

Tennessee Tobacco Settlement Program, Year 1 (2014)

Three program topics, 95 counties through many partnerships move forward. \$5 million allocated to 95 counties. Plan-Do-Check-Act cycles of learning completed for 303 projects.

Reduce pregnancy smoking

Outcome: *reduced excess costs of low birth weight births (estimate \$72,000 savings per birth)*

3 year State goal: *9% reduction, 935 fewer women smoking during pregnancy*



Year 1: \$1,765,000 invested in 79 projects

- *1,244 pregnant women enrolled Baby and Me Tobacco Free (BMTF) and 2,167 pregnant women served in other projects*
- *1.5% of deliveries in BMTF were low birth weight babies compared to 9.1% state average*
- *Health department and private sector providers trained in counseling methods. Quit rates being tracked.*

Reduce second hand smoke exposure for children to age 5

Outcome: *reduced emergency department use by children for tobacco-induced asthma (average \$1,724 savings per visit)*

3 year state goal: *11% reduction, 291 fewer ER visits*

Year 1: \$1,154,000 invested in 54 projects

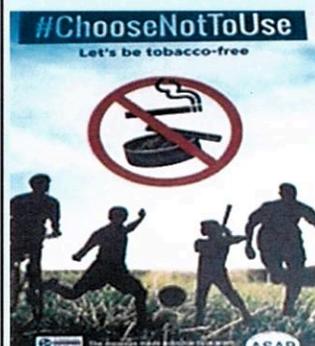
- *Promote new smoke free spaces: 11 new housing facilities, 144 public parks, athletic and school grounds, 78 new child care facilities*
- *43 medical practices adopt new protocols*
- *New media/billboard campaign against smoking in cars with children passengers*



Reduce number of eighth graders reporting smoking

Outcome: *reduced excess lifetime medical costs (estimated \$127,600 savings per non-smoker)*

3 Year goal: *20% reduction, 1,738 fewer children choose to use tobacco*



Year 1: \$1,393,000 invested in 123 projects

- *Anti-tobacco content integrated into curricula conducted for 47,000 students in 22 counties schools*
- *Student led peer-to-peer events in 34 counties reaching 26,500 students*
- *61,015 students engaged other in-school or after-school tobacco anti-smoking activities*