

Tobacco Prevention and Cessation September 2024



Annual Report State Fiscal Year 2024



Tobacco Prevention
and Cessation



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Executive Summary and Key Successes

The Indiana Department of Health Tobacco Prevention and Cessation's State Fiscal Year 2024 Report highlights the successes and achievements of the past fiscal year.

Tobacco Prevention and Cessation (TPC) implements the 2025 Indiana commercial tobacco control strategic plan. The plan is supported by statewide stakeholders, healthcare organizations, tobacco prevention and cessation experts, community coalition partners, and TPC. The [2025 plan](#) is based on the following priorities:

- **Decreasing tobacco use rates among youth and young adults**
- **Increasing the proportion of Hoosiers not exposed to secondhand smoke**
- **Decreasing Indiana adult smoking rates**
- **Maintaining state and local infrastructure necessary to lower tobacco use rates**

Decreasing Youth and Young Adult Tobacco Use Rates

- VOICE is active in 18 counties with 143 core team leaders, 357 action squad members, and 57 members in the VOICE Alumni Network
- Findings from the [2022 Youth Tobacco Survey](#) were disseminated to a variety of audiences, with listening sessions held in eight communities with more than 200 in attendance
- The Behind the Haze campaign focusing on those susceptible to vaping implemented two ads that totaled more than 29 million impressions across social media platforms; and IHSAA's Don't Puff This Stuff reached 2.8 million during the 2023-24 school year
- [Quit the Hit](#) enrolled 262 in the program, and vaping rates among participants were cut in half (100% to 52%)
- Indiana Chapter of the Academy of American Pediatrics (INAAP) youth vaping intervention, Act, Treat and Counsel program was presented to 250 school staff

Increasing Secondhand Smoke Protections for Hoosiers

- 32% of all Indiana residents are protected by a strong local smoke-free air law
- 260 school districts in Indiana, or 90%, cover e-cigarettes in their district policies
- 119 hospitals (97% of all hospitals in the state) and 86 behavioral health facilities (59% of all facilities in the state) have a tobacco-free grounds policy
- 79% of Indiana colleges and universities have a tobacco-free grounds policy

Decreasing Adult Smoking Rate

- The percentage of Indiana adults who smoke cigarettes has significantly declined from 25.6% in 2011 to 16.2% in 2022
- The Quit Now Indiana Champions program launched in SFY 2024, with resources for participating healthcare providers including monthly Quit Now Indiana e-blasts,



materials to educate patients, status reports on referred patients, and information for local tobacco prevention and cessation contacts

- Quit Now Indiana has a high satisfaction rate of 80% among respondents, and 91% would recommend QNI to another person who was trying to quit tobacco. The 30-day quit rate among respondents across all QNI programs was over 33%
- Health Systems Change partners screened over 21,000 for tobacco use and 13 Tobacco Free Recovery providers are implementing tobacco free grounds and treatment strategies

Maintaining State and Local Infrastructure to Reduce Indiana's Tobacco Burden

- TPC funded 43 community, capacity-building, and regional partnerships in 41 counties, reaching approximately three-fourths of Indiana's population
- More than 200 individuals from local health departments and communities implementing Health First Indiana attended a tobacco prevention best practices webinar. In addition, numerous technical assistance sessions have been provided supporting this core service





Decrease Youth and Young Adult Tobacco Use Rates

Early use of cigarettes or other combustible tobacco products including cigars, cigarillos, pipe or hookah has been shown to lead to nicotine addiction.ⁱ About half of adults who smoke report starting before the age of 18.ⁱⁱ Each year, approximately 11,100 Indiana youth younger than 18 try cigarettes for the first time.^{iii,iv} Early tobacco use leads young people to lifelong addiction and can cause specific health problems, such as early cardiovascular damage, reduced lung function and decreased lung growth, and reduced immune function.

New tobacco and nicotine products, coupled with targeted marketing, have contributed to tobacco and nicotine use among youth.^v Some electronic cigarette (e-cigarette/vape) companies have made nicotine easier for youth to try by combining flavors with nicotine salts that allow users to intake high levels of nicotine. E-cigarettes/vaping devices are the most used tobacco product among Indiana youth and young adults. For more information, see TPC's fact sheet on [Indiana Youth and E-cigarettes](#).

Key Outcomes

Vape-Free Indiana is a TPC initiative that implements prevention, public education and cessation strategies to address the high rates of e-cigarette use among youth and young adults. Resources for parents, youth, educators, and healthcare professionals are available on the Vape-Free Indiana [website](#). Some highlights from Vape-Free Indiana strategies include:

Public Education

Behind the Haze, a public education campaign directed at Indiana youth and young adults, continued through SFY 2024. Behind the Haze is a campaign that delivers compelling and evidence-based health education that motivates young people (ages 13-21) to rethink their vaping behaviors and/or intentions. Behind the Haze delivers specific facts that counter teens' knowledge, attitudes, and/or beliefs that are associated with vaping behaviors to curb vape use long-term. Two ads were implemented this year:

- "Choose Not Worse" (November to December 2023)
- "In the Skin" (February to April 2024)

Social media has the biggest audience reach, resulting in nearly 29 million impressions. Active engagement among those seeing the ads has been increasing, with over 1,000 exploratory engagements over the two ad campaigns. The campaigns are specifically designed to reach youth susceptible to start vaping or those who already are vaping.

Don't Puff This Stuff, in partnership with the Indiana High School Athletic Association (IHSAA), provides anti-vaping messages that are shared coinciding with back-to-school time, followed by a flight during the Fall sports tournament season. The campaign returned during



the boys' basketball tournament in March and was followed by spring sports finals. All social media content contains links to the campaign website, dontpuffthisstuff.com, where Hoosiers can learn more about the dangers of vaping and share messages on social media. The 2023-2024 school year has resulted in 2.8 million social media impressions and since the launch of the campaign in March 2021 there have been 69.5 million impressions.

Resources for quitting

Youth and young adults who are struggling with nicotine addiction need resources to help them combat their addiction. Another component of the Vape-Free Indiana initiative provides free resources for quitting vaping, including text-based quit services designed for youth who want to quit vaping. [Live Vape Free](#) is an interactive texting program with a live coach to support the youth's quit attempt and has tools for supporting parents and caregivers concerned about a teen's vaping addiction. A program called [Quit the Hit](#) supports young adults who want to quit vaping. In this first year, 262 enrolled in the program, where the vaping rates among participants were cut in half (100% to 52%) and 90% would recommend this program to a friend.

Educating and Empowering Youth

VOICE Indiana, seeks to engage, educate, and empower youth to celebrate a tobacco and nicotine-free lifestyle. As a statewide movement and youth empowerment program, VOICE is actively building a network of youth leaders to assist with the design and implementation of initiatives that will educate the community and empower their peers to avoid tobacco and nicotine use.



In SFY 2024, VOICE is active in 18 counties, including two statewide VOICE groups with the Indiana Latino Institute and Indiana Black Expo. There are 143 core team leaders, 357 action squad members, and 57 members in the VOICE Alumni Network. There are two youth leadership mechanisms for engagement: the Statewide VOICE Youth Ambassador Program and The VOICE Alumni Network.

VOICE youth participated in five National Days of Action: Red Ribbon Week, Great American Smokeout, Taking Down Tobacco and World No Tobacco Day, successfully implementing activism activities throughout Indiana with the support of their adult allies.

The VOICE Youth Ambassadors, along with County Core Leaders and their adult tobacco control allies, planned and executed a statewide activity, *Be the 1*. These young leaders engaged with their peers in their own communities, they educated their peers about the harmful effects of tobacco and empowered youth to pledge to live tobacco free.



The VOICE Youth Ambassadors also led a statewide poster contest for Take Down Tobacco, an initiative of Campaign for Tobacco-Free Kids (CTFK). They designed and promoted and inspired their peers to participate in the contest. They reviewed all submissions and selected the top three finalists. The VOICE Youth Ambassadors allowed all VOICE youth to be engaged by allowing them to select the winner by creating a social media poll and announced the winner on CTFK National Day of Action - Take Down Tobacco. These young leaders are opening the door and welcoming other young people to share their passion and make an impact by addressing tobacco and nicotine use.

Statewide VOICE Youth Ambassadors

are high school students who have demonstrated leadership in celebrating tobacco-free lifestyles in their communities as active VOICE Core Team Leaders. These Youth Ambassadors are chosen annually as representatives of their local counties through a competitive application process. They receive training at the state level and participate in statewide activities. They serve as ambassadors for our statewide program and inform and design all statewide campaigns and initiatives within the VOICE Indiana brand. This leadership group included eight high school youth during the 2023-24 school year and has increased to 12 youth leaders for the 2024-25 school year.

Tracking Tobacco Marketing in the Community

The tobacco industry spends approximately \$308 million to market and advertise its products in Indiana each year, and the vast majority of this money is spent on point-of-sale marketing strategies such as price discounts and in-store advertising.^{vi,vii} Studies have shown that point-of-sale tobacco marketing increases the likelihood that youth will start using tobacco products, makes quitting tobacco more difficult, and targets communities that are already disparately impacted by tobacco.^{viii,ix,x} TPC community partners educate on the impact of tobacco point-of-sale marketing. All local tobacco control partners worked with teams of local volunteers, including coalition members, youth, and other community members, to complete these retail assessments using an instrument based on the Standardized Tobacco Assessment for Retail Settings (STARS). Over the past eight years, local tobacco control coordinators and volunteers have collected more than 9,000 tobacco retail assessments. For the first time in 2024, retail assessments included questions on alcohol, soda, and food availability and advertising. Following the completion of tobacco retail audits, TPC provided local partners with presentation slides summarizing tobacco retail assessment results in their county, as well as county fact sheets and educational packets that outline the impact of tobacco point-of-sale advertising on local communities later in 2024. In SFY 2024, partners conducted nearly 3,700 surveys and engaged in 319 activities to educate about the impact of tobacco point-of-sale marketing in their communities.





Increase the Proportion of Hoosiers Not Exposed to Secondhand Smoke

Some Hoosiers are exposed to more secondhand smoke than others, due to differences in community-level smoke-free protections. Exposure to secondhand smoke is one of the leading causes of preventable death and has been shown to cause heart disease, cancer, respiratory problems, and eye and nasal irritation. Exposure to secondhand smoke takes place in the home, public places, worksites and vehicles. Secondhand smoke is classified as a Group A carcinogen (cancer-causing agent) under the U.S. Environmental Protection Agency's (EPA's) carcinogen assessment guidelines and contains over 7,000 chemicals, including more than 70 carcinogens and other irritants and toxins.^{xi} Smoke-free policies and clean air environments not only protect those who do not use tobacco or vaping products, they increase the demand for cessation and support people in quitting tobacco.

Aerosol from e-cigarettes/vaping devices is a source of pollution and toxins being emitted into the environment.^{xii} Secondhand aerosol is made up of a high concentration of ultrafine particles which can contain harmful ingredients, including nicotine, ultrafine particles, flavorings, volatile organic compounds, and heavy metals, with the particle concentration higher than in conventional tobacco smoke^{xiii,xiv}. Exposure to fine and ultrafine particles may exacerbate respiratory ailments, such as asthma, and constrict arteries, which could trigger a heart attack.^{xv}

Approximately 1,770 Hoosiers die each year from others smoking, such as exposure to secondhand smoke or smoking during pregnancy.^{xvi} Exposure to secondhand smoke increases the risk of premature birth, low birth weight, pregnancy complications, and sudden infant death syndrome (SIDS).^{xvii} Preventing infants' exposure to secondhand smoke is an important strategy to reduce Indiana's infant mortality rate, which was 7.2 per 1,000 live births in 2022, compared to the U.S. rate of 5.6 per 1,000 live births.^{xviii} Secondhand smoke costs Indiana approximately \$2.1 billion annually in excess medical expenses and premature loss of life, or about \$328 per person each year.^{xix}



Key Outcomes

Indiana's state smoke-free air law (2012) protects workers and patrons in most worksites and restaurants from the health hazards of secondhand smoke. Communities are providing greater protections to workers by adopting local smoke-free air ordinances. Currently, 32% of all Indiana residents are protected by a local smoke-free air law that includes non-hospitality workplaces, restaurants, and bars. Several local laws also cover membership clubs. A [total of 24 communities](#) have ordinances that prohibit e-cigarettes/vaping devices. TPC partnerships with the American Lung Association and the Americans for Nonsmoker's Rights support current training and technical assistance to community partners.

Healthcare facilities, businesses and schools have included e-cigarettes in their [tobacco-free policies](#). Local tobacco control coalitions have made progress working with school districts to amend their tobacco-free school policies to include e-cigarettes in the definition of tobacco products that are prohibited. Currently, 260 school districts in Indiana, or 90%, cover e-cigarettes in their district policies.

Many local organizational policies are also in effect addressing secondhand tobacco smoke exposure:

- Among behavioral health and substance use treatment facilities, 85 (59% of all facilities in the state) have a [tobacco-free campus](#)
- More than 100 college and university campuses in Indiana have implemented [tobacco-free campus policies](#). The vast majority of these college policies include restrictions on e-cigarettes and vaping.

Smoke-free multifamily housing (MUH) protects residents from secondhand smoke and helps landlords and owners reduce maintenance costs of their facilities and save money on cleaning and painting expenses. Among Indiana adults who live in MUH, 14% are regularly exposed to secondhand smoke that enters their home from somewhere else in the building. Smoke-free buildings can help reduce harmful secondhand smoke exposure^{xx}.

A [Smoke-Free Housing Indiana Toolkit](#) includes information regarding the different parts of the Housing and Urban Development (HUD) smoke-free ruling, including secondhand smoke, enforcement, and legality of the policy. For more information, see TPC's fact sheet on [smoke-free multi-unit housing](#).





Decrease Adult Smoking Rates

Everyone deserves an opportunity to be as healthy as possible, free from the harm that commercial tobacco can cause. Tobacco use remains disproportionately high in some communities. The tobacco industry advertises, discounts, and displays commercial tobacco products in some communities more than others^{xxi}. Indiana's adult smoking rate has historically been higher than other states. Indiana ranks among the top 10 states in adult smoking and is in the [Tobacco Nation](#), a group of states in a report by the national Truth Initiative.

The percentage of Indiana adults who currently smoke cigarettes has declined significantly from 25.6% in 2011. Still, Indiana's 2022 adult smoking rate of 16.2% is higher than the U.S. median of 14.0%. Indiana ranked ninth highest in adult cigarette smoking rate and 20th highest in adult e-cigarette use rate (8.1%) in 2022. Among adults who currently smoke cigarettes, about half (49.7%) reported making at least one attempt to end their tobacco addiction in the past year.

Quitting smoking at any age can improve one's health. Treating tobacco use doubles the rate of successfully quitting.^{xxii} The [2020 Surgeon General's Report](#) on cessation stressed the critical importance of quitting and using proven treatments and the need for all healthcare providers and systems to provide these treatments that include counseling and medications, as well as the significant role that tobacco plays in illness and potential death.

State programs work in the following areas to support state Quitline capacity: promote system changes and increase access to cessation benefits. Quitlines have been shown to be a highly cost-effective intervention that deliver high value relative to their cost when compared with other common disease prevention interventions and medical treatments.

Key Outcomes



Quit Now Indiana

Quit Now Indiana (QNI) provides tobacco treatment services to Hoosiers who want to stop smoking or using other commercial tobacco products, and offers information for health professionals and families or friends. The Indiana Tobacco Quitline, now Quit Now Indiana, has received over 200,000 enrollments since 2006, and more than 8,300 in SFY 2024.

Quit Now Indiana offers many interactive tools including online, text-based and telephone-based counseling. Highly trained coaches provide tailored counseling support to help people who use tobacco end their nicotine dependence. QNI is central to Indiana's tobacco cessation network of state and local partners.

The Quit Now Indiana annual evaluation follows up with adult participants seven months after enrollment in services and gathers information on quit outcomes and program satisfaction using



the North American Quitline Consortium (NAQC) standard calculation method for quit rates.^{xxiii} Findings from the most recent data collection throughout 2023 indicate high satisfaction rates and strong abstinence rates among Quit Now Indiana participants. Over 33% of Quit Now Indiana participants quit tobacco successfully in the past year. This compares to those that try to quit without help, only 4-7% are successful. Approximately, 91% of Quit Now Indiana participants would recommend the program to others.

Quit Now Indiana Champions

Help and guidance from healthcare providers can empower patients to end nicotine dependence. Quit Now Indiana launched the [Champion Medical Provider](#) program in SFY 2024. Champions receive monthly Quit Now Indiana e-blasts, free materials to educate patients, status reports on referred patients, and contact information for local tobacco prevention and cessation contacts. Healthcare systems provide many opportunities for motivating persons who use tobacco to quit. Approximately 2,100 fax referrals and 8,400 electronic referrals (including EHRs, e-referral/SFTP, and secure email) were made to Quit Now Indiana from providers in SFY 2024. Quit Now Indiana's suite of services also includes the Online Provider Referral Portal, [QuitNowReferral.com](#). Healthcare providers and employers can quickly and easily refer tobacco users to the Quitline through the web. In SFY 2024, approximately 1,650 referrals were submitted through the referral portal.

Indiana Medicaid Supports Tobacco Cessation

Individuals primarily insured through Medicaid smoked at a higher rate (30.6%) than the general population (16.2%) in 2022.^{xxiv} Indiana Medicaid provides coverage for tobacco treatment, including all FDA-approved medications for smoking cessation and individual, group, and phone counseling. Increasing awareness among Indiana Medicaid providers and members of the services available to help in quitting tobacco is important to ensure that those who need services receive them.

TPC's partnership with the Office of Medicaid Policy and Planning (OMPP) provides support for Quitline services and connects TPC with the Indiana Medicaid health plans to train staff on tobacco treatment intervention and referrals to the Indiana Tobacco Quitline. In SFY 2024, 45% of people who enrolled in Quitline services indicated they were Medicaid members. TPC staff share resources and provide data to each health plan.

Health Systems Change Partnerships

Systems change within healthcare organizations complements interventions in state and community settings by institutionalizing sustainable approaches that support individual behavior change. Systems change leads to improvements or modifications in the way healthcare systems operate to enhance or improve clinician interventions and integrate tobacco cessation into healthcare delivery using various strategies. The U.S. Public Health Service (PHS) Treating Tobacco Use and Dependence Clinical Practice Guideline stresses that healthcare system changes, including Quitline services and promotion of and referral to services, effectively reduce the health burden of tobacco use.



TPC Health Systems Change Partnerships build sustainable, integrated solutions at the organizational level to support clinicians in addressing tobacco use consistently and effectively. This collective work focuses on implementing best practices for tobacco dependence treatment and care coordination; quality improvement; and utilization of electronic health record (EHR) system.

The IU Richard M. Fairbanks School of Public Health, Center for Health Policy supports with TPC for evaluation of this work. In SFY 2024, these [partner organizations](#) provided healthcare services to more than 21,000 Hoosiers. Partner organizations referred 566 individuals to a Tobacco Treatment Specialist (TTS) for tobacco cessation counseling and referred 357 individuals to Quit Now Indiana for help with their use of tobacco.

[Tobacco-Free Recovery](#)

Smoking prevalence remains significantly higher among individuals with behavioral health conditions and substance use disorders. About one in five adults in the U.S. (19.9%) and in Indiana (22.3%) have any mental illness.^{xxv} Additionally, nearly 39% of Indiana adults with any mental illness smoke.^{xxvi} For more information, see TPC's fact sheet on [tobacco use, mental health, and substance use disorders](#).

To better support people who use tobacco and have behavioral health conditions, Quit Now Indiana offers the intensive Tobacco Cessation Behavioral Health Program (TCBHP) to meet the needs of this population. The program includes higher intensity behavioral and pharmacological support, consisting of up to seven calls and a 12-week regimen of combination Nicotine Replacement Therapy (NRT). In SFY 2024, approximately 40% of all Quit Now Indiana participants, reported currently having one or more behavioral health conditions.²

[Indiana Tobacco Recovery Partnership](#)

The Indiana Tobacco Recovery Partnership added new partners and joined three existing working committees that focused on policy and advocacy, provider education and data. The plan of the [Indiana Leadership Academy for Wellness and Tobacco Free Recovery](#) (2019) has been to rally tobacco control experts and supporters around two goals to achieve by 2025 according to BRFSS data:

- Reduce the smoking prevalence of adults with poor mental health days from 38.7% to 25%
- Reduce the smoking prevalence with adults who drink heavily from 39.1% to 25%

As a result of the action of the Leadership Academy, TPC has a partnered with the FSSA/DMHA to support providers that implement tobacco treatment strategies. The Tobacco Free Recovery Grants work to increase the amount of tobacco use assessments, referrals to Quit Now Indiana services, quit attempts, and treatment capacity for clinical teams. This partnership funded nine



behavioral health and healthcare agencies in 2023 and 13 in 2024 to work on tobacco treatment strategies.

To support these providers, TPC partners with [Rethink Tobacco Indiana](#) to provide training, technical assistance and policy implementation. The components include information on Clinical Practice Guidelines for Treating Tobacco Use and Dependence, instituting and enforcing tobacco-free campus policies and enhancing tobacco treatment practices through use of electronic health records. Tools are tailored for community mental health centers, addiction treatment centers, recovery treatment centers, recovery residences and substance abuse treatment programs.

[Tobacco Use During Pregnancy](#)

The use of commercial tobacco products impacts even the youngest Indiana residents, as smoking during pregnancy can harm the health of the pregnant woman and the unborn child. For more information, see TPC's fact sheet on [smoking during pregnancy](#). Quit Now Indiana is a referral partner for all 145 Indiana Women, Infants, and Children (WIC) clinics in Indiana. In SFY 2024, there were 311 enrollments in QNI's program for women who are pregnant, planning pregnancy or postpartum. Among Pregnancy Program participants, the overall 30-day quit rate was 63.5%. In addition, 79% of respondents were very or mostly satisfied with the program, and 90% of respondents would recommend the program to a friend.





Maintain State and Local Infrastructure to Reduce Indiana's Tobacco Burden

Indiana's commercial tobacco control program implements best practices for comprehensive tobacco control programs. State and community-based programs are critical components of best practices and are central to TPC's work. Community coalitions implement population-based, evidence-based strategies that encourage tobacco-free communities. Effective community programs involve people in their homes, worksites, schools, places of worship, entertainment venues, civic organizations and other public places. Funding, training and technical assistance to local programs produce measurable progress toward statewide tobacco control objectives and have supported the implementation of the Health First Indiana core services.

Key Outcomes

In SFY 2024, TPC funded 43 [community, capacity-building, and regional partnerships](#) in 41 counties, reaching approximately three-fourths of Indiana's population. TPC implements capacity-building and regional grant program opportunities open to any counties that have not received TPC funding in the past grant cycle to get started on core interventions. TPC hosted its biennial partner kickoff meeting in August 2023. During this two-day conference, TPC staff presented content related to the two-year grant cycle and the commercial tobacco control movement in Indiana. Throughout the two-year grant, TPC provides a robust training plan along with customized technical assistance.

With the implementation of Health First Indiana's core services for local health departments, TPC has been involved in the development of these local public health core services and is incorporating the existing local community-based tobacco prevention and cessation infrastructure and resources to provide guidance. The addition of these local public health core services allows for more local communities to develop, maintain, or expand their community-based health and wellness coalitions to promote tobacco treatment services, such as Quit Now Indiana, as well as work more closely with the schools within the county to provide comprehensive tobacco prevention messaging and services. TPC staff have offered workshops and resources for local health departments, in addition to contributing tobacco-related county data to the [County Health Scorecard](#) and drafting key outcome indicators for measuring the impact of Health First Indiana at the state and local level. [Tools for health care organizations and hospitals](#) that have pledged to support HFI implementation have also been shared.

TPC Coalitions implemented more than 5,300 program activities during SFY 2024, ranging from Quitline outreach to community presentations to delivery of training. This included:



- 480 activities providing education on tobacco point-of-sale marketing and advertising
- 340 activities in communities worked on decreasing exposure to secondhand smoke
- 990 activities helping Hoosier adults to quit tobacco use

[Statewide Partnerships](#)

The tobacco industry has historically targeted and marketed to specific communities, including communities of color, the LGBTQ+ community and low income. These data can be found in [TPC's fact sheets](#). TPC partners with organizations that reach these communities most impacted by tobacco use. This includes Indiana Black Expo, the Indiana Latino Institute and Indy Pride. Outreach at key events such as IBE Summer Celebration, Education Summit and the Indy Pride Festival has promoted these events as smoke-free and reached tens of thousands with tobacco-free messages and promotion of Quit Now Indiana and VOICE Indiana.

[Breathe: Healthy Steps to Living Tobacco Free](#) is an educational program directed to Head Start Centers and other similar organizations serving low-income families in Indiana. Breathe includes education on the dangers of secondhand and thirdhand smoke, ways to minimize exposure, the financial burden of tobacco use, and resources available to quit using tobacco products. Health Ed Pros, a TPC statewide grantee, provides training and technical assistance to local funded partners and Head Start and similar agencies covering counties that do not have a local TPC community coalition. In SFY 2024, 35 Breathe trainings were conducted (including seven Breathe refresher sessions, two teasers, and two parent presentations), reaching 714 people in 61 of the 92 Indiana counties.



Conclusion

Tobacco use continues to be the single most preventable cause of death and disease in Indiana. A diverse network of organizations and individuals at the state and local levels works collaboratively each day to reduce this burden and improve the health of Hoosiers.

Youth use of tobacco products, especially e-cigarettes and vaping devices, continues to be a concern, as youth who are using these products are reporting higher levels of addiction. More community smoke-free air laws are needed to protect communities from secondhand smoke exposure and secondhand aerosol and workers on the job. Indiana has nearly 900,000 adults who use tobacco products, so we must continue to implement best practices to impact vulnerable populations across the state.

As we work toward a tobacco-free Indiana, multiple components are needed to work together to reach all Hoosiers. Every organization, business, school, healthcare provider, and citizen has a role to play in creating a healthier Indiana. Our success depends on our collective ability to come together to impact the state's critical public health challenge. Addressing commercial tobacco use can be the path to better health outcomes for all Hoosiers.



Appendix

Surveillance and Evaluation

It is important for commercial tobacco control programs to be accountable and demonstrate effectiveness, as well as have access to relevant and timely data for use in program improvements and decision-making. TPC maintains an outcome-based evaluation of tobacco control efforts in Indiana by managing state-level surveillance systems, including the Indiana Adult Tobacco Survey (ATS) and Youth Tobacco Survey (YTS), and supports the Behavioral Risk Factor Surveillance System (BRFSS). In addition, Indiana Tobacco Quitline/Quit Now Indiana service reports, cigarette tax stamp data, and tobacco policy tracking are incorporated into evaluation measures. TPC manages an electronic reporting system for local partners that monitors process measures through local tobacco control coalition monthly program reports. The following describes Surveillance and Evaluation highlights in SFY 2024.

Indiana Youth Tobacco Survey Listening Sessions

The Indiana Youth Tobacco Survey (IYTS) is administered every other year (even years) in public middle and high schools. It is the most comprehensive source of tobacco-related data among high school youth in Indiana, and the only source among middle school students. It's important to share and demonstrate the value of the IYTS among school administrators, youth-serving organizations, parents and others.

In 2024, TPC's surveillance and evaluation team conducted community listening sessions. Eight counties were selected based on geographic spread across the state, including a mix of urban and rural communities, current partnerships, counties where there was an interest to foster connections and potential reach into the neighboring counties. Local partners provided insights about community needs during the planning process, and as a result, each event was tailored along with some consistent elements – including roundtable discussions, allowing participants to have an opportunity to voice their thoughts, concerns, and lived experiences related to youth tobacco use. Diverse attendees included school administrators, local health department employees, law enforcement, pediatricians, mental health providers, social service organizations, youth, parents, and more. School administrators present at the events often committed to future survey participation. Community feedback and emerging themes identified will contribute to program planning and communication strategies.

Evaluation Advisory Group

Engaging those impacted by an evaluation is a best practice and cornerstone of evaluation planning. Convening an advisory group is one way of engaging individuals with a vested interest in the evaluation and amplifying the voices of groups who may not otherwise be involved. TPC brought together stakeholders to provide input and feedback on the Youth Tobacco Survey. Participants gathered in January 2024 to discuss the 2024 survey questions, as well as school communication materials. Youth were also convened and asked to provide feedback on



question wording, products used and how they would like to see the results shared. The Evaluation Advisory Group will reconvene to discuss the analysis and dissemination plans for the 2024 Youth Tobacco Survey once data collection has concluded. In future years, the Evaluation Advisory Group will be focused on different projects and aspects of TPC's evaluation plan.

[2023-2024 Indiana Adult Tobacco Survey \(IN ATS\)](#)

The IN ATS monitors trends and disparities in adult tobacco use statewide. This population-based survey, first administered in 2002, has been administered biennially since 2013 and is the most comprehensive source of data on adult tobacco use and attitudes towards tobacco in Indiana. Survey highlights on tobacco cessation and exposure to secondhand smoke include:

Indiana adults who use tobacco are trying to quit, and many are using proven supports to help them.

More than one third of Indiana adults who currently use cigarettes, e-cigarettes or other tobacco products tried to quit in the past year. Among those who tried to quit smoking or using other tobacco products (excluding e-cigarettes) in the past year, 36% used nicotine replacement or prescription medications; 12% used a Quitline, counseling from a healthcare professional, or a class to help them during their most recent quit attempt. Despite relatively low use of counseling, awareness of the Indiana Tobacco Quitline (ITQL) remains high among adults who currently use tobacco (63%).

1 in 7 residents who live in multiunit housing are regularly exposed to secondhand smoke; most residents favor smoke-free indoor environments.

Though nearly 90% of adults live in homes where smoking indoors is never allowed, 18% live with another adult who smokes (cigarettes, cigars, pipes, or hookah). Even with smoke-free indoor rules, these individuals are still at risk of being exposed to secondhand smoke that enters the home when others are smoking outside.

Community exposure to secondhand smoke and aerosol is common.

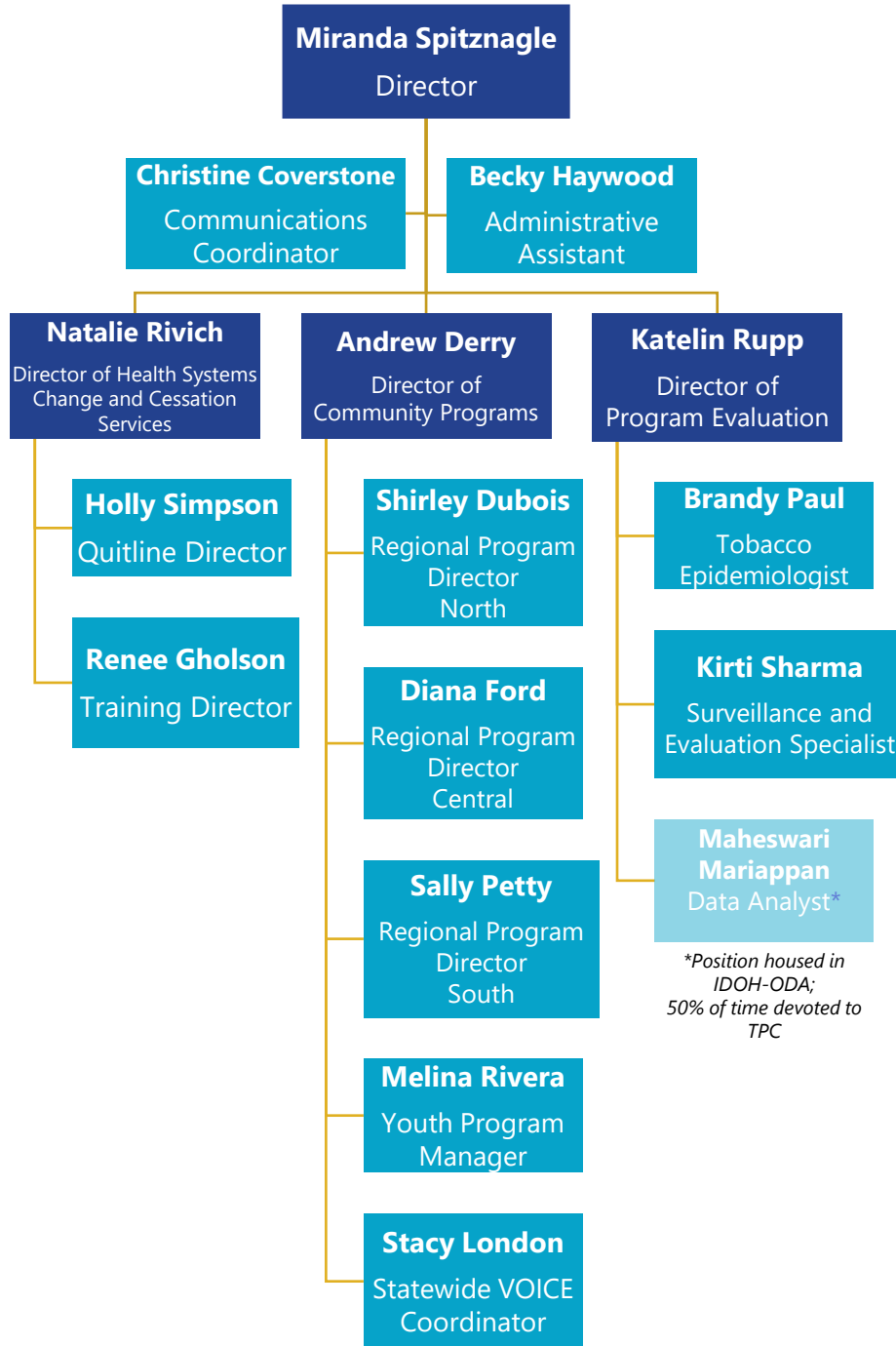
Nearly half (46%) of adults were exposed to secondhand smoke in a community setting (i.e., besides at home or work) in the past seven days, and one third (34%) were exposed to secondhand aerosol from e-cigarettes or vaping devices in the community.

Most (94%) Indiana adults who primarily work indoors report working in places that do not allow smoking in any indoor areas. In the past seven days, 4% of indoor workers were exposed to secondhand smoke while indoors at work, and 4% were exposed to e-cigarette aerosol while indoors at work.

Data from the IN ATS will be disseminated in a variety of [TPC Factsheets](#).



TPC Organizational Chart



SFY 2024 Budget and Partnerships

Budget Item	SFY 24 State July 1, 2023 to June 30, 2024	CDC grant- NSBTC April 29, 2023 to April 28, 2024	FSSA/OMPP MOU Quitline Medicaid July 1, 2023 to June 30, 2024	FSSA/DMHA MOU Tobacco Free Recovery Grants Oct. 1, 2023 to Sept. 30, 2024	TOTAL
STATE AND COMMUNITY INTERVENTIONS					
Local Community Based Partnership Grants	\$4,372,500				
Capacity Building Partnership Grants	\$156,750				
Regional Partnership Grant	\$120,000				
Statewide Partnership Grants	\$654,282				
Vape-Free Indiana Initiative	\$1,350,000				
					\$ 6,653,532
CESSATION INTERVENTIONS					
Indiana Tobacco Quitline	\$815,000	\$180,000	\$350,000		
Health systems change partnership grants	\$689,885			\$300,000	
Quitline Education Materials	\$59,786				
					\$2,377,671
SURVEILLANCE AND EVALUATION					
Surveillance and Evaluation		\$663,062			
					\$663,062
INFRASTRUCTURE, ADMINISTRATION AND MANAGEMENT					
Infrastructure, Administration and Management	\$972,715	\$989,747			
					\$1,962,462
TOTAL	\$9,190,918	\$1,832,809	\$350,000	\$300,000	\$11,673,727



Community-Based Grants

County	Lead Agency	2023-2025 Funding
Allen	Parkview Health	\$500,000
Bartholomew	Columbus Regional Health Foundation	\$200,000
Clark	Community Action of Southern Indiana	\$240,000
Clark	LifeSpring	\$160,000
Daviess	Hoosier Uplands	\$130,000
Dearborn	Dearborn County Health Department	\$150,000
Delaware	Little Red Door	\$280,000
Elkhart	Elkhart County Health Department	\$350,000
Floyd	Our Place	\$160,000
Franklin	Franklin County Community Foundation	\$100,000
Grant	Minority Health Coalition	\$100,000
Hamilton	Good Samaritan Network	\$300,000
Hancock	Hancock Regional Hospital	\$240,000
Kokomo	Kokomo YMCA	\$200,000
Jefferson	King's Daughters' Health	\$240,000
Knox	Hoosier Uplands Economic Development Corp	\$140,000
Kosciusko	The Healthy Community Coalition of Kosciusko Co., Inc	\$220,000
Lake	Community Advocates of Northern Indiana	\$250,000
Lake	Franciscan Health Foundation	\$300,000
LaPorte	Healthy Communities of LaPorte County	\$200,000
Lawrence	Hoosier Uplands	\$110,000
Madison	Intersect, Inc	\$320,000
Madison	Minority Health Coalition	\$200,000
Marion	Marion County Public Health Department	\$640,000
Marion	Latino Health Organization	\$225,000
Marshall	Saint Joseph Health Department	\$220,000



Monroe	IU Health Bloomington Community Health	\$130,000
Morgan	IU Health Bloomington Community Health	\$120,000
Orange	IU Health Bloomington Community Health	\$130,000
Porter	Valparaiso University	\$300,000
Scott	Scott County Partnership	\$135,000
Shelby	Drug Free Shelby County	\$180,000
Spencer	North Spencer County School Corporation	\$240,000
St. Joseph	Saint Joseph Health Department	\$460,000
Vanderburgh	University of Evansville	\$345,000
Vigo	Chances and Services for Youth	\$280,000
Wabash	85 Hope	\$120,000
Washington	Hoosier Hills PACT	\$130,000

Capacity Building Grants

County	Lead Agency	2023-2025 Funding
Blackford	Drug Free Blackford County	\$100,000
Clinton	Healthy Communities of Clinton County	\$93,500
Huntington	Youth Services Bureau of Huntington County	\$70,000
Pike	Pike County School Corporation	\$120,000



Health Systems Change Grants	
Lead Agency	2023-2025 Funding
Community Health Network Foundation	\$225,000
Franciscan Health Foundation	\$140,000
Indiana Chapter of the American Academy of Pediatrics	\$280,000
U Fairbanks School of Public Health/Trustees of Indiana University	\$250,000
Indiana Rural Health Association	\$78,770
Covering Kids & Families of Indiana	\$101,000
Purdue University - College of Pharmacy	\$305,000

Statewide Grants	
Lead Agency	2023-2025 Funding
American Lung Association	\$300,000
Health Ed Pros LLC	\$288,563
Indiana Black Expo, Inc.	\$300,000
Indiana Latino Institute, Inc.	\$300,000
Indy Pride, Inc.	\$120,000

Tobacco Free Recovery Grants	
Lead Agency	2023-2025 Funding
Biblical Recovery dba Lighthouse Place	\$22,000
Choices Counseling Center	\$40,000
Franciscan Health	\$20,000
Gennesaret	\$25,000
Genesis House	\$10,000
Hope Alive	\$20,000
Indiana Teen Challenge	\$40,000
Spiritual and Personal Adjustment	\$40,000
Saint Martin's Health Care, Inc.	\$10,000
Three 20 Recovery	\$10,000
Through the Gate	\$22,000
Trinity Free Clinic	\$17,000
Tulip Tree	\$17,000



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