

Healthy NC 2020: Tobacco Use Subcommittee Meeting
Friday, March 12, 2010

Subcommittee Members and Interested Persons Present: Jim Martin, Molly Adridge, Deborah Bailey, James Cassell, Leah Ranney, Margaret Brake, Megan Hauser, Mike Placona, Tom Brown, Peg O'Connell, Nidu Menon, Jeff Spade

NCIOM Staff and Interns: Mark Holmes, Jennifer Hastings

Proposed Final Objectives and Targets

Objective 1: Percent of adults who are current smokers*

Current: 20.9% (2008)

2020 Target: 9.3%

Data source: Behavioral Risk Factor Surveillance System (BRFSS)

Rationale for selection: Smoking among adults is a common and often cited population health measure. Tobacco use among adults in North Carolina lags behind the national average. Data are available annually for all states.

Rationale for target: Based on the best state in 2008, which was Utah

Objective 2: Youth tobacco use measure – *under development*

Current:

2020 Target:

Data source:

Rationale for selection:

Rationale for target:

Objective 3: Percent of people not exposed to secondhand smoke in the workplace during the past 7 days

Current: 85.4% (2008)

2020 Target: 100%

Data source: Behavioral Risk Factor Surveillance System (BRFSS)

Rationale for selection: Secondhand smoke (SHS) exposure is associated with cancer, heart disease, and heart attacks. Eliminating all SHS exposure in workplaces is a high priority for the state.

Rationale for target: There is no safe level of secondhand smoke exposure.

*Key performance indicator