

Kansas Tobacco Control Strategic Plan, 2016 – 2020

Vision: A healthy, tobacco-free Kansas
Mission: Prevent and eliminate tobacco use among Kansans of all ages through advocacy, education, and collaboration

Priority Audiences

- Low income adults
- Adults with poor mental health status
- Pregnant women
- Youth and young adults

Goals <i>Focus on</i>	PREVENT TOBACCO USE	SECONDHAND SMOKE	TOBACCO CESSATION	DISPARITIES
1. Prevent initiation among youth and young adults	2. Eliminate exposure to secondhand smoke	3. Promote quitting among adults and youth	4. Identify and eliminate tobacco-related disparities among population groups disproportionately impacted by tobacco	
Objectives <i>Measure</i>	<p>1.1. Reduce the percentage of high school students who use cigarettes, e-cigarettes and any tobacco products respectively by 5 percentage points.</p> <p>1.2. Reduce the percentage of 18-24 year olds who use cigarettes, e-cigarettes and any tobacco products respectively by 5 percentage points.</p>	<p>2.1. Decrease the percentage of high school students exposed to secondhand smoke in any indoor or outdoor public place from 36.6% to 25%.</p> <p>2.2. Decrease the percentage of Kansas workers who were exposed to secondhand smoke at work in the past week from 20.2% to 17%.</p> <p>2.3. Decrease the percentage of Kansas adults who live in households where smoking is allowed from 13% to 8%.</p>	<p>3.1. Increase the percentage of current smokers who make a quit attempt from 58.6% to 65.0%.</p> <p>3.2. Decrease the percentage of pregnant women who smoke from 12.0% to 9.0%.</p>	<p>4.1. Reduce percentage of low income adults who smoke from 31.1% to 26%.</p> <p>4.2. Decrease percentage of adults with poor mental health status who smoke from 36.1% to 31%.</p>
Strategies <i>Work on</i>	<p>1.1.1. / 1.2.2. Support efforts to adopt and implement evidence-based pricing strategies that discourage tobacco use</p> <p>1.1.2. Support zoning and licensing policies to restrict youth access to tobacco products in the retail environment</p> <p>1.1.3. Incorporate e-cigarettes in all smoke-free and tobacco-free policies at the state and local levels</p> <p>1.1.4. Develop tobacco-free policies that include e-cigarettes on K-12 school properties</p> <p>1.1.5. Develop and implement a large scale, counter marketing communication campaign to promote tobacco use prevention and control</p> <p>1.2.2. Support the adoption and implementation of Tobacco 21 policies</p> <p>1.2.3. Develop tobacco-free policies that include e-cigarettes on educational campuses, worksites or other places where 18-24 year olds are exposed to tobacco use</p>	<p>2.1.1. Implement policies for smoke-free parks, recreation and sports areas, campuses, and outdoor work areas</p> <p>2.2.1. Close loopholes in Kansas Indoor Clean Air Act regarding exemptions for casinos, cigar bars, fraternal organizations, etc.</p> <p>2.2.2. Implement tobacco-free policies and cessation support in low wage worksites and worksites in locations serving low socioeconomic status (SES) communities and racial and ethnic subgroups</p> <p>2.3.1. Implement smoke-free multi-unit housing policies</p>	<p>3.1.1. Implement comprehensive tobacco cessation programs and treatment protocols in mental health</p> <p>3.1.2. Promote increased utilization of tobacco cessation treatment available through Medicaid</p> <p>3.1.3. Develop and implement a large scale, counter marketing communication campaign to promote tobacco cessation</p> <p>3.1.4. Establish comprehensive insurance coverage for cessation to reduce barriers to receiving cessation benefits</p> <p>3.1.5. Engage providers throughout health care systems in integrating cessation into healthcare practices</p> <p>3.2.1. Educate healthcare providers on evidence-based best practices for cessation before, during, and after pregnancy</p> <p>3.2.2. Implement comprehensive tobacco cessation programs and treatment protocols in prenatal and perinatal care settings</p> <p>3.2.3. Increase utilization of available tobacco cessation treatment among pregnant women</p>	<p>4.1.1. Promote quit attempts among low-income smokers</p> <p>4.1.2. Support efforts to reduce tobacco industry targeted marketing in the retail environment</p> <p>4.1.3. Implement tobacco-free policies and cessation support in low wage worksites and organizations serving low SES communities and racial and ethnic subgroups.</p> <p>4.1.4. Improve the availability, accessibility, and effectiveness of cessation services for populations affected by tobacco-related disparities</p> <p>4.2.1. Implement policies for tobacco-free treatment in behavioral health care facilities</p> <p>4.2.2. Adopt statewide regulation requiring tobacco-free grounds polices for behavioral health organizations</p> <p>4.2.3. Improve the availability, accessibility, and effectiveness of cessation services in behavioral health populations</p>