



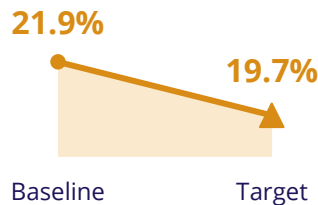
## 1

### OBJECTIVE ONE

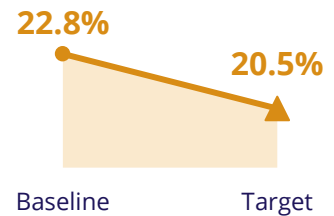
Reduce the proportion of adults and adolescents who use **tobacco products**.

### Data Target

**Reduce** tobacco use in **adults** from 21.9% to **19.7%**.



**Reduce** tobacco use in **youth** from 22.8% to **20.5%**.



### Strategies

- Focus public attention on the issue of youth access to tobacco products and mobilizing community support for additional efforts to reduce that access.
- Comprehensive tobacco control programs with coordinated efforts to implement population-level interventions to reduce appeal and acceptability of tobacco use, increase tobacco use cessation, reduce secondhand smoke exposure, and prevent initiation of tobacco use among young people.
- Mass-reach health communication interventions targeting large audiences through television and radio broadcasts, print media (e.g., newspaper), out-of-home placements (e.g., billboards, movie theaters, point-of-sale), and digital and social media to change knowledge, beliefs, attitudes, and behaviors affecting tobacco use. Intervention messages are typically developed through formative testing and aim to reduce initiation of tobacco use among young people, increase quit efforts by tobacco users of all ages, and inform individual and public attitudes on tobacco use and secondhand smoke.

### Disparity Spotlight, *Adult*



**NO SIGNIFICANT DISPARITY**



**SIGNIFICANT DISPARITY**



**DATA SUPPRESSED OR NOT AVAILABLE**

RACE & ETHNICITY	
Comparison: White	
African American	—
Native American	—
Asian/Pacific Islander	✓
Hispanic	✓
Arab	✓
SEXUAL ORIENTATION/ GENDER IDENTITY	
Comparison: Straight	
Gay/Lesbian	—
Trans	✓
EDUCATION	
Comparison: Some College or More	
High School Diploma or Less	—

INSURANCE	
Comparison: Privately Insured	
Uninsured	—
Medicaid	—
INCOME	
Comparison: More than \$50k	
Less than \$50k	—
POPULATION DENSITY	
Comparison: Suburb	
Rural	✓
Urban	✓

Data Source: 2018 Michigan Behavior Risk Factor Survey, 2017 Youth Risk Behavior Survey