BUILD-ING A HEALTHY COMMUNITY

Reducing Tobacco Use through Innovative Data Sharing & Creative Engagement Strategies
Six local organizations are collaborating to reduce tobacco use
WHY TOBACCO?
ONE PERSON DIES EVERY 6 SECONDS FROM A TOBACCO-RELATED DISEASE.
SMOKING HEALTH RISKS

- Atherosclerosis (Coronary Artery Disease)
  - Cataracts & Loss of Eyesight
  - Periodontal Disease (Gums, Breath, Teeth)

- Reduced Life Expectancy
- Rheumatoid Arthritis
  - Cancers (Lung, Mouth, Kidney, Pancreas, Bladder, Throat, Oesophagus)
  - Reduced Fertility
    - Impotence
    - Erectile Dysfunction

- Asthma
- Ageing & Facial Wrinkles
- Cardiovascular Disease
  - Coronary Thrombosis/Heart Attack
  - Cerebral Thrombosis/Stroke
  - High Blood Pressure

- Ulcers
- Chronic Obstructive Pulmonary Disease
  - Emphysema
  - Bronchitis
KENTUCKY IS #1

Cancer deaths caused by tobacco

% of people who use tobacco
38% of Covington residents smoke

25% of Gallatin County residents smoke

38% of Covington residents smoke
UPSTREAM
ADVERSE CHILDHOOD EXPERIENCES
His score is 4

Without Intervention he is 4.7 times as likely to use DRUGS and 7.4 times as likely to be an ALCOHOLIC when he grows up.
**Behavior**
- Lack of physical activity
- Smoking
- Alcoholism
- Drug use
- Missed work

**Physical & Mental Health**
- Severe obesity
- Diabetes
- Depression
- Suicide attempts
- STDs
- Heart disease
- Cancer
- Stroke
- COPD
- Broken bones
INTEGRATED
DATA
Community Building
Analysis
Advocacy
Smoking Cessation Programs
Rural experience
Public health lens
Nanogrant experience
Poverty Rate – 2015

- 0% - 5%
- 5.1% - 10%
- 10.1% - 15%
- 15.1% - 20%
- 20.1% - 35%
- 35.1% - 50%
- 50.1% - 86.6%
70% OF COVINGTON RESIDENTS WITH A BEHAVIORAL HEALTH DIAGNOSIS ALSO SMOKES.
DATA-DRIVEN
70% of Covington residents with a behavioral health diagnosis also smoke.
CLOSING THOUGHTS