



Cook County Department of Public Health

Quarterly Report Q2 – Tobacco Prevention and Control Program

to the Cook County Board of Commissioners in their capacity as the Cook County Board of Health

April 26, 2024



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Neela Satyanarayan, MPH

Program Coordinator for the
Tobacco Prevention & Control
Program

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Public Health Heroes League



Episode 2: Smoke and Mirrors



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The Challenge

Youth Tobacco Use



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Public Health Challenge

Tobacco use remains the largest preventable cause of disease, disability, and death in the U.S.



Flavored tobacco products play a key role in attracting youth and young adults: Increases the likelihood that they become regular smokers.



High nicotine exposure is dangerous: Causes addiction and harms the developing adolescent brain that control attention, learning, mood, and impulse control.



Predatory marketing practices: Leads to Black Americans disproportionately impacted by tobacco-related disease and death.

Middle and high schoolers who reported current e-cigarette use, **89.4%** used **flavored products** and **25.2%** used an **e-cigarette** daily.

*Data reported by the National Youth Tobacco Survey, 2023

85% of Black smokers smoke menthol cigarettes compared to **29%** of White smokers.

* Nicotine & Tobacco Research, 22(10): 1673-1675, 2020.



Program Overview

Goals & Strategies



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CCDPH Tobacco Prevention & Control Program

GRANT DETAILS	Illinois Tobacco-Free Communities Grant (ITFC)	~\$785,000.00 each FY	Project period: July 1 – June 30	4.0 FTE
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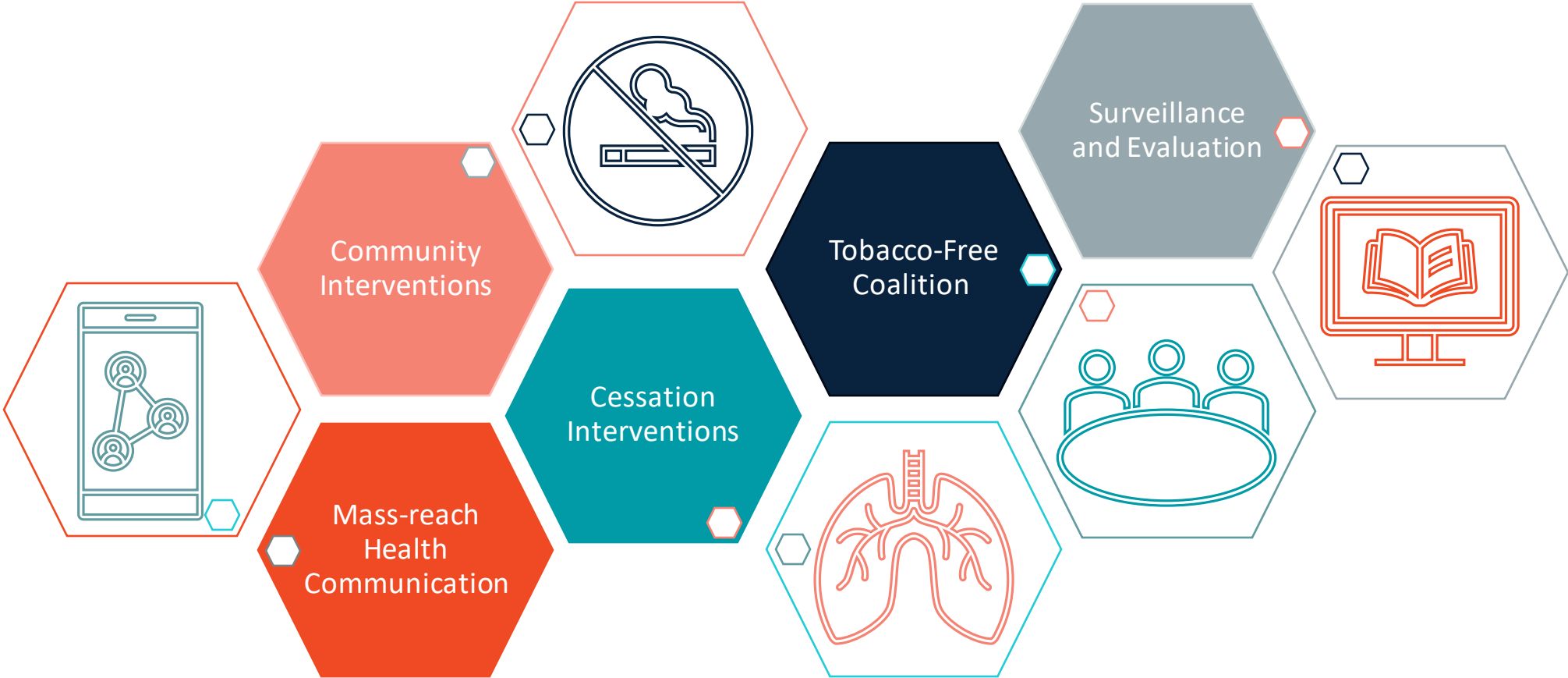
PROGRAM OBJECTIVES

- IDENTIFY AND ELIMINATE TOBACCO-RELATED DISPARITIES
- ELIMINATE EXPOSURE TO SECONDHAND SMOKE
- PREVENT INITIATION AMONG YOUTH AND YOUNG ADULTS
- PROMOTE QUITTING AMONG ADULTS AND YOUTH



CCDPH Tobacco Prevention & Control Program

Implementing Evidence-based Strategies



Program Highlights

Strategy Implementation



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Ordinance Enforcement

ORDINANCE	Cook County Youth Tobacco Control Ordinance		Cook County Clean Indoor Air Ordinance		Smoke-Free Illinois Act
	Licensing tobacco retailers and compliance		Smoke-free indoor public places		
NOTABLE AMENDMENTS	T21	Liquid flavored nicotine products sales ban	E-cigarettes included definition of smoking		
Effective Year	2019	2023	2014	2024	
JURISDICTION	Unincorporated suburban Cook County			Unincorporated suburban Cook County, Municipalities without local ordinance	
CCDPH ACTIVITIES	Educate Investigate complaints Conduct annual compliance checks				



In the Media: Recent Cook County Ordinance Amendment

The collage features three main components:

- FOX 32 Chicago Article Snippet:** Shows a navigation bar with 'Latest', 'Local News', 'Live', and 'Shows'. Below is a 'River Flood Warning' alert. The main headline reads 'Cook County nicotine p...' with a sub-headline 'Cook County liquid ni...'. It is attributed to 'By FOX 32 News' and dated 'April 27, 2023'.
- HomeWood-Flossmoor Chronicle Article Snippet:** Features the logo 'HOMewood-FLOSSMOOR CHRONICLE' with the tagline 'News you can't get anywhere else!'. The headline is 'County officials announce ordinance banning sale of flavored nicotine products'. It is attributed to 'by Provided News' and dated 'on May 4, 2023'. The image shows a woman in a purple top speaking at a podium with the Cook County seal, surrounded by other officials.
- Mobile App Interface:** Displays a video player with a city skyline background. Navigation options include 'Shows', 'Contact Us', 'Sports Betting', 'Suburbs', 'Ask Amy', and 'Today in History'. A video player control bar is visible at the bottom.



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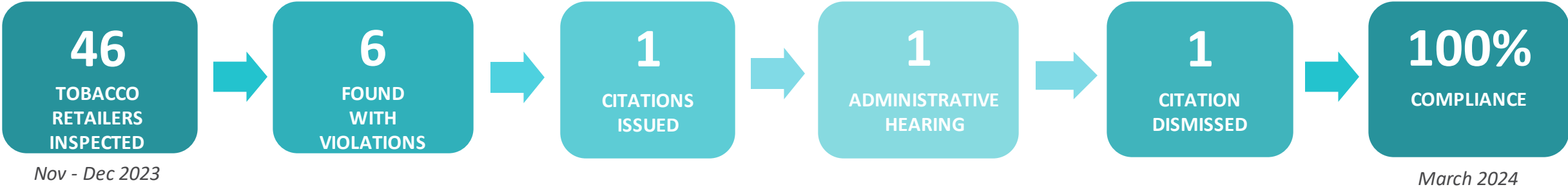
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Ordinance Enforcement Results

Cook County Youth Tobacco Control Ordinance (Chapter 54, Article V)

- ❖ **Flavored liquid nicotine products sales restriction amendment approved** – *May 25, 2023*
- ❖ **Education and outreach to tobacco retailers and public** – *June – July 2023*
- ❖ **Amendment effective** – *July 24, 2023*
- ❖ **CCDPH and Cook County Sheriff’s Office conduct annual inspections in unincorporated Cook County** – *Nov – Dec 2023*



Community Interventions

Promote Tobacco-Free Living Policies for:

- Tobacco-free parks
- Tobacco-free college campus
- Smoke-free multi-unit housing

Provide Technical Assistance to:

- Municipalities
- Park districts
- Multi-unit housing property owners
- Community-based health organizations
- K-12 Schools and Higher Ed Institutions



Youth group from Youth Crossroads Inc. conducting a tobacco litter clean-up awareness project in Glaeser Park in Richton Park, IL.



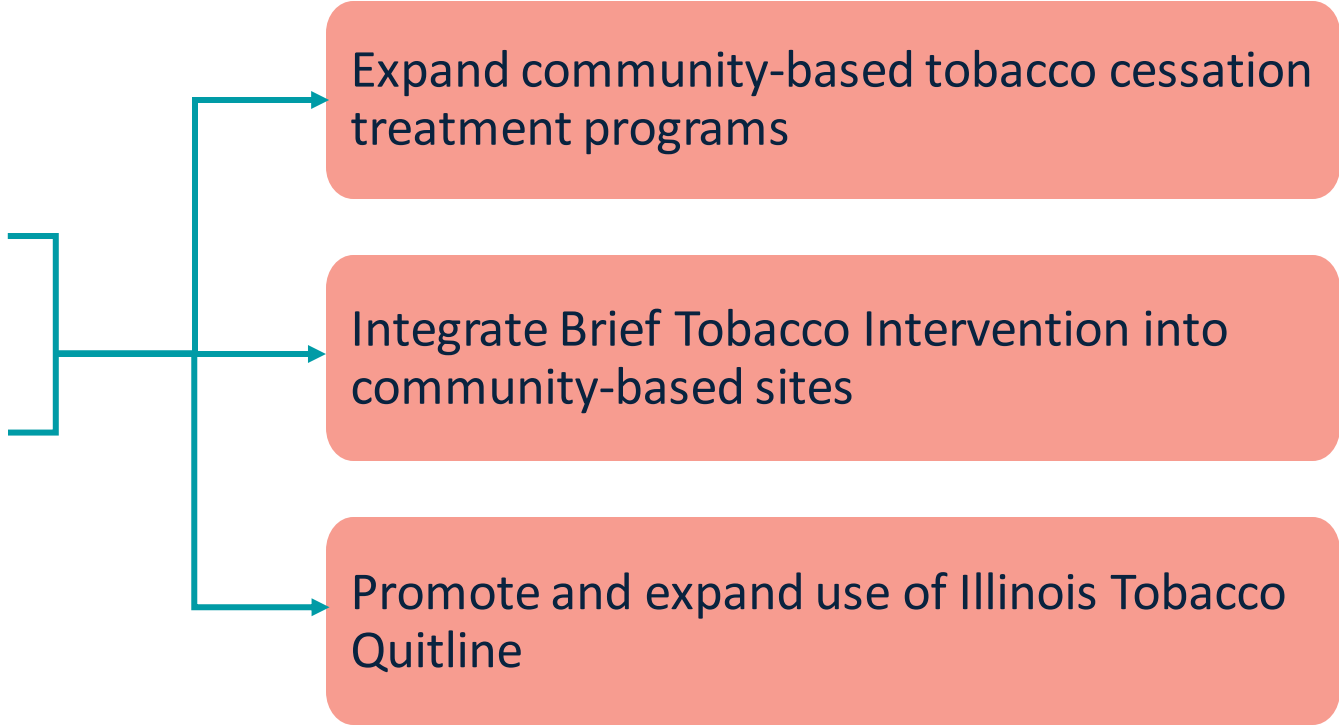
Youth group from Youth Crossroads Inc. conducting a tobacco litter clean-up awareness project in Glaeser Park in Richton Park, IL.



Family supporting Housing Authority of Cook County (HACC) multi-unit housing becoming 100% smoke-free.

Cessation Interventions

CCDPH subcontracts with following organizations to implement evidence-based cessation programming:



Tobacco-Free Coalition



Coalition Partners

CCDPH (Lead)

American Cancer Society - Cancer Action Network

American Heart Association

American Lung Association

Respiratory Health Association

Tobacco Free Kids

Other suburban Cook County Local Health Departments



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Mass-reach Health Communication

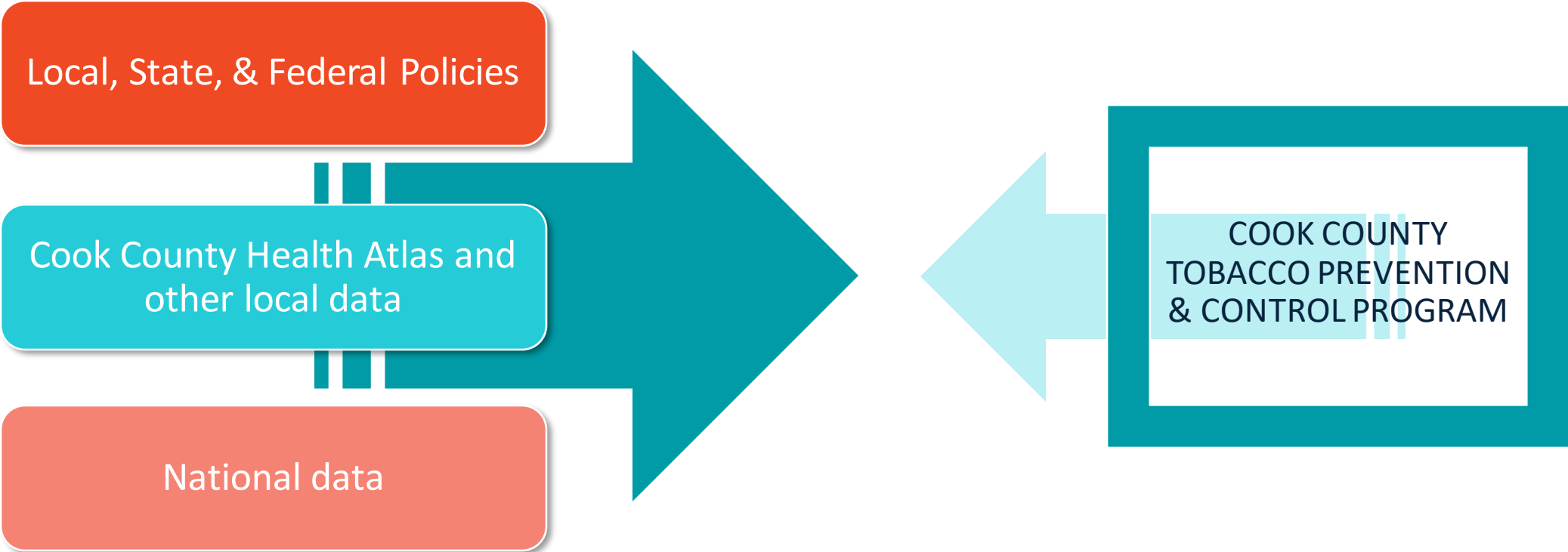
MEDIA CAMPAIGN	Key messages	Cessation Prevention Education
	Target audiences	Youth & Young Adults
	Language	English*
	Channels	Social media TikTok, Snapchat, YouTube, Streaming audio
	Impressions	2.3 million targeted impressions



DRAFT social media post

*Social media assets will be available in five languages (English, Spanish, Arabic, Simplified Chinese, Polish) on CCDPH's website.

Monitoring and Surveillance



Thank you!



FOR QUESTIONS, PLEASE CONTACT:



Neela Satyanarayan, MPH

Program Coordinator for the Tobacco
Prevention & Control Program

neela.satyanarayan@cookcountyhhs.org



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Appendix



Additional information on topics covered
in this presentation



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Monitoring Tobacco Related Policies & Trends

Local

- Evanston – passed comprehensive flavors sales ban
- Maywood – exploring sales and tobacco licensing restrictions
- Skokie – enforcing partial ban from 2020
- Unincorporated Cook County – flavored liquid nicotine products sale restriction

State

- Restricting shape of e-cigarettes (SB2662)
- Industry backed, ‘registration’ of products bills (HB5069)
- Tobacco tax bills (multiple)

Federal

- Passed - Graphic health warnings on cigarette packs and advertising
- Paused - banning the manufacturing and sale of menthol cigarettes and flavored cigars
- CCDPH submitted public comment in support of rulings
- Product trends – tobacco-free nicotine pouches

