

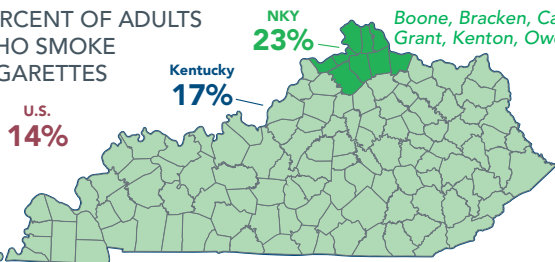


Toward a healthier Northern Kentucky—tobacco, our well-being, and policy solutions

Tobacco use is high in Northern Kentucky (NKY)

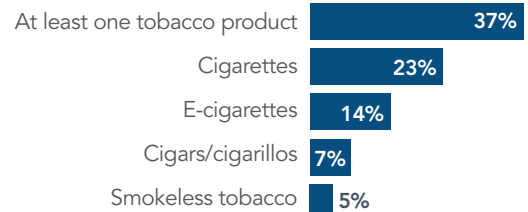
Kentucky has the fourth highest adult smoking rate in the United States.¹ NKY adults smoke at even higher rates.

PERCENT OF ADULTS WHO SMOKE CIGARETTES



34%
of NKY adults who smoke have a child at home

PERCENT OF NKY ADULTS WHO USE DIFFERENT TOBACCO PRODUCTS

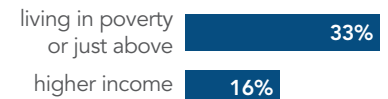
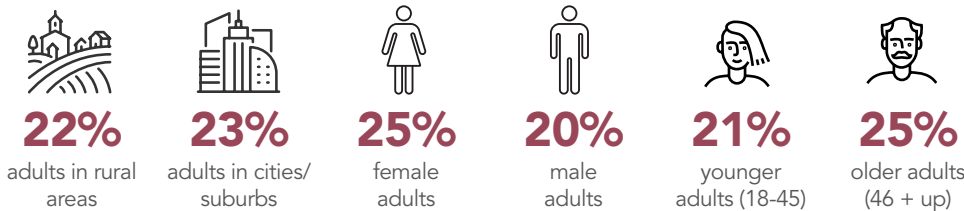


SOURCE: 2022 Greater Cincinnati Adult Tobacco Survey & Behavioral Risk Factor Surveillance System

SOURCE: 2022 Greater Cincinnati Adult Tobacco Survey

Smoking affects all of us. Ninety percent of NKY adults say that smoking is common in the community. Regardless of geography, gender identity, or age, NKY adult smoking rates are higher than the national rate of 14%.¹

Some groups are more impacted than others. NKY adults with lower incomes are **twice as likely to smoke cigarettes** as those with higher incomes.²

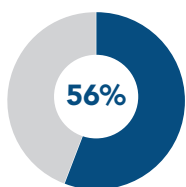


SOURCE: 2022 Greater Cincinnati Adult Tobacco Survey

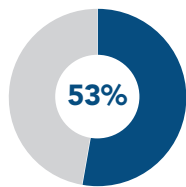
SOURCE: 2022 Greater Cincinnati Adult Tobacco Survey

Northern Kentucky is ready for a change

Most smokers are thinking about quitting

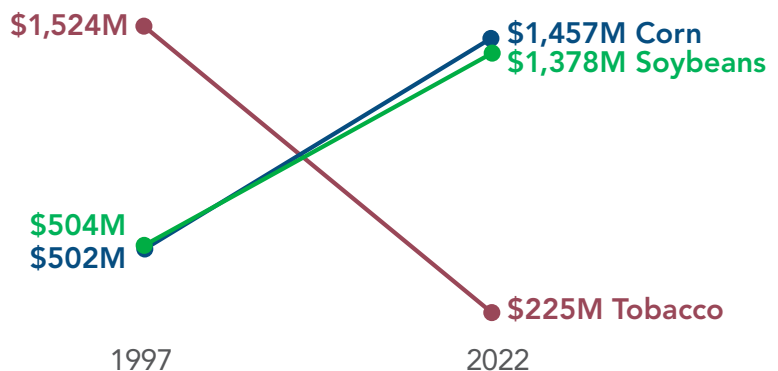


Most adults think that tobacco is a problem in our community



SOURCE: 2022 Greater Cincinnati Adult Tobacco Survey

The value of **Kentucky tobacco production decreased by 85% from 1997 to 2022**, while the **value of Kentucky corn and soy production almost tripled** during that time. As the agricultural landscape has shifted so too has the readiness to tackle tobacco use in communities.⁴



SOURCE: United States Department of Agriculture Census of Agriculture, all values in 2022 USD

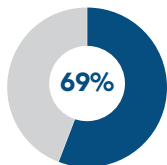
The **Northern Kentucky Health Department supports local pharmacies to provide free nicotine replacement products.**³

Policy solutions to increase protection for all

As of October 1, 2024, **44 Kentucky communities**—including **4 in NKY**—are protected by smoke-free laws covering all indoor workplaces and public places.⁵

Reducing exposure to secondhand smoke

Most NKY adults favor a smoke-free policy



SOURCE: 2022 Greater Cincinnati Adult Tobacco Survey

Pregnant people living in a KY community with a comprehensive smoke-free law are **9% less likely to have a pre-term birth**.⁶

High school students living in KY counties with a comprehensive smoke-free law are **23% less likely to smoke** and **16% less likely to use smokeless tobacco**.⁷

Supporting worker health and keeping local businesses strong

Workers who smoke miss more work, take more breaks, and require more healthcare spending than workers who do not smoke.⁸

Employers pay
\$5,816
in various costs
per smoker per year.

SOURCE: Berman et al., 2014

Encouraging tourism in Kentucky

Kentucky tourism is big business with potential to grow. In 2022, millions of tourists in Kentucky spent about \$120 each.⁹ **Tourists prefer smoke-free environments**,¹⁰ providing an opportunity for Kentucky to increase its tourism even more. In 2022, in Ohio, a state with a statewide smoke-free law, tourists spent 50% more on average (\$180).¹¹



Preventing tobacco use and purchase near schools



Buffer policies—which prevent tobacco sales near youth-serving places like schools, day cares, parks, and playgrounds—**build protection around the places youth spend the most time**.¹²

Reducing underage tobacco use

In 2019, **the federal minimum legal sales age was raised to 21**. **Retail licensing and enforcement policies are effective strategies** to prevent retail locations from selling tobacco products to youth and young adults. Kentucky law preempts how much counties and cities can regulate tobacco sales. However, some policy options do exist. Visit [Public Health Law Center](#) or [ChangeLab Solutions](#) for resources or to get assistance.



64%
Most NKY voters support retail licensing policy



70%
Most KY students support giving local communities the option to pass laws reducing tobacco use

SOURCES: Healthy Kentucky Poll & Kentucky Youth Advocates

Notes

- Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. [BRFSS Prevalence & Trends Data](#) [online]. 2015. Accessed Jul 10, 2024.
- In 2022, a family of four living in poverty (the equivalent of 100% or less of the Federal Poverty Guidelines) had a household income of \$27,750 or less. A family of four living just above the poverty level (between 100% and 200% FPG) had a household income between \$27,751 and \$55,500. A family of four that had higher income (more than 200% FPG) had a household income greater than \$55,500.
- Northern KY Health Department. [Preventative Services](#). 2023. Accessed October 10, 2024.
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- Berman M, Crane R, Seiber E, Munur M. [Estimating the Cost of a Smoking Employee](#). Tobacco Control. 2014;23(5):428-433.
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Unless otherwise cited, data presented in this brief come from the Greater Cincinnati Adult Tobacco Survey, a project of Interact for Health. The 2022 survey was conducted by the Institute for Policy Research at the University of Cincinnati and analyzed by the Center for Public Health Systems Science at WashU. Learn more about the [2022 survey](#).