



Tobacco Prevention and Cessation Programs Work!

Texas Tobacco Prevention Pilot Initiative (TTPI) Facts

What is the Texas Tobacco Prevention Initiative (TTPI)?

- TTPI is the result of the allocation from the Tobacco Settlement money to the Texas Department of Health. Initial funding was not adequate to implement a statewide program, so a pilot study that included 18 counties in the East Texas area examined the most effective ways to prevent tobacco use and promote cessation among Texans of all ages. In the study, a combination of interventions in school, community, enforcement, cessation and mass media were examined.
- **Initial Findings - Only a comprehensive program funded at \$3 per person that included school, community, enforcement, cessation and mass media was shown to be effective in reducing tobacco use.** Lower level media campaigns and single focus community programs did not have measurable effects on tobacco use among children and adults

TTPI was expanded so that comprehensive programming funded at \$3 per person was provided in the Houston/Beaumont/Port Arthur pilot areas. Implementation of the Comprehensive Program in the pilot areas has shown tremendous reductions in tobacco use

- From 1998 to 2003, current use of any tobacco products showed a **32% reduction among middle school students** (from 24.5% to 16.6%) and a **41% reduction among high school students** (from 40.1% to 23.6%).
- The prevalence of adult smoking in the comprehensive pilot area decreased **18.7%** (from 22.6 % in 1999 down to 18.4% in 2002).

Reduce the burden of tobacco use on Texans. Save lives, improve health, save money.

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