

SUCSESSES RESULTING FROM THE 1999 KANSAS TOBACCO-USE PREVENTION AND CESSATION PLAN

Recommendation 1. Maintain the 1998 legislative allocation of 50% of the Kansas tobacco settlement for funding additional children's health programs, other children's services, and tobacco-use prevention and cessation programs.

Results:

- Kansas has provided \$500,000 for three years of comprehensive tobacco control funding for Saline County as a pilot program establishing the efficacy of such programming on a statewide basis.
- Since 1999, Tobacco Free Kansas Coalition advocates have continued to lobby executive and legislative leaders to provide the level of funding for statewide comprehensive tobacco-use prevention and cessation programming that the U.S. Centers for Disease Control recommends as essential to reduce tobacco prevalence rates and tobacco-related health costs in the state.
- Local health advocates, through planning and implementing tobacco-use prevention and cessation programming in their communities, have demonstrated to state policy leaders the efficacy of funding and implementing complete programs.

Recommendation 2. Assign the Kansas Department of Health and Environment the responsibility as the facilitating agency for the statewide management and administration of programs geared to community tobacco-use prevention and cessation efforts.

Results:

- Kansas Department of Health and Environment has established one county-wide program for tobacco control and provided funding for six other communities to plan and implement components of a comprehensive tobacco use program at the local level.
- In 2004, Tobacco Free Kansas Coalition members assisted with legislation for the Kansas Department of Health and Environment to coordinate efforts for providing proven programs in tobacco-use prevention and cessation and to report yearly on the accomplishments from such program efforts.

Recommendation 3. Provide a tobacco-control advisory panel to be appointed by the Governor to identify, design, and monitor the implementation of the tobacco control plan in Kansas.

Results:

- Tobacco Free Kansas Coalition and the Kansas Health Care Access Coalition in the 2002 legislative session collaborated with the governor on a cigarette tax increase to help reduce the number of Kansans, especially children, who smoke, and to provide funding for essential health programs in the state.
- Tobacco Free Kansas Coalition and the Kansas Health Care Access Coalition helped engineer the largest cigarette tax increase in Kansas history—55 cents per pack by January 2003, bringing the total tax to 79 cents with a resulting decrease of 21% in total packs sold during FY 2003.
- Tobacco Free Kansas Coalition and Kansas SmokeLess Kids Initiative merged in 2003 in order to

provide a single voice for tobacco control efforts in the state.

Recommendation 4. Provide state-of-the-art programs for tobacco-use prevention and cessation, especially programs designed for Kansas youth.

Results:

- Kansas received a \$2.25 million youth empowerment grant from the American Legacy Foundation to provide youth development and training funds for Kansas youth to reduce tobacco use and initiation into tobacco use.
- State-level tobacco control advocates continue to promote and provide proven materials and trainings on tobacco use-programs for all Kansas communities.
- By 2002, because of local and state efforts, the smoking prevalence rates (at least one cigarette in the last 30 days) for Kansas high school students had been decreased by 19% and for middle school children by 8%.
- In 2004, Tobacco Free Kansas Coalition advocates helped formulate legislation to reduce Internet sales of tobacco in Kansas, particularly sales to underage customers.

Recommendation 5. Provide that a majority of funding for tobacco-use prevention and cessation programs be allocated for use at the community level.

Results:

- Annual funding of \$500,000 from the Master Settlement Agreement has been provided to Saline County to implement a county-wide tobacco control program with proven successes resulting.
- Kansas Department of Health and Environment funding from Centers for Disease Control for tobacco-use prevention and cessation has had a primary focus on grants to local communities to implement several proven components of Best Practices for tobacco control, as promulgated by the U.S. Centers for Disease Control.
- Allocation of funding from Tobacco Free Kansas Coalition, through the Kansas Health Foundation and the Robert Wood Johnson Foundation's SmokeLess States Program, has been designated to community grants, technical support for local communities working on tobacco control policy, and core programs and staff for mobilizing tobacco control advocates in community coalitions.

Recommendation 6. Assure adequate funding is available for tobacco-use prevention and cessation programs designed for and by diverse populations to meet their own unique needs.

Results:

- As part of the American Legacy Foundation grant to Kansas, organizations serving minority and low income populations received grant funds to implement tobacco control programs specifically pertaining to diverse groups from Salina, Wichita, Topeka, Wyandotte County, Garden City and Manhattan.

Recommendation 7. Invest in an ongoing public education awareness campaign to enhance efforts to provide tobacco-use prevention and cessation as well as protection from environmental tobacco smoke.

Results:

- With the establishment of a toll-free Quit Line for cessation program in 2003, paid and earned media efforts have promoted the availability of this one-on-one cessation help for all Kansans who want to quit smoking or tobacco use.
- Collaborative efforts with the American Legacy Foundation in 2002 produced a media campaign with Linda Graves, the Governor's wife to promote Great Starts, a program to reduce smoking during pregnancy.
- American Legacy Foundation grant funds have assisted Kansas youth in the development of youth PSAs, a website, and other communications materials to help teens understand how they are still being targeted by the tobacco industry.
- Local communities, including Hays, Lyons, Hutchinson, Lawrence, and Salina, provided earned and paid media campaigns to promote clean indoor air policies that resulted in city council discussions of smokefree ordinances.

Recommendation 8. Protect youth from access to tobacco and all Kansans from the hazards of environmental tobacco smoke by strengthening and enacting state laws and local ordinances and by providing consistent enforcement procedures.

Results:

- By 2004, dozens of local communities had adopted smoke-free campuses for their local unified school districts and many other communities had adopted smokefree regulations for city and county property, with Salina, Hutchinson and Lyons passing ordinances to restrict smoking in restaurants, and Lawrence's ordinance making all workplaces, including restaurants and bars, smokefree.
- In 2003, not only did Salina coalition members pass a smokefree restaurant policy, but they also engaged in a ballot initiative that led to a victory with a 59% to 41% vote that rejected an effort to repeal the newly passed ordinance.
- Since the Kansas low point of only 36% compliance in rates of tobacco sales to youth in FY96, Kansas has now reached a compliance rate of 70.93% for FY04.

Recommendation 9. Establish systems to evaluate tobacco prevention and cessation programs on a regular and ongoing basis and to ensure that the programs used are the most effective available.

Results:

- Tobacco Free Kansas Coalition members, including the Kansas Department of Health and Environment, provide trainings on proven programs, disseminate tobacco control information across the state networks, and within funding parameters, provide opportunities for tobacco control programs proven to work at the community level.

- The statewide Youth Tobacco Survey, conducted in 2000 and 2002, provides statistical data on youth use and youth attitudes related to tobacco as a way of measuring the efficacy of programs being implemented in the state.