

Kansas Tobacco Control Strategic Plan 2021-2025

VISION: A tobacco-free Kansas

MISSION: To eliminate tobacco use among Kansans through advocacy, education, and collaboration to achieve health equity

Priority Populations for Tobacco Control in Kansas: Several of these populations are disproportionately affected by tobacco due to systemic, historic inequities and tobacco industry targeting • American Indians • Black Americans • People with lower incomes • People with disabilities • People with behavioral health conditions • People who identify as LGBTQ+ • Pregnant and postpartum women • Youth and young adults

Goals

Goal 1

Prevent initiation of tobacco use among youth and young adults

Goal 2

Eliminate exposure to environmental tobacco smoke and e-cigarette aerosol

Objectives

1. Decrease the prevalence of youth grades 9-12 who ever use cigarettes from 24.8% to 20.0%.
2. Decrease the prevalence of youth grades 9-12 who ever use e-cigarettes from 48.6% to 45.0%.
3. Decrease the prevalence of young adults aged 18-24 who ever use cigarettes from 13.2% to 11.0%.
4. Decrease the prevalence of young adults aged 18-24 who ever use e-cigarettes from 19.0% to 15.0%.

1. Decrease the prevalence of adults living in multi-unit housing who are exposed to secondhand smoke at home from 24.3% to 20.0%.
2. Decrease the prevalence of adults living in multi-unit housing who are exposed to secondhand aerosol at home by 4.0%.
3. Reduce the prevalence of employees who are exposed to secondhand smoke at their place of work from 16.9% to 15.0%.
4. Reduce the prevalence of employees who are exposed to secondhand aerosol at their place of work by 2.0%.

Strategies

- A. Implement media campaigns tailored to youth and young adults
- B. Adopt comprehensive tobacco-free policies on all educational campuses
- C. Implement policies that make tobacco products less accessible and appealing to youth and young adults

- A. Update existing indoor clean air laws to include all types of tobacco use and eliminate exemptions
- B. Advocate for comprehensive tobacco-free housing policies
- C. Advocate for comprehensive tobacco-free worksite policies
- D. Adopt comprehensive tobacco-free outdoor public spaces policies

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FOCUS ON

Goals

Goal 3

Support equitable tobacco use and dependence treatment

Objectives

1. Decrease the prevalence of young adults aged 18-24 years who use any tobacco products from 27.4% to 25.0%.
2. Decrease the prevalence of adults who use any tobacco products from 23.9% to 21.0%.
3. Decrease the prevalence of pregnant women who use tobacco products from 10.3% to 7%.
4. Increase the prevalence of current smokers who make a quit attempt from 57.1% to 59.0%.
5. Increase the prevalence of current smokeless tobacco users who make a quit attempt by 2.0%.
6. Increase the prevalence of current e-cigarette users who make a quit attempt by 2.0%.

Strategies

- A. Expand availability of comprehensive insurance coverage for evidenced-based tobacco use treatment
- B. Adopt comprehensive tobacco-free policies at behavioral health facilities
- C. Integrate referral and tobacco use treatment into routine clinical practice
- D. Expand access to tobacco use treatment via institutional and community settings

Goal 4

Address tobacco-related health inequities

1. Decrease prevalence of American Indian adults who use any tobacco products from 40.8% to 35%.
2. Decrease prevalence of Black adults who use any tobacco products from 29.1% to 24%.
3. Decrease the prevalence of adults with an annual household income of <\$25,000 who use any tobacco products from 36.4% to 34.0%.
4. Decrease prevalence of adults with living with disabilities who use any tobacco products from 34.2% to 32.0%.
5. Decrease the prevalence of adults with poor mental health status who use any tobacco products from 40.0% to 38.0%.
6. Decrease the prevalence of adults who identify as LGBTQ who use any tobacco products from 33.8% to 26.0%.

- A. Educate partners, disparately affected populations, and the public about historic inequities
- B. Provide technical assistance to guide partners in engaging with disparately affected populations
- C. Meaningfully engage with people disproportionately affected by tobacco and organizations and institutions that serve or involve them
- D. Implement culturally sensitive initiatives and services that resonate with people disproportionately affected by tobacco