

**93.305**

**NATIONAL STATE-BASED TOBACCO CONTROL  
PROGRAMS**

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**State Program/Project:** **NATIONAL STATE-BASED TOBACCO CONTROL  
PROGRAMS**

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**U. S. DEPARTMENT OF HEALTH AND HUMAN SERVICES CENTERS FOR  
DISEASE CONTROL AND PREVENTION**

**Federal Authorization:** Section 317(k)(2) of the Public Health Service Act, 42 U.S.C. 247b(k)(2), Comprehensive Smoking Education Act of 1984, and Comprehensive Smokeless Tobacco Health Education Act of 1986.

**State Authorization:** N/A

**N. C. Department of Health and Human Services  
Division of Public Health**

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**Brief Description of Program:**

The Tobacco Prevention and Control Branch (TPCB) collaborates with and builds capacity of partners, including State and local agencies, local health departments and community organizations, to plan and implement culturally appropriate evidence-based strategies to reduce deaths and health problems due to tobacco use and secondhand smoke (SHS). TPCB's four major goal areas are to: 1) Eliminate exposure to SHS, 2) Promote tobacco use cessation among adults and youth, 3) Prevent initiation of tobacco use among youth and young adults, and 4) Identify and eliminate tobacco-related disparities.

Tobacco use remains the number one preventable cause of early death and disease in North Carolina. Smoking is responsible for 14,200 deaths per year – 1 of every 5 deaths in North Carolina – and is a major risk factor for the leading causes of premature death. For each death, 30 more people are sick or disabled because of tobacco use. North Carolina is ranked 32<sup>nd</sup> in the nation for adult cigarette smoking with a rate of 17.4% (where being ranked 1<sup>st</sup> is best.) North Carolina's direct medical costs from smoking are \$3.81 billion each year and the estimated annual health care costs from SHS are \$293 million. According to the 2014 US Surgeon General's Report, tobacco product marketing is key factor that sustains the tobacco epidemic. In North Carolina, it is estimated that the tobacco industry spends \$406 million annually to market these addictive products. While cigarette smoking has declined among North Carolina's young people from 15.5% of high school students in 2011 to 8.9% in 2017, all tobacco use increased from 25.8% of high school students in 2011 to 28.8% in 2017 due to the use of emerging tobacco products, especially electronic cigarettes, which are the top tobacco product used by high

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school students followed by cigars/cigarillos/little cigars, which are often marketed with flavors.

**Organizations Funded:**     Private     Local Government     Both

**Source of Funds:**       State \_\_\_\_\_       Federal X