



Healthy Chicago Spotlight

Tobacco Use

March 2014

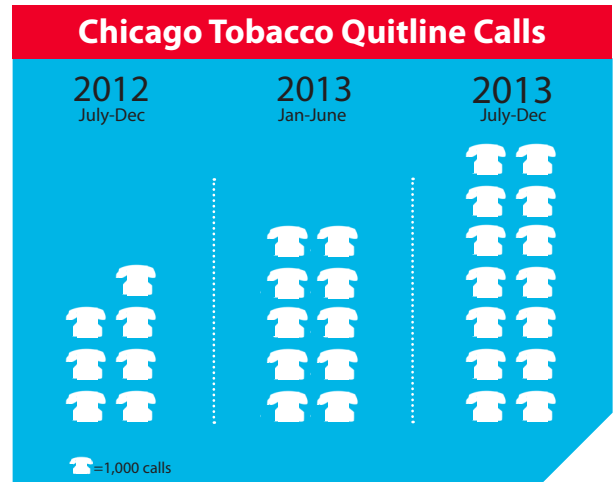
Fifty years ago, the U.S. Surgeon General issued a landmark report

linking tobacco use to deadly diseases including lung cancer and heart disease. Since taking office, Mayor Rahm Emanuel has made tobacco prevention and cessation a key issue as part of his Healthy Chicago plan, proposing and implementing innovative policy changes, program offerings and public education campaigns. Recent data from various sources indicate that this work is paying off.

According to new numbers from the Centers for Disease Control and Prevention, **only 10.7% of Chicago high school students reported smoking in 2013**, down from 13.6% in 2011. Furthermore, it represents **a near 60 percent decrease in youth smoking rates in 12 years**, from 24.6% in 2001.¹

Smoking among adults has also seen declines. According to the most recent data available, **only 18% of adults reported being current tobacco smokers** – the lowest number reported in the study's 12 years. Specifically, significant decreases in smoking have been seen among women, college graduates and 45-64 year old residents.²

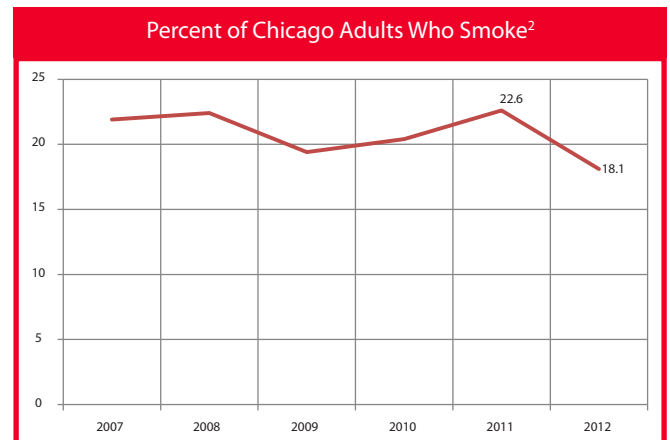
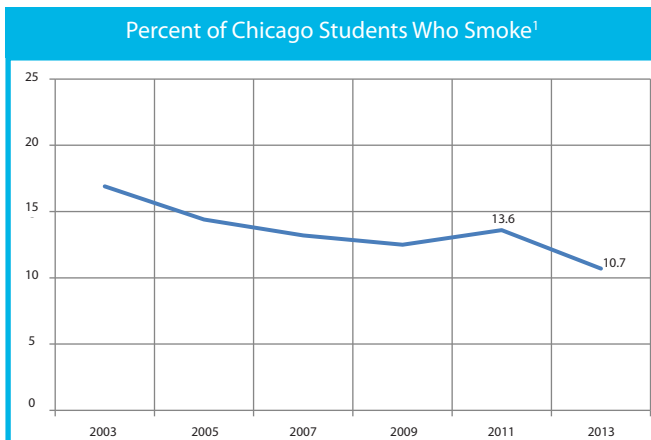
In addition, we are seeing an increase in Chicagoans taking advantage of cessation opportunities. In 2013, **the Illinois Tobacco Quit Line at 866-QUIT-YES received more than**



Provided by the Illinois Department of Public Health, Illinois Tobacco Quitline.

24,000 calls from Chicagoans, a significant increase over 2012. Seventy-three percent of Chicago callers to the quitline in 2013 identified as African American or Latino.³ The increase in calls came at the same time CDPH launched a series of public awareness campaigns encouraging Chicagoans to quit.

Shortly after taking office Mayor Rahm Emanuel launched Healthy Chicago, the first comprehensive public health agenda for the City. Healthy Chicago prioritizes tobacco cessation, setting a goal of less than 12% of adults smoking by the year 2020 and providing specific strategies for CDPH and its partners to help reach that goal.⁴



Today, less Chicagoans are reporting smoking and more are seeking help to kick the habit, avoiding a lifetime of addiction and serious health risks.



Selected Strategies to Reduce Tobacco Use

Below are highlights of Chicago's work to reduce and prevent tobacco use across the City.

Regulating e-cigarettes as traditional cigarettes helping keep them out of the hands of Chicago's youth and ensuring indoor spaces remain free from smoke and vapor.

Limiting access to flavored tobacco products near schools by expanding current probations on retailers within 100 feet of a school to 500 feet. The expansion also includes menthol as a flavored-tobacco product, the first time any municipality has recognized menthol-flavored tobacco products as such.

Increasing cigarette taxes by 50 cents, from 68 cents to \$1.18 per pack. Increased taxes have been proven to be the single largest factor in driving smoking rates down. Together with County and State taxes, Chicago now has the highest cigarette tax in the nation.

Launching multiple public awareness campaigns, including both a first-in-the-nation campaign discussing the dangers specific to menthol cigarettes and a campaign targeting LGBT Women of Color, one group known to be especially resistant to traditional cessation efforts.

Expanding Chicago's smoke-free environments to include four Chicago Housing Authority complexes, six hospital campuses, Roosevelt University, Robert Morris University, the University of Illinois at Chicago campus and seven Chicago City College locations.

As a result of these efforts and more, **Chicago has been recognized nationally as a leader in cessation efforts.** In December, Mayor Rahm Emanuel was presented the Visionary Leader Award by the African American Tobacco Control Leadership Council and, in January, CDPH was recognized by the White House while commemorating the 50th anniversary of the Surgeon General's report.



For more information on Healthy Chicago and these efforts, visit



www.CityofChicago.org/Health



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1. Centers for Disease Control and Prevention (CDC). 1991-2013 High School Youth Risk Behavior Survey Data.
2. Illinois Department of Public Health. Illinois Behavioral Risk Factor Surveillance System. 1996-2012
3. Data provided by the Illinois Department of Public Health, Illinois Tobacco Quitline
4. Healthy Chicago Annual Report <http://www.cityofchicago.org/content/dam/city/depts/cdph/CDPH/HealthyChgoAnnualReportFeb142013.pdf>