

PRIMARY PREVENTION

Primary prevention includes those steps taken by individuals, organizations, or communities to prevent the development of disease. Adopting specific lifestyle behaviors can lower cancer risk. The healthy lifestyle behaviors most effective in preventing cancer include avoiding tobacco products and secondhand smoke, minimizing alcohol intake, following a balanced diet, exercising regularly, and protecting against ultraviolet exposure. Other behaviors linked to cancer prevention include breastfeeding and practicing healthy sexual behavior. Raising awareness about the impact people can have on their health status through adopting healthy lifestyles is a step towards cancer prevention.

Goal: Decrease cancer risk through lifestyle behavioral interventions

TOBACCO PREVENTION

There is no question that tobacco is harmful to the body. Tobacco harms nearly every organ in the body and is a known risk factor for 15 types of cancer. According to the American Cancer Society, decreased tobacco use has reduced cancer deaths among men by at least 40 percent from 1993 to 2003. Cigarette smoke is a complex mixture of chemicals produced by the burning of tobacco and its additives. The smoke contains tar, which is made up of more than 4,000 chemicals, including over 60 known to cause cancer. Studies show that smoking tobacco products in any form is the major cause of lung cancer. In Cancer Facts & Figures 2009, lung cancer is the leading cause of cancer death and the most preventable form of cancer death in the U.S. for both men and women. Each year, about 3,000 non-smoking adults die of lung cancer as a result of breathing secondhand smoke.

Objective 1: By 2014, maintain Indiana smoking rates among middle school students at 4 percent as measured by the Youth Tobacco Survey.

- Increase the unit price of tobacco
- Support statewide youth serving organizations with funding to enhance VOICE
- Maintain surveillance systems to monitor youth tobacco trends and attitudes
- Expose industry tactics used by tobacco industry to entice youth
- Support youth mobilization to increase anti-tobacco attitudes
- Promote school based policy and interventions

PRIMARY PREVENTION

CHAPTER TWO

TOBACCO PREVENTION (CONT)

Objective 2: By 2014, decrease Indiana smoking rates among high school students from 18 percent to 17 percent as measured by the Youth Tobacco Survey.

- Increase the unit price of tobacco
- Decrease exposure of pro-tobacco messages that reach youth (movie, advertising)
- Expose industry tactics used by tobacco industry to entice adults and kids
- Conduct annual statewide media campaign using the VOICE brand
- Make environments smokefree

Objective 3: By 2014, decrease the percentage of middle school students who are current tobacco users from 8 percent to 6 percent as measured by the Youth Tobacco Survey.

- Increase the unit price of all tobacco products
- Support statewide youth serving organizations with funding to enhance VOICE
- Maintain surveillance systems to monitor youth tobacco trends and attitudes
- Expose industry tactics used by tobacco industry to entice youth
- Support youth mobilization to increase anti-tobacco attitudes
- Promote school based policy and interventions

SURVIVOR

Molly Woodridge

Lung Cancer
Age 31

Morgantown, IN

Mary Lou Mayer, M.D.

Read Molly's story at www.indianacancer.org



PRIMARY PREVENTION

CHAPTER TWO

Objective 4: By 2014, decrease the percentage of high school students who are current tobacco users from 27 percent to 24 percent as measured by the Youth Tobacco Survey.

- Increase the unit price of all tobacco products
- Decrease exposure of pro-tobacco messages that reach youth (movie, advertising)
- Conduct annual statewide media campaign using the VOICE brand
- Make environments smokefree

Objective 5: By 2014, increase the proportion of middle school students not exposed to secondhand smoke in a room or car from 50 percent to 55 percent as measured by the Youth Tobacco Survey.

- Conduct secondhand smoke public education campaign
- Increase support for smokefree environments
- Maintain surveillance systems on exposure to secondhand smoke and knowledge and attitudes related to secondhand smoke

Objective 6: By 2014, increase the proportion of high school students not exposed to secondhand smoke in a room or car from 38 percent to 40 percent as measured by the Youth Tobacco Survey.

- Conduct secondhand smoke public education campaign
- Increase support for smokefree environments
- Maintain surveillance systems on exposure to secondhand smoke and knowledge and attitudes related to secondhand smoke

Objective 7: By 2014, increase the percentage of school districts with a 100 percent tobacco free campus policy from 60 percent to 85 percent as measured by Indiana Tobacco Prevention and Cessation Policy Tracking.

- Promote school based policy and interventions
- Provide training to schools on effective smokefree air policy
- Increase the number of tobacco free schools