good

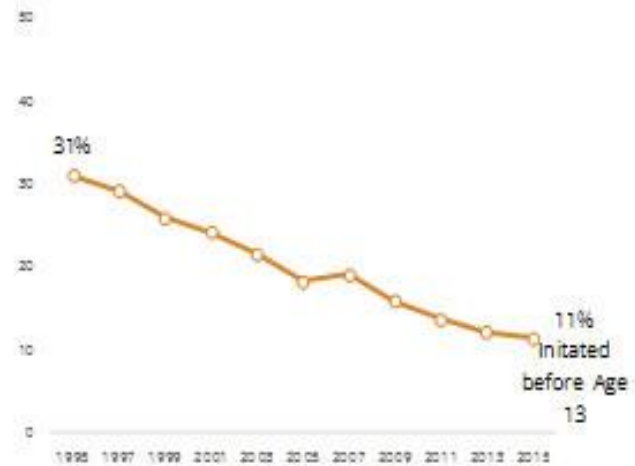


Figure 1: High School Smoking Drastically Declining in Wyoming

Percentage of high school students who smoked in the past 30 days



Percentage of high school smokers who first smoked a whole cigarette before turning 13



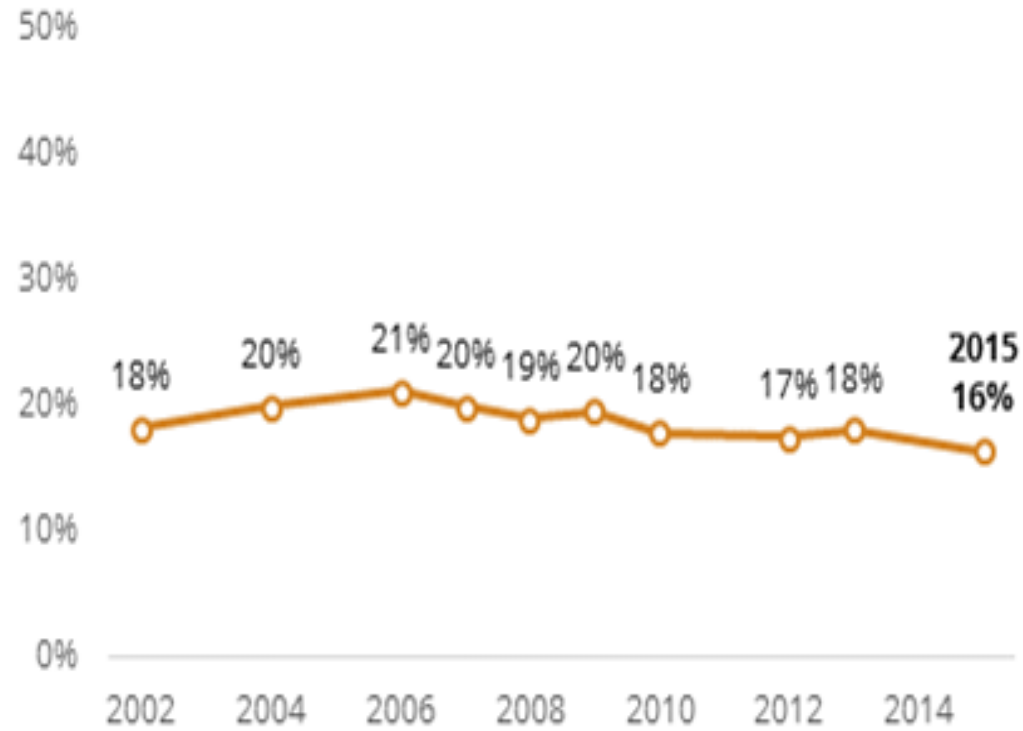
Source: Youth Risk Behavior Survey (YRBS); CDC, 1991–2005

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Figure 1: Wyoming Adult Smoking Rate Dropped 24% since 2006

Percentage of Wyoming adults who are current smokers



Source: WYSAC, 2017

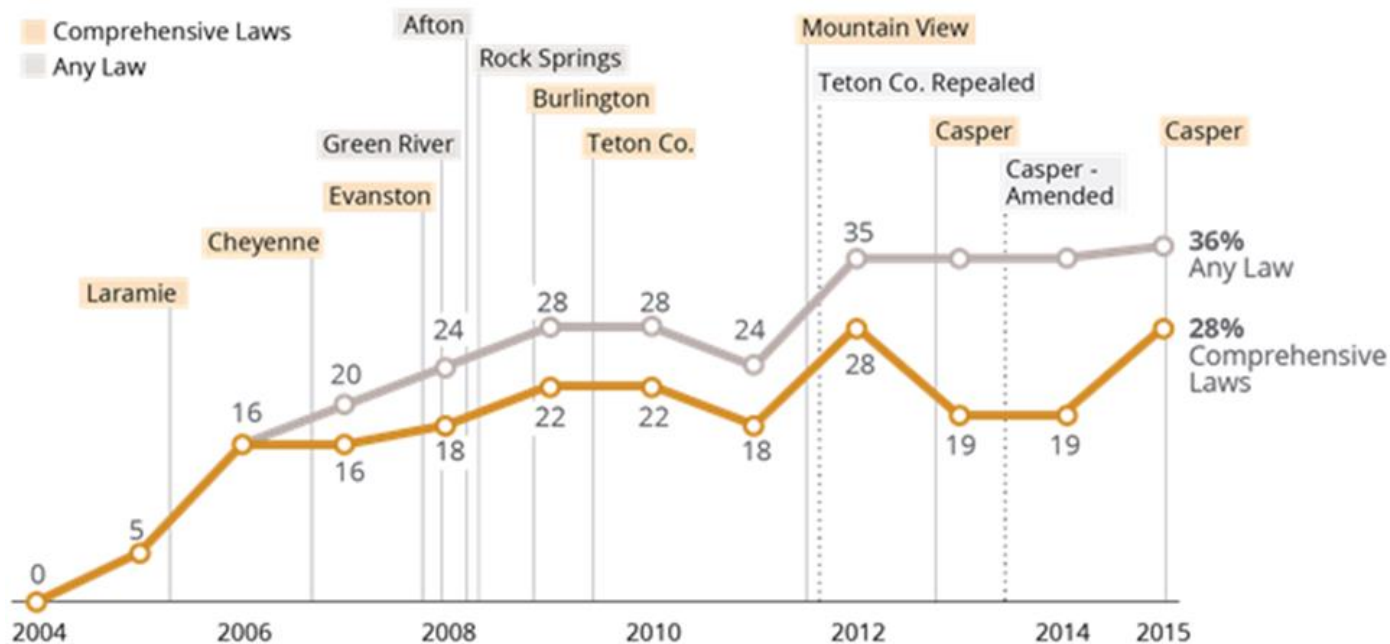
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- Goal 3: Reduce secondhand smoke
 - Beginning work on secondhand smoke campaign
 - ETA Sept/Oct 2018
 - Educate parents on the danger of smoking around their kids
 - Reduce indoor exposure to secondhand smoke

Figure 1: Wyoming Smokefree Indoor Air Laws Over Time

Percentage of total state population covered by smokefree indoor air laws by law type



○ Goal 4: Decrease disparities

- Cessation focus on AI, Pregnant women, and those with behavioral health issues (anxiety, depression)
- E-Coaching pilot to increase reach to younger population
- LGBT cultural competency training for cessation coaches.

