

Success in South Carolina

Investment of Cigarette Tax Funds in Smoking Prevention and Cessation

LEGISLATIVE UPDATE

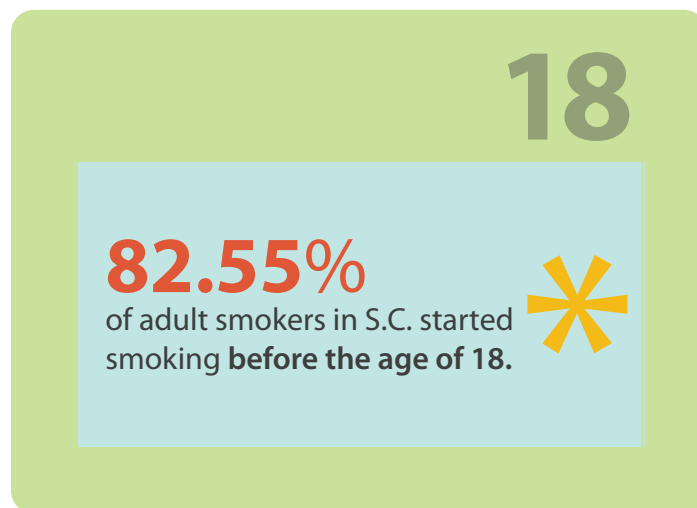
MARCH 2015

Strong Partnerships Make Impressive Progress for Tobacco-Free Schools

Partnership success shows that since 2006, 59 of the state's 81 school districts now protect 485,255 school-aged students from exposure to tobacco and secondhand smoke. During the same time period, **smoking among high school students decreased by more than 19%** and **smoking among middle school students decreased by more than 47%**.

The S.C. Department of Health and Environmental Control has partnered with the S.C. Department of Education and the South Carolina School Boards Association to encourage school districts to adopt 100% Comprehensive Tobacco-Free model policies. Policy adoption is voluntary and prohibits tobacco use and possession by students, while restricting use on campus by staff and visitors at all times.

According to the Campaign for Tobacco-Free Kids, 5,000 youth under age 18 in S.C. become new daily smokers each year. Districts are assessed to ensure that criteria of the comprehensive policy are met - which was developed based on industry best practices - including enforcement procedures, tobacco industry advertising



and sponsorship prohibition, providing science-based tobacco prevention education and referrals to cessation services.

S.C. schools with 100% Comprehensive Tobacco-Free policies provide a safe environment that promotes good health and encourages students to never start using tobacco. In January 2014, model policies were revised and now include the prohibition of alternative nicotine products including electronic cigarettes as stated in law (SC Code Ann. Section 16-17-500).

90%

of high school students are aware that smoking is bad for their health.

Yet,

14.2%

of those high school students still smoke.



S.C. Tobacco Quitline Provider Referrals Significantly Increase

The number of S.C. Tobacco Quitline referrals made by healthcare providers through the Provider Referral System has recently experienced a dramatic increase. **Between January and February 2015, there was nearly a 75% increase in referrals from external providers and a 71% increase in referrals from DHEC providers.**

This rise can likely be attributed to DHEC's "Tips from Former Smokers" television commercials and sustained provider outreach efforts.

\$9.46 was saved in South Carolina in medical expenditures, lost productivity and other costs **for every \$1 spent on the Quitline and tobacco cessation media** in FY '13-'14.

Since 2006, the S.C. Tobacco Quitline has served:

- 10,614 tobacco users with **chronic obstructive pulmonary disease (COPD)**
- 9,979 tobacco users with **asthma**
- 7,609 tobacco users with **diabetes**
- 5,305 tobacco users with **coronary artery disease**
- 1,440 **pregnant** South Carolinians who smoke

S.C. Counties with Highest Quitline Usage
FEBRUARY 2015

- | | |
|----------------|---------------|
| 1. Greenville | 6. Charleston |
| 2. Spartanburg | 7. Anderson |
| 3. Richland | 8. Florence |
| 4. Horry | 9. Berkeley |
| 5. Lexington | 10. Sumter |

