

TOBACCO EDUCATION
AND PREVENTION
PARTNERSHIP



About Us

Our goal is to reduce tobacco use and exposure to secondhand smoke among adults and youth through education, prevention and cessation support.

Dangers of Tobacco

- ❑ Cigarettes contain over 4,000 chemicals, including benzene, formaldehyde and cyanide
- ❑ Secondhand smoke exposure linked to respiratory disease, SIDS
- ❑ Youth smokers become lifelong smokers
- ❑ 90 percent of adult smokers began by the age of 18 years
- ❑ Smokeless tobacco usage on the rise

Source: Colorado Department of Public Health and Environment

Costs of Tobacco

- Primary risk factor for cardiovascular disease, cancer and respiratory disease
- Leading preventable cause of death, about 4,300 Coloradans die each year from tobacco-related illnesses
- \$1.3 billion in annual health care costs and over \$1 billion in lost productivity in Colorado alone

Source: Colorado Department of Public Health and Environment

Recent Developments

- 2006 Colorado Clean Indoor Air Act
- 2009 Family Smoking Prevention and Tobacco Control Act

Tobacco Usage in Colorado

- Approximately 17 percent of adults and 18 percent of high school students
- 4,900 Colorado kids (under 18) become daily smokers annually
- 193,000 kids exposed to secondhand smoke at home
- Disparately affected populations

Source: Campaign for Tobacco-Free Kids

TEPP Background

- Grant-funded program at the El Paso County Department of Health and Environment
- Amendment 35 voter-approved tax dollars
- Education and cessation intervention focus
- Earned grant to focus on preventing tobacco initiation among youth under age 18

Program Goals

- Tobacco Cessation

 - Colorado QuitLine

- Tobacco Prevention

 - Youth and Young Adults

- Secondhand Smoke

 - Tobacco-free work, living and social environments

Tobacco Education Coalition

- Hosted by TEPP
- More than 30 community members
- Non-profits, health care agencies, citizen advocates
- Serves as educational resource and technical assistance
- Rallies support for community initiatives

Importance of Policy

- Largest influence in affecting social norms
- Improve quality of life locally
- Community collaboration

Tobacco Education and Prevention Partnership
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Thank you