



Tobacco control
and prevention
successes in Ohio

2007
ANNUAL REPORT
& FACT BOOK

A Healthier State for All

W W W • O T P F • O R G

Preface

This 2007 annual report for the Ohio Tobacco Prevention Foundation (OTPF) will describe many changes and successes in tobacco control and prevention throughout the state. It is designed as a Fact Book to provide all Ohioans with information about tobacco control, education, prevention, and cessation programs currently in effect in Ohio. This Fact Book will be your reference to understanding the impact of the Foundation's tobacco control efforts, and how the various prevention and cessation services available to all Ohioans are succeeding in making the state a healthier, safer place to live.

The Fact Book will highlight OTPF's most recent accomplishments. Statistically, organizations such as ours require 10 years before any real results become evident. However, in less than six years, OTPF has already realized much success by helping many Ohioans quit tobacco use, preventing many youth from starting smoking, implementing clean indoor air legislation in many of our cities, and reaching out to at-risk groups throughout the state. Today, nearly every county in Ohio is benefiting from tobacco control and prevention services. The passage of the smokefree workplace Act ensured a healthier environment for all Ohioans.

Keep in mind, we have only just begun. With many of our programs now in their fifth year, we anticipate greater successes in the years to come. In the fall of 2006, the OTPF Board of Trustees adopted a clearly defined mission statement:

Reduce and prevent tobacco use by Ohioans.

For additional information about the Ohio Tobacco Prevention Foundation and our programs, please visit us online at www.OTPF.org.

SECTION 1

Executive Summary PG 1

SECTION 2

An Introduction to
Tobacco Control in Ohio PG 5

SECTION 3

Impact of Community Grants
and Partnerships PG 13

SECTION 4

Impact of Counter Marketing PG 21

SECTION 5

Impact of Cessation Services PG 34

SECTION 6

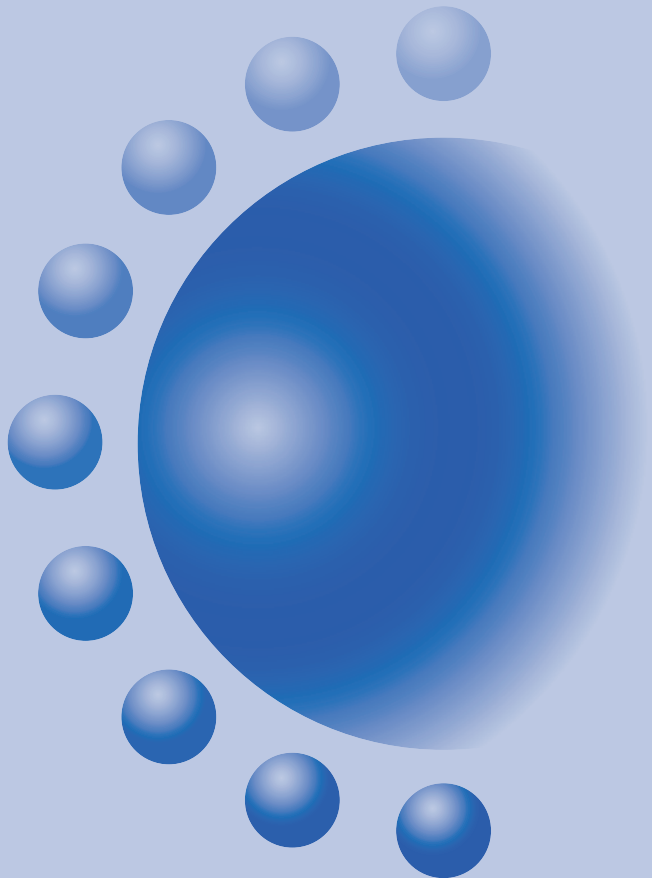
OTPF Financials PG 42

SECTION 7

Acronyms and Terms PG 48

SECTION 1

Executive Summary



Making Ohio a healthier state for all.

At the Ohio Tobacco Prevention Foundation, we're proud of the fact that in our five years of local programming, the state of tobacco control in Ohio has improved markedly. It's a fact that every year, the number of Ohioans who use tobacco decreases. More and more people are quitting. More and more youth are making the decision not to start using tobacco. And all individuals are now healthier with the passage of the Smokefree Workplace Act.

You'll find all the details inside, but some of the highlights from 2007 include:

Community Grants:

- Nearly all 88 Ohio counties have local tobacco control programs in place.
- Nearly **100,000** Ohio adults and youth have participated in prevention and cessation programming.
- OTPF currently partners with a number of state agencies to bring services to Ohioans with special needs.
- Ohio's first ever tobacco policy legal resource center, the Tobacco Public Policy Center, is actively helping Ohioans understand and apply tobacco-related laws and regulations.
- The Tobacco-Free School Toolkit was developed to provide assistance to school districts wanting to implement 100% tobacco-free campuses.

Counter Marketing:

- Through the **stand** DEBUNKIFY campaign, myths about the prevalence of tobacco use and its effects continue to be dispelled.
- Surveys showed that Ohio youth with an awareness of **stand** or who identified with the **stand** brand were less likely to start smoking over the next two years than youth who did not have that awareness.
- Two active Ohio **stand** youth were recognized nationally during the Campaign for Tobacco Free Kids' Youth Advocate of the Year Awards.

Cessation:

- The Ohio Tobacco Quit Line and our groundbreaking Nicotine Replacement Therapy Program are receiving more calls than ever and achieving record six-month quit rates of almost 40%.
- New hospital-based Cessation Centers are making tobacco cessation and treatment commonplace in Ohio's major healthcare systems.
- More than 20 Foundation grantees are working with health groups and employers to provide cessation services to Ohioans throughout the state.

Each year the OTPF's programming is finding more effective and creative ways to reach out to Ohioans. We are becoming increasingly more adept at providing the information and services necessary to reduce the negative impacts of tobacco on our state.

In the fall of 2006, the OTPF Board of Trustees adopted the mission, vision, and values of OTPF with the resulting statements:

MISSION: Reduce and prevent tobacco use by Ohioans.

VISION: To be the most effective tobacco control agency in the U.S. while creating a tobacco-free Ohio.

VALUES: At the Ohio Tobacco Prevention Foundation, we are a caring institution that values:

- Compassion for people affected by tobacco use
- Ethical standards
- Healthy life
- Excellence
- Stewardship
- Innovation and creativity

We're saving money for the state, our businesses, and our citizens.

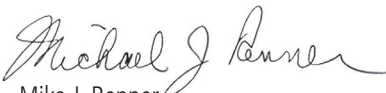
More importantly, we're saving lives.

We look forward to your support as we continue our efforts to make Ohio one of the nation's healthiest states.

Sincerely,



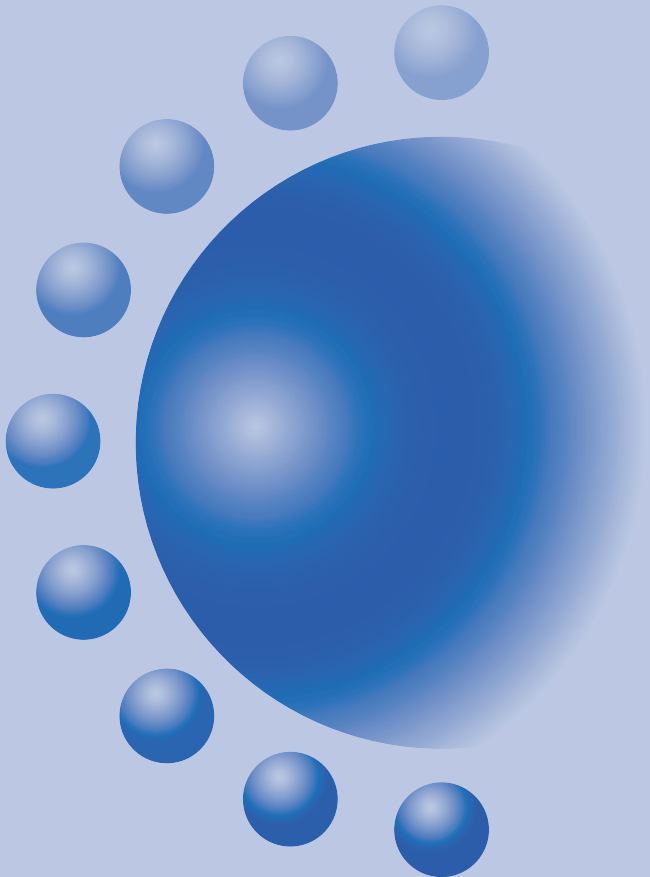
David Rummel, D.D.S.
Chairman of the Board



Mike J. Renner
Executive Director

SECTION 2

An Introduction to
Tobacco Control in Ohio



How OTPF was formed.

In 1998, along with 45 other states, Ohio negotiated a Master Settlement Agreement (MSA) designed to correct past and future injuries caused by tobacco, giving our state the chance to start reversing the devastation caused by this deadly product. In February 2000, the Ohio General Assembly passed comprehensive legislation allocating the money Ohio receives as stated in the MSA. And in March 2000, Governor Bob Taft signed Senate Bill 192, which created the Ohio Tobacco Use Prevention and Control Foundation, now referred to as the Ohio Tobacco Prevention Foundation.

OTPF was designed to receive payments from the MSA for the first six years with a final payment in 2012. The funds received would create an endowment that could support a tobacco control program into perpetuity based on investment income alone with no need to ask for tax dollars. Due to shortages in the state budget, approximately \$568 million intended by S.B. 192 for the Foundation's endowment was appropriated to other state programs. In 2007, the State's Biennial Budget Bill passed with a plan to securitize all future MSA payments. This means OTPF will receive no future funding from the MSA.

Board of Trustees

OTPF is governed by a 19-member Board of Trustees and four non-voting Ohio legislators. The Board's responsibility is to distribute grant monies to public and private organizations and implement direct statewide interventions such as counter marketing to reduce tobacco use among all Ohioans. The Board is also charged with providing critical oversight to all of our programs to help ensure the objective of tobacco use reduction is met.

OTPF Board Members

David Rummel, D.D.S. – Chairman
Ohio Dental Association

Stephen S. Francis – Vice Chairman
American Heart Association

R. L. Richards – Secretary
American Lung Association

Herman I. Abromowitz, M.D.
Ohio State Medical Association

Alvin D. Jackson, M.D.
Ohio Department of Health

Bart G. Anderson, Ed.D.
Educational Service Center of
Franklin County

Cheryl Boyce
Ohio Commission on Minority Health

Marie Collart, Ph.D.
The Breathing Association

Rob Crane, M.D.
Preventing Tobacco Addiction Foundation

Senator Eric Fingerhut
Ohio Senate, District 25

Senator David Goodman
Ohio Senate, District 3

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Westin & Company, CPAs

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Hamilton County General Health District

Susan Jagers
American Cancer Society, Ohio Division

Patricia Larkins Hicks, Ph.D.
Outcomes Management Group, LLC

Alan D. Letson, M.D.
Ohio Ophthalmological Society

Larry A. McAllister

Representative Mike Mitchell
Ohio House of Representatives, District 26

Representative Jon Peterson
Ohio House of Representatives, District 2

Linda Pullins, RN, MS
Marion General Hospital

James F. Sandmann, MPH

Joseph A. Sopko, M.D.
St. Vincent Charity Hospital

Jill Willen Kennelly
OhioHealth

Ohio Tobacco Prevention Foundation: Preventing and controlling the use of tobacco in Ohio.

The Ohio Tobacco Prevention Foundation (OTPF) is charged with reducing tobacco use among Ohioans, with an emphasis on youth, minority and regional populations, pregnant women, and others who may be disproportionately affected by the use of tobacco.

Our programming is based on the U.S. Centers for Disease Control and Prevention (CDC) Best Practices and modeled after the nation's most successful tobacco control initiatives. Programs include the distribution of community grants funding a variety of initiatives across the state; the implementation of **stand**, Ohio's tobacco use counter marketing campaign; and cessation services such as the Ohio Tobacco Quit Line (1-800-QUIT-NOW). Our funding allocations adhere to the CDC's recommendations, but the total budget remains below the CDC recommended minimum level of total spending in Ohio.

OTPF's Goals

Reduce adult tobacco use

Prevent youth from using tobacco

Reduce the use of tobacco by minority and regional populations, and others who may be disproportionately affected by the use of tobacco

Reduce youth tobacco use

Reduce smokeless tobacco use among youth and adults

Reduce tobacco use by pregnant women

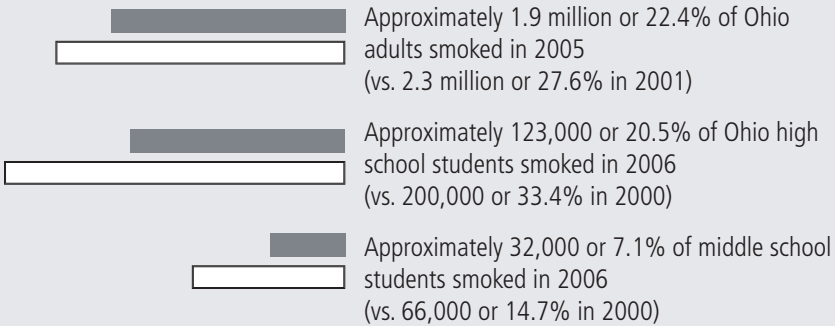
Reduce exposure to environmental (secondhand) tobacco smoke

Tobacco use in Ohio today.

Ohio ranks in the top 20 among all states in the nation for percentage of adult smokers. Tax data indicates the number of cigarette packs sold in Ohio was approximately 980 million in 2003 and 967 million in 2005. Other Ohioans are addicted to smokeless tobacco products including chew, spit, and dip. Even Ohioans who do not choose to use tobacco are affected by the products—in 32% of Ohio households, children are exposed to tobacco smoke. The good news is, tobacco use rates are declining in Ohio.

Need different format
for this data – hard to
read.

2007 Ohio tobacco use rates



The high cost of tobacco in Ohio.

The cost of tobacco use in our state is high in terms of both lives lost and healthcare expenditures. Tobacco use remains the number one cause of preventable death in the United States, and, in Ohio, claims the lives of tens of thousands of Ohioans each year.

The Cost of Tobacco Use

Tobacco claims the lives of approximately 18,900 Ohioans each year.

Tobacco use costs the state about \$4 billion annually in healthcare expenditures.

\$1.1 billion of state and federal Medicaid funds in Ohio are spent on smoking-related illnesses and diseases.

Ohio suffers \$4.14 billion in productivity losses annually due to deaths, absences, disability, and on-the-job performance declines caused by tobacco use.

OTPF is making a difference.

While tobacco costs Ohioans their lives and their money, the tobacco industry continues to spend billions of dollars on marketing expenditures each year. From 1998 to 2003, tobacco industry marketing increased nationwide by nearly 125%, and in 2003 it totaled at least \$15.38 billion (or more than \$42 million per day), according to Federal Trade Commission reports. It is estimated that the tobacco industry spent \$789 million marketing to Ohioans in 2003.

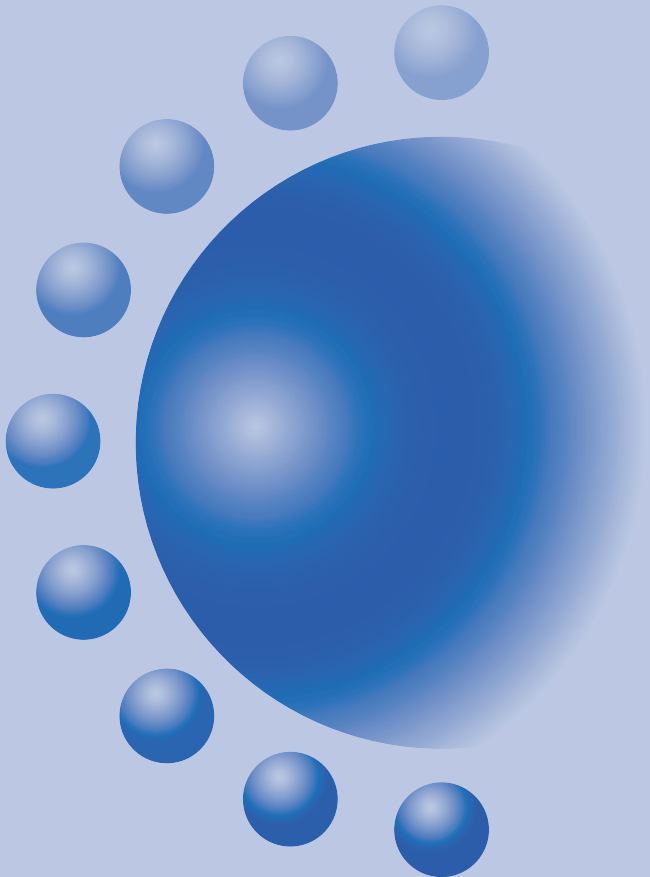
With the help of OTPF programming, tobacco statistics in Ohio are improving. Our educational, prevention, and cessation programs and services have impacted thousands of Ohio youth and adults. During FY2007, nearly XXX Ohio adults and youth were served.

The future of tobacco control in Ohio.

In 2007 and beyond, OTPF will continue to bring Ohioans the services they need to control, prevent, and quit tobacco use. Specifically, the Foundation will continue its efforts to change the cultural acceptance of tobacco in Ohio and work with other state agencies, hospitals, health plans, businesses, legislators, and others to ingrain tobacco control into existing institutions and systems.

SECTION 3

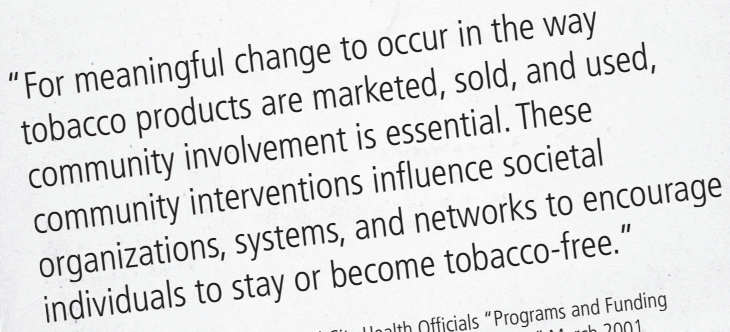
Impact of Community Grants and Partnerships



Community Grants

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Tobacco control and prevention services across the state are stronger than ever.



"For meaningful change to occur in the way tobacco products are marketed, sold, and used, community involvement is essential. These community interventions influence societal organizations, systems, and networks to encourage individuals to stay or become tobacco-free."

National Association of County and City Health Officials "Programs and Funding Guidelines for Comprehensive Local Tobacco Control Programs" March 2001

What are Community Grants?

Community Grants are a series of OTPF grants awarded to help Ohio's communities with policy and systems change and to provide tobacco prevention and cessation services at the local level.

Since its inception, community grants and special focus initiatives have been a vital part of OTPF's programming. As a result, we have involved individuals in nearly every Ohio county in the war against tobacco. Ohioans have had opportunities to get involved in tobacco control and prevention initiatives in their homes, at schools, and through their places of worship, entertainment venues, and other public organizations. And OTPF has created powerful partnerships with state agencies to further support a healthier state for all Ohioans.

Community Grant Goals

Address multiple OTPF goals

Use proven prevention and cessation strategies, including the use of local coalitions

Establish and track measurable objectives and evaluate program performance based on a standardized set of indicators

Offer services to the entire community

Provide culturally competent services as appropriate

Monitor cost

Community grants have created tobacco control and prevention services in nearly every Ohio county.

OTPF has provided funding for community grants over the past year in nearly all Ohio counties. A study by the National Cancer Institute concluded that states with strong statewide tobacco control infrastructures, similar to what has been established through Ohio's community grants, have lower per capita rates of cigarette consumption than states without strong local programs.¹

OTPF awarded a new round of 12-month grants for calendar year 2007.

For a complete list of community grants and the counties they serve, please see our website at www.OTPF.org.

¹ Stillman, F.A., Hartman, A.M., Graubard, B.I., Gilpin, E.A., Murray, D.M., Gibson, J.T. Evaluation of the American Stop Smoking Intervention Study (ASSIST); A Report of Outcomes. Journal of the National Cancer Institute, 2003, November 1995 (22): 1681-91

Grant Successes

A total of 98,178 adults and youth participated in programs made possible by Community Grants.

Youth Prevention

82,695 youth were reached with prevention programming:

Adult Cessation

7,439 adults were reached with cessation programming:

State Agency Partnerships

OHIO DEPARTMENT OF EDUCATION (ODE)

OTPF has partnered with ODE to hire and manage a statewide Tobacco-Free Schools Coordinator. This part-time coordinator will work in collaboration with existing OTPF-funded tobacco-free school initiatives through community grants and the Tobacco Public Policy Center. With more than 600 school districts in Ohio, this partnership will assist in direct communication with school district superintendents and provide institutional support for this important policy change.

OHIO DEPARTMENT OF HEALTH (ODH)

OTPF and ODH share the common goal of improving the health of Ohioans. Below are just a few of the projects in which OTPF and ODH have collaborated:

- Education of businesses and public regarding the new Smokefree Workplace Act, including assistance with the printing of the official static cling signs businesses are required to post, mailings to local health departments, and call center support.
- 2007 Ohio Behavioral Risk Factor Surveillance Survey and Ohio Adult Tobacco Survey to determine trends in tobacco use and other health issues among Ohioans.
- “States of Change” regional tobacco control conference which brought together tobacco control experts from more than 20 states to share the latest learnings.
- Enhancements to the Ohio Tobacco QUITLINE by distributing Quit Kits to healthcare providers to encourage them to refer their tobacco-using patients to the QUITLINE and increase fax referrals.

OHIO DEPARTMENT OF ALCOHOL AND DRUG ADDICTION SERVICES (ODADAS) AND OHIO DEPARTMENT OF MENTAL HEALTH (ODMH)

OTPF has partnered with ODADAS and ODMH for a pilot project to find ways to deliver tobacco cessation services to Ohioans with other addictions and mental illnesses. The two-year study addresses the identification of evidence-based treatment practices for individuals with mental illness or alcohol/drug dependency, identification of strategies to successfully integrate tobacco dependence treatment and policies into behavioral healthcare agencies in Ohio, and investigates system issues related to implementation in these other systems. Initial data shows the proportion of clients using tobacco dropped from 71% to 58% approximately seven months after the programs were initiated.

Other Initiatives

TOBACCO PUBLIC POLICY CENTER

In 2005, OTPF awarded \$1.2 million over four years to develop and implement Ohio's first and only tobacco policy resource center—The Tobacco Public Policy Center at Capital University Law School.

The Policy Center serves as a legal resource center for the Ohio tobacco control community, conducts policy research, and develops “best practice” information. In 2006, the Center focused on helping employers and employees, property owners and residents, public officials, advocates, policymakers, local governments, and legal counsel to understand and apply tobacco-related laws and regulations.

Ultimately, the Center will help to save lives through effective tobacco policy change that:

- Protects the public from exposure to secondhand smoke.
- Reduces smoking and tobacco use by all population groups, including pregnant women.
- Prevents the initiation of tobacco use by youth.
- Eliminates disparities caused by the tobacco industry's practice of targeting specific groups via advertising.

For additional information about the Tobacco Public Policy Center, visit the Center online at www.law.capital.edu/tobacco/, call 614.236.7315, or email tobacco@law.capital.edu.

TOBACCO-FREE SCHOOLS TOOLKIT

In 2007, OTPF developed a Tobacco-Free Schools Toolkit as the second in a series of in-depth, how-to toolkits. The kit shows school districts how to combine effective in-school tobacco use prevention and smoking education curriculum with a tobacco-free campus policy to achieve the optimum results in controlling tobacco use in schools, and most importantly, preventing students from starting a deadly addiction.

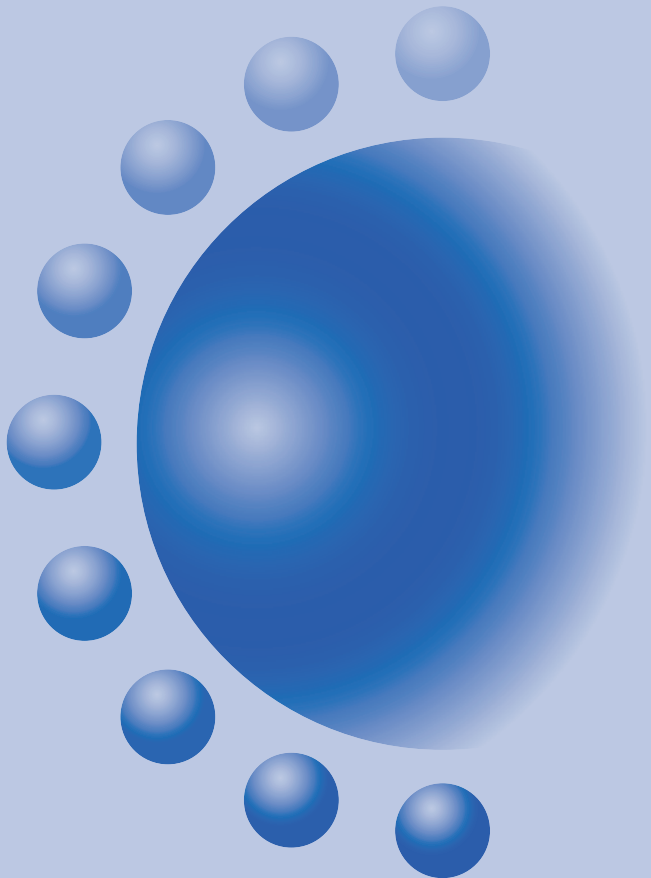
Complete with information on the importance of tobacco-free schools, examples are given of OTPF-approved tobacco education and prevention programs, details on how to establish and implement a policy including a sample model policy, among others

Picture of kit

For a copy of the Tobacco-Free Schools Toolkit, contact us at 614-644-1114.

SECTION 4

Impact of Counter Marketing



Counter marketing is creating a new generation of tobacco-free Ohioans.

2007 Counter Marketing Impacts:

- Counter marketing helped decrease tobacco use among middle school students by 38% and among high school students by 30.7%.
- 2. 86 stand Teams in 69 Ohio counties educated their community and performed activism events on a local level every day.
- **stand** and DEBUNKIFY programs earned 51,266,155 media impressions.
- DEBUNKIFY ads debunked misperceptions about tobacco use and drove viewers to learn more online or at events.
- Two stand youth won Youth Advocate of the Year awards.

Alan- it looked like the new text was intended to replace certain sections, others were untouched so I left them intact.

What is Counter Marketing?

Counter marketing is OTPF's effort to combat the effects of marketing by the tobacco industry, an industry that currently spends more than \$2 million a day targeting Ohioans. **stand** is a multidimensional initiative that relies on bold, edgy communications to reach out to Ohio's youth and young adults, ages 12-24, to first raise awareness about the dangers of tobacco, and then to empower youth to take their own stand against tobacco.

stand and DEBUNKIFY are changing acceptance of tobacco use to abhorrence.

stand is OTPF's "by kids, for kids" counter marketing initiative. Much more than an advertising campaign, **stand** is a grassroots youth movement that spreads anti-tobacco messages statewide through broadcast and print advertising, public relations, an interactive Web site, and community-based activities.

Now in its fifth year, **stand** is elevating its new DEBUNKIFY campaign (launched in July 06) to help debunk myths surrounding tobacco use and second hand smoke. **stand** and DEBUNKIFY aim to reduce initiation of tobacco use among Ohio's youth and young adults by eliminating the misconception that tobacco use is a socially acceptable norm in our society and by advertising the fact that the majority of Ohioans do not use tobacco.



During FY07 (July 2006 – June 2007), **stand** and DEBUNKIFY projects were strategically planned and executed to accomplish these five key objectives:

- Allowing youth and young adults to personally identify with a non-smoking lifestyle
- Correcting misperceptions about tobacco use
- Providing a platform to deliver **stand**/ DEBUNKIFY messaging
- Demonstrating that shifting the cultural acceptance of tobacco use (given the number of non-smokers in Ohio) is attainable
- Engaging Ohio's 12 to 24-year-olds in the **stand**/DEBUNKIFY brands where they live, learn, work and play

stand initiatives and successes.

stand is much more than an advertising campaign. It is a grassroots youth movement that spreads anti-tobacco messages statewide through broadcast and print advertising, public relations, an interactive Web site, and community-based activities.

GRASSROOTS EFFORTS:

Nearly 2,000 youth and young adults are actively involved with local **stand** Teams, which meet on a regular basis to plan activism activities. In FY 07, **stand** Teams held 74 DEBUNKIFY events. **stand** Teams also held more than 50 events to celebrate anti-tobacco holidays, like Kick Butts Day, Threw With Chew Week and the Great American Smokeout, which helped educate communities and encourage tobacco-users to kick their addictions.

EVENTS AND INITIATIVES:

FY 07 events communicated that tobacco use is not the norm in Ohio. Key events included:

- **Prom Raiders**—students at 28 high schools branded their schools as tobacco-free by plastering the schools and themselves in orange. Prom Raiders reached nearly 25,000 high school students across the state and earned more than 1 million media impressions.
- **DEBUNKIFY Mobile Tour**— the mobile tour van stopped at 535 locations to debunk misperceptions in 83 Ohio cities. The 10-month tour created dialogue with more than 50,000 Ohioans, and 242 youth and young adults videotaped their thoughts about tobacco in the van’s SoundOff booth.
- **Project U**—students from eight Ohio colleges and universities helped reduce the number of college students with deadly misperceptions about tobacco use. They collectively held 35 events and reached 48% of Ohio’s college student population.
- **DEBUNKIFY Myth Farewell Tour**—21 tobacco-free Ohio artists engaged more than 6,000 young adults at 22 live performances across Ohio. The performers helped debunk the myth that tobacco is the norm in the music industry.

LEGISLATIVE OUTREACH:

In FY06, **stand** Teams and supporters participated in a number of activities to reach out to and engage state representatives and senators. **stand** Teams were encouraged to include legislators in their Team news, invite them to Team events, and start holding face-to-face meetings.

On February 9, 2006, OTPF held a press conference in the Statehouse Atrium in Columbus to announce new findings from two independent studies by RTI International that show that youth who are both aware of **stand** and have been exposed to in-school tobacco prevention education are less likely to smoke. **stand** Advisors and youth attended the conference along with more than 30 OTPF grantees.

Also in FY06, the Perry County **stand** Team, winners of PROJECT SUSO, traveled to Columbus to meet with their representative and be formally recognized by the Speaker of the House, Representative Husted. Other **stand** youth met with representatives and senators on Capitol Hill to push for support of the Food and Drug Administration's regulation of tobacco.



ADVERTISING:

Television, radio, interactive and non-traditional forms of advertising (i.e. advertising on bus shelters, in convenience stores and in cinemas) reached more than 90% of 12 to 24-year-old Ohioans more than 10 times per month with messaging that debunked commonly held tobacco myths. The ads included facts showing that the majority of Ohioans don't use tobacco and that tobacco use is NOT the norm.



ONLINE INITIATIVES:

Debunkify.com and **stand**online.org provided messaging and activism ideas to visitors. In FY 07, the DEBUNKIFY site recorded more than 216,000 site visits and the **stand** site recorded more than 58,000 site visits.

QUALITATIVE RESEARCH:

Qualitative research during FY06 helped OTPF dig deep into the “at-risk” youth segment, the group more likely to initiate tobacco use. The research helped clarify the definition of at-risk youth and gave insight into the mindset of at-risk youth, triggers for risky behavior, and the role that tobacco plays in these youths’ lives. The research also helped identify which messaging strategies resonate with at-risk youth and are most likely to affect attitude and behavior change. Learnings were incorporated into campaign development efforts, enhancing the effectiveness of the DEBUNKIFY campaign launch components. A pilot program to reach at-risk youth, based on this research, will debut in 2007.

2006 **stand** Successes

70 **stand** Teams statewide

800 youth that actively plan events

2,000 active youth

30+ **stand** sponsored events throughout the year (not including Team events)

67 total WebBOSSes from 55 Teams

65 Teen Advisory Panel members trained

28 College-Age Mentors trained

105 total Advisors, including 54 grantees

48,932 pieces of gear distributed by **stand** Teams through various initiatives and events

97% of Ohio youth reached an average of nearly 4.3 times per month

738,600 youth reached through public relations, grassroots, Web initiatives, and events

335,990 youth activism acts

276,431 **stand**online.org user sessions (23,625 per month average) including 9,959 new user registrations

Tobacco Prevention Foundation

2007 Annual Report

The majority of Ohioans dramatically overestimate the number of tobacco users in Ohio. The misperception that tobacco use is the social norm in Ohio—that the majority of Ohioans use tobacco and that tobacco use is culturally accepted—is a driver of youth and young adult tobacco initiation. Youth and young adults are more susceptible to initiating tobacco use to “fit in” to a society where tobacco seems to be ever present and ever accepted.

Since July 2006, **stand** and its DEBUNKIFY campaign, sponsored by the Ohio Tobacco Prevention Foundation (OTPF), have set out to debunk the myths surrounding tobacco use to decrease the pervasiveness of tobacco use as a social norm and reduce youth and young adult tobacco initiation.

Through **stand** and DEBUNKIFY, OTPF is combating the social norms and misperceptions surrounding tobacco use in Ohio by:

- Creating a marked behavior for and allow the target audience to have personal identification with the non-smoking lifestyle
- Correcting misperceptions about tobacco use among Ohio’s 12 to 24-year-olds
- Providing a platform to deliver **stand**/ DEBUNKIFY messaging to Ohio’s 12 to 24-year-olds
- Demonstrating that shifting the cultural acceptance of tobacco use (given the number of non-smokers in Ohio) is attainable
- Engaging Ohio’s 12 to 24-year-olds in the **stand**/DEBUNKIFY brands where they live, learn, work and play

In the fifth year of the campaign, OTPF implemented several **stand** and DEBUNKIFY programs that worked together to accomplish several of the above objectives. Each project was strategically executed to accomplish more than one objective to maximize program efficiency and amplify campaign successes.

CREATING A MARKED BEHAVIOR

- In September 2006, **stand** launched Prom Raiders with the goal of activating high school students to demonstrate that the majority of Ohioans do not use tobacco. Through Prom Raiders, students at 28 high schools elected to cover their school and themselves in orange to brand themselves as tobacco-free. Through the Prom Raiders events held at participating schools, these youth reached nearly 25,000 high school students across the state.

- Following the launch of DEBUNKIFY in July 2006, the campaign aired a television advertisement, “Game Show Models”, which depicted game show models dressed in orange following individuals not using tobacco; thereby associating non-tobacco users positively with a marked behavior.

CORRECTING MISPERCEPTIONS

- In October 2006, the DEBUNKIFY Mobile Tour hit the road for ten months to correct Ohioan’s misperceptions about tobacco. The Mobile Tour, a van armed with a PlayStation, laptops, SoundOff booth and two crew members, debunked misperceptions in 83 Ohio cities by creating dialogue with more than 50,000 Ohio youth and young adults.
- In August 2006, OTPF introduced PProject U, a program that challenged Ohio colleges and universities to design and implement a research-based tobacco counter-marketing campaign on their respective campuses. Students from eight Ohio colleges and universities accepted the PProject U challenge to spread awareness about **stand** and DEBUNKIFY and help reduce the number of college students with deadly misperceptions about tobacco use. Collectively, PProject U participants held 35 events and reached 173,000 students or 48 percent of Ohio’s college student population.
- **stand** Teams, the campaign’s grassroots component comprised of Ohio youth and young adults who take action against tobacco and correct tobacco misperceptions in their communities, held 74 DEBUNKIFY events.
- More than fifteen television, radio and interactive advertisements ran statewide to correct Ohioan’s misperceptions about tobacco, reaching over 90 percent of 12 to 24-year-old Ohioans more than ten times per month.

PROVIDING A PLATFORM FOR STAND AND DEBUNKIFY

- The DEBUNKIFY Mobile Tour created opportunity for dialogue about the truth about tobacco through 535 Mobile Tour stops around Ohio.
- The DEBUNKIFY Myth Farewell Tour, which recruited 21 Ohio tobacco-free bands to perform in venues across the state and inform their audience that tobacco use in the music industry is not the norm, created the opportunity for education and dialogue among more than 6,000 young adults.
- The Mobile Tour SoundOff booth, a build-out of the Mobile Tour van, allowed 242 youth and young adults to videotape their thoughts about tobacco and learn the truth about commonly held tobacco misperceptions.
- Prom Raiders provided a platform for discussion about tobacco use among students at 28 participating high schools, reaching approximately 25,000 high school students.

- PProject U earned 134,408 media impressions, providing the opportunity to educate Ohio’s college communities about DEBUNKIFY campaigns being executed on college campuses.
- **stand** Teams held more than 50 events to celebrate anti-tobacco holidays, like Kick Butts Day, Threw With Chew Week and the Great American Smokeout. Through the execution of these events, **stand** Teams created the opportunity to educate their communities on the deadly effects of tobacco products and encourage tobacco-users to kick their addictions.
- Debunkify.com provided the opportunity for more than 2,500 youth and young adults to be exposed to messaging through registration on the site and recorded more than 216,000 site visits.
- **standonline.org** provided messaging and activism ideas to visitors and recorded more than 58,000 site visits. The average visitor remained on the site for more than 12 minutes.
 - standmail, stand’s monthly e-mail newsletter, provided the opportunity for more than 5,000 standonline.org registered users to be exposed to messaging.
- In addition to non-traditional forms of advertising (e.g., advertisements on bus shelters, in convenience stores and cinemas), the following 14 television, radio and interactive advertisements provided a platform to increase awareness of DEBUNKIFY and educate 12 to 24-year-old Ohioans about the myths surrounding tobacco use, reaching over 90 percent of the target audience more than 10 times per month :
 - “Game Show Models”
 - “Secondhand Snakes”
 - “Fork in the Road” (four advertisements)
 - “Gospel and Fib” (four advertisements)
 - Mobile Tour (four advertisements)

SHIFTING CULTURAL ACCEPTANCE

- The DEBUNKIFY Myth Farewell Tour provided the opportunity for 21 tobacco-free Ohio artists to help shift the cultural acceptance of tobacco by communicating that they do not support tobacco during 22 live performances that reached more than 6,000 young adults.
- Through Prom Raiders, students at 28 high schools demonstrated that tobacco use is not culturally acceptable by plastering their school and themselves in orange to mark their student body as tobacco-free and demonstrate they do not accept tobacco as the norm. Prom Raiders earned 1,305,011 media impressions.

- Project U students increased awareness of DEBUNKIFY by 59 percent on their respective college campuses, thereby increasing awareness that the majority of Ohioans do not accept tobacco use as a component of their daily life, and that tobacco use is NOT the norm.
- Television, radio and interactive advertising reached more than 90 percent of 12 to 24-year-old Ohioans more than ten times per month with messaging that debunked commonly held tobacco myths, evidencing with facts that the majority of Ohioans don't use tobacco and that tobacco use is NOT the norm.

ENGAGING OHIO YOUTH AND YOUNG ADULTS

- Twenty-one smoke-free Ohio artists engaged more than 6,000 young adults at 22 live performances across Ohio in the DEBUNKIFY campaign.
- The DEBUNKIFY Myth Farewell Tour Battle of the Bands, a contest allowing Ohio youth and young adults to vote for their favorite Ohio tobacco-free artists to win them a spot to headline and perform in the Myth Farewell Tour Main Event, drove youth to debunkify.com to cast 15,287 votes for their favorite tobacco-free artists.
- Prom Raiders engaged students from 28 high schools and activated them to complete 39 events in their schools on behalf of **stand** and DEBUNKIFY, reaching 25,000 high school students.
- Nearly 2,000 youth and young adults are actively involved with **stand** Teams across Ohio.
- Debunkify.com provided the opportunity for more than 2,500 youth and young adults to be exposed to messaging through registration on the site and recorded more than 216,000 site visits.
- **standonline.org** provided messaging and activism ideas to visitors and recorded more than 58,000 site visits. The average visitor remained on the site for more than 12 minutes.
- Television, radio and interactive advertising reached more than 90 percent of 12 to 24-year-old Ohioans more than ten times a month with messaging that debunked commonly held tobacco myths, driving viewers to debunkify.com, Mobile Tour stops and Myth Farewell Tour events.

stand AND DEBUNKIFY: REACHING OHIO'S YOUTH, YOUNG ADULTS AND CREATING CHANGE

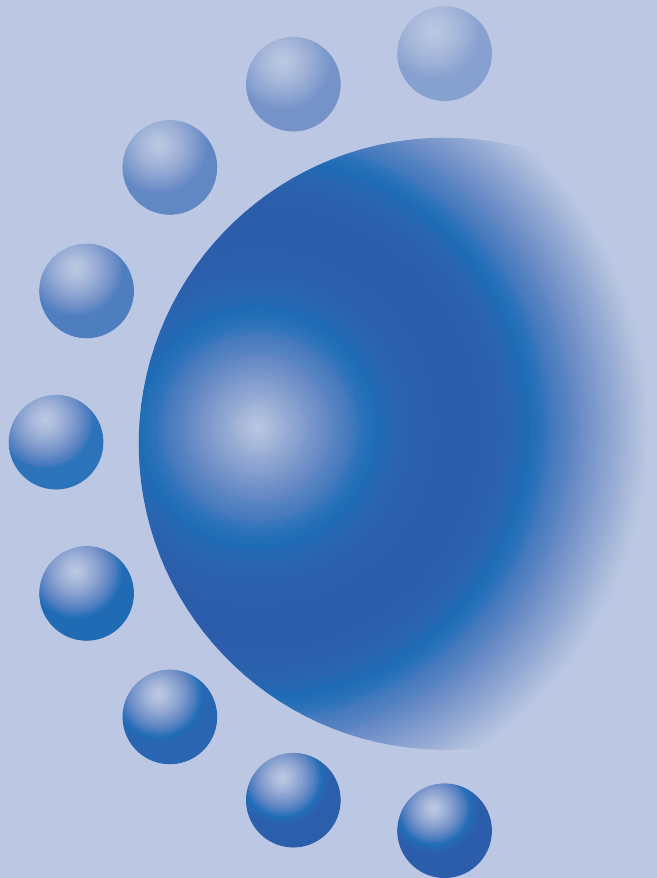
- **stand** and DEBUNKIFY were instrumental in decreasing the percentage of Ohio middle school and high school students using tobacco. The percentage of middle school students using tobacco decreased from 18.7 percent to 11.6 percent, which represents a 38 percent decrease. Among high school students,

the percentage decreased from 41.1 percent to 28.7 percent, which represents a 30.7 percent decrease.

- Two **stand** youth won Youth Advocate of the Year awards for their work with **stand** and the anti-tobacco community to combat the deadly effects of tobacco.
- Eighty-six **stand** Teams in 69 Ohio counties educated their community and performed activism events on a local-level every day.
- **stand** and DEBUNKIFY programs earned 51,266,155 media impressions.
- From June 2006 to July 2007 DEBUNKIFY advertisements increased awareness of DEBUNKIFY, debunked misperceptions surrounding tobacco use and drove viewers to debunkify.com, Mobile Tour stops and Myth Farewell Tour events.
 - Television advertising reached 90 percent of 12 to 24-year-old Ohioans an average of five times per month.
 - Radio advertising reached 72 percent of 12 to 24-year-old Ohioans an average of 6.5 times per month.
 - Online ads reached 71 percent of 12 to 24-year-old Ohioans on tobacco an average of four times per month.
 - Non-traditional forms of advertising reached 85 percent of 12 to 24-year-old Ohioans an average of 1.5 times per month.

SECTION 5

Impact of Cessation Services



OTPF's cessation services are helping more Ohioans quit tobacco every year.

What are Cessation Services?

Cessation Services are any OTPF programs and initiatives designed to help Ohioans quit smoking or using smokeless tobacco products. Because of the addictive nature of tobacco, our cessation services play a large role in helping OTPF reduce the lives and money lost to tobacco use every year.

Because of the addictive nature of tobacco, cessation services play a large role in reducing the lives and money lost to tobacco every year. In addition to community grant programs that help people stop using tobacco, OTPF funds programs including the Ohio Tobacco Quit Line (1-800-QUIT-NOW), a toll-free line that Ohioans can call for free help quitting tobacco use. In July 2005, OTPF added nicotine replacement therapy (NRT) to its Quit Line, offering to provide eligible, qualified Quit Line callers with free or reduced-cost nicotine replacement patches. In January 2007, OTPF began funding five Ohio Tobacco Cessation Centers around the state that will help normalize the identification and treatment of tobacco users in Ohio's healthcare systems.

Through these efforts, OTPF has been instrumental in helping many Ohioans successfully quit a deadly habit. As of **July 2006**, the Quit Line has reached over **82,000** Ohioans seeking assistance. Callers who have enrolled in the NRT program have a six-month tobacco-free quit rate of an impressive 42.8%, while callers who choose the counseling program without NRT have a six-month tobacco-free quit rate of 26.8%—both incredibly strong numbers for telephone counseling. Compared with the 3-5% likelihood of quitting “cold turkey,” the Quit Line offers Ohioans a much greater opportunity to finally quit for good.

Today, more than 20 of the Foundation's grantees and sub-grantees are working with health groups or employers in their areas to provide cessation services to Ohioans throughout the state.

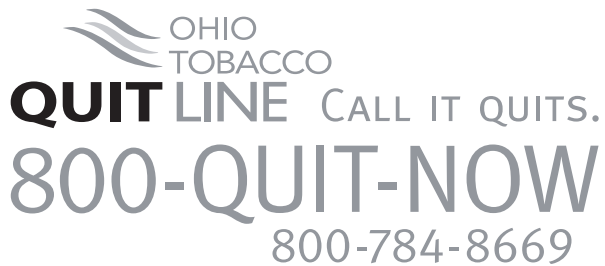
The Ohio Tobacco Quit Line

According to the U.S. Centers for Disease Control and Prevention, several studies have shown that proactive telephone counseling is an effective intervention for smoking cessation.

OTPF launched the Ohio Tobacco Quit Line (1-800-QUIT-NOW) statewide in FY05 to offer all Ohioans free telephone counseling services to help them quit using tobacco, and the Quit Line has now completed its third year. Cessation services are provided in two languages and include a TTY line for the deaf and hard of hearing (TTY: 888-229-2182). 1-800-QUIT-NOW is a national number created by the National Cancer Institute and allows anybody in the country to call the number and have the call answered by the Quit Line from the caller's state. Since its inception two years ago, 41.8% of the calls to that number from throughout the United States have come from the State of Ohio.

With the help of National Jewish Medical and Research Center, the top respiratory hospital in the U.S., the Ohio Tobacco Quit Line offers callers an intense counseling

program provided over the telephone by highly trained counselors and registered nurses. Callers may also choose a comprehensive, self-help tobacco cessation guide to support individual cessation efforts.



Nicotine Replacement Therapy

In a groundbreaking partnership with leading healthcare insurance plans, large employers, and pension funds in Ohio, the Quit Line continues to offer free nicotine replacement therapy (NRT) for qualified Quit Line callers.

When Ohioans enroll in the Quit Line program, callers who are insured through one of the participating insurance carriers, who are an employee or dependent of a participating employer, or who are a retiree of a participating pension plan can receive up to two four-week supplies of nicotine patches, one of the most effective tobacco cessation treatment options for addicted tobacco users, totally free. Patches are shipped directly to the caller's home. The cost is shared by OTPF and the participating insurance plan, employer, or pension plan.

To date, requests for participation in our NRT program occur almost daily.

In addition, OTPF is helping Ohioans without health insurance break their addiction to tobacco. Any uninsured Ohioan who calls and enrolls in the Ohio Tobacco Quit Line's free telephone counseling program will be eligible to receive a four-week supply of patches for \$25.00—a quarter of the normal retail price. If, after four weeks, the caller is still enrolled in the counseling program and it is determined that another four weeks of patches is necessary, a second supply can be purchased at the same reduced rate. The patches can be sent to the caller's home or a coupon can be sent that can be taken to a local CVS or Rite Aid pharmacy.

Ohio Tobacco Quit Line NRT Partners

Ohio Health Insurance Plans:

Medical Mutual of Ohio	Apex Benefits Services
Paramount Health Care	AultCare
SummaCare	Ultra Administrative Group
CareSource	Unison Health Plan of Ohio

More than 70 Ohio employers, including:

Goodyear Tire & Rubber Co.
L'Oreal
Smith Dairy
Public Employees Retirement System (PERS)
Cleveland Clinic Health System
Mentor Public Schools

Quit Line callers who participate in the NRT program are also 60% more likely to quit tobacco than callers who use the Quit Line services without the help of patches. Because callers must remain in the counseling sessions to receive shipment of NRT patches, the counseling retention rate for callers participating in the NRT program is about double the retention of callers who do not receive NRT.

NRT Program Six-Month Quit Rates*

The results show that Quit Line telephone-based cessation counseling combined with NRT helps more tobacco users successfully quit.

For all Quit Line callers:	33%
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For callers using telephone counseling with no NRT:	22%
-----------------------------------------------------	-----

For callers using counseling and NRT:	39%
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*Based on 13,216 Quit Line enrollees between July 11, 2005, and November 19, 2006. Measured independently by Pegus Research, Inc.

Cessation Centers

In 2007, OTPF began funding five hospital-based cessation centers. The new Ohio Tobacco Cessation Centers are based in health systems around the state and provide free group and individual counseling services for patients and community members interested in quitting tobacco.

The primary goal of the Cessation Centers is to normalize the identification and treatment of tobacco users by the providers and clinicians in Ohio's healthcare systems. To achieve this goal, the aims of the Centers include:

- Engaging Ohio healthcare providers and professionals to provide evidence-based treatment for tobacco dependence.
- Engaging employers and private health plans to cover counseling and pharmacotherapies for tobacco treatment.
- Ensuring infrastructures for access of treatment point, triage, and follow-up to a variety of quality tobacco treatment services.
- Ensuring quality tobacco treatment specialists are at the Centers.

The Centers are located at:

Humility of Mary Health Partners (Warren/Youngstown)

The? Ohio State University Medical Center

Cleveland Clinic

Kettering Medical Center (Dayton)

ProMedica Health System (Toledo)

Additional Ohio Cessation Resources

Smokefree Families

<http://www.smokefreefamilies.org>

American Lung Association

<http://www.lungusa.org/> (click on Freedom From Smoking)

How to quit smoking... & quit for keeps (by the National Institutes of Health)

<http://www.quit-smoking.com/clearingair.htm>

American Cancer Society (local services search function)

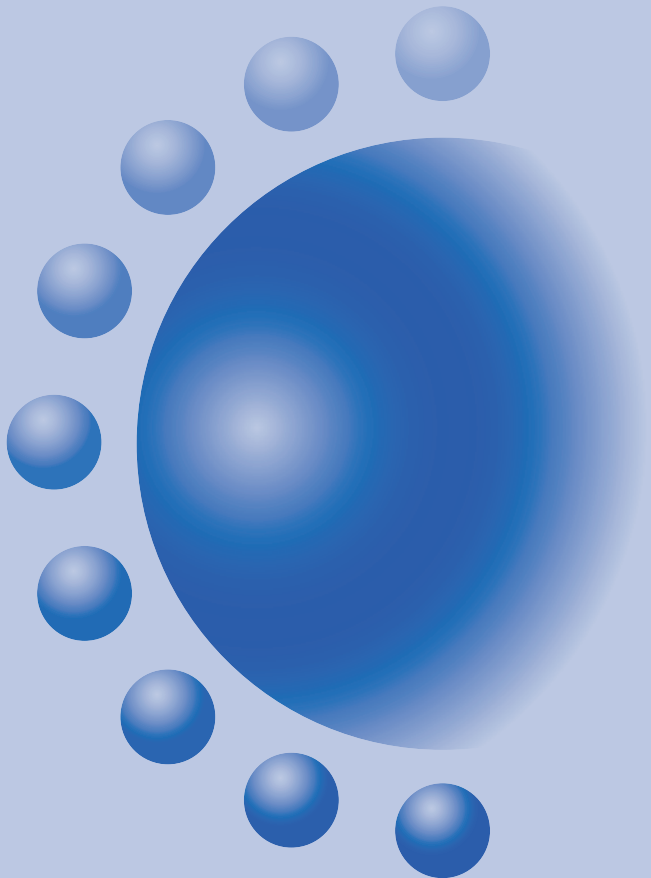
http://www.cancer.org/asp/search/crd/crd_global.asp?sort=name

QuitNet (online services in conjunction with Boston University School of Public Health)

<http://www.quitnet.com>

SECTION 6

Foundation Facts



Financial Summary

To be
updated

FINANCIAL HIGHLIGHTS

During fiscal year 2006, OTPF's Board of Trustees voted to sustain funding for OTPF for a minimum of ten years and budget accordingly. OTPF remains committed to funding a comprehensive program.

Key financial highlights for fiscal year 2006 are as follows:

- The Foundation's net assets decreased by \$13,549,699 or 4.3%.
- During 2006, the Foundation's cash and investments (all at market value) decreased by \$12,945,370.
- During 2006, there was a net excess of expenditures over revenues of \$13,549,699.
- During 2006, investment income was \$20,491,803 or 114% of the \$18 million budgeted.
- During 2006, \$15,960,624 of cessation and prevention grants were disbursed to over 70 grantees as follows:

\$8,166,237	Community I Grants
\$2,617,852	High Risk Population Grants
\$3,919,494	Community II Grants
\$734,135	Clean Indoor Air Pilot Project Grants
\$84,000	Chronic Illness Pilot
\$160,652	School-Based Programs
\$248,254	Tobacco Public Policy Center
\$30,000	Training Center/Programs

- During 2006, the Foundation spent \$6,082,779 on a contract with the National Jewish Medical Center to operate a smoking quit line. Over 30,000 Ohioans called the Ohio Quit Line in FY 06.
- During 2006, the Foundation spent \$8,179,635 in its counter-marketing efforts. This is an aggressive statewide media and counter-marketing campaign which utilizes youth empowerment messages and images to combat the nearly \$500 million dollars in marketing that tobacco manufacturers spend each year in Ohio.
- During 2006, administrative costs of the Foundation were \$907,492 or 2.67% of operating expenses.
- During 2006, \$884,073 was spent with certified Ohio Minority Business Enterprise (MBE) companies.

The following is condensed financial information as of June 30, 2006:

	2006	2005	%Change
Assets & Liabilities			
Total Assets	\$305,492,231	\$318,346,081	(4.0%)
Total Liabilities	\$3,286,200	\$2,590,352	26.9%
Total Net Assets	\$302,206,031	\$315,755,730	(4.3%)
Revenues			
Tobacco Settlement	0	0	n/a
Investment Income	\$20,491,803	\$17,480,985	17.2%
Donations/Grants	\$1,000	\$208,500	(99.5)%
Total Revenues	\$20,492,803	\$17,689,485	15.8%
Operating Expenditures	\$34,042,502	\$36,238,805	(6.0)%
Change in Net Assets	\$(13,549,699)	\$(18,549,320)	27.0%
Ending Net Assets	\$302,206,031	\$315,755,730	(4.3)%

The reasons for Significant Changes from fiscal year 2005 are as follows:

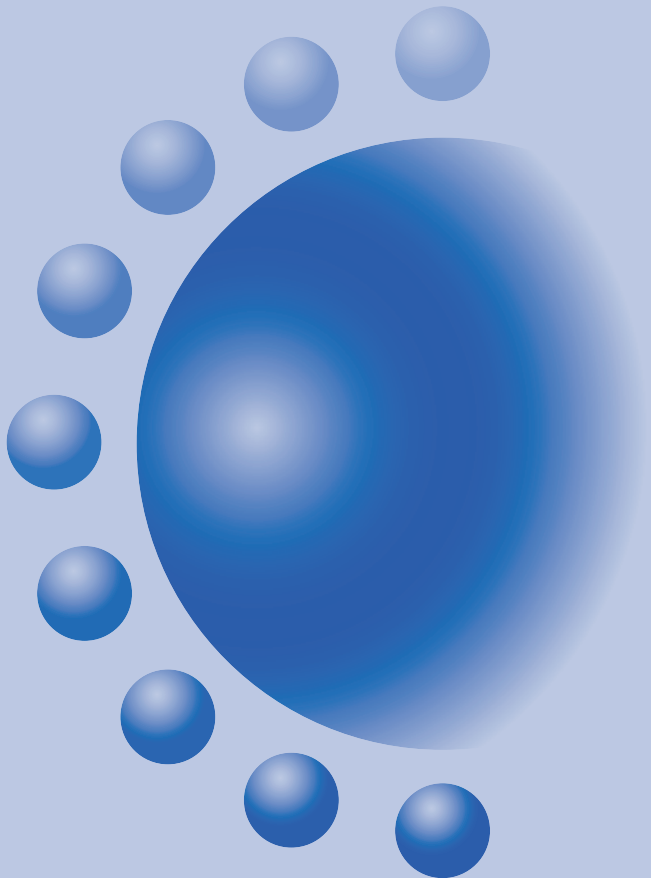
- Investment income had a significant gain in 2006 which is directly attributable to the financial markets. The Foundation's assets are invested per ORC 183.08(A) which limits investments to those permitted for the public retirement systems under ORC 145.11.
- Tobacco settlement revenues in fiscal years 2006 and 2005 were zero. Fiscal year 2006 and 2005 tobacco settlement revenues that were originally designated for the Foundation were diverted to other state programs.
- The change in liabilities is an increase of \$695,847 and is primarily related to an increase in accounts payables due to the timing of receiving invoices from vendors and for the increase in obligations under lent securities for which there is an equal and offsetting asset account.
- Total operating expenditures in fiscal year 2006 were \$34,042,503 and, in fiscal year 2005, \$36,238,805. The Foundation was formed in fiscal year 2001 and the first staff person was hired in fiscal year 2002. Fiscal year 2003 was the first full year of operations with a budget of \$27,098,571. FY 2004 and FY 2005 continued a "ramping up" of the operations of the Foundation. In fiscal year 2006 the Foundation's board reduced its budget to \$47,269,810 whereas the fiscal year 2005 budget was \$53,305,790. Additionally and as a result of the continued diversion of payments of the tobacco settlement revenues from the legislature, the Foundation's Board of Trustees approved a budget for fiscal year 2007 of \$45.1 million dollars. This amount is less than the minimum amount of approximately \$62 million suggested for Ohio by the United States Centers for Disease Control (CDC).

For a copy of OTPF's audited financial statements, please go to the State of Ohio Auditor's web site at www.auditor.state.oh.us or contact OTPF.

(OTPF's assets are invested per ORC 183.08(A), which limits investments to the same as those permitted for the public retirement systems under ORC 145.11.)

SECTION 7

Acronyms and Terms



Acronyms

- ACS:** American Cancer Society
- AHA:** American Heart Association
- ALA:** American Lung Association
- ATS:** Adult Tobacco Survey
- BRFSS:** Behavioral Risk Factor Surveillance System
- CDC:** U.S. Centers for Disease Control and Prevention
- COPD:** Chronic Obstructive Pulmonary Disease
- ETS:** Environmental Tobacco Smoke (also known as Secondhand Smoke)
- FDA:** U.S. Food and Drug Administration
- FFS:** Freedom From Smoking
- HHS:** U.S. Department of Health and Human Services
- NIH:** National Institutes of Health
- N-O-T:** Not On Tobacco
- NRT:** Nicotine Replacement Therapy
- ODH:** Ohio Department of Health
- OTPF:** Ohio Tobacco Prevention Foundation
- Project TNT:** Towards No Tobacco Use
- RTI:** Research Triangle Institute
- STAMP:** Stay Tobacco-Free Athlete Mentor Program
- TAP:** Teen Advisory Panel
- TUPCF:** Tobacco Use Prevention and Control Foundation
- YTS:** Youth Tobacco Survey

Terms

5As: A method to screen tobacco users by which health professionals address every patient using tobacco that they come in contact with to: 1) ASK about smoking, 2) ADVISE quitting, 3) ASSESS current willingness to quit, 4) ASSIST in the quit attempt, and 5) ARRANGE timely follow-up.

Behavior change: A declared objective of many health interventions. The behavior is usually health seeking behavior or the absence of it. Activities that help a person or a community to reflect upon their risk behaviors and change them to reduce their risk and vulnerability are known as interventions.

In tobacco cessation, the most relevant paradigm was created by Prochaska, DiClemente, and Norcross (1992) and is known as the transtheoretical model (TTM) of behavior change.

Bidis: Small, thin hand-rolled cigarettes imported into the United States primarily from India and other Southeast Asian countries. They consist of tobacco wrapped in a tendu or temburni leaf (plants native to Asia), and may be secured with a colorful string at one or both ends. Bidis can be flavored (e.g., chocolate, cherry, and mango) or unflavored. They have higher concentrations of nicotine, tar, and carbon monoxide than conventional cigarettes sold in the United States.

Cessation Centers: Beginning in 2007, OTPF will fund hospital-based Cessation Centers throughout the state to help normalize the identification and treatment of tobacco users by the providers and clinicians working in Ohio's healthcare systems.

Community grants: Grants given by OTPF to communities or organizations who come together under a coalition or partnership umbrella to develop and implement tobacco use prevention and control programs in local communities throughout the state of Ohio. These grants are intended to support efforts at the local level to implement comprehensive tobacco prevention and cessation programs, or build the capacity of local communities to implement such programs.

Comprehensive: As defined by the CDC in Best Practices for Comprehensive Tobacco Control Programs, “the goal of a comprehensive tobacco control program is to reduce disease, disability, and death related to tobacco use by: 1) preventing the initiation of tobacco use among young people, 2) promoting cessation among young people and adults, 3) eliminating nonsmokers’ exposure to environmental tobacco smoke (ETS), and 4) identifying and eliminating the disparities related to tobacco use and its effects among different population groups.

Counter marketing: Marketing and communications efforts aimed at countering the marketing efforts (including, but not limited to, advertising) of the tobacco industry and other pro-tobacco influences. Counter marketing can include efforts such as media advocacy, media relations, in-school curriculum programs, sponsorships, and promotions, as well as counter

advertising through paid media channels, such as TV, radio, billboards, the Internet, and print media.²

Disparity: Health disparities refer to gaps in the quality of health and healthcare across racial and ethnic groups. The Health Resources and Services Administration defines health disparities as “population-specific differences in the presence of disease, health outcomes, or access to healthcare.”

Friends of stand: Adult Ohioans willing to assist **stand** youth in their fight against tobacco by volunteering their time to help with events and activities.

High Risk Populations: Population groups that are at risk for tobacco use. These groups may include minorities and regional populations and others who may be disproportionately affected by tobacco use.

Kreteks: Sometimes referred to as clove cigarettes. Imported from Indonesia, kreteks typically contain a mixture consisting of tobacco, cloves, and other additives. As with bidis, standardized machine-smoking analyses indicate that kreteks deliver more nicotine, carbon monoxide, and tar than conventional cigarettes. There is no evidence to indicate that bidis or kreteks are safe alternatives to conventional cigarettes.

² Centers for Disease Control and Prevention. Designing and Implementing an Effective Tobacco Counter Marketing Campaign. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2003.

Morbidity: Disease or disease rate.

Nicotine Replacement Therapy:

Nicotine replacement therapy (NRT) is the use of various forms of nicotine delivery methods intended to replace nicotine obtained from smoking or other tobacco usage. Several forms of NRT have been marketed, including the nicotine patch, inhaler, nasal spray, gum, and lozenge.

National Jewish Medical and Research Center:

National Jewish, located in Denver, Colorado, is a leading medical institute for the study and treatment of respiratory, allergic, and immunologic diseases. Through a contractual agreement, they provide the telephonic counseling services for OTPF's Ohio Tobacco Quit Line.

Ohio Tobacco Quit Line: The Ohio Tobacco Quit Line, 1-800-QUIT-NOW, is a toll-free telephone counseling service that connects people who want to quit using tobacco with trained counselors who can guide and support them through the quitting process. The free service provides individual counseling that includes a personal quit plan to guide callers through all phases of quitting, including preparation for their quit date all the way through the possible relapse phase, keeping them from using tobacco again.

Pilot Programs: New or innovative tobacco control programs implemented and evaluated on a small scale to enable the creation of the most effective and efficient programs on a statewide basis.

Program Evaluation: The systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future program development.

Self-Guided Cessation Program:

A type of self-study program where an individual is guided through the cessation process through written materials

Smokeless tobacco: Products consisting of tobacco or tobacco blends that are administered orally and not inhaled/smoked, (e.g., snuff, chew, dip, and rub).

Special focus initiatives: OTPF-funded program initiatives that include cessation components targeted toward specific at-risk population groups, (e.g., chronic disease patients, college students, and young adults).

stand: A program of OTPF, the **stand** tobacco counter marketing campaign encourages Ohioans to take a "**stand** against tobacco" through uniquely branded advertising, interactive, and community-based activities to reach and empower the diverse populations across Ohio, with special attention on youth. For more information on **stand**, visit **standonline.org**.

Surveillance: The ongoing, systematic collection, analysis, and interpretation of data (e.g., regarding agent/hazard, risk factor, exposure, and health event) essential to the planning, implementation, and evaluation of public health practice, closely integrated with the timely dissemination of these data to those responsible for prevention and control.

Sustainability: According to a definition from the Public Health Institute used by the Tobacco Technical Assistance Consortium, it is “the continuation of community health or quality of life benefits over time.” A successful sustainability effort can lead to: 1) continued health and/or quality of life benefits for a community, 2) continuation of a program, 3) changes in a policy or system, and 4) an increase in community capacity.

Teen Advisory Panel (TAP): Ohio youth who lead local **stand** Teams and guide all counter marketing campaign elements to ensure that **stand** remains “by youth, for youth.” These youth consult on advertising, Web design, and grassroots activities and serve as the youth voice for media relations and speaking opportunities.

Telephonic Tobacco Cessation Counseling Program: Provided by the Ohio Tobacco Quit Line (1-800-QUIT-NOW), this is a free service that provides individual counseling sessions via telephone to guide people through all the phases of quitting. Trained quit specialists schedule telephone counseling calls that are convenient for the caller.

Youth Advisors: Dedicated adults who serve local **stand** Teams, enabling them to build a broader youth movement. Each team has at least one youth-friendly core community leader serving as Youth Advisor.

A Healthier State for All

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