

Connecticut Department of Public Health

Tobacco Control Program | August 2024

TOBACCO PROGRAM FACT SHEET

Tobacco use continues to be the leading cause of preventable death and disease in Connecticut (CT) and the United States. Tobacco causes harm to almost every organ in the body. The nicotine in tobacco products, including in cigarettes, cigars, chewing tobacco, dip, nicotine pouches, hookah tobacco (shisha), e-cigarettes, and other tobacco products is highly addictive. There is no safe level of exposure to secondhand smoke or aerosol.



The Connecticut Tobacco Control Program (TCP)

TCP works to enhance the wellbeing of CT residents by promoting tobacco-free lifestyles and by educating communities about the consequences of commercial tobacco use including economic and health costs.

TCP coordinates and assists state and local efforts to prevent people from starting to use tobacco, to help current users quit, to reduce exposure to secondhand smoke and aerosol, and to reduce disparities related to tobacco use.

Connecticut Program Goals & Activities

All Program activities follow the Centers for Disease Control and Prevention (CDC) Best Practices for Comprehensive Tobacco Control Programs (2014) recommendations. All funded initiatives have outcome measures, and activities are evaluated to ensure effectiveness. TCP has four goals:

1. Prevent the initiation of tobacco use

TCP provides education on and technical assistance for evidence-based strategies that prevent initiation of commercial tobacco products among young people (i.e. price of tobacco and e-cigarettes, smoke and vape-free spaces, and restricted access to tobacco products). TCP's current youth and young adult media campaign encourages tobacco and vape-free lifestyles, supports quitting, and provides resources for parents and health professionals. TCP also manages state and community intervention program contracts that implement evidence-based strategies that address tobacco prevention through policy, systems, and environmental changes.



2. Promote quitting among adults and young people

TCP ensures that all CT residents have access to evidence-based cessation services and works to reduce access barriers to tobacco treatment. TCP also promotes the Quitline through a media campaign.

- The Connecticut Quitline – a free cessation service available to all Connecticut residents. Live coaches are available 24/7 through phone and chat. Learn more at CommitToQuitCT.com or call 1-800-QUIT-NOW (1-800-784-8669) to enroll.



- My Life My Quit™ – a free cessation service available to Connecticut residents 17 and younger. Live coaches are available through text or chat 24/7. Learn more at VapeFreeCT.org or text 'Start My Quit' to 36072 to enroll.
- This Is Quitting – a free text message program by Truth Initiative available to Connecticut residents aged 13-24. Receive motivational, inspiring, and supportive messaging, tips, and strategies. Visit VapeFreeCT.org for more information or text VAPEFREECT to 88709 to get started.



3. Eliminate exposure to secondhand tobacco smoke and aerosol

TCP educates and provides technical assistance for state and local partners about the benefits smoke and vape-free spaces. Various resources on secondhand smoke have been developed and are available on the TCP website (www.ct.gov/dph/tobacco). Tobacco inquiries and complaints from the public about exposure to secondhand smoke can be sent to DPHTobacco@CT.gov.

4. Identify and eliminate tobacco-related disparities

TCP implements surveillance tools like the Youth Risk Behavior Survey (YRBS) and Behavioral Risk Factor Surveillance System (BRFSS) to understand tobacco use behaviors, identify tobacco-related disparities among CT residents, and inform evidence-based strategies. Statistics and data reports can be found at www.ct.gov/dph/tobacco. TCP educates state and local partners about the tobacco industry's marketing and advertising tactics that target certain populations and about evidence-based strategies that reduce disparities including increased tobacco and e-cigarette prices; restricted access to commercial tobacco products (i.e. sale of flavored tobacco); increased smoke-free environments; and greater access to quit resources.



For More Information, Contact:

Connecticut Department of Public Health | Tobacco Control Program
 410 Capitol Avenue, PO Box 340308, MS #11HLS
 Hartford, CT 06134-0308
DPHTobacco@ct.gov or visit: www.ct.gov/DPH/Tobacco

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