

## **Community Outreach: Outcomes Report**

### **Lung Cancer Education and Smoking Cessation**

#### **Background:**

Smoking is the leading cause of preventable death in the U.S., causing over 438,000 deaths per year. In 2015, an estimated 15.1% (36.5 million) U.S. adults were cigarette smokers. Smoking-related illness in the United States costs more than \$300 billion a year. In the State of Florida, the adult smoking rate in 2015 is higher than the national average, and is at 15.8% (2,554,200). The annual health care costs in Florida directly caused by smoking \$8.64 billion. In 2010, the prevalence of smoking in Volusia and Flagler counties are higher than the national and state averages

#### Census Data

| County Name    | Total Population <sup>1</sup> | Population 50+ <sup>1</sup> | Smoking Prevalence <sup>2</sup> |
|----------------|-------------------------------|-----------------------------|---------------------------------|
| Flagler County | 102,408                       | 51,543                      | 18%                             |
| Volusia County | 507,531                       | 231,783                     | 25%                             |
| <b>TOTALS</b>  | <b>609,939</b>                | <b>283,326</b>              | <b>22% <sup>3</sup></b>         |

#### Rationale

This has been listed as a key community health concern. This is a significant hospital initiative that we are continuing for the next 3 years due to the amount of smoking and lung cancer in our community. We have had progress in our efforts in 2016 and will continue to track during 2017.

#### **Strategies:**

- a. Local organization partnership:
  - Northeast Florida Area Health Education Council
  - AHEC Provides Tools to Quite and the Quit Smoking Now Curriculum
  
- b. Facility Actions:
  - Each facility partners with AHEC

- Classes are promoted and held at the facility
- Patients are actively referred to AHEC

**b. Community Health Needs Assessment Data**

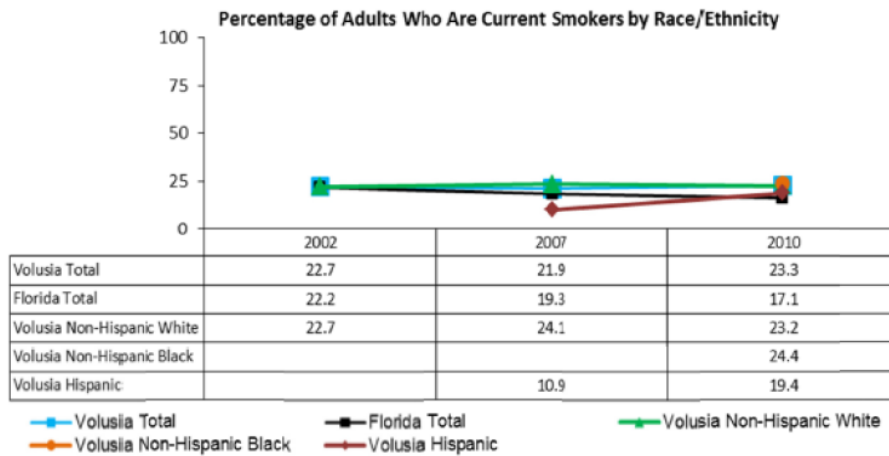
**Tobacco Use:**

17% of Florida adults are current smokers. This is defined as those who have smoked 100+ cigarettes in their lifetime and who are still smokers. Volusia County adults surpass this percentage by 23%. Non-Hispanic Blacks (24%) and ages 18-44 (29.6%) have the highest rates.

| Percentage of Adult Current Smokers Who Tried to Quit Smoking at Least Once in the Past Year |               |               |               |
|--|---------------|---------------|---------------|
|  | 2002          | 2007          | 2010          |
| Volusia  | 44.8          | 50.9          | 61.3          |
| Florida  | 55.3          | 53.2          | 30.1          |
| Volusia White  | 44.1          | 53.7          | 56.9          |
| Volusia Black  | Not available | Not available | Not available |
| Volusia Hispanic   | Not available | Not available | Not available |
| Volusia Male   | 42.9          | 51.2          | 61.7          |
| Volusia Female   | 46.6          | 50.6          | 60.9          |

*Source: Behavioral Risk Factor Surveillance System Data Report*

Tobacco use is the single most preventable cause of death and disease in the United States. Each year, approximately 443,000 Americans die from tobacco-related illness. For every person who dies from tobacco use, 20 more people



### Health Issues YOU are Most Concerned About

Survey Question: Check up to 5 health issues YOU are most concerned about in your county:

| Response                                   | PSA    | Volusia County |
|--|--------|----------------|
| Addiction – alcohol or drug                | 42.94% | 41.44%         |
| Homelessness                               | 41.44% | 43.14%         |
| Mental health problems                     | 34.83% | 36.00%         |
| Unemployment                               | 30.03% | 31.15%         |
| Adult obesity                              | 27.93% | 25.01%         |
| Child abuse/neglect                        | 24.62% | 22.57%         |
| Cancers                                    | 24.32% | 22.57%         |
| Smoking/tobacco use                        | 22.22% | 16.97%         |
| Childhood obesity                          | 19.52% | 15.63%         |
| Domestic violence                          | 18.32% | 17.12%         |
| High blood pressure                        | 15.62% | 17.52%         |
| Diabetes                                   | 15.62% | 16.87%         |
| Violence (rape, assault, crime, etc)       | 15.62% | 21.67%         |
| Heart disease & stroke                     | 15.32% | 16.97%         |
| End of life care                           | 14.71% | 14.53%         |
| Access to healthy food/grocery stores      | 13.51% | 12.43%         |
| Dental problems                            | 12.31% | 13.08%         |
| Environmental health, sewers, septic tanks | 11.41% | 10.98%         |
| Cholesterol                                | 11.11% | 9.64%          |
| Motor vehicle crash injuries               | 11.11% | 10.83%         |
| Respiratory/lung disease                   | 9.31%  | 8.24%          |
| Teenage pregnancy                          | 7.81%  | 7.84%          |
| Asthma                                     | 6.91%  | 8.04%          |

### Unhealthy Behaviors YOU are Most Concerned About

Survey Question: Check up to 5 unhealthy behaviors YOU are most concerned about in your county

| Response                               | PSA    | Volusia County |
|--|--------|----------------|
| Drug abuse                             | 58.26% | 56.32%         |
| Alcohol abuse                          | 45.65% | 45.03%         |
| Mental health problems/stress          | 45.65% | 47.13%         |
| Lack of exercise                       | 37.84% | 32.80%         |
| Being overweight/obese                 | 36.94% | 37.39%         |
| Poor nutrition/ Poor eating habits     | 33.33% | 36.15%         |
| Overuse of emergency rooms             | 30.33% | 31.65%         |
| Unlicensed and/or unsafe drivers       | 29.43% | 29.56%         |
| Dropping out of school                 | 25.53% | 21.92%         |
| Tobacco use                            | 21.32% | 22.87%         |
| Teen sexual activity                   | 18.62% | 18.12%         |
| Poor dental/oral health                | 17.72% | 18.02%         |
| Not getting “shots” to prevent disease | 17.72% | 16.08%         |
| Not using birth control                | 10.21% | 12.38%         |
| Discrimination                         | 8.41%  | 12.83%         |
| Unsafe sex                             | 7.81%  | 11.23%         |

### c. OUTCOMES

**FH DELAND 2016 Activities that were cost-free**

- 4 classes (January – November) were held at FH Deland 78 community members attended

**FH FISH 2016 Activities that were cost-free**

- 5 classes (January – November) were held at FH Fish; 33 community members attended

**FH FLAGLER 2016 Activities that were cost-free**

- 6 classes (January – November) were held at FH Flagler 74 community members attended

**FH MEMORIAL MEDICAL CENTER 2016 Activities that were cost-free**

- 9 classes (January – November) were held at FH Memorial and Oceanside 66 community members attended

**In total, 31 classes were held and 326 members attended.**

| Facility Location                 | Classes/<br>Participants              | Classes/Participants                    | Referrals           | Referrals                           |
|-----------------------------------|---------------------------------------|---|---------------------|-------------------------------------|
|                                   | 9/1/17-10/31/17                       | Total Year to date<br>1/1/17-11/29/17   | 9/1/17-<br>10/31/17 | Year to date<br>1/1/17-<br>11/29/17 |
| Florida Hospital Deland           | 1 class; 14 Participants              | 4 Classes; 78<br>Participants           | 3                   | 22                                  |
| Florida Hospital Flagler          | 1 class; 12 Participants              | 6 Classes; 74<br>Participants           | 9                   | 42                                  |
| Florida Hospital Fish<br>Memorial | 1 Class; 6 Participants               | 5 Classes; 33<br>Participants           | 0                   | 18                                  |
| Florida Hospital<br>Memorial      | 1 Classes; 5<br>Participants          | 5 Classes; 35<br>Participants           | 174                 | 325                                 |
| Florida Hospital New<br>Smyrna    | 1 Classes; 4<br>Participants          | 7 Classes; 75<br>Participants           | 1                   | 43                                  |
| Florida Hospital<br>Oceanside     | 1 class; 5 Participants               | 4 Classes; 31<br>Participants           | 2                   | 69                                  |
| <b>Total</b>                      | <b>6 Classes; 46<br/>Participants</b> | <b>31 Classes; 326<br/>Participants</b> | <b>189</b>          | <b>519</b>                          |

## **EFFECTIVENESS OF PROGRAM**

AHEC does not have the information on attendees who quit. That information is handled by the outside agency contracted through Tobacco Free Florida, Professional Data Analysts. They contact a random sample drawn from each State of Florida AHEC Center's list of clients who attended a class and gave a signed consent for follow up.

The call consists of a 6-7 minute survey and the main outcome question is "Have you used any tobacco, even a puff or pinch in the last 30 days?" AHEC gest the total quit rate for the State AHEC classes which is 36%. AHEC does not get individual quit outcomes.