

# Tuscarawas County Tobacco Data

2017 Review and Recommendations

**TUSCARAWAS COUNTY HEALTH DEPARTMENT**

May 22, 2017

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## 2017 Review and Recommendations

This report was generated as a result of program deliverables funded by the Ohio Department of Health and titled *Tobacco Use Prevention and Cessation Program*. The purpose of this report is to highlight the data available in regards to tobacco sales and use of tobacco in Tuscarawas County. This report also seeks to make recommendations for future potential policy in regards to tobacco. In addition to this data review, youth involved in this program will be making community presentations of the data to the Tuscarawas County Board of Health, the Anti-Drug Coalition of Tuscarawas County and the Tuscarawas County Commissioners.

### **Participants**

Individuals invited to participate in the data review included the following:

- Katie Seward, Health Commissioner, Tuscarawas County Health Department
- Andrea Dominick, Grants Coordinator, Tuscarawas County Health Department
- Nicole Dorsey, Health Educator, Tuscarawas County Health Department
- Derrick Jenkins, Tobacco Treatment Specialist, Tuscarawas County Health Department
- Marissa Krieg, Nurse Practitioner, Tuscarawas County Health Department
- Jodi Salvo, Coordinator, Personal Family Counseling Services
- Amy Miller, Youth Led Coordinator, Personal Family Counseling Services
- David Schaffer, Director, ADAMHS Board
- Orvis Campbell, Sheriff, Tuscarawas County Sheriff's Office
- Kim Nathan, Union Hospital & HealthyTusc Coordinator
- Louise Worsham, Director, T4C
- Robin Bowdish, Coordinator, Family and Children First Council
- Randy Lucas, Superintendent, Tuscarawas Educational Service Center
- Bob Alsept, Superintendent, Buckeye Career Center
- Ira Wentworth, Superintendent, Indian Valley Schools
- Mark Murphy, Superintendent, Tusky Valley Schools
- Cindy Brown, Superintendent, Strasburg Schools

- John Rocchi, Superintendent, Claymont Schools
- David Brand, New Philadelphia City Schools
- Carla Birney, Superintendent, Dover City Schools
- Scott Power, Principal, Tuscarawas Central Catholic
- Jeff Staggs, Superintendent, Newcomerstown Schools
- James Millet, Superintendent, Garaway Schools
- Youth members from various school STAND groups

### **Data Collection**

There were several sources of data utilized for the data review. Each of those sources and method of collection are outlined below:

Point of Sale Store Audits: A total of 60 store audits were completed by various youth who participate in the Tuscarawas County STAND program. These store audits were conducted in late 2016 and early 2017 at various locations throughout the County. The youth completed the audits via a pre-established, standardized paper and pencil form and then the data was entered into the Counter Tools Audit Center. Once all audits were complete the data could then be exported to an excel spreadsheet to allow for analysis.

Tobacco Sale Compliance Checks: The Health Department and Personal Family Counseling Services partnered with the Tuscarawas County Sheriff's Office in May 2017 to complete 10 tobacco sale compliance checks. The stores selected for the compliance checks were selected based on concerns from youth and/or law enforcement in regards to sales to minors. Youth age 14, 15, or 16 acted as confidential informants attempting to buy tobacco products from each store selected. Youth were required to look their age, answer any question from the sale clerk truthfully and show their actual ID when/if prompted.

Ohio Behavioral Risk Factor Surveillance System: This data was provided to the Tuscarawas County Health Department by the Ohio Department of Health. It was delivered in spreadsheet form by County during the competitive request for funds process.

Community Health Needs Assessment: The Community Health Needs Assessment was completed in 2015 as a collaborative effort from the local task force called HealthyTusc. The Hospital Council of Northwest Ohio was contracted to complete the data collection on behalf of the task

force. Adults ages 19 and older living in Tuscarawas County were used as the sampling frame for the adult survey. There were 70,618 persons ages 18 and older living in Tuscarawas County. The investigators conducted a power analysis to determine what sample size was needed to ensure a 95% confidence level with a corresponding margin of error of 5A sample size of at least 382 adults was needed to ensure this level of confidence. The random sample of mailing addresses of adults from Tuscarawas County was obtained from Allegra Marketing Services in Louisville, KY. There were 8,942 persons ages 12 to 18 years old living in Tuscarawas County. A sample size of 368 adolescents was needed to ensure a 95% confidence interval with a corresponding 5% margin of error. Students were randomly selected and surveyed in the schools. A total of 527 adults and 393 youth completed the survey.

## **Data Results**

**Point of Sale Store Audits:** There are a total of 102 retailers in Tuscarawas County, unfortunately 30 of those retailers (29%) are within 1000 feet of a park or K-12 school. New Philadelphia, Newcomerstown and Uhrichsville were the 3 villages/municipalities that had the most retailers within 1000 feet of schools and/or parks. Further, Newcomerstown and Uhrichsville had the lowest number of people per tobacco retailer.



	<b>Population</b>	<b>Number of Retailers</b>	<b>Number of people per retailer</b>	<b># of Retailers Within 1000 ft of schools and/or parks (%)</b>
New Philadelphia	17,396	24	725	7 (29%)
Dover	12,854	14	918	0 (0%)
Bolivar	996	1	996	0 (0%)
Newcomerstown	3,802	11	346	6 (55%)
Dennison	2,644	1	2,644	0 (0%)
Sugarcreek	2,223	5	445	0 (0%)
Uhrichsville	5,401	16	338	9 (56%)
<b>Tuscarawas County</b>	<b>92,672</b>	<b>102</b>	<b>909</b>	<b>30 (29%)</b>
<b>State of Ohio</b>	<b>11,793,898</b>	<b>11,274</b>	<b>1,046.1</b>	<b>3,545 (31%)</b>

The presence of exterior advertisements can prompt tobacco use initiation and limit cessation efforts. 30 stores audited, or 55% of stores had exterior cigarette advertisements. New Philadelphia, Uhrichsville and Newcomerstown all have 50% of their stores displaying exterior cigarette ads.

The store audits also looked at the availability of cheap, candy flavored little cigars and/or cigarillos, which are widely consumed by youth and the younger population. The store audits revealed that 95% of the stores sell flavored little cigars or cigarillos and 94% of stores sell those that are individually packaged. 100% of the stores audited in Newcomerstown and Uhrichsville sell both flavored and individually packaged cigars and/or cigarillos.

	<b>Stores that sell flavored little cigars or cigarillos</b>	<b>Stores that sell individually packaged little cigars or cigarillos</b>	<b>Stores that sell little cigars for \$1 or less</b>
<b>New Phila (n=8)</b>	<b>63%</b>	<b>50%</b>	<b>50%</b>
<b>Dover (n=6)</b>	<b>67%</b>	<b>67%</b>	<b>20%</b>
<b>Uhrichsville (n=10)</b>	<b>100%</b>	<b>100%</b>	<b>70%</b>
<b>Newcomerstown (n=4)</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Tobacco Sale Compliance Checks: A total of 10 stores were checked in May 2017. The majority of the store type was classified as gas stations. Geographical locations checked included Uhrichsville, Port Washington, Dennison and Newcomerstown. Two of the ten stores sold

products to the youth. This was despite the clerks at both stores looking at the underage youth's actual photo ID.

Ohio Behavioral Risk Factor Surveillance System: The surveillance system data is from 2014 and reveals that the adult smoking prevalence in Ohio is 21%. The most common smokers according to the study were those age 25-34, black non-Hispanic persons, those who have an annual income of less than \$15,000.00, those who did not graduate from high school, and individuals who have a physical, mental or emotional disability. Per the data, the Tuscarawas County adult smoking rate was 17.7%, youth smoking rate was 10.6%, and the pregnant smoking rate was 16.0%. Also provided, as information from the Ohio Department of Health is the average school tobacco policy score for Tuscarawas County which is 71.22%.

Community Health Needs Assessment: The data related to smoking and tobacco use showed a slightly lower percent of adult smokers compared to the above data source at 14.0%. This survey also showed that Tuscarawas County adult smokers were more likely to be divorced, have rated their overall health as poor, have incomes less than \$25,000 annually, and be under the age of 30. The youth data explained that 9% of Tuscarawas County youth in grades 6-12 identified as smokers, whereas 16% of youth 17 and older identified similarly. The majority of youth stated that they got their tobacco products from someone else (41%), bought them from a store or gas station (26%), took them from a family member (24%), or gave someone else money to buy them (24%). Nearly 2/3 or 65% of youth stated that they were exposed to secondhand smoke with the most common location being another relative's home (30%), their own home (27%), in the car (22%), at a friend's home (21%), at a park or ball field (16%), or the fairgrounds (17%).

### **Data Review Process**

Due to the large, diverse group that was sought to engage in the data review process, the process was approached a bit differently. In May 2017, an email was sent to the list of persons included in this report as well as a pdf file containing all of the information highlighted above (See Appendix A). The partners, stakeholders, and youth were asked to review the data and then complete a short survey via an attached link. The survey asked the following questions:

- What program(s) in our community are you aware of that relate to tobacco prevention and/or cessation?

- **What surprised you most about the data from the presentation?**
- **What are some things that can be done to reduce second-hand smoke exposure?**
- **What ideas do you have to deter teens from tobacco use initiation?**
- **What policies seem most appropriate for implementation in our community?**
- **What barriers might be encountered when attempting to implement the above policies?**

Participants were given two weeks to complete the attached data review and survey. A total of 11 responses were received via the electronic survey; with a 44% response rate. Several of the participants followed up asking for additional data unique to their specific geographical area which was provided when available. The information provided in the following sections was developed as a result of participant feedback and survey results.

### **Local Successes**

Many of the participants were aware of the tobacco prevention and cessation services available throughout the County and were able to identify the following:

- STAND prevention youth groups
- Tobacco cessation classes, Union Hospital
- Baby and Me Tobacco Free program, Tuscarawas County Health Department
- Prevention services, Personal Family Counseling Services

Another local success is the identification of former smokers/tobacco users. Many people in Tuscarawas County have successfully quit using tobacco and many current users wish to quit. This provides a great opportunity for an impact on the County's percent of tobacco users if programs can be implemented, promoted, and accessed.

### **Local Gaps in Tobacco Control**

The largest local gaps surround the low socioeconomic areas of Tuscarawas County. Those areas are more likely to have more tobacco retailers and have more retailers selling in close proximity of schools and parks. Further, the review group was surprised by the large availability of cheap, candy flavored little cigars and cigarillos. There are also a large amount of youth in Tuscarawas County exposed to secondhand smoke and the need for additional and/or strengthened smoke free policies.

## **Recommendations & Policy Options**

The individuals involved with the data review felt that the following policies would be most feasible and have the highest impact. The top 5 are ranked below:

1. Smoke and tobacco free parks
2. Establishment of smoke and tobacco free policy for all County owned properties
3. Strengthen school tobacco policies
4. Tobacco 21
5. Restriction of tobacco sales within 500-1000 feet of schools

Recommendations from the data review group for decreasing the likelihood of youth tobacco initiation:

- Increasing education on electronic cigarettes
- Increasing positive peer pressure in schools
- Tobacco 21 initiation
- More education on the health consequences of tobacco use
- Strength school tobacco policies
- Social norm campaigns, counter-marketing campaigns and education targeted at youth

Recommendations from the data review group for decreasing exposure to secondhand smoke:

- Smoke-free parks policies
- Increase the amount of tobacco free locations in Tuscarawas County
- Increase awareness about the consequences of secondhand smoke exposure
- Ban smoking in cars with passengers under the age of 18
- Social media campaigns about secondhand smoke

## **Potential Barriers**

The data review group was aware that the above policy implementation would come with potential barriers. Barriers discussed included the need to create “buy-in” for policies such as Tobacco 21. The need to get County decision makers, such as the County Commissioners on-board to pass ordinances and policies. The need for education and awareness about why smoke and tobacco free parks are necessary and how Tobacco 21 deters youth initiation. It was discussed that some

individuals may be angered by the policies or feel it infringes upon their “rights”. After the policies are passed the barriers become implementation barriers, such as who will regulate the properties to ensure that the ordinances are being obeyed.

### **Youth Involvement & Benefits**

Youth from various schools in Tuscarawas County were heavily involved in the data collection efforts.

Point of Sale Store Audits: The collection of this data allowed for heavy youth involvement as they were solely responsible for auditing all 60 stores with an adult present for transportation and chaperoning only. Discussion about the audits and process was conducted by the youth at their monthly meetings.

Tobacco Sale Compliance Checks: Youth volunteers were utilized for the compliance checks. There was significant interest from the youth to participate in the compliance checks. Only a few youth were selected for the 10 audits conducted this grant year but additional youth involvement will be sought for next grant cycle when the compliance checks are expanded.

Community Health Needs Assessment: Students were randomly selected and surveyed in the schools. A total of 393 youth completed the survey.

The benefits of including youth in the data collection process are widespread. For example, the youth involved in the compliance checks helped to select which stores would be checked based on rumors from other students on which stores are more likely to sell to youth or which stores have a history of selling to youth. Oftentimes involving youth in the process of researching and promoting policies and ordinances that would directly affect them makes the stakeholders, leaders, and decision makers take note. As the youth present this data to community groups the message becomes more impactful. Further, the youth help to spread the messages to their peers and promote positive peer messages against tobacco.

### **Conclusion**

Based on the information provided in this report, and feedback from the local STAND groups the youth feel it would be most impactful to work towards the following policies and ordinances for

the FY 18 Tobacco Use Prevention and Cessation Program from the Ohio Department of Health, which begins on July 1, 2017:

- Countywide Tobacco 21 ordinance
- Smoke free/Tobacco free policies for all County properties
- Increasing the number of smoke free/tobacco free parks in Tuscarawas County
- Strengthening individual school tobacco polices

Youth throughout Tuscarawas County will continue counter-marketing messages, increase education on the health consequences of smoking and exposure of secondhand smoke, continue data collection, and seek to provide educational presentations to decision makers and leaders in hopes of positively impacting future tobacco polices and ordinances.

*For more information about the STAND program please visit: <http://www.tchdnow.org/tobacco-cessation-and-prevention-program.html>*