

N.C. Tobacco Prevention and Control Branch

www.tobaccopreventionandcontrol.ncdhhs.gov



TOBACCO PREVENTION AND CONTROL BRANCH

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Sally Herndon, MPH

Branch Head

Mission

The North Carolina Tobacco Prevention and Control Branch works to improve the health of North Carolina residents by promoting tobacco-free environments and tobacco-free lifestyles. Our goal is to build capacity of diverse organizations and communities to implement and carry out effective, culturally appropriate strategies to reduce deaths and health problems due to tobacco use and secondhand smoke.

Program Goals

Tobacco use remains the number one preventable cause of early death and disease in the United States and North Carolina. It is responsible for 14,200 deaths in North Carolina, and for each death 30 more are sick or disabled due to tobacco use. Tobacco affects nearly every organ in the body and is a major risk for heart disease, many cancers, diabetes and asthma. Direct medical costs alone from smoking are estimated at \$3.8 billion each year (\$931 million is Medicaid's cost); plus \$4.24 billion in lost productivity. The good news is that there are evidence-based strategies to prevent and reduce tobacco use. The Tobacco Prevention and Control Branch (TPCB) has worked with many partners since 1990 to make steady progress on population health in tobacco control. Our aim is to spread and scale evidence-based interventions in order to reduce these burdens and costs by implementing proven strategies addressing four goals:

- Eliminate exposure to secondhand smoke;
- Help tobacco-users who want to quit;
- Prevent the initiation of smoking and other tobacco use; and
- Identify and eliminate tobacco-related health disparities in populations by addressing health equity in each of the other three goal areas

Eliminate Exposure to Secondhand Smoke

Working closely with local health departments, NC TPCB has overseen the successful implementation of the 2010 N.C. smoke-free restaurants and bars law. With this law, N.C. documented a **21% decline in average weekly Emergency Department (ED) visits for heart attacks**; and North Carolinians with asthma were 7% less likely to have an ED visit. Building on these successes, local governments are adopting smoke-free regulations in government buildings, on government grounds, and in indoor public places. Voluntary smoke-free policies in N.C. multi-unit residential housing are also increasing. As of February 2020:

- 84 counties & 241 municipalities had 100% smoke-free/tobacco free government buildings;
- 25 counties and 83 municipalities had 100% smoke-free/tobacco-free grounds; and
- 44 counties and 79 municipalities have added or adopted a ban on e-cigarette use.

Help Tobacco Users Who Want to Quit

NC has a statewide QuitlineNC service at 1-800-QuitNow that is available 24/7 to all tobacco users who want to quit and to clinicians seeking assistance for their patients/clients who want to quit tobacco. While the majority of tobacco users want to quit, **QuitlineNC has capacity to reach only about 1-1.5% of those smokers. Those who quit with coaching plus nicotine replacement therapy (NRT)/tobacco treatment medications are 2-3 times more likely to quit and stay quit.** TPCB aims to increase reach of QuitlineNC services through contracts with private employers/payers. In the past fiscal year, two-thirds of the tobacco users enrolled in QuitlineNC were uninsured or Medicaid insured.

Prevent the initiation of smoking and other tobacco use

North Carolina recorded significant decreases in smoking by young people with the investment of Tobacco Master Settlement Agreement funding from 2003-2011. **North Carolina's middle school cigarette smoking rate decreased significantly between 2003 and 2019, dropping from 9.3% to 2.4%.*** Similarly, North Carolina's high school cigarette smoking rate decreased sharply between 2003 and 2019, dropping from 27.3 percent to 5.7%. During this time, North Carolina's progress includes:

- 100% Tobacco-Free School Campuses for all 115 N.C. School districts. This policy does not allow use of any tobacco product, including e-cigarettes
- 100% Smoke-free/Tobacco-free Campuses currently in 43 of 58 N.C. community colleges

However, from 2011—2019, overall tobacco use among North Carolina high school students increased from 25.8% to 27.3%. **Use of electronic cigarettes by North Carolina high school students increased more than 1100% between 2011 and 2017, from 1.7% to 20.9%.***

TPCB works with national, local, and state partners to implement **evidence-based paid and earned media campaigns** that focus on these goal areas. CDC's media resource center holds all evidence-based media on tobacco prevention and cessation for partners working with their state programs to use.

*The 2019 NC YTS response rates were 57% and 59% among middle and high school students, respectively. Response rates lower than 60% can increase the potential for non-response bias.



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Staff Contacts

The TPCB has a “no wrong door” policy. Please feel free to contact the TPCB, state or regional staff for assistance.

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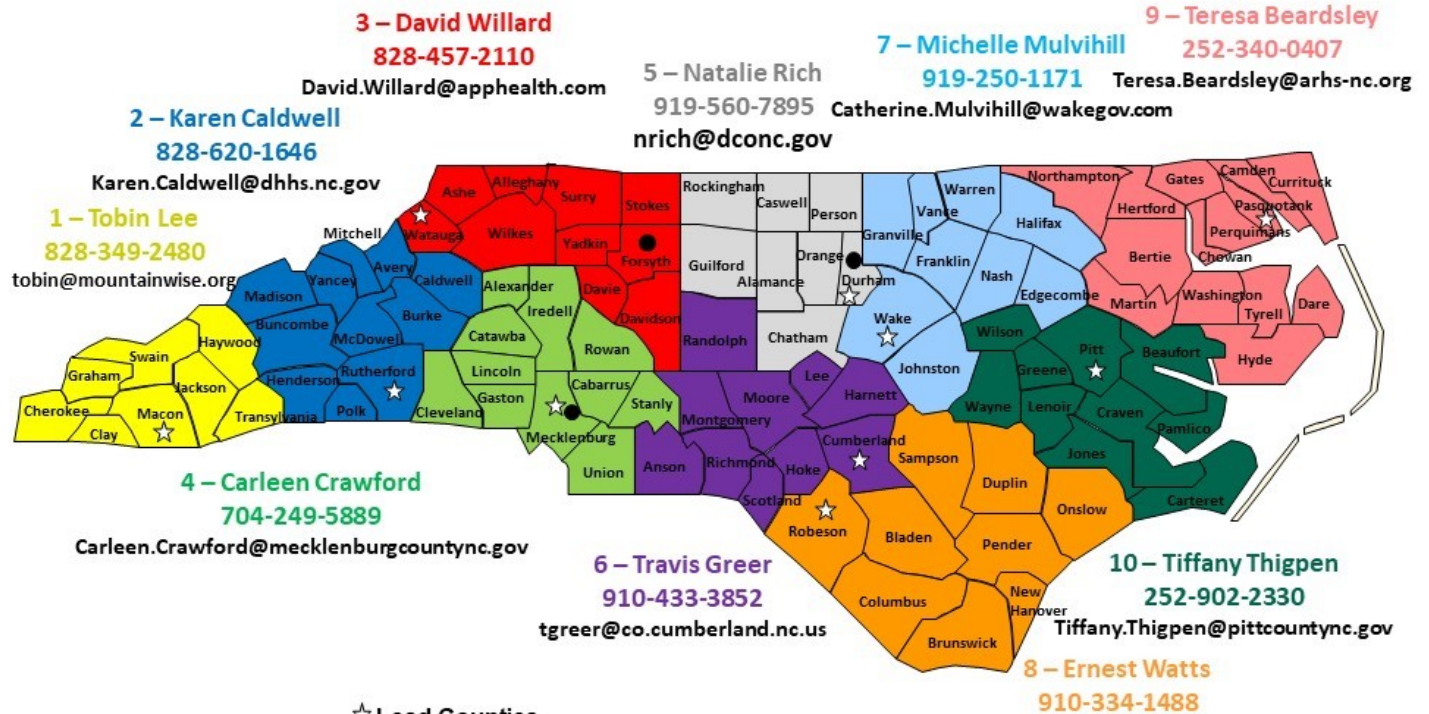
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Tobacco Prevention and Control Branch (TPCB) Funding Regions 2020-2025



1. Macon County Public Health
2. Henderson County Department of Public Health
3. Appalachian District Health Department
4. Mecklenburg County Health Department
5. Durham County Department of Public Health
6. Cumberland County Health Department
7. Wake County Human Services
8. Robeson County Department of Public Health
9. Albemarle Regional Health Services
10. Pitt County Health Department

● **Local Tobacco Control Coordinators**
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