

# **Tobacco Prevention and Cessation Commission (TPC)**

## **2021-2023 Request for Applications (RFA)**

### **Resource Guide**

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Community Indicator		2021-2023 TPC Community Grants
<b>Priority Area: Decrease youth and young adult tobacco use rates</b>		
<b>Middle and High School Prevention (1) <i>optional</i></b>	Increase the proportion of Indiana middle and high schools that support and implement a comprehensive school strategy against all tobacco use	
<b>Youth Empowerment/VOICE (2) <i>optional</i></b>	Extent of community activism among youth to support community change that includes youth involved in the VOICE movement	
<b>Point-of-Sale (3)</b>	Extent of broad-based community support for commercial tobacco Point-of-Sale (POS) strategies at the local level	
<b>Priority Area: Increase proportion of Hoosiers not exposed to secondhand smoke</b>		
<b>Tobacco-Free Health Care Facilities (4) <i>optional</i></b>	Proportion of comprehensive tobacco-free campus policies for health systems, including community health centers, mental health centers and clinics, addiction treatment centers, facilities for people with disabilities, and senior living facilities	
<b>Tobacco-Free Worksites (5)</b>	Proportion of local smoke-free air ordinances for all worksites, including restaurants, bars, membership clubs, and gaming facilities	
<b>Tobacco-Free Schools (7)</b>	Proportion of school districts with comprehensive tobacco-free campuses	
<b>Multi-Unit Housing (8)</b>	Proportion of comprehensive smoke-free policies in multi-unit housing	
<b>Tobacco-Free Colleges and Universities (9) <i>optional</i></b>	Proportion of college and university campuses with comprehensive tobacco-free campus policies that includes the usage, sales, marketing, and sampling in indoor and outdoor spaces such as student housing, classroom buildings, and athletic facilities of all tobacco products including e-cigarettes	
<b>Priority Area: Decrease adult smoking rates</b>		
<b>Quitline (11)</b>	Extent of utilization of the Indiana Tobacco Quitline (ITQL) throughout the community	
<b>Cessation Systems (12) <i>optional</i></b>	Extent of health system implementation of the Clinical Practice Guidelines for Treating Tobacco Use and Dependence including integration of electronic referrals to the Indiana Tobacco Quitline	
<b>Employers (13)</b>	Extent of tobacco cessation benefits provided by employers	
<b>Priority Area: Protect and maintain a state and local infrastructure necessary to lower commercial tobacco use rates</b>		
<b>Coalition (14)</b>	Extent of intersectional partnerships within the broad-based coalition	
<b>Marginalized Populations (15)</b>	Extent of participation by groups serving marginalized populations in the community	
<b>Tobacco-Free Families (16)</b>	Extent of organizations serving marginalized populations that have received training on the Breathe: Healthy Steps to Living Tobacco Free education program	

## Writing SMART Objectives

**SMART OBJECTIVES** are statements that describe the results to be achieved and how they will be achieved.

### Developing SMART Work Plans

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

**Specific**-identifies a specific event or action that takes place

- What is expected to change?
- Where will change occur?

**Measurable**-quantifies the amount of change to be achieved

- How much change?
- How does the change compare to baseline?

**Achievable**-is realistic given available resources and plans for implementation

- With a reasonable amount of effort and application, can the objective be achieved? Are you attempting too much?

**Relevant**-is logical and relates to program and goals

- Is the objective important or worthwhile to the stakeholders?
- When in doubt, refer to the TPC Priority areas, Community Indicators, and contract deliverables (and [CDC's Best Practices](#))!

**Time-bound**-specifies a time by which it will be achieved

- When will change occur? Is there a time limit? When will this objective be accomplished?

**SAMPLES:**

Electronically embed the Indiana Tobacco Quitline fax referral into EMR/EHR of one healthcare system in Prince Edward County by June 30, 2022.

Pass and implement a comprehensive smoke-free indoor air policy within two local market rate multi-unit housing complexes by June 30, 2022.

<b>Priority Area 1: Decrease Youth and Young Adult Tobacco Use Rates</b> <b>Indicator 2: Youth Empowerment/VOICE</b>							
<b>SMART Objective for Indicator:</b>		Establish and support youth empowerment in Jones County by adding 15 members to the Action Squad, maintaining a Core Team of at least 5 members, and completing 8 days of action by June 30, 2023.					
<b>Baseline measurement for this indicator:</b>		Jones County currently has 5 members in the Core Team and 8 members in the Action Squad. They conducted 6 days of action in 2019-2021.					
<b>Data source for baseline measurement:</b>		Past VOICE meeting minutes and activity reports					
<b>Timeframe for Activities</b>							
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)	End Date (Month/Year)		
<b>DUE: AUGUST 31, 2021</b>  Complete a recruitment plan and monthly meeting schedule for Year 1 for established VOICE Core Team and Action Squad.	<input type="checkbox"/> Data  <input checked="" type="checkbox"/> Education  <input type="checkbox"/> Media & Communication  <input checked="" type="checkbox"/> Partnership Building  <input type="checkbox"/> Policy Implementation & Maintenance	Educate coalition members on VOICE and a youth empowerment model	Coalition coordinator, Youth Coordinator	July	2021	August	2021
		Establish a partnership agreement with the Boys & Girls Club to provide staff member as the youth coordinator	Coalition coordinator Boys and Girls Club	July	2021	August	2021
		Ensure youth coordinator is trained on Voice model	Coalition coordinator Boys and Girls Club	July	2021	August	2021
		Develop a list of potential local groups and a key contact for youth engagement	Boys and Girls Club Youth Coordinator Existing Core Team members	July	2021	August	2021
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)	End Date (Month/Year)		
<b>DUE: SEPTEMBER 30, 2021</b>  Establish a VOICE Core Leadership Team and submit online intake and roster forms. - Minimum of 5 and maximum of 10 youth allowed in core team - Must be 13-18 years old	<input checked="" type="checkbox"/> Data  <input checked="" type="checkbox"/> Education  <input type="checkbox"/> Media & Communication  <input checked="" type="checkbox"/> Partnership Building  <input type="checkbox"/> Policy Implementation & Maintenance	Assess the level of engagement and commitment among youth who are involved in the Core Team and Action Squad	Youth coordinator Adult allies from committed organizations	August	2021	September	2021
		Recruit youth committed to Core Team.	Youth coordinator, Existing Core Team	August	2021	September	2021

Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)	End Date (Month/Year)
Execute 4 National Day of Action Activities in partnership with VOICE Core Leadership Team.  <b>DUE: (See VOICE Calendar document) October- Red Ribbon Week; November- Great American Smoke Out; March- Taking Down Tobacco National Day of Action; May- World No Tobacco Day</b>	<input type="checkbox"/> Data <input type="checkbox"/> Education <input type="checkbox"/> Media & Communication <input checked="" type="checkbox"/> Partnership Building <input type="checkbox"/> Policy Implementation & Maintenance	<p>Work with TPC Director of Youth Programs to plan youth training</p> <p>Core Team will draft plans for each Day of Action, including activity, giveaway items, and goals.</p> <p>Youth Coordinator will provide youth empowerment activity calendar to Core Team and Action Squad and work to gain participation from all VOICE Youth in each opportunity.</p>	Youth coordinator Youth Core Team TPC Director of Youth Programs  Youth coordinator Youth Core Team  Youth coordinator Youth Core Team  Youth coordinator	July 2021 July 2021 July 2021  June 2023  June 2023	September 2021  June 2023  June 2023
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)	End Date (Month/Year)
Participate in ALL required VOICE statewide youth empowerment meet ups and capacity building opportunities:  - 4 Regional Action Squad and Core Team Meet Ups - 3 Statewide Core Team Trainings - 3 Adult Ally Trainings/webinars  <b>DUE: QUARTERLY</b>	<input type="checkbox"/> Data <input checked="" type="checkbox"/> Education <input checked="" type="checkbox"/> Media & Communication <input checked="" type="checkbox"/> Partnership Building <input checked="" type="checkbox"/> Policy Implementation & Maintenance	<p>Hold a capacity building training for newly engaged youth and organizations.</p> <p>Youth Coordinator will participate in all adult ally trainings.</p> <p>Youth coordinator and core team will promote training calendar and work to ensure attendance from core team and action squad members at all training events.</p>	Youth coordinator TPC Director of Youth Programs  Youth coordinator  Youth coordinator Core team	July 2021 July 2021 July 2021  June 2023  June 2023	September 2021  June 2023  June 2023

Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
Provide a letter of recommendation for at least one youth from your core team to serve on the statewide youth leadership team for VOICE Youth Ambassador Program  <b>DUE: DECEMBER 31, 2021; DECEMBER 31, 2022</b>	<input type="checkbox"/> Data  <input checked="" type="checkbox"/> Education  <input type="checkbox"/> Media & Communication  <input checked="" type="checkbox"/> Partnership Building  <input type="checkbox"/> Policy Implementation & Maintenance	Assess commitment and level of engagement among core leadership team members.	Youth coordinator, coalition members	September	2021	December	2022
		Provide an opportunity for 1-2 youth on the core team to join the state leadership team.	Youth coordinator, coalition members	September	2021	December	2022
		Support them with the application process.	Youth coordinator, coalition members	September	2021	December	2022
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
Hold monthly core team/action squad meetings that honor and adhere to the youth empowerment model and positive youth development best practices.  <b>DUE: MONTHLY</b>	<input type="checkbox"/> Data  <input checked="" type="checkbox"/> Education  <input type="checkbox"/> Media & Communication  <input type="checkbox"/> Partnership Building  <input type="checkbox"/> Policy Implementation & Maintenance	Organize, promote, and support monthly core team and action squad meetings according to the calendar approved by the core team.	Youth coordinator, Youth; coalition members	July	2021	June	2023

Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
Implement the UpRISE Social Justice Youth Tobacco Control Curriculum and execute required modules with core youth for VOICE programming and project planning .  <b>DUE: QUARTERLY</b>	<input type="checkbox"/> Data	Participate in UpRISE training and implement program with youth.	Youth coordinator Core Team	July	2021	June	2023
	<input checked="" type="checkbox"/> Education						
	<input type="checkbox"/> Media & Communication						
	<input checked="" type="checkbox"/> Partnership Building						
	<input type="checkbox"/> Policy Implementation & Maintenance						
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
Support the transition of Core Team leaders into the VOICE Alumni Network (young adult programming).  <b>DUE: ANNUALLY</b>	<input type="checkbox"/> Data	Recruit youth to participate with VOICE Alumni Network.	Youth coordinator Core Team	April	2022	June	2023
	<input type="checkbox"/> Education	Support youth membership and participation in the Alumni Network.	Youth coordinator Core Team	April	2022	June	2023
	<input type="checkbox"/> Media & Communication						
	<input type="checkbox"/> Partnership Building						
	<input type="checkbox"/> Policy Implementation & Maintenance						

Priority Area 2: Increase the Proportion of Hoosiers Not Exposed to Secondhand Smoke							
Indicator 8: Multi-Unit Housing							
SMART Objective for Indicator:		Pass and implement a comprehensive smoke-free indoor air policy with two local market rate housing communities by June 30, 2023.					
Baseline measurement for this indicator:		After a review of the Parker community, it was determined Brentwood Apartments, Elmwood Apartments and Elmhurst Residential Living do not have a comprehensive smoke-free indoor air policy					
Data source for baseline measurement:		Our current Parker community database of multi-unit housing shows Brentwood Apartments, Elmwood Apartments and Elmhurst Residential Living do not have comprehensive smoke-free indoor air policies. The Covington County Tobacco Control Coalition contacted the 3 properties and verified there is currently no comprehensive policy. It was determined that our community already has 5 smoke-free apartment complexes.					
Timeframe for Activities							
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)	End Date (Month/Year)		
DUE: DECEMBER 31, 2021	<input checked="" type="checkbox"/> Data <input type="checkbox"/> Education <input type="checkbox"/> Media & Communication <input checked="" type="checkbox"/> Partnership Building <input type="checkbox"/> Policy Implementation & Maintenance	Create/update a list of market rate multi-unit housing in your community; Prioritize housing complexes based on number of units, readiness to adopt smoke-free air policy, or other criteria	Coalition coordinator, American Lung Association, coalition members, property administration and staff	August 2021	November 2021		
		Set a goal number of completed surveys in the first quarter of the grant cycle	Coalition coordinator, American Lung Association, coalition members, regional director	August 2021	November 2021		
		Access the SurveyMonkey link to enter responses for each market rate multi-unit housing property that is assessed	Coalition coordinator, coalition members	November 2021	December 2021		
		Reference survey results and develop a written work plan for the rest of the grant cycle based on the multi-unit housing properties represented in the assessment	Coalition coordinator, American Lung Association, coalition members, regional director	December 2021	January 2022		
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)	End Date (Month/Year)		
DUE: JUNE 30, 2022; JUNE 30, 2023	<input type="checkbox"/> Data <input checked="" type="checkbox"/> Education <input type="checkbox"/> Media & Communication <input checked="" type="checkbox"/> Partnership Building <input checked="" type="checkbox"/> Policy Implementation & Maintenance	Collect and use positive stories and research on smoke-free public housing to educate residents, the public housing authority, and property management	Coalition coordinator, tenants association, property administration and staff, apartment association	January 2022	June 2023		
		Conduct one-on-one meetings with the public/market rate housing board on the importance of smoke-free multi-unit housing and the ITOL using TPC resources	Coalition coordinator, coalition members	January 2022	June 2023		
		Recruit a resident champion and/or champion from the housing property(s) to share their story	Coalition coordinator, tenants association, property administration and staff	January 2022	June 2023		

Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
<b>Assist public housing authority and market rate housing management with:</b> - implementation by providing resources including Indiana Tobacco Quitline materials and other assistance - enforcement and strengthening of current policy to include e-cigarettes and smoke-free grounds  <b>DUE: QUARTERLY</b>	<input type="checkbox"/> Data	Communicate passage of policy with appropriate signage and written materials. Educate residents and staff on the Indiana Tobacco Quitline.	Coalition coordinator, property administration and staff	May	2022	June	2023
	<input checked="" type="checkbox"/> Education	Encourage coalition members and housing residents to submit letters to the community newsletter on the importance of smoke free homes for the health of the family, asthma, negative health effects of third hand smoke, federal disability laws, economic benefits, etc., in addition to letters to property	tenants association, coalition members (list them)	July	2021	June	2023
	<input checked="" type="checkbox"/> Media & Communication	Celebrate/Host an event to mark the anniversary of the smoke-free policy.	coalition coordinator, property administration and staff, coalition members (list them)	June	2022	August	2022
	<input type="checkbox"/> Partnership Building	Conduct survey about the policy to determine residents' attitude one year after policy is passed and implemented (assess residents' level of support for a stronger policy if applicable)	coalition coordinator, property administration and staff	March	2022	May	2022
	<input checked="" type="checkbox"/> Policy Implementation & Maintenance	Encourage and provide materials for property to promote the smoke-free air policy throughout the resident community	Coalition coordinator, property administration and staff	July	2021	June	2022
				Start Date (Month/Year)		End Date (Month/Year)	
<b>Maintain a database of all public and market rate multi-unit housing in your community and complete the following activities:</b> - Outreach with all new multi-unit housing properties that open within your community - Track and monitor outreach to the database obtained through assessment  <b>DUE: QUARTERLY</b>	<input checked="" type="checkbox"/> Data	Use multi-unit housing survey results to update database	Coalition coordinator, American Lung Association, coalition members (list them)	January	2022	June	2023
	<input checked="" type="checkbox"/> Education	Conduct outreach with any new properties that open in the county	Coalition coordinator, coalition members (list them), property administration and staff, tenants	January	2022	June	2023
	<input type="checkbox"/> Media & Communication	Identify and recruit key stakeholders at new market rate housing properties	Coalition coordinator	July	2021	June	2023
	<input checked="" type="checkbox"/> Partnership Building	Conduct key informant interview with new market rate housing management	Coalition coordinator	January	2022	June	2023
	<input type="checkbox"/> Policy Implementation & Maintenance	Survey residents of the multi-unit housing properties to assess the level of support for a smoke-free air policy	Coalition coordinator, property administration and staff	July	2021	June	2023
		Record all outreach activities in the housing database	Coalition coordinator	January	2022	June	2023

Priority Area 3: Reduce Adult Smoking							
Indicator 13: Employers							
SMART Objective for Indicator:		Identify 8 employers and work to implement best practices for tobacco cessation at 6 of those locations by June 30, 2023.					
Baseline measurement for this indicator:		In reviewing the Seminole County Preferred Employer Network there are 6 employers currently enrolled.					
Data source for baseline measurement:		Seminole County Preferred Employer Network/Database, Review of Coalition Members					
Timeframe for Activities							
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
DUE: SEPTEMBER 30, 2021	<input checked="" type="checkbox"/> Data	Build current database using Employer Database Template and Preferred Employer Network Information. Include information such as: main point of contact, current policy status, current cessation benefits offered, and ongoing updates on outreach activities. Explore larger employers in Seminole County	TPC Coordinator Coalition Members Chamber of Commerce	July	2021	December	2021
	<input checked="" type="checkbox"/> Education	Monitor number of employers implementing best practice components. Conduct ongoing maintenance of Employer Database.	TPC Coordinator Coalition Members	July	2021	June	2023
	<input type="checkbox"/> Media & Communication	Educate coalition members on the Employer Toolkit and best practices for healthy workplace and tobacco cessation.	TPC Coordinator	October	2021	October	2022
	<input checked="" type="checkbox"/> Partnership Building	Target Employers that coalition has existing relationships with including local health system, local non-profit and local manufacturer with regular outreach activities.	TPC Coordinator, Coalition Members, Chamber of Commerce, Economic Development	July	2021	June	2023
	<input type="checkbox"/> Policy Implementation & Maintenance						
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
DUE: SEPTEMBER 30, 2021; MARCH 31, 2022; SEPTEMBER 30, 2022	<input type="checkbox"/> Data		TPC Coordinator Coalition Members TPC QL manager and RD	September	2021	September	2022
	<input checked="" type="checkbox"/> Education	Create a plan for outreach and communication to the employer database.					
	<input type="checkbox"/> Media & Communication						
	<input checked="" type="checkbox"/> Partnership Building						
	<input type="checkbox"/> Policy Implementation & Maintenance						

Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
<b>DUE: QUARTERLY</b>	<input type="checkbox"/> Data <input checked="" type="checkbox"/> Education <input type="checkbox"/> Media & Communication <input checked="" type="checkbox"/> Partnership Building <input type="checkbox"/> Policy Implementation & Maintenance	Based on the database of employers, target 4 employers to conduct initial outreach (Year 1, repeat Year 2). Set up initial meetings with targeted employers - tentatively target local health system, local county/city government and local car manufacturer.	Coalition Members, TPC Coordinator, Chamber of Commerce, Economic Development	July	2021	June	2023
		Present to employers on best practices for healthy workplace and tobacco cessation (Reference Employer Toolkit - Powerpoint and Talking Points Document).	Coalition Members, TPC Coordinator	July	2021	June	2023
		Identify needs of each targeted employer and work to implement best practices. Provide ongoing follow-up to employers as they work on implementing best practices.	Coalition Members, TPC Coordinator	July	2021	June	2023
		Attend local Chamber of Commerce events to network.	Coalition Members, TPC Coordinator	July	2021	June	2023
		Share successes of employers with coalition and other local businesses.	Coalition Members, TPC Coordinator	January	2022	May	2023
				Start Date (Month/Year)		End Date (Month/Year)	
<b>DUE: MONTHLY</b>	<input checked="" type="checkbox"/> Data <input checked="" type="checkbox"/> Education <input type="checkbox"/> Media & Communication <input checked="" type="checkbox"/> Partnership Building <input checked="" type="checkbox"/> Policy Implementation & Maintenance	Survey coalition member organizations and employers in database to determine what they offer to their employees compared to best practices.	TPC Coordinator, Coalition Members	July	2021	June	2023
		Track monthly outreach to Quit Now Indiana Preferred Employer Network and Quitline referrals from employers contacted. Monitor the Indiana Tobacco Quitline referrals and accepted services from employers, report this information back to employers. Monitor number of trainings held and attended with employers or local organizations that work with employers.	TPC Coordinator	June	2021	June	2023
		Conduct key informant interviews with new business contacts and ongoing one-on-one meetings with employers with a high interest level in tobacco control.	TPC Coordinator, Coalition Members	July	2021	June	2023
		Conduct presentations to local businesses and employer groups on offering health insurance benefits with tobacco cessation coverage and on the	TPC Coordinator, Coalition Members	July	2021	June	2023
		Distribute monthly media and communication items to educate employers and employees, including letters to the editor or press releases to local media highlighting success of employers.	TPC Coordinator, Coalition Members	July	2021	June	2023
		Host an event to celebrate and recognize a champion employer.	TPC Coordinator, Coalition Members, Chamber of Commerce	March	2022	March	2023

Priority Area 4: Maintain Infrastructure						
Indicator 14: Coalition						
SMART Objective for Indicator:		Increase active participation in the coalition by at least 8 new members by June 2023 focusing on recruiting members from the following sectors of the community: business, veterans, and faith-based.				
Baseline measurement for this indicator:		We currently have eight active members on the coalition; however, we do not have representation from the business, veterans, and faith-based sectors.				
Data source for baseline measurement:		Coalition meeting attendance records.				
Timeframe for Activities						
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)	End Date (Month/Year)	
Conduct ongoing assessment of coalition recruitment and development. Work with TPC and Regional Director to develop a growth plan. (Reference Coalition Assessment document)  <b>DUE: DECEMBER 31, 2021; JUNE 30, 2022; DECEMBER 31, 2022</b>	<input type="checkbox"/> Data <input type="checkbox"/> Education <input type="checkbox"/> Media & Communication <input checked="" type="checkbox"/> Partnership Building <input type="checkbox"/> Policy Implementation & Maintenance	Survey coalition members to determine their areas of interest, meeting schedule, and opportunities for engagement.	coordinator, coalition members, regional director	November	2021	December
		Complete the coalition assessment document and share results with Regional Director. Work with Regional Director to set recruitment goals.	coordinator, regional director	November	2021	December
		Identify portions of community not currently represented on coalition.	coordinator, coalition members	December	2021	December
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)	End Date (Month/Year)	
Conduct ongoing coalition development and maintenance activities to involve participation from all sectors of the community. (Reference the Recommended Coalition Maintenance Activities)  <b>DUE: MONTHLY</b>	<input type="checkbox"/> Data <input checked="" type="checkbox"/> Education <input checked="" type="checkbox"/> Media & Communication <input checked="" type="checkbox"/> Partnership Building <input type="checkbox"/> Policy Implementation & Maintenance	Coalition will receive education on health equity and apply health equity lens to all activities during planning and implementation.	Coalition members	July	2021	June
		Create a coalition database and update the database once a year. Establish regular communication channels with coalition members in the database via email and monthly newsletter.	coordinator, coalition communications committee	July	2021	June
		Ensure action items are assigned to coalition members at each meeting.	coordinator, coalition chair, lead agency	July	2021	June
		Incorporate coalition leadership structure and bylaws, regular meeting schedule, and prepare agendas prior to each meeting.	coordinator, lead agency, coalition chair	July	2021	June

Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
<b>Complete at least one earned media submission (letter to the editor, op-ed, or news release) to a local media outlet. (Reference the Recommended Communications Outreach in the Resource Guide)</b>  <b>DUE: MONTHLY</b>	<input type="checkbox"/> Data	Utilize earned media during national events and other timely opportunities (Kick Butts Day, Great American Smokeout, etc). Publish articles about the coalition in publications produced by various community organizations (Chamber of Commerce, church bulletins, etc).	Current coalition members, local media, chamber of commerce, local churches, school administration	July	2021	June	2023
	<input checked="" type="checkbox"/> Education	Recruit coalition members to sign and submit 1 LTE each month.	coordinator, coalition communications committee	July	2021	June	2023
	<input checked="" type="checkbox"/> Media & Communication	Provide coalition recruitment tools throughout community utilizing current coalition member organizations.	coordinator, coalition communications committee	July	2021	June	2023
	<input checked="" type="checkbox"/> Partnership Building	Utilize social media weekly to highlight coalition activities and promote coalition meetings and events.	coordinator, coalition communications committee	July	2021	June	2023
	<input type="checkbox"/> Policy Implementation & Maintenance						
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
<b>Conduct at least one face-to-face meeting or key informant interview with a prospective coalition member or partner in order to recruit from sectors of the community not well represented on the coalition.</b>  <b>DUE: QUARTERLY</b>	<input type="checkbox"/> Data	Establish a policy and create a plan of action so that all coalition members will actively recruit one new member each year	Coalition members, recruitment committee	July	2021	June	2023
	<input checked="" type="checkbox"/> Education	Participate in community events to provide information about coalition and actively recruit new members.	Coalition members; community organizations; food pantries, Chamber of Commerce;	July	2021	June	2023
	<input type="checkbox"/> Media & Communication	Participate in other community group meetings to network and educate about the coalition and tobacco control.	coordinator, recruitment committee	July	2021	June	2023
	<input checked="" type="checkbox"/> Partnership Building	Network with local chambers, church groups, food pantries, and veterans organizations.	coordinator, recruitment committee	July	2021	June	2023
	<input type="checkbox"/> Policy Implementation & Maintenance						

Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
Educate state and local policy makers about your program and tobacco control, and the burden of tobacco use on Indiana.  <b>DUE: QUARTERLY</b>	<input type="checkbox"/> Data	Identify current state and local policy makers and conduct outreach to provide education about current coalition and tobacco control issues.	coordinator, coalition, youth coordinator, VOICE core team	July	2021	June	2023
	<input checked="" type="checkbox"/> Education	Identify coalition members to form a legislative outreach committee that works in coordination with local VOICE team to conduct quarterly educational activities with state and local policy makers.	coordinator, coalition, VOICE core team, youth coordinator	July	2021	June	2023
	<input type="checkbox"/> Media & Communication						
	<input type="checkbox"/> Partnership Building						
	<input type="checkbox"/> Policy Implementation & Maintenance						
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
Send a letter of thanks to state policy makers for your community grant funding and outline the coalition's accomplishments and goals for the 2021-2023 grant.  <b>DUE: SEPTEMBER 30, 2021; September 30, 2022</b>	<input type="checkbox"/> Data	Utilize template provided by TPC to send letter to state policy makers. Include coalition successes and goals.	Coalition Members; TPC	September	2021	September	2022
	<input checked="" type="checkbox"/> Education						
	<input type="checkbox"/> Media & Communication						
	<input type="checkbox"/> Partnership Building						
	<input checked="" type="checkbox"/> Policy Implementation & Maintenance						

Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
Conduct at least one presentation or meeting per year with the board or administrators of the lead agency to educate on evidence-based tobacco control practices, as well as coalition accomplishments and goals.  <b>DUE: ANNUALLY</b>	<input type="checkbox"/> Data <input checked="" type="checkbox"/> Education <input type="checkbox"/> Media & Communication <input checked="" type="checkbox"/> Partnership Building <input type="checkbox"/> Policy Implementation & Maintenance	Schedule annual time to present to board of directors and actively reach out to administration when applicable.	coordinator	February	2022	February	2023
		Share quarterly dashboard reports with supervisor and lead agency leadership.	coordinator	July	2021	June	2023
		Ensure a lead agency representative (besides the TPC coordinator) attends all coalition meetings.	lead agency	July	2021	June	2023
Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)		End Date (Month/Year)	
Provide training to coalition members on health equity and social justice in commercial tobacco control.  <b>DUE: ANNUALLY</b>	<input type="checkbox"/> Data <input checked="" type="checkbox"/> Education <input type="checkbox"/> Media & Communication <input checked="" type="checkbox"/> Partnership Building <input type="checkbox"/> Policy Implementation & Maintenance	Coordinator will receive training on health equity and social justice in commercial tobacco control and share with coalition	coordinator, TPC, lead agency	October	2021	October	2022
		Invite local minority health coalition to present to coalition about local health equity and social justice issues.	coalition, coordinator, local minority health coalition	February	2022	March	2022
		Coalition will draft and approve a non-discrimination statement, and review annually.	coalition, coordinator, lead agency	March	2022	March	2023

Deliverable	Strategies	Activities	Partners	Start Date (Month/Year)	End Date (Month/Year)
Celebrate coalition successes. Recognize coalition members for their hard work and accomplishments.	<input type="checkbox"/> Data <input type="checkbox"/> Education <input type="checkbox"/> Media & Communication <input checked="" type="checkbox"/> Partnership Building <input type="checkbox"/> Policy Implementation & Maintenance	Host an annual even to recognize success of coalition activities and coalition members	Lead agency; coalition members; recruitment committee	November 2021	November 2022
<b>DUE: ANNUALLY</b>					

# Recommended Communication Outreach Frequency and Topic Suggestions

## Recommended Communication Outreach Frequency:

- Letter to the editor (LTE) or Op-Ed submissions: At least once per month (refer below to recommended topics and timing)
  - TPC provides at least one LTE sample per month for partners to distribute
- Social media postings: At least once per week, per registered social media channel (Facebook, Twitter, Instagram)
  - TPC provides social media topics and some draft postings
- Guest article in local/business/company newsletter (online or print), blog, newspaper: At least 2 times per year
  - Reach out to coalition member networks and see what local media distributions exist
  - TPC can assist with brainstorming and drafting guest article submissions

## Middle and High School Prevention, Youth Empowerment/VOICE and Point of Sale Indicators:

- Topics
  - General point of sale/retail environment
  - Youth targeting (price, flavor, marketing)
  - Other tobacco products (chew/spit tobacco, e-cigarettes, hookah, little cigars, etc.)
- Ideal LTE distribution times (2 LTEs per year)
  - Back to school season (end of July to September)
  - Halloween (flavored products)
- Social media accounts to follow:
  - Counter Tobacco, Counter Tools, Voice, Campaign for Tobacco Free Kids, Truth Initiative, FDA The Real Cost, Truth, Fresh Empire, American Academy of Pediatrics

## Tobacco-Free Worksite Indicator:

- Topics
  - Dangers of secondhand smoke
  - Benefits of comprehensive smoke-free air laws/local authority
  - Worker protection
  - Economic impact of secondhand smoke/Business leader perspective
- Ideal LTE distribution times (At least 3 LTEs per year; more if working on local campaign)
  - Before and during any local campaign work
- Social media accounts to follow:
  - Americans for Nonsmokers Rights, Tobacco Free Indiana

## Tobacco-free Schools

- Topics
  - Importance of comprehensive tobacco-free campuses, including e-cigarettes
  - Best practices for schools for how to address timely issues, such as e-cigarette and JUUL usage
  - Vape Free Indiana – additional resources for parents, teachers, and healthcare providers

## Multi-Unit Housing Indicator:

- Topics
  - Benefits of smoke-free MUH (resident health, economical for property owners)
  - Legality of smoke-free MUH

## **Recommended Communication Outreach Frequency and Topic Suggestions**

- At least 1 LTE per year
- Social media accounts to follow:
  - Smoke-Free Housing Indiana, Americans for Nonsmokers Rights

### **Quitline Indicator:**

- Topics
  - Cessation
  - Health observances (i.e. American Heart Month, Lung Cancer Awareness Month, Great American Smokeout)
  - "Talk to your doctor"
  - Quitline services (Phone counseling, Web Coach, eQuit, Text2Quit, Individual Services)
- Ideal LTE distribution
  - During health observances (TPC sends notifications on upcoming observances)
  - At least 3 LTEs per year
- Social media accounts to follow
  - CDC Tobacco Free, America Lung Association, American Heart Association, American Cancer Society, American Medical Association

### **Employers Indicator:**

- Topics
  - Tobacco-free workplaces/employee health
  - Tobacco use costs for employers
  - Employer provided tobacco cessation benefits
- Ideal LTE distribution (At least 1 LTE per year)
  - Open enrollment (October to November)

### **Marginalized Populations Indicator:**

- Topics:
  - Medicaid tobacco use rates/Quitline services
  - Mental health population tobacco use rates/cessation benefits
  - LGBTQ+ tobacco use rates/cessation benefits
  - Women of child-bearing age/pregnant women tobacco use rates/Quitline services
- At least 2 LTEs per year
- Social media accounts to follow:
  - Indy Pride Inc., National LGBT Cancer Network, Indiana Latino Institute, Latino Health Organization, Indiana Black Expo, SAMHSA, Smoking Cessation Leadership Center (SCLC)

### **Tobacco-Free Families Indicator:**

- Topics:
  - Protecting children from secondhand smoke
  - Tobacco-free homes and cars
- 1 LTE per year
- Social Media Accounts to follow:
  - Campaign for Tobacco Free Kids
  - Breathe: Healthy Steps to Living Tobacco Free group on Facebook

## Recommended Coalition Maintenance Activities

- Develop leadership structure and decision-making processes (bylaws) within the coalition.
- Schedule meetings at a regular time and place each month.
- Send coalition meeting notices and reminders in advance of the meeting each month.
- Share coalition meeting details (location, time) on coalition social media channels. Create Facebook events for upcoming coalition meetings.
- Prepare agendas and record minutes for each coalition meeting. Share minutes with members within one week of meeting.
- Ensure each meeting results in action items for coalition members to complete.
- Provide training to the coalition on topics relevant to the workplan and evidence-based tobacco control practices. (Reference CDC Best Practices.) This can include sharing news items, fact sheets, or other relevant pieces at each meeting that help educate the coalition on various aspects of tobacco control.
- Share the workplan with the coalition, discuss progress, and ask for their input and assistance on deliverables that interest them.
- Survey any new members to determine interests, skills and possible networks for outreach.
- Develop a coalition brochure or other coalition recruitment tool for prospective coalition members and partners.
- Develop a coalition newsletter and distribute among appropriate communication channels. Newsletters can include recent coalition activity, current events in tobacco control, goals for the year, guest article submissions, coalition member highlights, etc.

## Recommended Resources

### Coalition Roles and Job Descriptions:

[http://coalitionswork.com/wp-content/uploads/coalition\\_roles\\_and\\_job\\_descriptions.pdf](http://coalitionswork.com/wp-content/uploads/coalition_roles_and_job_descriptions.pdf)

### Coalition Bylaws:

<http://coalitionswork.com/wp-content/uploads/Coalition-Bylaw-Contents.pdf>

### Coalition Meeting Checkup:

[http://coalitionswork.com/wp-content/uploads/coalition\\_meeting\\_checkup.pdf](http://coalitionswork.com/wp-content/uploads/coalition_meeting_checkup.pdf)

### Coalition Member Survey:

[http://coalitionswork.com/wp-content/uploads/coalition\\_member\\_survey.pdf](http://coalitionswork.com/wp-content/uploads/coalition_member_survey.pdf)

# **Steps to Coalition Building & Developing the Team**

## Steps to Coalition Building

1. Identify the core group of tobacco control champions in your community. These are the people who are known to be passionate and committed to tobacco control and put aside their own agendas for the greater good.
2. Including non-traditional partners will help make your planning effort more representative as well as enlarge your base of support. Non-traditional partners will vary with each community and may include: youth, seniors, business leaders, people from different neighborhoods and population groups, and religious leaders.
3. Ask each person/group what they think they can bring to the effort – that is, what skill, perspectives, and resources they have to contribute. Learn how they want to be involved and how they will not/cannot be involved (e.g., some people cannot be part of any policy work).
4. Develop leadership structure and decision-making processes (bylaws) within the coalition.

## Steps to Coalition Building & Developing the Team

### Increasing the Diversity of Your Tobacco Control Team

Who *else* will help to make your planning efforts more representative of your community? Consider including people and organizations that you may not usually include in your planning efforts and programs. Including others will help to enlarge your base of support and bring additional resources to your tobacco control efforts. Use this chart to help you identify additional people and organizations and what each has to offer to your community's tobacco control efforts.

	Person's Name and Organization	What they have to offer to the tobacco control efforts
Youth-led groups		
Youth Advocacy Organizations (ie: PTOs, PTAs, Boys Clubs, Girls Clubs)		
Ethnic Specific Community Groups		
Seniors		
Business leaders		
Religious leaders		
Environmental groups		
Drug prevention organizations		
Survivor support groups		

## Steps to Coalition Building & Developing the Team

	Person's Name and Organization	What they have to offer to the tobacco control efforts
Labor/employee unions		
Restaurant owners		
Neighborhood associations		
Hospitals that serve the area		
Local health departments		
County nursing services		
Local medical associations		
Local dental associations		
Other health care professionals		
Law enforcement		
Schools, including colleges and universities		
Media		

## Steps to Coalition Building & Developing the Team

	Person's Name and Organization	What they have to offer to the tobacco control efforts
Parent groups		
Former tobacco users		
Others		

## **Key Informant Interview Guide**

### *Prospective Coalition Member*

#### **Purpose of the Interview:**

Engage prospective coalition members in the community to come together and work on a comprehensive tobacco control effort.

#### **Process for Setting up Interviews:**

Contact the potential interviewee and request a one-hour meeting to complete the interview. At the time the interview is being scheduled, provide the interviewee with the following information:

- Name and explanation of your organization
- Describe your partnership with TPC
- Explain that the interviewee is seen as a prospective coalition member in the community and you believe they can provide valuable information related to comprehensive tobacco control.
- Tell the interviewee that the interview will take approximately 45 minutes
- Explain that specific answers will not be attributed to interviewees so they are comfortable that the information they share will be confidential
- Ask if they have any questions at this time

#### **Preparing for the Interview:**

- Bring state and local data on smoking
- Bring copies of basic fact sheets on burden of tobacco use
- Bring a coalition information page that includes:
  - Contact Information
  - Meeting Schedule
  - Coalition goals / strategic plan

## **Key Informant Interview Guide**

### *Prospective Coalition Member*

**What sector of the community does the prospective coalition member represent?  
(ie. faith-based, school, business, medical)**

**Name of Interviewee:**

**Position/Title:**

**Date Interviewed:**

**Interviewer:**

I represent \_\_\_\_\_ and we work with Indiana Tobacco Prevention and Cessation (TPC) on tobacco control issues in our community. As I explained on the phone, we think that this is an excellent opportunity for us to gain a better understanding of your thoughts and ideas related to tobacco use prevention and cessation in our community. As a key public health leader, we value your input. We greatly appreciate you taking the time to meet with us.

[As you may know, smoking in our state/community is a critical problem (provide data). We are working to do everything we can to help Hoosiers quit smoking.]

**1. What do you know about tobacco use in our community? (ie. smoking rates, local ordinances, school policies)**

**2. How does tobacco use in the community impact you and your organization?**

## Key Informant Interview Guide

### *Prospective Coalition Member*

Thank you for taking time for this interview. If you have additional questions or concerns, I can be reached at

## **Fundamentals for Strong Smoke-free Air Policies**

The Indiana Model Smoke-free Ordinance is adapted from the Americans for Nonsmokers' Rights Model Ordinance which is developed in consultation with legal and policy subject matter experts, consulting the latest research and incorporating relevant case-study from the field. It is updated on a regular basis with the most recent version updated in 2019.

The purpose of passing a comprehensive smoke-free indoor air law is to fully protect employees, residents, and visitors from exposure to dangerous secondhand smoke in workplaces and public places. The only way to ensure everyone is protected no matter where they work is by implementing laws that are strong, simple, and fair and that apply to 100 percent of indoor workplaces including bars, restaurants, and casinos.

## Sample Job Descriptions

### **TPC Local Youth Coordinator (VOICE Adult Ally):**

Will be responsible for working \_\_\_\_ per week in the community, available to travel in-county and to other locations in the state several times per year for statewide training and meetings (See VOICE Calendar).

Will be responsible for overseeing the execution of activities for Priority Area 1 (Decrease Youth and Young Adult Tobacco Use Rates) and required deliverables for the following Indicators:

1. Middle and High School Prevention
2. Youth Empowerment/VOICE
3. Point-of-Sale

### **Responsibilities**

- Managing and convening County-wide VOICE Core Leadership Team
- Youth coordinator will submit periodic electronic reports as required and respond to local and state needs for information as directed by the TPC Youth Program Director.
- Youth coordinator will be responsible for recruiting public schools selected to conduct the Youth Tobacco Survey in Fall 2022.
- Youth coordinator will recruit and organize a diverse group of individuals and organizational representatives of youth related organizations from the community.
- The coordinator will support the coalition to strategize action to reduce youth commercial tobacco use in the county through policy and programs.
- Expand reach by participating in local/regional/state community events, conferences and/or fairs within assigned geographic areas to promote VOICE programs, campaigns/initiatives, and services.
- Youth coordinator will commit to support youth engagement strategies and study CDC's Best Practices model in commercial tobacco control. The Youth coordinator will use proven, evidence-based actions to reduce commercial tobacco use and exposure to secondhand smoke, and to prevent commercial tobacco use in the community.
- Youth coordinator will accept training and technical assistance and fully participate in the local and statewide youth empowerment program and initiatives.

### **The ideal candidate should have:**

- Leadership skills especially in the area of youth engagement
- Community organizing skills; experience recruiting and organizing volunteers
- Marketing and networking skills; experience with developing community relationships
- Familiarity with social media and online meeting platforms
- An understanding of public health principles and best practices
- The ability to work independently
- Excellent written and oral communication, including public speaking skills
- Passion for the youth empowerment model
- Passion for the pursuit of health equity for all

## Sample Job Descriptions

### **TPC Local Program Coordinator:**

- Will be responsible for working \_\_\_ per week in the community, available to travel in-county and to other locations in the state several times per year for training or meetings (see Lead Agency Profile Form).
- Physical lifting may be required for materials or AV equipment.
- Coordinator will submit periodic electronic reports as required and respond to local and state needs for information as directed.
- Coordinator will be responsible for recruiting public schools selected to conduct the Youth Tobacco Survey Fall 2022.
- Media responsibilities include developing partnerships with local news venues and providing accurate local, state, national and international information on tobacco control to the news media as is necessary for education of the public on tobacco issues.
- Coordinator will recruit and organize both individuals and organizational representatives from the community to form a coalition representing diverse interests and backgrounds.
- The coordinator will lead the coalition to strategize action to reduce commercial tobacco use in the county through policy and programs.
- Coordinator will fully engage community and coalition members, including specific task force groups, in the business of commercial tobacco control. For this purpose, coordinator is an excellent written and oral communicator. The coordinator will be able to work with healthcare providers, businesses, and other organizations to educate them about evidence-based commercial tobacco control practices, assist them with policy development and implementation, and collaborate with them with to increase referral and acceptance rates to the Indiana Tobacco Quitline.
- Coordinator will commit to study CDC's Best Practices models in commercial tobacco control. Coordinator will use proven, evidence-based actions to reduce commercial tobacco use and exposure to secondhand smoke, and to prevent commercial tobacco use in the community.
- Coordinator will monitor completion of activities contracted in the written work plan submitted with this proposal by the coalition of \_\_\_\_\_ County.

### **The ideal candidate should have:**

- Leadership skills especially in the area of coalition building
- Community organizing skills; experience recruiting and organizing volunteers
- Marketing and networking skills; experience with developing community relationships
- Experience with media, policy advocacy, and/or political campaigns
- An understanding of public health and/or political science
- The ability to work independently
- Public speaking skills
- Basic computer skills

### **Other TPC positions:**

Detail specific functions that support TPC tobacco control contract for positions paid with TPC funds: i.e. funds management (hours, review, and budget development), supervising (hours, face-to-face, and electronic communication).

# Online Resource List

## Tobacco and Health Data – County, State, and National Resources

### *Indiana Tobacco Data and Information:*

- Indiana Tobacco Control 2020 Strategic Plan:  
[https://www.in.gov/isdh/tpc/files/2020%20Strategic%20Plan\\_PDF\\_FINAL.pdf](https://www.in.gov/isdh/tpc/files/2020%20Strategic%20Plan_PDF_FINAL.pdf)  
(2025 Strategic Plan soon to be released)
- TPC Fact Sheets: <http://www.in.gov/isdh/tpc/2341.htm>
- TPC County Pages – select county from drop-down menu: <https://www.in.gov/isdh/tpc/2350.htm>
- Data sources for County Pages:  
[https://www.in.gov/isdh/tpc/files/Data%20Sources%20for%20County%20Pages%2002\\_04\\_2020.pdf](https://www.in.gov/isdh/tpc/files/Data%20Sources%20for%20County%20Pages%2002_04_2020.pdf)
- TPC Smoke-free communities maps and resources: <https://www.in.gov/isdh/tpc/2333.htm>
- Campaign for Tobacco-Free Kids – The Toll of Tobacco in Indiana:  
<https://www.tobaccofreekids.org/problem/toll-us/indiana>

### *General Tobacco-related Information and Statistics:*

- Centers for Disease Control and Prevention (CDC), Office on Smoking and Health  
<https://www.cdc.gov/tobacco/>
- The Health Consequences of Smoking - 50 Years of Progress: A Report of the Surgeon General, 2014: [https://www.cdc.gov/tobacco/data\\_statistics/sgr/50th-anniversary/#report](https://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/#report)
- Smoking Cessation: A Report of the Surgeon General, 2020:  
[https://www.cdc.gov/tobacco/data\\_statistics/sgr/2020-smoking-cessation/index.html](https://www.cdc.gov/tobacco/data_statistics/sgr/2020-smoking-cessation/index.html)

### *County-level health data:*

- Indiana Indicators: <http://www.indianaindicators.org/>
  - Access county-level data through the “Community Dashboards”

## Tobacco Control Best Practices

- CDC – Best Practices for Comprehensive Tobacco Control Programs, 2014:  
[https://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/pdfs/2014/comprehensive.pdf](https://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf)
- Tobacco Control Network (TCN): <http://tobaccocontrolnetwork.org/>
  - TCN - 2016 Policy Recommendations Guide: <http://tobaccocontrolnetwork.org/tcn-policy/#policy/>

# Online Resource List – By Indicator

## Priority Area: Decrease youth and young adult tobacco use rates

### Indicator 1 – Middle and High School Prevention

- TPC – Highlights from the 2018 Indiana Youth Tobacco Survey  
[https://www.in.gov/isdh/tpc/files/Highlights%20from%20the%202018%20IYTS\\_FINAL.pdf](https://www.in.gov/isdh/tpc/files/Highlights%20from%20the%202018%20IYTS_FINAL.pdf)
- Smokefree.gov Smoke-free Teen site <https://teen.smokefree.gov/>
- Quit Now Indiana (Quitline website) [www.quitnowindiana.com](http://www.quitnowindiana.com)
  - Teen resources: [www.quitnowindiana.com/teens](http://www.quitnowindiana.com/teens)
- E-cigarette resources on TPC website <https://www.in.gov/isdh/tpc/2340.htm>
- Truth Initiative – This Is Quitting/Become An Ex resource for quitting e-cigarettes  
[https://truthinitiative.org/research-resources/quitting-smoking-vaping/quitting-e-cigarettes?utm\\_campaign=fb75ef3469&utm\\_source=Truth%20Initiative%20Mailing%20List](https://truthinitiative.org/research-resources/quitting-smoking-vaping/quitting-e-cigarettes?utm_campaign=fb75ef3469&utm_source=Truth%20Initiative%20Mailing%20List)
- SGR on E-cigarettes and Youth <https://e-cigarettes.surgeongeneral.gov/>
- SG advisory on E-cigarettes epidemic <https://e-cigarettes.surgeongeneral.gov/documents/surgeon-generals-advisory-on-e-cigarette-use-among-youth-2018.pdf>

### Indicator 2 – Youth Empowerment/VOICE

- VOICE Indiana website <https://www.voiceindiana.org/>
- CDC's Best Practices user guide: Youth Engagement <https://stacks.cdc.gov/view/cdc/5628>

### Indicator 3 – Point-of-Sale

- Campaign for Tobacco-Free Kids - Tobacco Marketing to Kids Fact Sheets  
[https://www.tobaccofreekids.org/facts\\_issues/fact\\_sheets/toll/tobacco\\_kids/marketing/](https://www.tobaccofreekids.org/facts_issues/fact_sheets/toll/tobacco_kids/marketing/)
- CounterTobacco.org [www.countertobacco.org](http://www.countertobacco.org)
- TPC – Results from the 2018 Indiana Youth Tobacco Survey (see especially Section 5 – Youth Access and Purchasing and Section 8 – Tobacco Marketing)  
[https://www.in.gov/isdh/tpc/files/2018%20Indiana%20YTS%20Report\\_08\\_2019.pdf](https://www.in.gov/isdh/tpc/files/2018%20Indiana%20YTS%20Report_08_2019.pdf)

## Priority Area: Increase proportion of Hoosiers not exposed to secondhand smoke

### Indicators 4, 5, 7, 8, 9 – Tobacco-Free Health Care Facilities, Worksites, Schools, Multi-Unit Housing, and Colleges and Universities

- TPC – Local Community Smoke Free Air Policy (maps and fact sheets)  
<http://www.in.gov/isdh/tpc/2333.htm>
- TPC – Indiana's State Smoke Free Air Law <http://www.in.gov/isdh/tpc/2684.htm>
- TPC – Fact Sheets (See specifically Secondhand Smoke and Tobacco and the Workplace fact sheets) <http://www.in.gov/isdh/tpc/2341.htm>
- Americans for Nonsmokers' Rights <http://www.no-smoke.org/>

## Online Resource List – By Indicator

- Partnership for Prevention – Smoke-Free Policies: Establishing a Smoke-Free Ordinance to Reduce Exposure to Secondhand Smoke in Indoor Worksites and Public Places  
<http://chfs.ky.gov/nr/rdonlyres/16c97ad9-0f0a-4684-8465-5531cc49d30d/0/smokefreepolicies.pdf>
- Smoke-Free Housing Indiana <http://insmokefreehousing.com/>
- U.S. Department of Housing and Urban Development (HUD) – Smoke-Free Housing Toolkits  
<https://portal.hud.gov/hudportal/HUD?src=/smokefreetoolkits1>
- Tobacco-free Campus - <http://tobaccofreecampus.org/>
- Student Commercial Tobacco Use in School – Alternative Measures, Public Health Law Center  
<https://www.publichealthlawcenter.org/sites/default/files/resources/Student-Commercial-Tobacco-Use-in-Schools-Alternative-Measures-2019.pdf>

### Priority Area: Decrease Indiana adult smoking rates

#### Indicator 11 – Quitline

- Quit Now Indiana (Quitline website) [www.quitnowindiana.com](http://www.quitnowindiana.com)
- CDC – Best Practices for Comprehensive Tobacco Control Programs (see Section III: Cessation Interventions)  
[https://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/pdfs/2014/comprehensive.pdf](https://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf)
- North American Quitline Consortium <http://www.naquitline.org/?page=whatisquitline>

#### Indicator 12 – Cessation Systems

- U.S. Public Health Service Clinical Practice Guideline for Treating Tobacco Use and Dependence  
<https://www.ahrq.gov/professionals/clinicians-providers/guidelines-recommendations/tobacco/clinicians/references/quickref/index.html>
- CDC – Best Practices for Comprehensive Tobacco Control Programs (see Section III: Cessation Interventions)  
[https://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/pdfs/2014/comprehensive.pdf](https://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf)
- CDC – Academic Detailing: Frequently Asked Questions  
[https://www.cdc.gov/tobacco/quit\\_smoking/cessation/pdfs/academic-detailing-faq508.pdf](https://www.cdc.gov/tobacco/quit_smoking/cessation/pdfs/academic-detailing-faq508.pdf)
- CDC Behavioral Health Resource – *What We Know: Tobacco Use and Quitting Among Individuals with Behavioral Health Conditions* <https://www.cdc.gov/tobacco/disparities/what-we-know/behavioral-health-conditions/>

#### Indicator 13 – Employers

- TPC Fact Sheets – Tobacco and the Workplace <http://www.in.gov/isdh/tpc/2341.htm>
- CDC – Save Lives, Save Money: Make Your Business Smoke-Free  
[https://www.cdc.gov/tobacco/basic\\_information/secondhand\\_smoke/guides/business/](https://www.cdc.gov/tobacco/basic_information/secondhand_smoke/guides/business/)
- TPC Employer Toolkit for Community Partnerships  
[https://gallery.mailchimp.com/e2ecfa3177b9b23ea13cde495/files/228e9f15-d895-4a7f-8310-fd7ec7c65d5e/Employer\\_Toolkit\\_final.pdf](https://gallery.mailchimp.com/e2ecfa3177b9b23ea13cde495/files/228e9f15-d895-4a7f-8310-fd7ec7c65d5e/Employer_Toolkit_final.pdf)

# Online Resource List – By Indicator

## Priority Area: Protect and maintain a state and local infrastructure necessary to lower tobacco use rates

### Indicator 14 – Coalition

- CDC – Coalitions: State and Community Interventions  
[ftp://ftp.cdc.gov/pub/fda/fda/user\\_guide.pdf](ftp://ftp.cdc.gov/pub/fda/fda/user_guide.pdf)
- Community Tool Box – Coalition Building I: Starting a Coalition <http://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/main>
- Community Tool Box – Coalition Building II: Maintaining a Coalition <http://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/maintain-a-coalition/main>
- See also [Recommended Coalition Maintenance Activities](#) (page 11)

### Indicator 15 – Marginalized Populations

- CDC – Health Equity in Tobacco Prevention and Control  
<https://www.cdc.gov/tobacco/stateandcommunity/best-practices-health-equity/pdfs/bp-health-equity.pdf>
- TPC – Fact Sheets on Marginalized Populations <http://www.in.gov/isdh/tpc/2341.htm>
- Disparity Impact Statement (Examples and Guidance):
  - Centers for Medicaid & Medicare Services: <https://www.cms.gov/About-CMS/Agency-Information/OMH/Downloads/Disparities-Impact-Statement-508-rev102018.pdf>
  - Substance Abuse and Mental Health Services Administration:  
<https://www.samhsa.gov/sites/default/files/disparity-impact-statement-example-services.pdf>
  - Prevention Technology Transfer Center Network <https://pttnetwork.org/media/1601>

### Indicator 16 – Tobacco-Free Families

- Indiana Head Start: <https://www.in.gov/fssa/carefinder/2679.htm>
- Indiana Tobacco Quitline – kids' asthma and smoking: <https://www.quitnowindiana.com/kids-asthma-smoking/>
- Indiana WIC Clinic locations: <https://www.in.gov/isdh/20424.htm>
- *Breathe: Health Steps to Living Tobacco Free* curriculum: <https://justbreathein.org/>

## County-level Tobacco Data

Table 1.		Population		Adult Smoking		Smoking-related illnesses and deaths	
County	Total population (2010 census)	Population under 18 years old	Population 18 years old and older	Estimated adult smoking prevalence, 2014-2018	Estimated number of adult smokers	Estimated number of people living with a smoking-related illness	Estimated annual number of deaths due to smoking
Adams	34,387	10,714	23,673	24.8%	5,882	1,617	54
Allen	355,329	95,958	259,371	22.0%	56,932	17,715	591
Bartholomew	76,794	19,360	57,434	24.0%	13,804	3,923	131
Benton	8,854	2,284	6,570	33.8%	2,221	449	15
Blackford	12,766	2,914	9,852	27.9%	2,744	673	22
Boone	56,640	15,917	40,723	14.3%	5,834	2,781	93
Brown	15,242	3,172	12,070	20.4%	2,466	824	27
Carroll	20,155	4,957	15,198	14.3%	2,180	1,038	35
Cass	38,966	10,093	28,873	30.1%	8,702	1,972	66
Clark	110,232	26,109	84,123	22.9%	19,232	5,746	192
Clay	26,890	6,441	20,449	21.5%	4,404	1,397	47
Clinton	33,224	8,849	24,375	25.9%	6,304	1,665	55
Crawford	10,713	2,495	8,218	34.1%	2,805	561	19
Daviess	31,648	9,120	22,528	14.1%	3,170	1,539	51
Dearborn	50,047	12,515	37,532	23.1%	7,181	2,563	85
Decatur	25,740	6,560	19,180	15.4%	5,773	1,310	44
DeKalb	42,223	11,136	31,087	26.2%	5,029	2,123	71
Delaware	117,671	23,573	94,098	21.7%	20,403	6,427	214
Dubois	41,889	10,669	31,220	15.1%	4,704	2,132	71
Elkhart	197,559	56,175	141,384	19.2%	27,091	9,657	322
Fayette	24,277	5,818	18,459	33.0%	6,085	1,261	42
Floyd	74,578	17,931	56,647	21.5%	12,153	3,869	129
Fountain	17,240	4,174	13,066	26.6%	3,477	892	30
Franklin	23,087	6,033	17,054	19.7%	3,367	1,165	39
Fulton	20,836	5,163	15,673	16.4%	2,578	1,070	36
Gibson	33,503	8,145	25,358	18.0%	4,557	1,732	58
Grant	70,061	15,169	54,892	30.8%	16,928	3,749	125
Greene	33,165	7,883	25,282	28.4%	7,193	1,727	58
Hamilton	274,569	82,938	191,631	9.9%	18,927	13,089	436

## County-level Tobacco Data

Table 1.		Population		Adult Smoking		Smoking-related illnesses and deaths	
County	Total population (2010 census)	Population under 18 years old	Population 18 years old and older	Estimated adult smoking prevalence, 2014-2018	Estimated number of adult smokers	Estimated number of people living with a smoking-related illness	Estimated annual number of deaths due to smoking
Hancock	70,002	18,338	51,664	14.4%	7,446	3,529	118
Harrison	39,364	9,307	30,057	22.0%	6,604	2,053	68
Hendricks	145,448	39,908	105,540	13.4%	14,099	7,208	240
Henry	49,462	11,044	38,418	25.9%	9,946	2,624	87
Howard	82,752	19,585	63,167	30.3%	19,145	4,314	144
Huntington	37,124	8,795	28,329	25.1%	7,098	1,935	64
Jackson	42,376	10,416	31,960	21.9%	6,998	2,183	73
Jasper	33,478	8,594	24,884	19.0%	4,728	1,700	57
Jay	21,253	5,644	15,609	28.8%	4,502	1,066	36
Jefferson	32,428	7,334	25,094	33.5%	8,418	1,714	57
Jennings	28,525	7,530	20,995	30.8%	6,473	1,434	48
Johnson	139,654	36,900	102,754	22.6%	23,202	7,018	234
Knox	38,440	8,192	30,248	21.3%	6,439	2,066	69
Kosciusko	77,358	19,817	57,541	24.9%	14,330	3,930	131
LaGrange	37,128	12,806	24,322	21.5%	5,236	1,661	55
Lake	496,005	127,273	368,732	21.3%	78,698	25,185	839
LaPorte	111,467	25,382	86,085	29.0%	24,986	5,880	196
Lawrence	46,134	10,872	35,262	28.3%	9,964	2,408	80
Madison	131,636	30,389	101,247	27.9%	28,244	6,915	231
Marion	903,393	226,505	676,888	22.3%	150,621	46,232	1,541
Marshall	47,051	12,649	34,402	31.0%	10,677	2,350	78
Martin	10,334	2,481	7,853	20.8%	1,637	536	18
Miami	36,903	8,393	28,510	34.0%	9,682	1,947	65
Monroe	137,974	22,471	115,503	20.3%	23,426	7,889	263
Montgomery	38,124	9,139	28,985	19.8%	5,725	1,980	66
Morgan	68,894	17,328	51,566	22.5%	11,595	3,522	117
Newton	14,244	3,279	10,965	42.7%	4,686	749	25
Noble	47,536	12,850	34,686	22.6%	7,855	2,369	79
Ohio	6,128	1,300	4,828	29.1%	1,404	330	11

## County-level Tobacco Data

Table 1.	Population			Adult Smoking		Smoking-related illnesses and deaths	
County	Total population (2010 census)	Population under 18 years old	Population 18 years old and older	Estimated adult smoking prevalence, 2014-2018	Estimated number of adult smokers	Estimated number of people living with a smoking-related illness	Estimated annual number of deaths due to smoking
Orange	19,840	4,887	14,953	**	**	1,021	34
Owen	21,575	5,011	16,564	30.6%	5,061	1,131	38
Parke	17,339	3,713	13,626	26.0%	3,538	931	31
Perry	19,338	4,143	15,195	22.0%	3,339	1,038	35
Pike	12,845	2,880	9,965	**	**	681	23
Porter	164,343	39,921	124,422	21.1%	26,235	8,498	283
Posey	25,910	6,138	19,772	25.1%	4,964	1,350	45
Pulaski	13,402	3,198	10,204	**	**	697	23
Putnam	37,963	7,996	29,967	24.6%	7,373	2,047	68
Randolph	26,171	6,383	19,788	20.0%	3,963	1,352	45
Ripley	28,818	7,590	21,228	21.6%	4,575	1,450	48
Rush	17,392	4,307	13,085	**	**	894	30
Scott	24,181	5,812	18,369	30.0%	5,504	1,255	42
Shelby	44,436	10,845	33,591	20.1%	6,762	2,294	76
Spencer	20,952	5,063	15,889	13.5%	2,147	1,085	36
St. Joseph	266,931	65,851	201,080	21.1%	42,412	13,734	458
Starke	23,363	5,696	17,667	29.8%	5,272	1,207	40
Steuben	34,185	7,835	26,350	26.7%	7,035	1,800	60
Sullivan	21,475	4,590	16,885	13.1%	2,220	1,153	38
Switzerland	10,613	2,722	7,891	33.9%	2,674	539	18
Tippecanoe	172,780	35,717	137,063	18.5%	25,313	9,361	312
Tipton	15,936	3,703	12,233	15.6%	1,906	836	28
Union	7,516	1,885	5,631	**	**	385	13
Vanderburgh	179,703	39,896	139,807	19.7%	27,569	9,549	318
Vermillion	16,212	3,744	12,468	**	**	852	28
Vigo	107,848	23,049	84,799	23.9%	20,268	5,792	193
Wabash	32,888	7,459	25,429	22.0%	5,588	1,737	58
Warren	8,508	1,996	6,512	43.8%	2,853	445	15
Warrick	59,689	15,431	44,258	18.6%	8,235	3,023	101

## County-level Tobacco Data

Table 1.		Population			Adult Smoking		Smoking-related illnesses and deaths	
County	Total population (2010 census)	Population under 18 years old	Population 18 years old and older	Estimated adult smoking prevalence, 2014-2018	Estimated number of adult smokers	Estimated number of people living with a smoking-related illness	Estimated annual number of deaths due to smoking	
Washington	28,262	7,126	21,136	25.5%	5,396	1,444	48	
Wayne	68,917	15,883	53,034	22.0%	11,663	3,622	121	
Wells	27,636	6,899	20,737	17.1%	3,547	1,416	47	
White	24,643	5,960	18,683	16.3%	3,047	1,276	43	
Whitley	33,292	8,183	25,109	18.4%	4,618	1,715	57	
<b>Indiana</b>	<b>6,483,802</b>	<b>1,608,298</b>	<b>4,875,504</b>	<b>19.2%*</b>	<b>936,097</b>	<b>333,000</b>	<b>11,100</b>	

\*The statewide adult smoking prevalence estimate is for 2019 only and is not directly comparable to county-level estimates. See the [data source page](#) for additional information.

\*\* Unstable estimate. Data not shown.

Table 2.		Smoking during Pregnancy			Secondhand Smoke (SHS)	
County	Number of live births, 2019	Percentage of live births to mothers who smoked during pregnancy, 2019	Estimated number of births affected by smoking, 2019	Estimated cost of smoking-affected births, 2019	Estimated number of deaths due to SHS, 2018	Estimated cost of SHS due to medical costs and premature death, 2018
Adams	683	6.6%	45	\$ 61,110	9	\$11.6 Million
Allen	5299	8.5%	453	\$ 615,174	97	\$120.3 Million
Bartholomew	1036	15.2%	157	\$ 213,206	21	\$26.0 Million
Benton	109	24.8%	27	\$ 36,666	2	\$3 Million
Blackford	125	30.4%	38	\$ 51,604	3	\$4.3 Million
Boone	850	7.6%	65	\$ 88,270	15	\$19.2 Million
Brown	101	15.8%*	16	\$ 21,728	4	\$5.2 Million
Carroll	212	10.8%	23	\$ 31,234	6	\$6.8 Million
Cass	461	14.1%	65	\$ 88,270	11	\$13.2 Million
Clark	1414	10.8%	153	\$ 207,774	30	\$37.3 Million
Clay	318	20.1%	64	\$ 86,912	7	\$9.1 Million
Clinton	456	15.1%	69	\$ 93,702	9	\$11.2 Million
Crawford	123	23.6%	29	\$ 39,382	3	\$3.6 Million
Daviess	572	7.9%	45	\$ 61,110	9	\$10.7 Million
Dearborn	526	16.5%	87	\$ 118,146	14	\$16.9 Million
Decatur	291	23.7%	69	\$ 93,702	7	\$8.7 Million
DeKalb	547	17.9%	98	\$ 133,084	12	\$14.3 Million

## County-level Tobacco Data

Table 2.		Smoking during Pregnancy			Secondhand Smoke (SHS)	
County	Number of live births, 2019	Percentage of live births to mothers who smoked during pregnancy, 2019	Estimated number of births affected by smoking, 2019	Estimated cost of smoking-affected births, 2019	Estimated number of deaths due to SHS, 2018	Estimated cost of SHS due to medical costs and premature death, 2018
Delaware	1053	19.7%	207	\$ 281,106	32	\$39.8 Million
Dubois	532	10.7%	57	\$ 77,406	11	\$14.2 Million
Elkhart	3029	9.0%	273	\$ 370,734	54	\$66.9 Million
Fayette	245	22.4%	55	\$ 74,690	7	\$8.2 Million
Floyd	850	8.1%	69	\$ 93,702	20	\$25.2 Million
Fountain	184	15.8%	29	\$ 39,382	5	\$5.8 Million
Franklin	237	17.7%	42	\$ 57,036	6	\$7.8 Million
Fulton	242	20.7%	50	\$ 67,900	6	\$7.1 Million
Gibson	382	11.8%	45	\$ 61,110	9	\$11.3 Million
Grant	759	32.7%	248	\$ 336,784	19	\$23.7 Million
Greene	320	20.9%	67	\$ 90,986	9	\$11.2 Million
Hamilton	3682	2.0%	73	\$ 99,134	75	\$92.9 Million
Hancock	850	7.9%	67	\$ 90,986	19	\$23.7 Million
Harrison	408	14.0%	57	\$ 77,406	11	\$13.3 Million
Hendricks	1657	5.8%	96	\$ 130,368	40	\$48.6 Million
Henry	460	22.2%	102	\$ 138,516	14	\$16.7 Million
Howard	991	19.3%	191	\$ 259,378	23	\$28.0 Million
Huntington	389	18.3%	71	\$ 96,418	10	\$12.6 Million
Jackson	626	18.8%	118	\$ 160,244	12	\$14.3 Million
Jasper	363	15.7%	57	\$ 77,406	9	\$11.3 Million
Jay	297	17.5%	52	\$ 70,616	6	\$7.2 Million
Jefferson	389	24.2%	94	\$ 127,652	9	\$11.0 Million
Jennings	314	29.3%	92	\$ 124,936	8	\$9.7 Million
Johnson	1852	10.4%	192	\$ 260,736	38	\$47.3 Million
Knox	416	20.7%	86	\$ 116,788	10	\$13.0 Million
Kosciusko	949	14.3%	136	\$ 184,688	21	\$26.2 Million
LaGrange	739	6.1%	45	\$ 61,110	10	\$12.6 Million
Lake	5684	6.3%	358	\$ 486,164	135	\$167.9 Million
LaPorte	1175	18.6%	218	\$ 296,044	30	\$37.7 Million
Lawrence	505	25.9%	131	\$ 177,898	13	\$15.6 Million
Madison	1414	19.0%	268	\$ 363,944	36	\$44.6 Million
Marion	14045	8.4%	1,184	\$ 1,607,872	247	\$305.8 Million

## County-level Tobacco Data

Table 2.		Smoking during Pregnancy			Secondhand Smoke (SHS)	
County	Number of live births, 2019	Percentage of live births to mothers who smoked during pregnancy, 2019	Estimated number of births affected by smoking, 2019	Estimated cost of smoking-affected births, 2019	Estimated number of deaths due to SHS, 2018	Estimated cost of SHS due to medical costs and premature death, 2018
Marshall	518	12.7%	66	\$ 89,628	13	\$15.9 Million
Martin	119	21.8%	26	\$ 35,308	3	\$3.5 Million
Miami	407	21.4%	87	\$ 118,146	10	\$12.5 Million
Monroe	1084	12.9%	140	\$ 190,120	38	\$46.7 Million
Montgomery	451	16.4%	74	\$ 100,492	10	\$12.9 Million
Morgan	741	16.5%	122	\$ 165,676	19	\$23.2 Million
Newton	143	16.1%	23	\$ 31,234	4	\$4.8 Million
Noble	632	14.1%	89	\$ 120,862	13	\$16.1 Million
Ohio	50	28.0%*	14	\$ 19,012	2	\$2.1 Million
Orange	238	25.2%	60	\$ 81,480	5	\$6.7 Million
Owen	216	19.0%	41	\$ 55,678	6	\$7.3 Million
Parke	193	11.4%	22	\$ 29,876	5	\$5.9 Million
Perry	180	23.3%	42	\$ 57,036	5	\$6.5 Million
Pike	133	18.8%	25	\$ 33,950	4	\$4.3 Million
Porter	1642	9.0%	148	\$ 200,984	45	\$55.6 Million
Posey	257	13.2%	34	\$ 46,172	7	\$8.8 Million
Pulaski	132	22.0%	29	\$ 39,382	4	\$4.5 Million
Putnam	368	18.8%	69	\$ 93,702	10	\$12.8 Million
Randolph	257	22.6%	58	\$ 78,764	7	\$8.9 Million
Ripley	382	16.8%	64	\$ 86,912	8	\$9.8 Million
Rush	201	15.9%	32	\$ 43,456	5	\$5.9 Million
Scott	276	26.4%	73	\$ 99,134	7	\$8.2 Million
Shelby	482	22.0%	106	\$ 143,948	12	\$15 Million
Spencer	217	11.1%	24	\$ 32,592	6	\$7.1 Million
St. Joseph	3437	8.7%	298	\$ 404,684	73	\$90.4 Million
Starke	265	19.6%	52	\$ 70,616	6	\$7.9 Million
Steuben	375	19.5%	73	\$ 99,134	9	\$11.6 Million
Sullivan	209	15.8%	33	\$ 44,814	6	\$7.3 Million
Switzerland	110	18.2%*	20	\$ 27,160	3	\$3.6 Million
Tippecanoe	2066	11.3%	233	\$ 316,414	47	\$58.5 Million
Tipton	152	11.2%*	17	\$ 23,086	4	\$5.4 Million
Union	99	20.2%*	20	\$ 27,160	2	\$2.5 Million

## County-level Tobacco Data

Table 2.		Smoking during Pregnancy			Secondhand Smoke (SHS)	
County	Number of live births, 2019	Percentage of live births to mothers who smoked during pregnancy, 2019	Estimated number of births affected by smoking, 2019	Estimated cost of smoking-affected births, 2019	Estimated number of deaths due to SHS, 2018	Estimated cost of SHS due to medical costs and premature death, 2018
Vanderburgh	2173	13.0%	282	\$ 382,956	49	\$60.8 Million
Vermillion	140	23.6%	33	\$ 44,814	4	\$5.5 Million
Vigo	1188	18.1%	215	\$ 291,970	29	\$36.5 Million
Wabash	323	18.0%	58	\$ 78,764	9	\$11.1 Million
Warren	75	9.3%*	7	\$ 9,506	2	\$2.9 Million
Warrick	618	9.1%	56	\$ 76,048	16	\$20.2 Million
Washington	331	13.6%	45	\$ 61,110	8	\$9.6 Million
Wayne	785	17.7%	139	\$ 188,762	19	\$23.3 Million
Wells	335	19.1%	64	\$ 86,912	8	\$9.4 Million
White	311	15.4%	48	\$ 65,184	7	\$8.3 Million
Whitley	377	12.5%	47	\$ 63,826	9	\$11.3 Million
<b>Indiana</b>	<b>80,851</b>	<b>11.8%</b>	<b>9,543</b>	<b>\$ 12,959,394</b>	<b>1,770</b>	<b>\$2.1 Billion</b>

\*Unstable rate.

## County-level Tobacco Data Data Sources and Methodology

### Adult smoking prevalence

**Indiana prevalence:** Indiana Behavioral Risk Factor Surveillance System (BRFSS), 2019.

**County-level prevalence:** Indiana Behavioral Risk Factor Surveillance System (BRFSS), 2014-2018.

Note: County-level adult smoking prevalence estimates were calculated using combined landline and cell phone BRFSS data from 2014-2018. The statewide landline and cell phone weight was used to calculate county-level estimates. Because the statewide weight is based on the demographics of Indiana's statewide adult population, it may not reflect the demographics of individual counties. County estimates are suppressed when the relative standard error is greater than 30% or when there were fewer than 100 respondents in the county. For 2014-2018, six counties' estimates were suppressed. Because the county-level adult smoking prevalence estimates are based on different years of data (2014-2018) than the state and national estimates (2019 only), the county-level estimates should not be directly compared to the state or national data.

### Estimated number of adult smokers

Calculated using the following formulas:

**Indiana:** (Indiana 2010 adult population)\*(Statewide adult smoking prevalence from 2019 BRFSS)

**County-level:** (County 2010 adult population)\*(County-level adult smoking prevalence from 2014-2018 BRFSS)

### Deaths attributable to smoking

Source for statewide data: Centers for Disease Control and Prevention (CDC). *Best Practices for Comprehensive Tobacco Control Programs – 2014*. Atlanta: U.S. Department of Health and Human services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

- Statewide estimated deaths attributable to smoking: 11,100 per year

County-level deaths attributable to smoking represent the county's pro-rata share of the statewide smoking-attributable deaths based on the county's 2010 adult population. Estimates are calculated as follows: (County 2010 adult population/Indiana 2010 adult population)\*11,100

### Smoking-related illnesses

Source: Centers for Disease Control and Prevention. Smoking & Tobacco Use: Fast Facts. Accessed December 18, 2018 from [http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/fast\\_facts/](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/).

(Original source: U.S. Department of Health and Human Services. *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.)

- According to the Centers for Disease Control and Prevention, for every person who dies because of smoking, at least 30 people live with a serious smoking-related illness.
- Statewide estimated tobacco-related illnesses are calculated by multiplying the statewide estimated number of tobacco related deaths (11,100) by 30.
- County estimates represent the county's pro-rata share of tobacco-related illnesses based on the county's 2010 adult population. Estimates are calculated using the following formula: (County 2010 adult population/Indiana 2010 adult population)\*333,000

## County-level Tobacco Data Data Sources and Methodology

### **Smoking during pregnancy and births affected by smoking**

Indiana State Department of Health, Vital Records. Natality Dataset, 2019.

Note: Smoking during pregnancy rates are from 2019 birth certificate data. Estimated number of births affected by smoking are calculated by multiplying the county-level smoking during pregnancy prevalence by the total number of live births in the county.

### **Cost of smoking-related births**

Miller DP, Villa KF, Hogue SL, Sivapathasundaram D. Birth and first-year costs for mothers and infants attributable to maternal smoking. *Nicotine Tob Res.* 2001; 3(1):25-35.

Note: County-level costs of smoking-affected births are estimates based on 2019 birth certificate data. Costs are calculated by multiplying the estimated number of smoking-affected births by \$1,358 (the estimated cost per smoking-affected birth as calculated by Miller et al., [2001]).

### **Deaths due to secondhand smoke and economic burden of SHS**

Source for statewide data: Lewis CK, Zollinger T. *Estimating the economic impact of secondhand smoke in Indiana in 2018*. Cynthia K. Lewis & Associates, LLC. 2020.

- Statewide annual estimated deaths attributable to SHS: 1,770
- Estimated annual economic costs of SHS in Indiana: \$2.1 billion (\$2,194,68,195)
- Estimates of county-level deaths attributable to SHS represent the county's pro-rata share of SHS-related deaths based on the county's 2010 total population and are calculated as follows: (County 2010 total population/Indiana 2010 total population)\*1,770
- Estimates of county-level economic costs due to secondhand smoke represent the county's pro-rata share of SHS-related costs based on the county's 2010 total population are calculated as follows: (County 2010 total population/Indiana 2010 total population)\* \$2,194,68,195.

Note: Costs related to secondhand smoke include health care costs and costs due to premature death from diseases causally linked to secondhand smoke.

### **Population Data**

All population counts used to calculate statewide and county-level estimates are from the 2010 U.S. Census. Statewide and county-level data are available from

[http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC\\_10\\_DP\\_DPD1&prodType=table](http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPD1&prodType=table).