

GREATER CINCINNATI ADULT TOBACCO SURVEY

SMOKING CESSATION

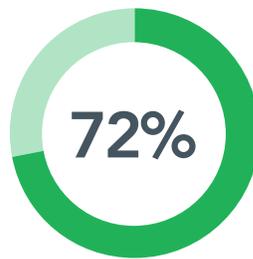
RELEASED DECEMBER 2019

Launched in 2018, the first ever Greater Cincinnati Adult Tobacco Survey is the most comprehensive source of local data for understanding adult tobacco use behaviors, attitudes and public opinion in our region.

Most current smokers say they want to quit

The Greater Cincinnati Adult Tobacco Survey asked adult smokers several questions about smoking cessation. It found that the majority of smokers are interested in quitting. Nearly 7 in 10 adult smokers (72%) reported that they are thinking about quitting smoking for good. More than half (54%) have attempted to quit in the past year. About 6 in 10 adult smokers in the region (59%) reported that they were advised to quit smoking by a health care provider in the past year.

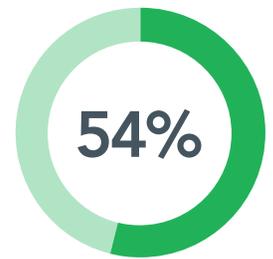
CESSATION EFFORTS BY GREATER CINCINNATI ADULT SMOKERS



are thinking about quitting smoking **for good.**



have been **advised to quit** by a health care professional in the past year.



have **attempted to quit** smoking in the past year.

Now is the right time to quit

Tobacco use is the leading cause of preventable death in the United States and is responsible for nearly half a million deaths each year.¹ The number one way smokers can prevent smoking-related illness and death is to quit smoking.

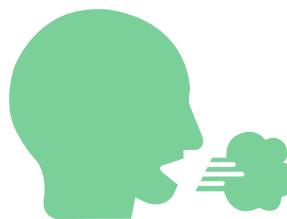
WHILE IT IS BETTER TO STOP SMOKING AS EARLY AS POSSIBLE, QUITTING AT ANY AGE HAS BENEFITS:²



Reduced risk of **lung cancer** and several other cancers.



Reduced risk of **heart disease.**



Reduced **respiratory symptoms** such as coughing and wheezing.

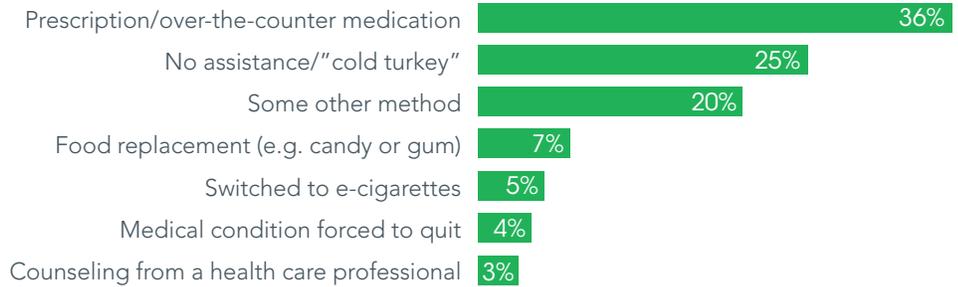


Reduced risk of infertility and **pregnancy-related complications.**

Resources available to help smokers quit

Quitting smoking for good can be very difficult. In fact, most smokers make multiple attempts before they successfully quit. Greater Cincinnati smokers who made a quit attempt in the past year most frequently reported using either prescription or over-the-counter cessation medications (36%). An additional 25% reported they quit on their own or “cold turkey.” Many smokers take advantage of resources available to help them quit. However, some people, including those with lower incomes,

MOST HELPFUL METHOD TO STOP SMOKING AMONG GREATER CINCINNATI ADULT SMOKERS WHO TRIED TO QUIT IN PAST 12 MONTHS*



* Respondents could provide any answer. Not all methods presented here are approved or scientifically proven to be effective.

SOURCE: 2018 Greater Cincinnati Adult Tobacco Survey

INTERACT FOR HEALTH

African Americans and those who live in rural areas, are less likely to successfully quit and more likely not to have access to cessation services.³

Increased access and tailored approaches are needed for those groups, who are also more likely to smoke than the overall population.

More former smokers than current smokers in Greater Cincinnati

Although smoking cessation can be very difficult, many people have been successful quitting. Nationally, there are more former smokers than current smokers.⁴ This is true in our region as well. In Greater Cincinnati, 25% of adults are former smokers. That compares with 19% who are current smokers.

This means that nearly half a million people currently living in the region have successfully quit smoking.

Let’s encourage and support all those who have quit or are thinking about quitting smoking. If you or people you know are thinking about quitting, identify one small step to reach that goal. If you need help to quit, talk to your health care provider or call **1-800-QUIT-NOW** to receive personalized, over-the-phone support. Online support is also available:



Ohio

<https://ohio.quitlogix.org/en-US/>

Kentucky

www.quitnowkentucky.org

Indiana

www.quitnowindiana.com

NOTES

¹ Centers for Disease Control and Prevention. (2019). *Smoking & Tobacco Use – Fast Facts*. Retrieved from https://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm

² Centers for Disease Control and Prevention. (2019). *Smoking & Tobacco Use – Quitting Smoking*. Retrieved from https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm

³ Centers for Disease Control and Prevention. (2015). *Best Practices User Guide: Health Equity in Tobacco Prevention and Control*. Atlanta, GA:

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. Retrieved from <https://www.cdc.gov/tobacco/state-andcommunity/best-practices-health-equity/pdfs/bp-health-equity.pdf>

⁴ Centers for Disease Control and Prevention. (2019). *Smoking & Tobacco Use – Quitting Smoking*. Retrieved from https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm

The 2018 Greater Cincinnati Adult Tobacco Survey is sponsored by Interact for Health. GCATS was conducted Aug. 11, 2018-Jan. 31, 2019, by the Institute for Policy Research at the University of Cincinnati. A random sample of 2,300 adults from a 22-county region surrounding Cincinnati was interviewed by telephone. This included 847 landline telephone interviews and 1,453 cell phone interviews. In 95 out of 100 cases, estimates will be accurate to ±2.0%. There are other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects that can introduce error or bias. For more information about the Greater Cincinnati Adult Tobacco Survey, please visit <https://www.interactforhealth.org/about-tobacco-survey/>.