



**VISION:** All South Dakotans will enjoy healthy lives free from the devastation of chronic diseases.

**MISSION:** Improve quality of life, health and well-being through effective leadership, surveillance, education, advocacy and partnership development.

**PRIORITY POPULATIONS** (with disparate tobacco use)

- Youth & Young Adults
- American Indians
- Pregnant Women
- Medicaid Clients
- Spit Tobacco Users
- Mental Health & Substance Abuse

	YOUTH TOBACCO INITIATION	SMOKING CESSATION	SECONDHAND SMOKE	DISPARITIES
Goals FOCUS ON	I. Prevent initiation among youth and young adults.	II. Promote quitting among adults and youth.	III. Eliminate exposure to secondhand smoke.	IV. Identify and eliminate tobacco-related disparities among population groups.
Objectives MEASURE	<p>I.A. Decrease the percentage of youth grades 6-8 who report have ever smoked cigarettes from 12.9% to 11% by 2020.<sup>a</sup></p> <p>I.B. Decrease the percentage of American Indian youth grades 6-8 who report have ever smoked cigarettes from 33.4% to 32% by 2020.<sup>a</sup></p> <p>I.C. Decrease the percentage of youth grades 9-12 who have ever tried cigarettes, even one or two puffs, from 40.2% to 35% by 2020.<sup>b</sup></p> <p>I.D. Reduce the percentage of young people ages 18-24 who smoke from 30% to 23% by 2020.<sup>c</sup></p>	<p>II.A. Reduce the percentage of adults that currently smoke from 22% to 19% by 2020.<sup>c</sup></p> <p>II.B. Reduce the percentage of adults that currently use spit tobacco every day or some days from 6.4% to 4% by 2020.<sup>c</sup></p> <p>II.C. Reduce the percentage of youth grades 9-12 that currently smoke from 16.5% to 15% by 2020.<sup>b</sup></p> <p>II.D. Reduce the percentage of youth grades 6-8 that currently smoke from 3.5% to 3% by 2020.<sup>a</sup></p>	<p>III.A. Reduce the percentage of youth grades 9-12 that were in the same room or car as someone smoking from 42.6% to 36% by 2020.<sup>b</sup></p> <p>III.B. Reduce the percentage of youth grades 6-8 that were in the same room or car as someone smoking from 31.1% to 27% by 2020.<sup>a</sup></p> <p>III.C. Increase the percentage of adults who report smoking is not allowed in any work areas from 87.5% to 92% by 2020.<sup>c</sup></p> <p>III.D. Increase the percentage of adults who report smoking is not allowed anywhere in their home from 84% to 87% by 2020.<sup>c</sup></p>	<p>IV.A. Reduce the percentage of pregnant females that smoke from 16.5% to 15% by 2020.<sup>d</sup></p> <p>IV.B. Reduce the percentage of American Indian adults that currently smoke from 55% to 33% by 2020.<sup>c</sup></p> <p>IV.C. Reduce the percentage of youth grades 9-12 that currently use spit tobacco from 11.5% to 7% by 2020.<sup>b</sup></p> <p>IV.D. Reduce the percentage of youth grades 6-8 that currently use spit tobacco from 3.3% to 2% by 2020.<sup>a</sup></p>
Strategies WORK ON	<p>I.1. Support an increase in the number of post-secondary institutions, including tribal institutions, with 24/7 tobacco-free buildings and grounds policies.</p> <p>I.2. Support an increase in the number of K-12 institutions, including tribal schools, with 24/7 tobacco-free buildings and grounds policies.</p> <p>I.3. Perform retail assessments to increase awareness of tobacco marketing and sales.</p> <p>I.4. Educate partners, stakeholders, and the public on evidence-based pricing strategies to discourage tobacco use.</p>	<p>II.1. Support an increase in the number of mental health (inpatient and outpatient) and substance abuse treatment facilities that have 24/7 tobacco-free buildings and grounds policies.</p> <p>II.2. Encourage delivery of cessation services to mental health and substance abuse treatment populations.</p> <p>II.3. Encourage delivery of evidence-based cessation advice by health care providers.</p> <p>II.4. Implement strategies to increase awareness of the dangers of tobacco use, promote quitting, and change social norms related to tobacco use.</p>	<p>III.1. Promote the implementation of smoke-free multi-unit housing policies.</p> <p>III.2. Support an increase in the number of commercial tobacco-free tribal government properties.</p> <p>III.3. Advocate for tobacco-free environments.</p> <p>III.4. Support the implementation of tobacco-free parks and outdoor areas ordinances.</p>	<p>IV.1. Implement strategies to increase awareness of the dangers of tobacco use, promote quitting, and change social norms related to tobacco use.</p> <p>IV.2. Encourage delivery of evidence-based cessation advice by health care providers.</p> <p>IV.3. Advocate for tobacco-free environments.</p> <p>IV.4. Perform retail assessments to increase awareness of tobacco marketing and sales.</p>

Sources: a) South Dakota YTS, 2013 b) South Dakota YRBS, 2013 c) South Dakota BRFSS, 2012 d) South Dakota Vital Statistics Report, 2012