

BUNCOMBE COUNTY BOARD OF COMMISSIONERS
AGENDA ITEM

MEETING DATE: March 2, 2010

Action Requested: Increase Project Assist program budget by \$1,092 to reflect additional state funding.

Tobacco use remains the number one preventable cause of premature death and disease in the US and in North Carolina. Tobacco-related disease accounts for 11,900 deaths each year; that is about one in five deaths in North Carolina. For each death, there are 20 more that are sick or disabled due to tobacco use. While the health burden remains paramount, the economic toll is great. Tobacco use in NC costs the state \$2.4 billion in direct medical expenditures alone, or \$3.06 per pack which is well above the national average. In 2004, smoking costs the NC Medicaid Program about \$769,000,000, or \$119.73 per capita (adult). (CDC State Highlights 2006).

The goals of the Project Assist program are to:

- Eliminate exposure to secondhand smoke (SHS) by making all NC worksites smoke free with emphasis on disparate populations by working with state and local partners to educate elected officials and build support to adopt and promote compliance with evidence based policies.
- Promote quitting among young people and adults by developing infrastructure and systems support for evidence-based tobacco treatment.
- Prevent the initiation of tobacco use among young people through education on increasing the cigarette tax and 100% tobacco free schools compliance.
- Identify and eliminate the disparities related to tobacco use and its effects among different population groups.

These one-time funds will be used for additional promotion activities.

NCGS Requiring Service: N/A

NCGS requires we PROVIDE:

or ENSURE AVAILABLE IN COMMUNITY:

Alternative Service Delivery Methods considered and evaluated:

Funds/Staff requested: There are no county funds or staff requested.

Request submitted by: Jim Holland for Gibbie Harris

Date Submitted: February 18, 2010