



Tobacco in Rural America: Reports from the Field

August 6th from 2:00-3:00 pm ET

**National Association of County and City Health Officials
National Network of Public Health Institutes
Muskie School at the University of Southern Maine**

- Webinar audio will be available through your computer speakers and via phone.
 - Dial: US: +1 929 205 6099
 - Webinar ID: 953 5397 4199
- This webinar is being recorded and the recording will be shared.
- Please submit questions through the chat option.

Agenda

Welcome

Melanie Ruhe, NACCHO

Chris Kinabrew, NNPHI

Martha Elbaum, Muskie School at the University of
Southern Maine

Erika Ziller, Muskie School at the University of Southern
Maine

Questions and Answers

Learning Objectives

1. Understand the landscape of tobacco use in rural America;
2. Have increased knowledge of rural LHD initiatives relating to tobacco, electronic nicotine delivery devices, and increased prevention and cessation methods;
3. Have increased knowledge about the resources and tools needed by rural LHDs to support the facilitation of evidence-informed tobacco control interventions now and in the future

NACCHO Mission



NACCHO is comprised of nearly **3,000** **local health departments** across the United States. Our mission is to serve as a **leader, partner, catalyst,** and **voice** with local health departments.

There's value in belonging



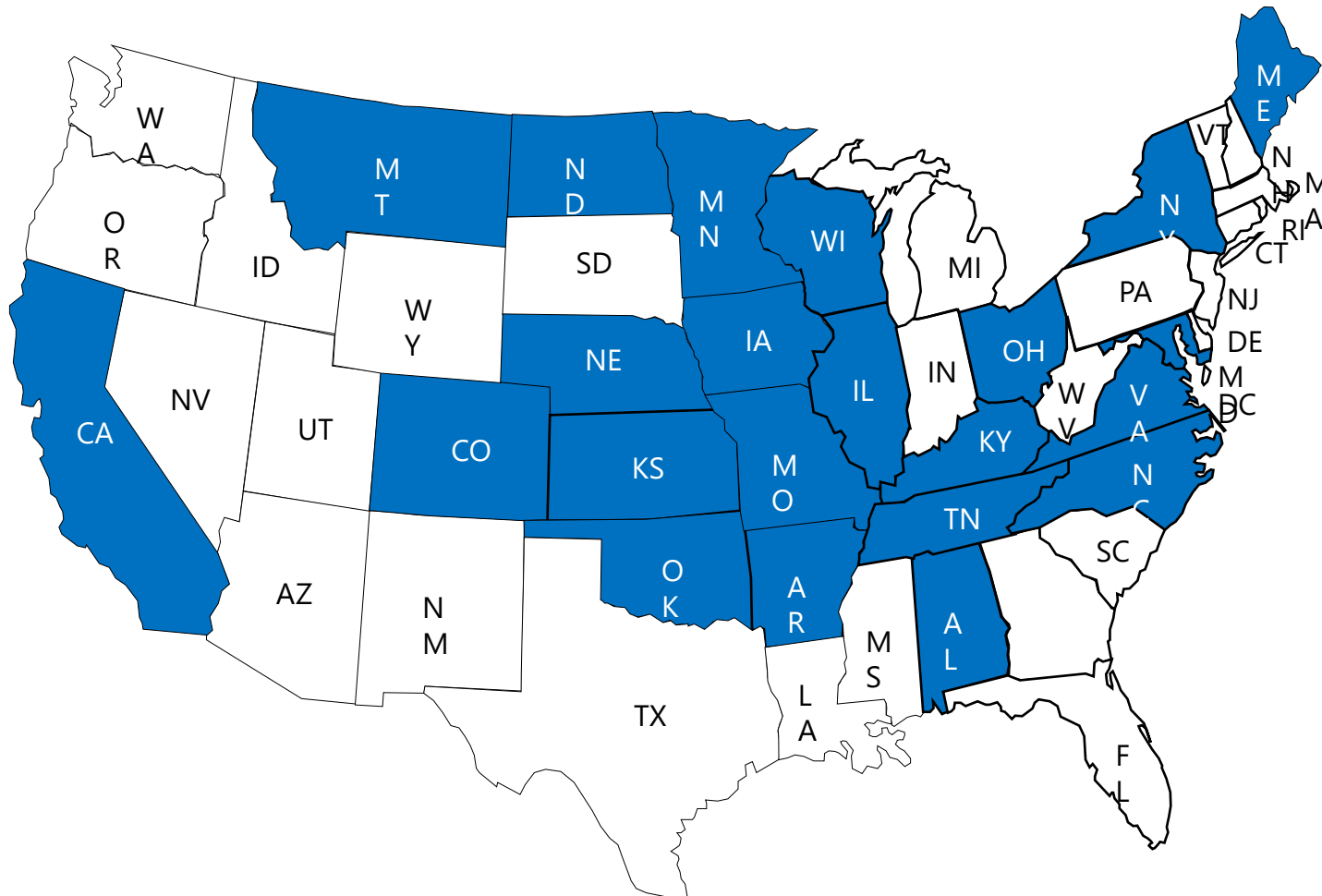
Learn more by viewing a short video available on our website.

Rural LHD Environmental Scan

- LHDs play a crucial role in strengthening tobacco control efforts in areas of the U.S. with the highest tobacco use prevalence within rural America.
- The total population of rural counties stood at 46.2 million in 2015, representing 15% of the US residents living in 72% of the Nation's land area.
- Rural populations report more health-related disparities than those in urban areas, including poorer health, more health risk behaviors, and less access to health resources.



Rural LHD Environmental Scan

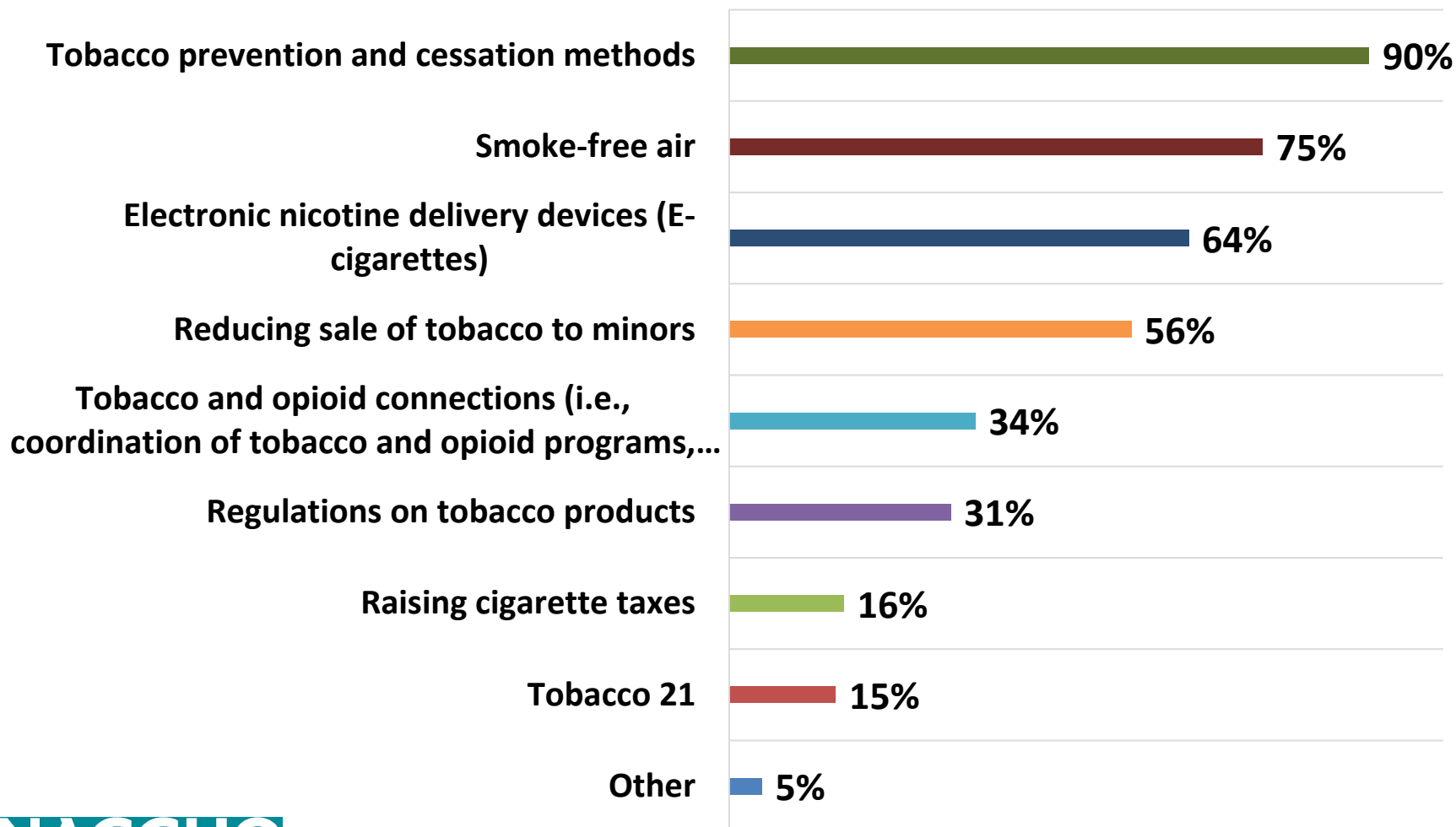


Survey Results and Analysis

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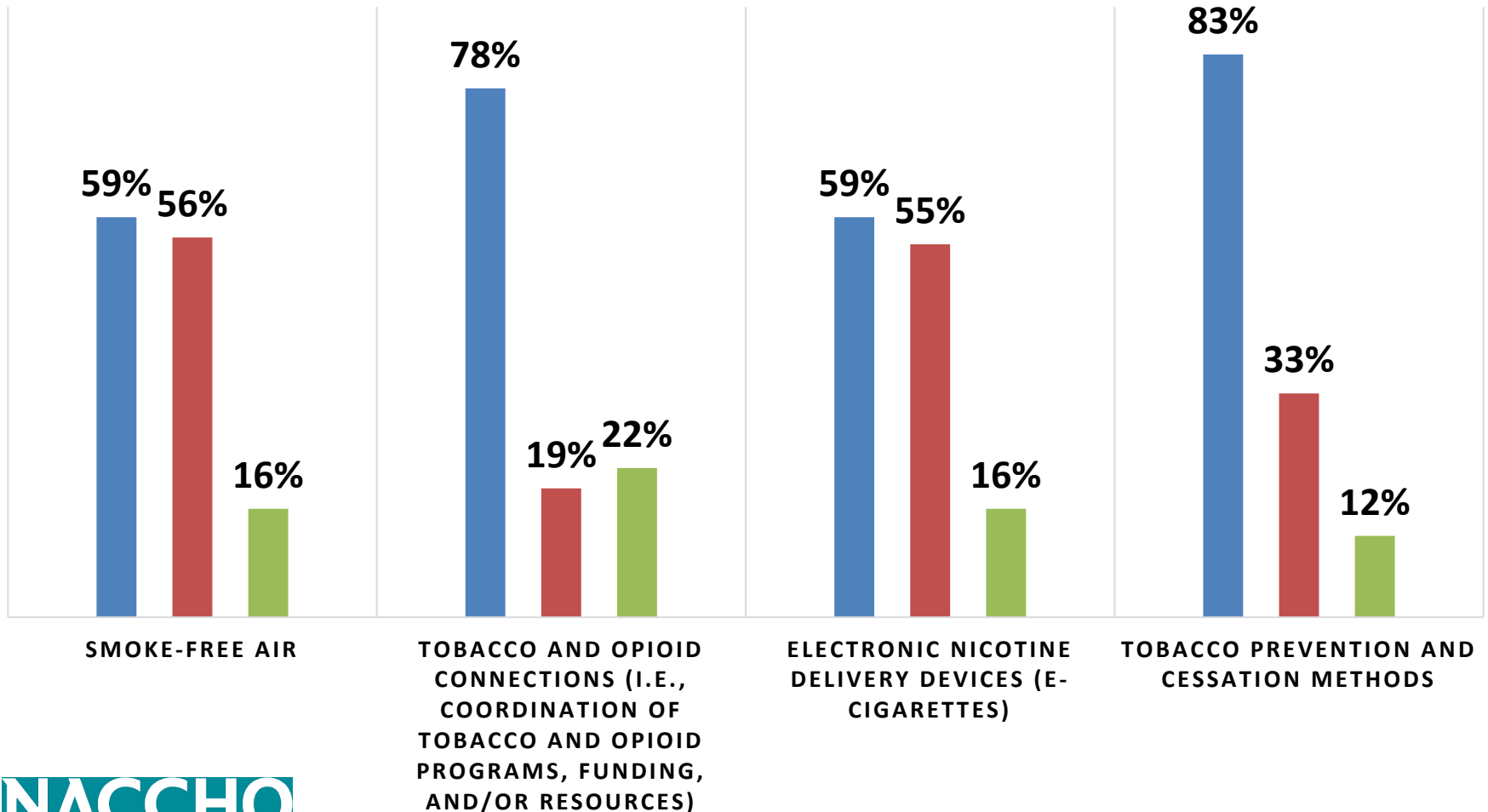


Please indicate in which of the following tobacco control areas your health department engages. (N=87)

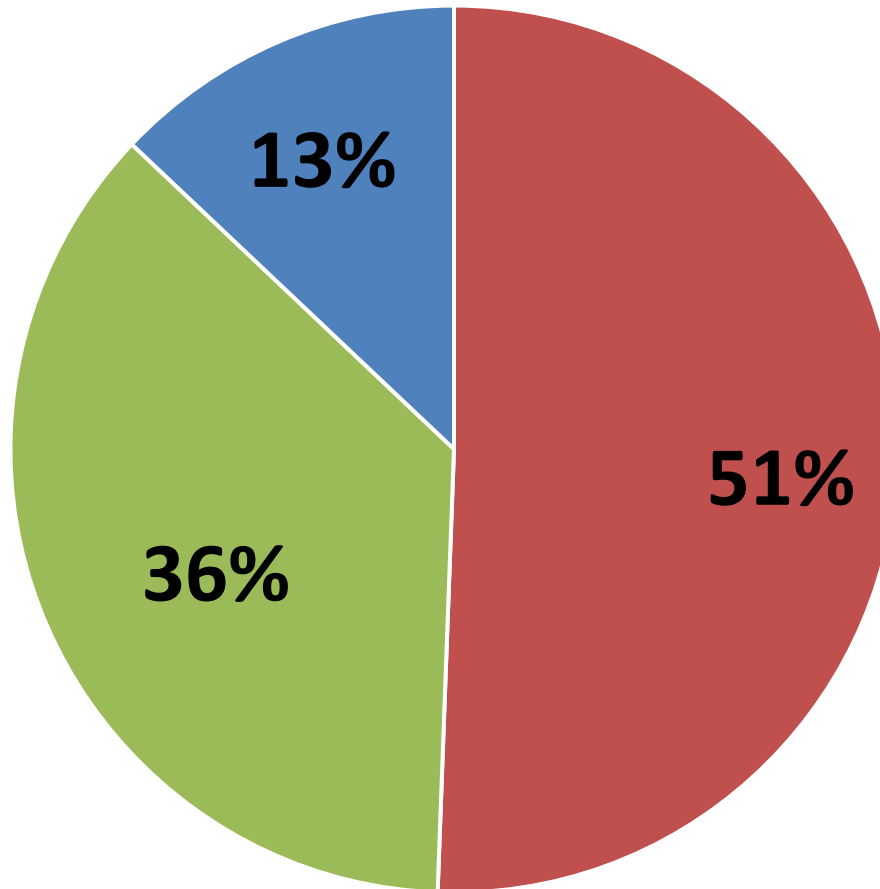


For each area you selected, please indicate how your health department engages in the work. (N=85)

■ Program implementation ■ Policy development or implementation ■ Other

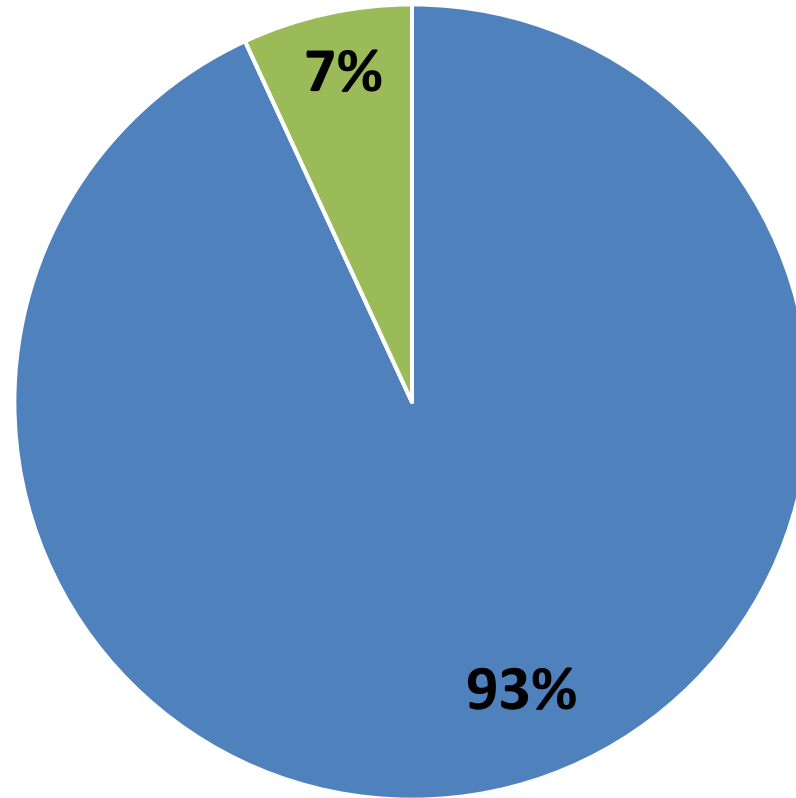


Does your health department measure the impact of tobacco programs or policies? (n=85)



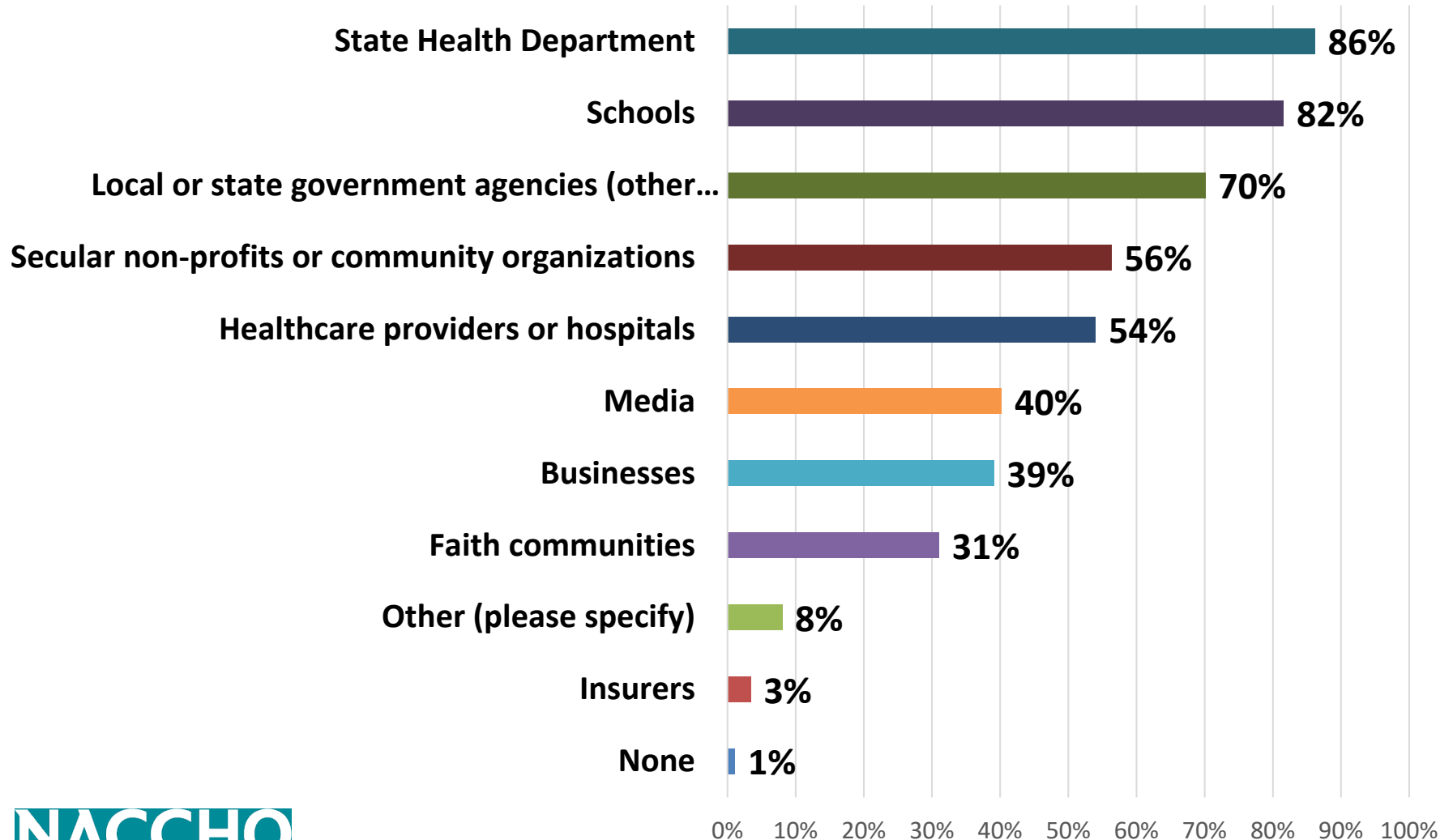
■ Yes ■ No ■ Don't know

Are e-cigarettes a threat in your jurisdiction? (N=87)

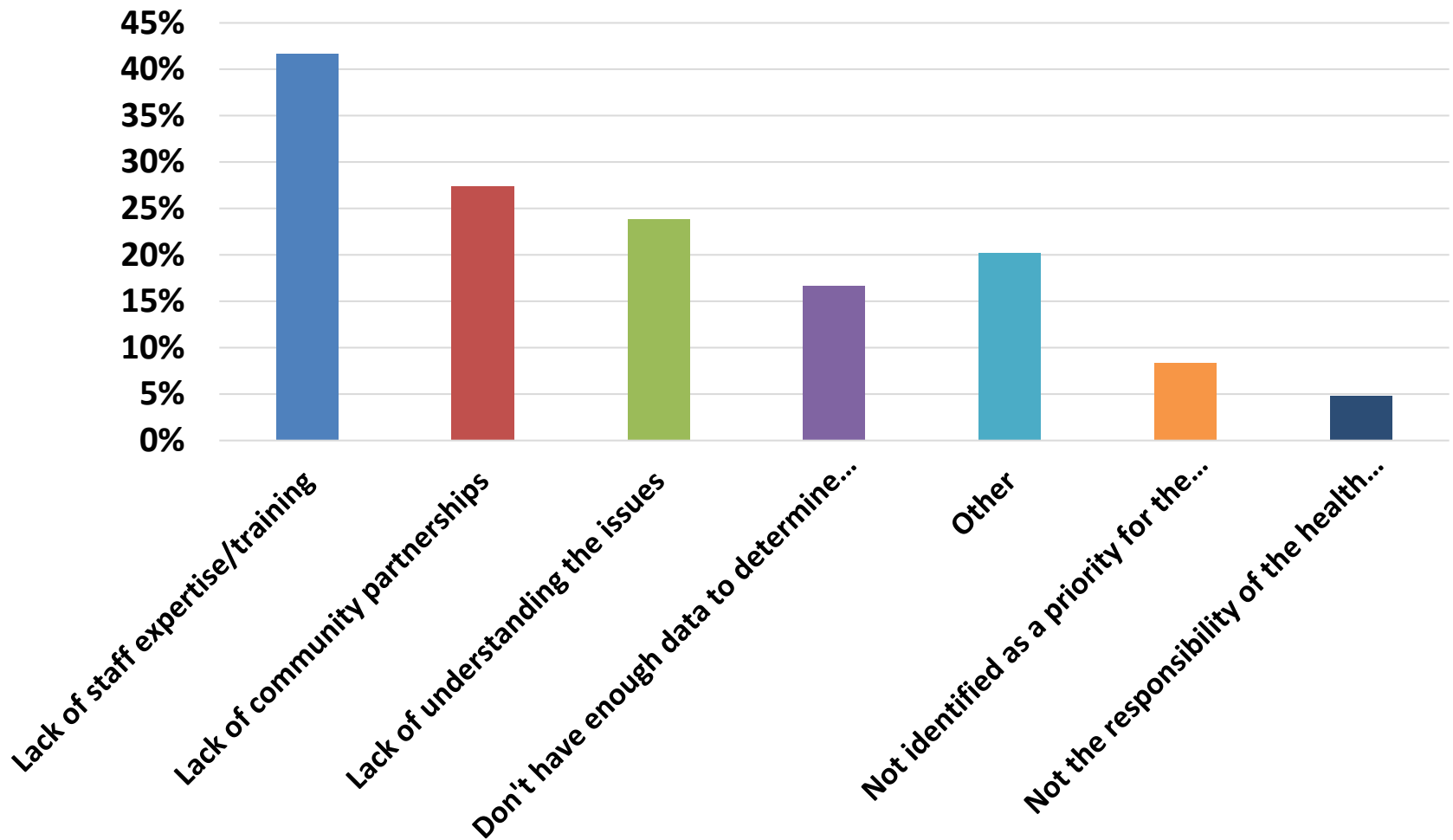


■ Yes ■ No ■ Don't know

Who are your key partners in your work to advance tobacco policy and programs? (n=87)



Barriers to advancing tobacco policy and program work In rural jurisdictions. (n=84)



Recommendations

- 1. Expand type of programs and policies that LHDs champion in rural communities.*
- 2. Connect LHDs to existing resources on tobacco and rural health.*
- 3. Support evaluation efforts to help measure success of tobacco control initiatives.*
- 4. Celebrate success and foster dissemination of rural tobacco programs and policies.*

Advancing Tobacco Prevention and Control in Rural America

 UNIVERSITY OF
SOUTHERN MAINE
Muskie School of Public Service

 NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

 National Network
of Public Health Institutes

Tobacco in Rural America: Reports from the Field August 6, 2020

**Christopher Kinabrew, MPH, MSW
NNPHI**

Funding for this project has been provided by the National Network of Public Health Institutes (NNPHI) through a Cooperative Agreement with the Centers for Disease Control and Prevention (CDC – OT13-1302). NNPHI, the Maine Public Health Institute (University of Southern Maine), and the National Association of Chronic Disease Directors have collaborated with the Office on Smoking and Health within the CDC's National Center for Chronic Disease Prevention and Health Promotion, as well as a wide range of reviewers, on this project. The views and opinions of these authors are not necessarily those of CDC or the U.S. Department of Health and Human Services (HHS).



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on TOBACCO OR HEALTH**

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Health**

June 28-30, 2022

New Orleans, Louisiana

Registration launching in June 2021

Visit nctoh.org and click “Sign up for our mailing list” to make sure you don’t miss registration launch, conference call for abstracts, and more announcements!

Resources:

www.nnphi.org/ruraltobacco

www.nctoh.org

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National Association of County & City Health Officials (NACCHO)

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Maine
Rural Health
Research Center



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PURPOSE & APPROACH



Project Objectives

- ❖ Explore rural context for commercial tobacco prevention and control (TPC)
- ❖ Scan rural TPC activities 2008-2018
- ❖ Offer recommendations for research and practice



Approach



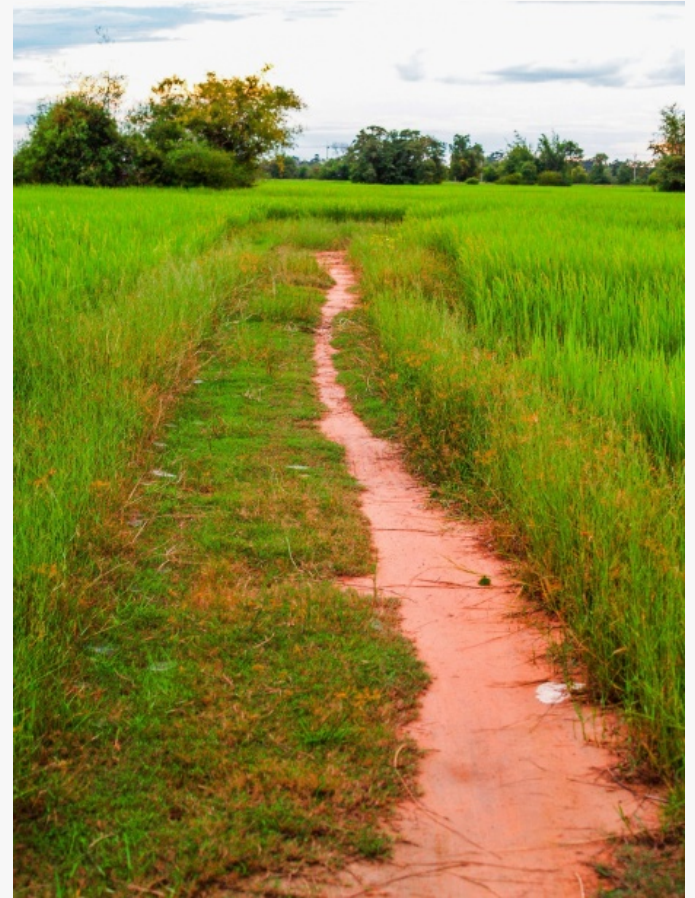
- ◆ Literature review
- ◆ Case examples:
 - ~ Acknowledgement
Paula Clayton,
NACDD
- ◆ Advisory panel
feedback health
- ◆ Secondary data
analysis

FINDINGS

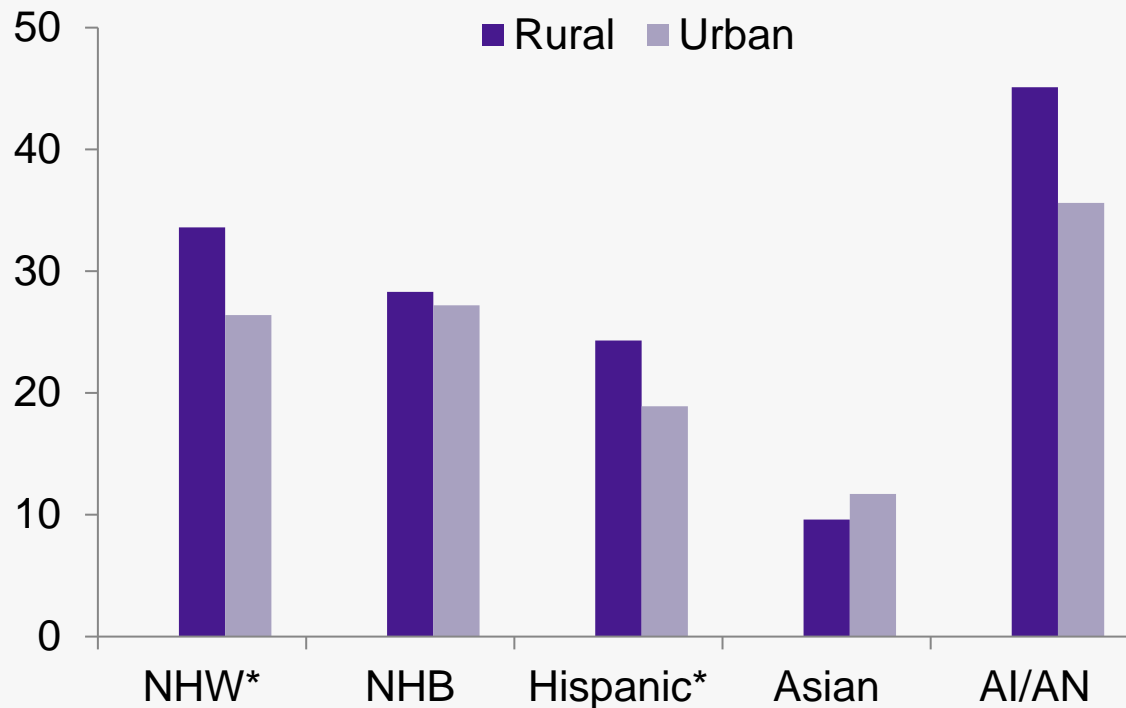
The Rural Context for Tobacco Prevention and Control

Rural-Urban Disparities in Commercial Tobacco Use

- ✦ Affect adults and youth
- ✦ Vary across regions
- ✦ Found in many adult subgroups



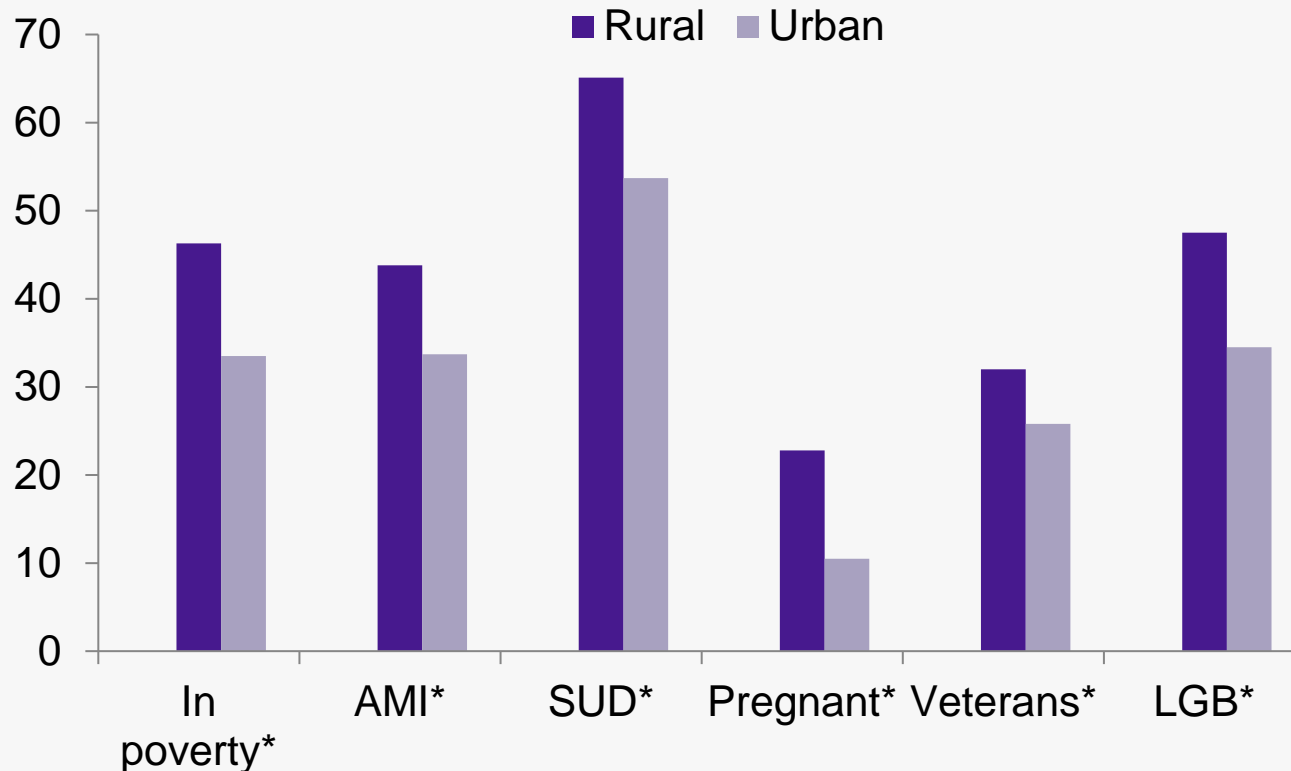
Past-Month Tobacco Use in Rural & Urban U.S. Adults by Race/Ethnicity, 2015-16



Estimates weighted to population level. Tobacco use includes cigarettes, cigars, smokeless tobacco, or pipes. NHW = Non-Hispanic White. NHB = Non-Hispanic Black. AI/AN = American Indian/Alaska Native.

* Chi-square test of rural-urban difference significant at $p < 0.01$

Past-Month Tobacco Use in Rural & Urban U.S. Adults by Characteristic, 2015-16



Data source: National Survey of Drug Use and Health. Estimates weighted to population level. Tobacco use includes cigarettes, cigars, smokeless tobacco, or pipes. AMI = any mental illness. SUD = any substance use disorder. LGB = lesbian, gay, or bisexual.

* Chi-square test of rural-urban difference significant at $p < 0.01$

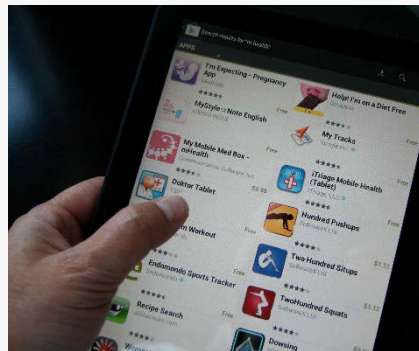
Rural-Urban Disparities in Commercial Tobacco Use

- ✦ Only *partly* explained by sociodemographic risk factors
- ✦ Need to explore other aspects of rural context—infrastructure, cultures, and policy



Rural Infrastructure for TPC

- ❖ Challenges to TPC: chronic and acute
- ❖ Health sector & communities build local TPC capacity
- ❖ Distance technologies provide access to remote TPC resources



Rural Cultures and Tobacco

- ✦ No single rural culture
- ✦ Rural norms of tobacco use
- ✦ Tobacco industry targets rural residents
- ✦ Rural cultural assets
- ✦ Sacred traditional vs. commercial tobacco in AI/AN communities



Rural Policy Context for TPC

- ✦ Lower levels of policy protection for rural/tribal populations
- ✦ Challenges to strengthening protection
- ✦ Tribal sovereignty

Tobacco Control and Prevention Interventions in Rural Areas

TPC Interventions in Rural Areas

- ✦ Promotion of Smoke-Free Air
- ✦ Prevention of Initiation
- ✦ Cessation Treatment

TPC Interventions in Rural Areas: Smoke-free Air

- ◆ Policy interventions
- ◆ Building capacity



TPC Interventions in Rural Areas: Prevention

❖ Policy interventions

- Advertising restrictions
- Raising the unit price of products
- Raising the minimum legal sales age

❖ Mass media campaigns

- *Tips from Former Smokers*®: rural-focused efforts

TPC Interventions in Rural Areas: Treatment/Cessation

✦ Policy

- Increasing unit cost
- Smoking restrictions

✦ Mass Media Countermarketing

- *Tips from Former Smokers*®: rural-focused efforts

✦ Programs

- Health care
- Non-clinical settings

RECOMMENDATIONS

Recommendations to Federal and State Agencies

- ◆ Allocate resources by epidemiological burden as well as population impact
- ◆ Support service provision by non-physicians and lay health advisors; ensure state licensing regulations & Medicaid reimbursement policies accommodate such practices
- ◆ Purchase additional advertising for counter-marketing in rural markets

Recommendations to Local Stakeholders, Tribes, Communities

- ✦ Invest in policy approaches
- ✦ Leverage cultural assets
- ✦ Enlist health/public health system leadership
- ✦ Engage trusted local leaders outside health/public health sectors
- ✦ Stress need to protect youth

Directions for Future Research

- ✦ Clarify stakeholder perspectives on rural tobacco control, including LHDs: challenges, assets, needs
- ✦ Community-based participatory research and evaluations of culturally-informed TPC initiatives
- ✦ Influence of federal-state policy on local policy

Links

Full report:

<https://nnphi.org/wp-content/uploads/2019/02/AdvancingTobaccoPreventionControlRuralAmerica.pdf>

Executive summary:

<https://nnphi.org/wp-content/uploads/2019/02/ExecutiveSummary-FINAL.pdf>



Questions and Answers

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Additional NACCHO and Partner Resources



[NACCHO Tobacco Webpage](#)

[NACCHO Stories From the Field](#) : *We'd love to hear from you!*

[CDC-Office on Smoking and Health Resources](#)

[Rural Health Information Hub](#)

[NNPHI report *Advancing Tobacco Prevention and Control in Rural America*](#)

THANK YOU!

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