



Emily Kile chosen as National Youth Advocate of the Year



Greenfield VOICE Youth Emily Kile (far right) was chosen as the National Youth Advocate of the Year

Emily Kile, a junior at Greenfield-Central High School, and President of her VOICE group, has been chosen as the national award winner for the Campaign for Tobacco Free Kids' Youth Advocate of the Year.

- VOICE is Indiana's youth movement against the tobacco industry
- Thousands of Indiana youth ages 12-18 participate
- VOICE fights against the manipulative tactics used to lure youth into smoking

The economic impact of secondhand smoke on Indiana

- Secondhand smoke costs Indiana \$390.3 million (or \$62 per person) a year in excess medical expenses
- \$2 billion if you include health care costs and loss of life of Indiana residents.

Bowen Research Center Department of Family Medicine – IU School of Medicine.

CDC: More media messages result in people quitting smoking

The Centers for Disease Control (CDC) recommends that states deliver "strategic, culturally appropriate, and high-impact messages in sustained and adequately funded campaigns."

- CDC states that media needs to reach 75-85% of adults to be effective.
- The Indiana reach to adults is currently at 51%.
- The FYI 2008 budget includes \$2.65 million or 15.3% for health communications.
- Overall program funding is about a quarter of CDC recommendations.
- Total funding for health communications is well below CDC recommendations.
- ITPC recommends increasing the overall share of dollars dedicated to health communications to 25% percent.

More Hoosiers are quitting smoking

Following a dramatic price increase by tobacco manufacturers on cigarettes, Hoosiers are seeking help to quit smoking in record numbers. Calls to the free Indiana Tobacco Quit-line, following the first week after the price increases took effect, reached the highest levels ever since the service was established three years ago.

- 1-800-QUIT-NOW is a free service for Hoosiers 18 years and older who are interested in quitting smoking.
- Quit coaches provide free advice and counseling.
- For additional information, contact the Indiana Tobacco Prevention and Cessation Agency, call (317) 234-1787 or email: bcole@itpc.in.gov

