

ALASKA TOBACCO PREVENTION AND CONTROL PROGRAM

Progress and Challenges



“Tobacco prevention and control strategies have proven to make Alaskans healthier. With a comprehensive approach and vital partnerships, we are giving Alaskans the best chances at living a life free from tobacco. This program is critical because healthy people help build a healthy Alaska.”

— DR. ROBERT LAWRENCE, ALASKA'S CHIEF MEDICAL OFFICER

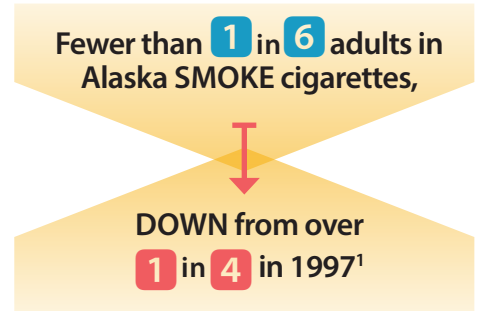
FY2024 ANNUAL REPORT

TOBACCO CONTROL EFFORTS SAVE LIVES AND MONEY

Alaska has made historic progress

For over 20 years, the Alaska Tobacco Prevention and Control Program (TPC) has led the effort to help all Alaskans live healthy and tobacco-free lives.

- Alaska now has **more people who have quit smoking** than people who currently smoke.¹
- Among Alaska Native adults, smoking decreased from 41% in 2013 to 29% in 2022.¹
- Since 2002, thousands of Alaskans have enrolled in Alaska's Tobacco Quit Line, which provides free quit support.²
- While youth e-cigarette use remains a serious public health concern, this year shows a decline from previous years and perceptions of harm from these products are up.³



Alaska's comprehensive tobacco prevention and control program

Alaska's TPC program is grounded in Centers for Disease Control and Prevention (CDC) Best Practices for Comprehensive Tobacco Control Programs and includes five key components: State and Community Interventions; Mass Reach Health Communications; Cessation interventions; Surveillance and Evaluation; and Infrastructure, Administration, and Management. The program administers these components to achieve the following goals:

- 1 Prevent** youth from starting to use tobacco
- 2 Protect** the public from exposure to secondhand smoke
- 3 Promote** quitting tobacco products
- 4 Reduce** disparities

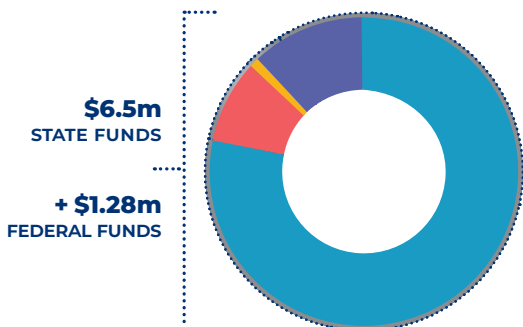
Support for Alaska's Tobacco Prevention and Control program

Return on Investment: Investment in tobacco prevention and control saves lives and dollars in the future for Alaska.



The program is funded through federal grant funds and Tobacco Use Education and Cessation Funds (TUECF). TUECF combines funding from cigarette excise tax revenue and the Master Settlement Agreement with tobacco manufacturers. In fiscal year 2024 (FY24), Alaska's Legislature appropriated \$6,500,200 in TUECF funds toward the administration of a comprehensive tobacco prevention and control program.

The program was awarded \$1,284,919 in federal funds through the CDC's Office on Smoking and Health.



Fiscal Year 2024

FUNDING FOR COMPREHENSIVE TOBACCO PREVENTION AND CONTROL PROGRAMMING

STATE FUNDS (TUECF APPROPRIATIONS)

- **\$5,431,400**—Division of Public Health—TPC Program
- **\$954,300**—Division of Behavioral Health—Tobacco Enforcement and Youth Education Program
- **\$114,500**—Department of Law

FEDERAL GRANT FUNDS

- **\$1,284,919**—Federal grant funds received for the administration of the Comprehensive Tobacco Prevention and Control Program

THE TOLL OF TOBACCO IN ALASKA

We have more work to do

Alaska's investment in tobacco control has driven down tobacco use and saved thousands of lives and millions of dollars from medical costs and lost productivity.⁵ However, tobacco remains a leading cause of preventable death and disease.⁶ All tobacco and nicotine products have known health harms.⁶

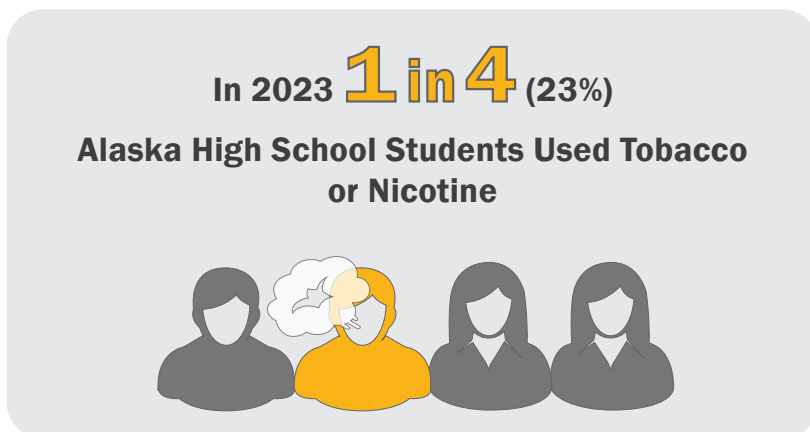
Tobacco Use Among Alaska Adults in 2023¹

- **1 in 4** (24%) adults used tobacco or nicotine products
- **1 in 6** (16%) adults used cigarettes
- **7%** of adults used electronic cigarettes
- **6%** of adults used smokeless tobacco, including Iqmik*
- **1 in 2** (53%) adults who smoke attempted to quit in the past year

Tobacco and nicotine are especially harmful for young people.⁷ Nicotine during adolescence can harm brain development, impact learning, memory, and mood, and increase chances of addiction throughout the lifespan. Using nicotine can also worsen mental health.

Tobacco Use Among Alaska Teens in 2023³

- **Almost 1 in 5** (17%) of high school students vape
- **1 in 15** (7%) high school students smoke
- **1 in 4** (25%) of high school students were in the same room with someone smoking cigarettes
- **1,240 students** in grades 1-12 received tobacco-related suspensions⁸



More data on the burden of tobacco in Alaska can be found in [Alaska Tobacco Facts FY23](#) and the [Alaska Tobacco Regional Profiles FY23](#).

*Iqmik, also known as blackbull, is a form of smokeless tobacco used in some places across Alaska. Like other forms of smokeless tobacco, Iqmik contains nicotine and has known health harms.

\$438 million: The estimated smoking-related health care costs in 2009. Due to inflation and rising health care costs, this is very likely an underestimate of tobacco-related health care costs in Alaska.⁴ This includes tobacco-related death and disease and addiction.



More than 135,000 adults in Alaska are at risk for poor health outcomes



due to tobacco or nicotine products¹



\$192 million a year in estimated Alaska **Medicaid** tobacco-related health care costs⁹



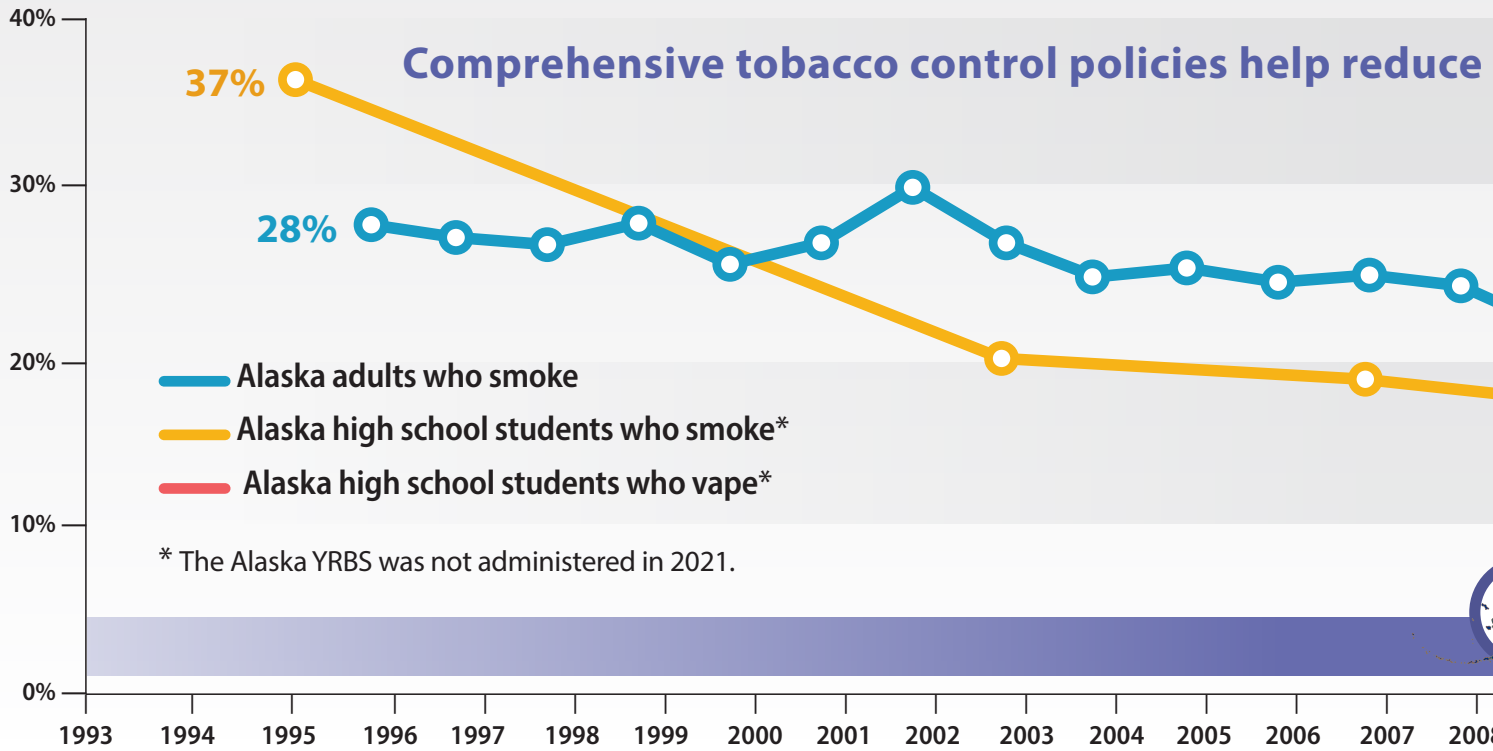
600 lives lost early every year due to smoking⁴

TOBACCO is a leading cause of preventable death and illness in Alaska



Over **1,870** cases of **lung or bronchus cancer** from 2015-2019.¹⁰ Most lung and bronchus cancer cases are due to smoking or secondhand smoke.¹¹

COMPREHENSIVE TOBACCO P



Tobacco Prevalence: Percentage of

30 YEARS OF

1990-1999

1993

- CDC awarded funds to Alaska for Tobacco Prevention and Control efforts.

1997

- Alaska increased the price of tobacco products, not including e-cigarettes, through a statewide tax of \$1/pack and 75% of other wholesale tobacco products.

1998

- Alaska joined the Tobacco Master Settlement Agreement (MSA) and raised tobacco sale age to 19.

1999

- Alaska Legislature allocated MSA funds for tobacco control efforts in Alaska.
- CDC released minimum funding recommendations for state tobacco control programs.

2000-2009

2002

- TPC program established Alaska's Tobacco Quit Line.

2004

- Alaska increased the price of cigarettes, not including e-cigarettes, through an additional tax of \$2/pack, spread over 3 years.

2009

- The Family Smoking Prevention and Tobacco Control Act granted FDA authority to regulate tobacco products and banned cigarette flavors other than menthol.

2010

2011

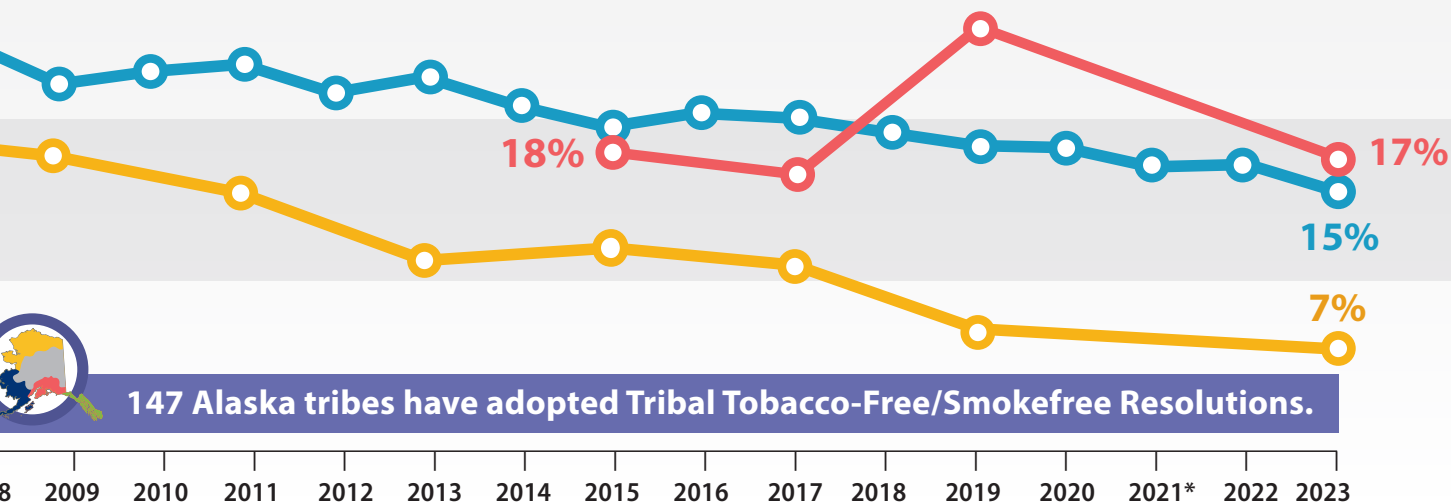
2014

2018

2019

PROGRAMS WORK OVER TIME

tobacco and e-cigarette use among adults and youth.



147 Alaska tribes have adopted Tribal Tobacco-Free/Smokefree Resolutions.

Alaskans who Smoke/Vape by Year

PROGRESS

2010-2019

- FDA prohibited tobacco brand sponsorship of events.
- Alaska Federation of Natives (AFN) passed resolution supporting smokefree workplaces statewide.
- Alaska passed the Alaska Business License Act to regulate the sale of tobacco products through business licensing. TPC program launched What's in the Cloud e-cigarette public education campaign.
- Sitka was the first community in Alaska to raise the tobacco sales age to 21.
- Alaska passed Alaska's Smokefree Workplace Law, including e-cigarettes, to protect clean air in enclosed public places and workplaces.
- TPC program launched Alaska's Not Buying It youth-focused tobacco and nicotine education campaign. Alaska updated the state youth access law to include e-cigarettes and nicotine products. Anchorage raised the tobacco sales age to 21. Federal law raised the tobacco sales age to 21 across the country.

2020-PRESENT

2020

- TPC program launched parent e-cigarette education campaign.

2021

- TPC program began offering the free AK Live Vape Free texting program for Alaska teens.

2023

- Over 40 Alaska school districts have updated tobacco policies to include e-cigarettes.
- Over time, 147 Alaska tribes have adopted tobacco-free/smokefree/vape-free resolutions.

In FY24, Alaska's Tobacco Quit Line enrolled:²

1,816

total Alaskans from all 7 public health regions



385

Alaska Native adults

920

Alaskans who reported having a behavioral and/or mental health condition like anxiety or alcohol misuse.



Using Alaska's Tobacco Quit Line services increases chances of quitting tobacco successfully.⁶

Alaska's TPC program offers evidence-based quit support statewide through Alaska's Tobacco Quit Line. This service is free to all Alaskans, regardless of income or insurance status. It matches people with a coach so they don't have to do it alone. Alaska's Tobacco Quit Line is offered over the phone, on an app, or online—wherever people live in Alaska. The services include proven quit strategies like quit coaching and nicotine replacement therapy. Evidence shows combining quit coaching and nicotine replacement therapy increases chances of people quitting tobacco successfully.⁶



“Having the Quit Line to contact was a comfort when I was trying to quit because I knew that no matter what I was going through, there was someone there to help me through the stressors that were causing me to want to smoke.”

– Tija of North Pole, AK

Tija made a plan to quit smoking with Alaska's Tobacco Quit Line.

The Quit Line offers additional services to

- people experiencing behavioral health conditions like depression and anxiety, and
- women who are planning to become pregnant, pregnant, or postpartum:²

621

Alaskans enrolled in an enhanced program for people dealing with behavioral and/or mental health conditions, an increase from last year of 68%

54

women enrolled in a specialized program for those who were either pregnant, planning to become pregnant, or postpartum, an increase from last year of 59%

Counseling and referrals from health care providers encourage people to quit too.

Most Alaskans who smoke agreed that advice from a provider helped encourage them to quit.¹² Almost half (47%) of Alaskans who smoke and had a health care visit in the last year said they were counseled about quitting by their health care provider.¹ Providers can promote tobacco-free lives by:

- **Asking** every patient about tobacco and nicotine use at every visit
- **Advising** all users to quit for good
- **Connecting** those ready to quit with resources

Resources for health care providers promoting tobacco cessation can be found on the [Alaska TPC program website](#).

Health communication campaigns are one of the top ways Alaskans hear about Alaska's Tobacco Quit Line.

Alaska's TPC program promotes Alaska's Tobacco Quit Line, runs counter-marketing messages, and shares tobacco and nicotine education statewide.

Sharing Alaskans' stories

Alaska's Tobacco Quit Line shares stories from Alaskans who quit smoking, chewing, and vaping with the help of Alaska's Tobacco Quit Line.

Meet Tija.

Tija, age 33, knew she needed to quit smoking. Tija and her husband wanted to get pregnant with their third baby. She called Alaska's Tobacco Quit Line and made a quit plan. After quitting, she got pregnant right away. Changing her routines connected to smoking and finding better ways to deal with stress helped Tija with cravings. Now, she doesn't get sick as often. She enjoys having more money and time to spend with her family. Her children are her reason for never going back to smoking.



Tija reading to her kids in North Pole, Alaska

“My motivation for quitting has always been my kids. The health of my kids, having healthy pregnancies, not exposing them to secondhand smoke, and setting that good example for them that we all need to take care of our bodies.”

– Tija of North Pole

Alaska's Tobacco Quit Line messages are leading to healthy changes.

Among people who use tobacco, after seeing a message from Alaska's Tobacco Quit Line:¹²

1 in 3

(35%) reduced the amount smoked, vaped or chewed

1 in 5

(20%) talked about quitting with their health care providers

1 in 5

(20%) actually quit smoking, vaping or chewing

1 in 2

(49%) of Alaskans who enrolled in the Quit Line learned about the program from communication messages.²

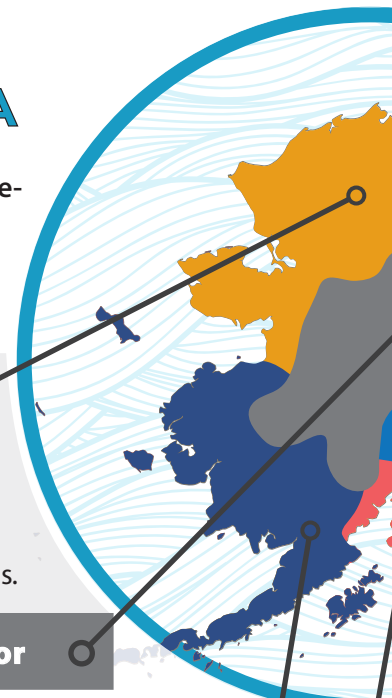


Tobacco and nicotine resources for young people

Alaska's TPC Program launched a tobacco and nicotine toolkit for schools, afterschool programs, and health care providers last year. To date, toolkit materials have been shared with most Alaska school districts and all tobacco grant recipients. These resources help young Alaskans make empowered and healthy choices. They point young people to Alaska's Not Buying It campaign. Schools, tobacco partners, and health care providers can order toolkit materials at no cost.

TAILORING TOBACCO PREVENTION STRATEGIES ACROSS REGIONS OF ALASKA

Alaska's TPC program funds 15 community grants and 5 statewide contracts to support evidence-based tobacco prevention and control programs statewide. These local and statewide projects engage community and Tribal members to prevent and reduce tobacco use.



Explore a few regional highlights from FY24:

Northern

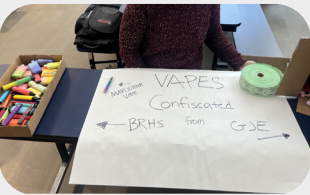
- **Norton Sound Health Corporation (NSHC)** trained 2 facilitators to provide In-Depth, an evidence-based alternative to suspension tobacco program for local high school students.
- **The North Slope Borough (NSB)** worked toward increasing patient access to quit support by identifying tobacco screening and referral tools.

Interior

- **Tanana Chiefs Conference (TCC)** conducted a tobacco community needs assessment. They also worked with American Lung Association (ALA) to review and plan to strengthen the tobacco policies of 7 school districts.

Southwest

- **Yukon Kuskokwim Health Corporation (YKHC) and ALA** provided education and resources about evidence-based tobacco policies upon request to the Bethel City Council. The City Council expanded the city tobacco tax to include non-tobacco nicotine-containing products, excluding nicotine replacement therapy approved by the Food and Drug Administration.
- **YKHC's** main hospital and remote clinics screened over 21,000 patients for tobacco and referred over 325 patients to tobacco services in one quarter.



- **Bristol Bay Area Health Corporation (BBAHC)** worked with 17 local families that reported youth e-cigarette use to share resources and guide supportive discussions around addiction.
- **Aleutian Pribilof Islands Association (APIA)** provided staff training on health benefits of a tobacco-free life, created patient resources, and improved workflow processes to support patients who want to quit with cessation resources.

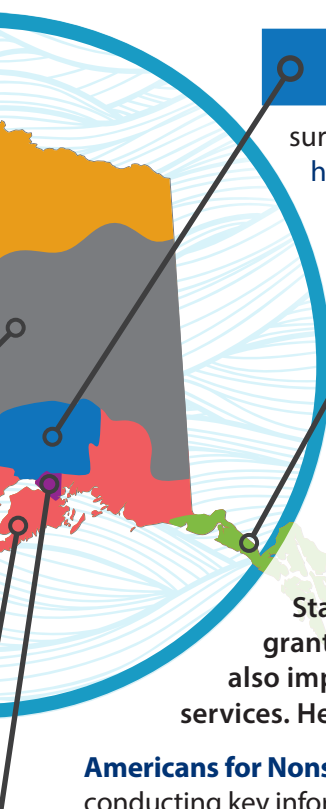
Gulf Coast



- **Kenaitze Indian Tribe (KIT)** updated their Tobacco-Free Policies and Procedures to adhere to best practices and began clinical youth tobacco screening.
- **Peninsula Community Health Services (PCHS)** screened over 11,500 patients for tobacco use in one quarter. PCHS also implemented new provider cessation tools and passed out over 500 resource kits to patients ready to quit.

Anchorage

- **ALA** conducted focus groups for multi-unit housing residents to better understand experiences with secondhand smoke. ALA also expanded partnerships with the Anchorage School Board to update school tobacco policies.



Mat-Su

• **ALA** reestablished the Breathe Free MatSu Coalition and created a digital Alaskan Quit Calculator after surveying Mat-Su residents. You can find the Alaskan Quit calculator at <https://ala-web-staging-mvc-app.azurewebsites.net/ak/how-much-are-you-burning>

Southeast

• **Southeast Alaska Regional Health Consortium (SEARHC)** supported Haines School District to update their tobacco-free policies. This update impacted 265 students and 47 staff. SEARHC also celebrated 20 years of a tobacco-free campus.

Statewide Contractors

Statewide contractors provide training and consultation to community organizations receiving grant funds to help them tailor evidence-based programs for their communities. Contractors also implement statewide initiatives and support communities without community grant recipient services. Here are just a few examples of the support that contractors provided.

Americans for Nonsmokers' Rights Foundation (ANR/F) supported a tobacco workforce development project by conducting key informant interviews to improve trainings for TPC grant recipients. ANR/F also hosted an annual TPC grantee recipient training for over 60 attendees focused on improving tobacco screenings and referrals to treatment and conducting community needs assessments.

American Lung Association (ALA) supported implementation of tobacco-free campus policies in 2 substance use disorder treatment facilities. They trained 27 new facilitators for INDEPTH®, an evidence-based alternative to suspension tobacco program for schools. They supported scholarships to train 13 facilitators in an evidence-based tobacco cessation program for students. They also provided technical assistance to 11 TPC grant recipients.

The Alaska Native Tribal Health Consortium (ANTHC) facilitated a needs assessment across Tribal health organizations to inform efforts to increase tobacco use treatment for Alaska Native women of childbearing age. ANTHC also provided technical assistance to APIA to improve their tobacco screening and referral process.

Rural Alaska Community Action Program (RurAL CAP) supported the Youth Encouraging Alaskans' Health (YEAH) ambassadors in planning and hosting their annual tobacco prevention and education summit: Escape the Vape. Over 16 young people across Alaska traveled to Anchorage to participate in the two-day summit. The YEAH youth ambassadors also shared their experience at ANTHC's Tobacco Symposium and the YEAH Summit.

“**The best way to prevent young people in Alaska from starting to vape is to educate them at a younger age before they start. Educate them on what these products are and what they can do to you.**”

– Leena, former YEAH youth ambassador

Northwest Strategies (NWS, now called Future Elder) created messages highlighting tobacco quit stories from Nikiski, North Pole, and Fairbanks. They created interactive activities for the Not Buying It campaign to promote a tobacco-free life at for the annual Native Youth Olympics (NYO). NWS also provided technical assistance to 9 TPC grant recipients and contractors.



2023-2024 YEAH RurAL CAP Peer Educators Leena (l) and Roey (r) steer teens away from smoking and vaping.

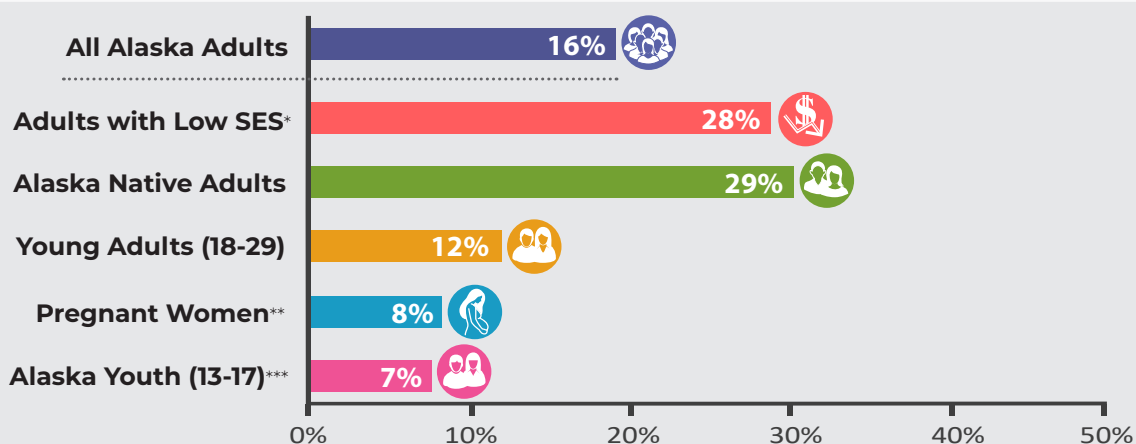
Living tobacco free is one of the most important things people can do to improve their health.⁶ However, systems, policies, poverty, and discrimination can make it harder for some people to access resources to quit. For example, not all Alaskans have equitable access to health care resources. In 2023, over 1 out of 4 Alaskans (25%) reported they did not have a personal health care provider. When Alaskans who use tobacco did see a health care provider in the last year, over half (52%) were advised to quit.¹²

Evidence shows advice from a provider to quit tobacco is encouraging to people who use tobacco.¹² The TPC program works with providers to ensure all Alaskans can access free quit services through Alaska’s Tobacco Quit Line. Free Quit Line services, like nicotine replacement therapy, can be delivered to all Alaska communities.

On top of these factors that affect access to health care resources, predatory tobacco industry marketing to specific populations have resulted in higher tobacco use and worse tobacco-related health outcomes among populations that have been targeted.¹³

Since tobacco was first introduced to Alaska, Alaskans have made considerable progress in reducing the harms on our communities. Alaska has successfully implemented programs to help people quit tobacco, prevent involuntary exposure to secondhand smoke, and prevent youth from starting tobacco. But some communities have not equally benefitted from these efforts and still suffer from higher-than-average tobacco-related disease and death.

Percentage of Alaska Priority Populations Who Smoke



Source: Alaska Behavioral Risk Factor Surveillance System, 2023, unless noted. * Socioeconomic status (SES). SES is characterized as “low” or “high”. “Low SES” is defined as household income at 185% or less of the Alaska Poverty Level Guideline (which is based on total annual household income and total number of household members). ** PRAMS, 2022, Maternal smoking in the last 3 months of pregnancy. *** Alaska Youth Risk Behavior Survey, 2023.

Working together helps ensure all Alaskans can choose to live free from tobacco.

TPC works with partners across the state to address the drivers of tobacco use and ensure that all Alaskans can achieve their optimal health. These initiatives support [Healthy Alaskans 2030](#) health initiatives to reduce the percentage of Alaska adults who currently use tobacco or electronic vapor products.



Explore FY24 highlights of proven strategies that TPC is using to help priority populations below.

Improving health for people with mental and/or behavioral health

Living with a mental illness can be difficult and some people may turn to tobacco to cope. But tobacco can worsen existing mental challenges. About half of people enrolling in Alaska's Tobacco Quit Line (51%) reported a behavioral health condition.² Connecting people experiencing these conditions with proven quit strategies can help them quit for good. Key accomplishments follow:

- Supported 2 substance use treatment centers through training on proven tobacco use treatment, integration of treatment into clinic services, and development of tobacco-free campus policies.
- Provided tailored behavioral health tobacco cessation services to 621 Alaskans through Alaska's Tobacco Quit Line, increasing enhanced program enrollments by 68%.

Increasing access to quit services for Alaska Native people

Tobacco is still a leading cause of preventable death for Alaska Native people. Connecting every Alaskan who wants to quit with proven quit strategies is important to improve people's health. Key accomplishments follow:

- Increased Quit Line enrollments of Alaska Native people by 9% through combined efforts from Tribal health partners, TPC grant recipients, health care providers, and tailored messages for Alaska Native people.²
- The recommendations from this project will help improve Alaska's Tobacco Quit Line services to better serve Alaska Native people and inform additional efforts to increase access to treatment.

Supporting youth prevention and cessation

Youth e-cigarette use remains a very serious public health concern in Alaska. A sustained, comprehensive approach to youth prevention and cessation changes social norms and behaviors. Many partners, schools, and health care providers play an important role in helping prevent Alaska youth tobacco initiation and promote cessation. Key accomplishments follow:

- Collaborated with Department of Education and Early Development to share data and create education tools for schools about youth and nicotine use.
- Coordinated 2 trainings for pediatricians on Ask-Counsel-Treat, an evidence-based cessation tool for youth, through partnership with the American Academy for Pediatrics.
- Provided education to 7 regions on evidence-based youth prevention policies.
- Updated the youth tobacco and nicotine toolkit and shared with 52 of Alaska's 54 school districts and all tobacco grant recipients.
- Provided education and tools to help young people make healthy choices through Alaska's [Not Buying It](#) campaign. Last year, this campaign reached over 50,000 Alaska teens.



More than

HALF

of people enrolling in Alaska's Tobacco Quit Line (51%) reported a mental and/or behavioral health condition.²

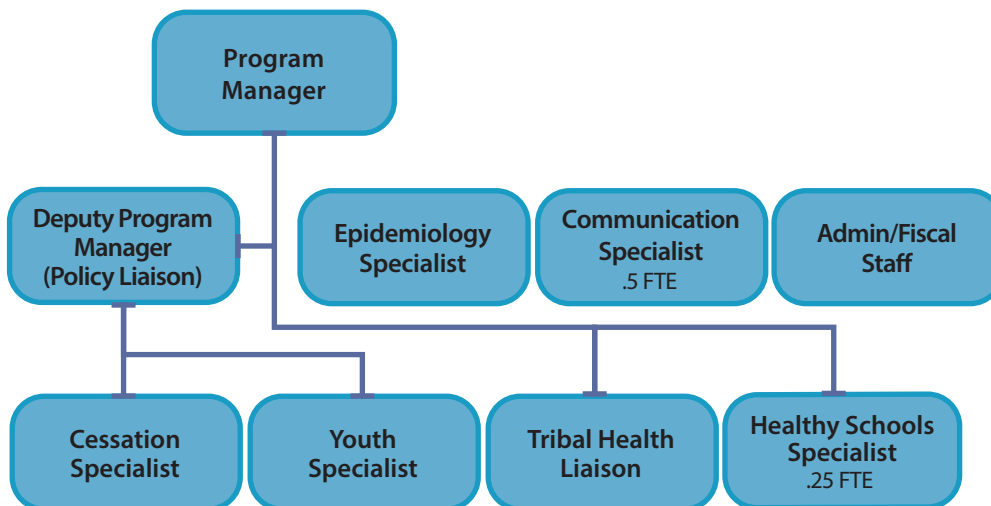
The percentage of youth e-cigarette use in Alaska has dropped from 26% in 2019 to

17% in 2023.³

Management and Oversight

Alaska's TPC program ensures staff capacity to administer a comprehensive tobacco prevention and control program, as required by [Alaska Statute 44.29.020\(12\)](#). The TPC program provides research, training, assistance and consultation to tobacco grant recipients, contractors, partners, and communities to ensure accurate and current education on tobacco products and impacts to Alaska communities.

Alaska Tobacco Prevention and Control Program Organizational Chart



Training and Assistance

Ongoing training and assistance are provided to tobacco grant recipients and community partners through networks and partnerships. TPC and statewide contractors support Communities of Practice, which are groups of people who share a concern, a set of problems, or a passion about a topic, and who deepen their knowledge and expertise by interacting on an ongoing basis. These communities foster collaborative learning, build networks, and distribute resources related to topics like smokefree policies, strategies to prevent youth initiation of tobacco products, youth education and engagement, tobacco cessation, efforts to advance health equity for Alaska Native people, and emerging trends in tobacco control.

Workforce Development Project

Alaska's TPC program secured funding through the Association of State and Territorial Health Officials (ASTHO) to enhance the tobacco prevention public health workforce in Alaska by streamlining professional development efforts for a fluctuating workforce to increase retention. TPC partnered with the Americans for Nonsmokers' Rights Foundation (ANR/F) to research core competencies to help prioritize training and technical assistance for new community grantees across the state (see image). These competencies will inform ongoing professional development to ensure a qualified workforce to implement TPC programs statewide.



We can do the following:

PEOPLE WHO SMOKE, VAPE, OR CHEW can contact [Alaska's Tobacco Quit Line](#) for FREE support to quit. Services include quit coaching; nicotine gum, lozenges and patches; and more. If you're not ready to quit, keep smoking and vaping outside, away from others and protected areas.

BUSINESSES can follow [Alaska's Smokefree Workplace Law](#) by requiring individuals who smoke or vape to go outside and away from others.

HEALTH CARE PROVIDERS can go to www.akbriefintervention.org for free training on effective tobacco screening and referral. For providers working with youth, visit [From Vapes To Victory: Empowering teens to overcome vaping](#). This training for pediatricians overviews the Ask-Counsel-Treat model to treat nicotine addiction in teens.

SCHOOLS can order free youth resources from [Alaska's youth tobacco and nicotine toolkit](#), found on [Alaska's Tobacco Quit Line](#) website.

PARENTS/CAREGIVERS can talk to their kids about the harms of tobacco and nicotine products, including cigarettes, smokeless tobacco, e-cigarettes (vapes), and nicotine pouches. Find free support to support these conversations at [AK Live Vape Free](#).

YOUTH can visit [Alaska's Not Buying It campaign](#) or [Instagram page](#) (@notbuyingit.alaska) to learn more about the harms of tobacco and nicotine and get resources to quit.

EVERYONE can get involved in tobacco prevention and control efforts by sharing educational materials provided below and by contacting tobacco@alaska.gov to connect with a local, community partner.

Alaska Tobacco Prevention and Control Program Resources & Fact Sheets:

Program links:

- Alaska Tobacco Prevention and Control Program: health.alaska.gov/dph/Chronic/Pages/Tobacco/
- Alaska's Tobacco Quit Line: www.alaskaquitline.com
- Alaska's Not Buying It youth prevention and education campaign: Notbuyingitak.com
- Tobacco 21 policy resources: <https://tobacco21.org>

Fact sheets:

- Tobacco and School Suspensions
- Tobacco and Behavioral Health
- Nicotine and Youth Mental Health
- Tobacco and Alaska Native People
- Tobacco and Diabetes

KEY TOBACCO PREVENTION PARTNERS

Working together for a Tobacco-Free Alaska

The Alaska Tobacco Prevention and Control Program funds community organizations across the state to tailor proven tobacco control interventions for communities. TPC also partners with non-funded organizations to leverage resources and reach all Alaskans with health education. Those organizations include: Breathe Free Alaska Coalition, Breathe Free Anchorage, Breathe Free Mat-Su, Partnership for Tobacco-Free Southeast, Breathe Free Gulf Coast, American Cancer Society Cancer Action Network, American Heart Association and AARP.

INTERIOR



ANCHORAGE



MAT-SU



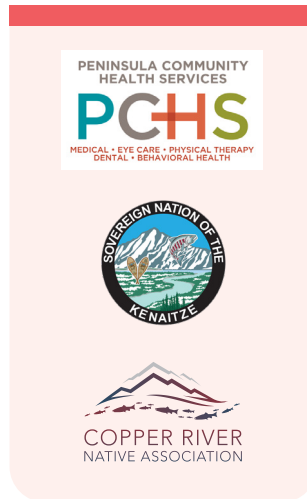
NORTHERN



SOUTHWEST



GULF COAST



SOUTHEAST



STATEWIDE



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Image collage: Top left—image of tabling event at NYO; bottom left—image YEAH Peer Educator Roey; top second from right—image of Breathe Free Mat-Su Coalition snowboard rack at Palmer Skeetawk Ski Area. Other images are an assortment of social media posts created by Northwest Strategies (NWS, now called Future Elder) for Alaska's Tobacco Quit Line Facebook page.

ALASKA TOBACCO PREVENTION AND CONTROL PROGRAM 2024 ANNUAL REPORT



State of Alaska

Michael J. Dunleavy, Governor

Department of Health

Heidi Hedberg, Commissioner

Robert Lawrence, MD, Chief Medical Officer

Division of Public Health

Lindsey Kato, Director

January, 2025

This report is designed to share the efforts of the Alaska Tobacco Prevention and Control Program and partners, highlight annual tobacco data, and present proven tobacco control strategies.

Front and back cover image features Maria of Fairbanks, who quit smoking last year.

