



**North Carolina Institute of Medicine  
Healthy NC 2020: Tobacco Use Subcommittee Meeting  
Wednesday, December 9, 2009**

**Subcommittee Members:** Tom Brown, James Cassell, Laura Edwards, Roxanne Leopper, Sally Malek, Debi Nelson, Mike Placona, Leah Ranney

**NCIOM Staff and Interns:** Pam Silberman, Mark Holmes, Jennifer Hastings, Berkeley Yorkery, Kimberly Alexander-Bratcher, Lindsey Haynes, Catherine Liao

**Methodology for Setting Objectives and Targets**

In developing objectives and targets for each focus area, subcommittees should work to propose three objectives and select one objective that can be considered a "summary indicator" for their particular focus area; propose scientifically-derived targets that can be aspirational but realistic and measurable in 10 years; and consider objectives that are available at the county-level and for race/ethnicity, gender, and age.

**Draft Tobacco Use Objectives**

The Tobacco Use Subcommittee proposed the following draft objectives:

1. Percent of adults who are current smokers
2. Rate of total youth tobacco use
3. Secondhand smoke exposure
4. Smoking prevalence among postpartum women

**Next Steps**

The NCIOM is working with the North Carolina State Center for Health Statistics to determine what data are available for secondhand smoke exposure and tobacco use among postpartum women. At the second meeting, subcommittee members will further discuss the proposed objectives, select the final three objectives including the summary indicator, and begin to set targets.