

Healthy People 2020 Summary of Objectives

Tobacco Use

Number Objective Short Title

Tobacco Use

- TU-1 Adult tobacco use
- TU-2 Adolescent tobacco use
- TU-3 Initiation of tobacco use
- TU-4 Smoking cessation attempts by adults
- TU-5 Adult success in smoking cessation
- TU-6 Smoking cessation during pregnancy
- TU-7 Smoking cessation attempts by adolescents

Health Systems Change

- TU-8 Medicaid coverage for smoking cessation
- TU-9 Tobacco screening in health care settings
- TU-10 Tobacco cessation counseling in health care settings

Social and Environmental Changes

- TU-11 Exposure to secondhand smoke
- TU-12 Indoor worksite smoking policies
- TU-13 Smoke-free indoor air laws
- TU-14 Smoke-free homes
- TU-15 Tobacco-free schools
- TU-16 Preemptive tobacco control laws
- TU-17 Tobacco tax
- TU-18 Exposure of adolescents and young adults to advertising and promotion
- TU-19 Enforcement of illegal sales to minors laws
- TU-20 Evidence-based tobacco control programs

Topic Area: Tobacco Use

Tobacco Use

TU-1: Reduce tobacco use by adults.

TU-1.1 Reduce cigarette smoking by adults.

Target: 12.0 percent.

Baseline: 20.6 percent of adults aged 18 years and older were current cigarette smokers in 2008 (age adjusted to the year 2000 standard population).

Target setting method: Retention of Healthy People 2010 target.

Data source: National Health Interview Survey (NHIS), CDC, NCHS.

TU-1.2 Reduce use of smokeless tobacco products by adults.

Target: 0.3 percent.

Baseline: 2.3 percent of adults aged 18 years and older were current users of snuff or chewing tobacco products in 2005 (age adjusted to the year 2000 standard population).

Target setting method: 2 percentage point improvement.

Data source: National Health Interview Survey (NHIS), CDC, NCHS.

TU-1.3 Reduce use of cigars by adults.

Target: 0.2 percent.

Baseline: 2.2 percent of adults aged 18 years and older were current cigar smokers in 2005 (age adjusted to the year 2000 standard population).

Target setting method: 2 percentage point improvement.

Data source: National Health Interview Survey (NHIS), CDC, NCHS.

TU-2: Reduce tobacco use by adolescents.

TU-2.1 Reduce use of tobacco products by adolescents (past month).

Target: 21.0 percent.

Baseline: 26.0 percent of adolescents in grades 9 through 12 used cigarettes, chewing tobacco, snuff, or cigars in the past 30 days in 2009.

Target setting method: Retention of Healthy People 2010 target.

Data source: Youth Risk Behavior Surveillance System (YRBSS), CDC, NCCDPHP.

TU–2.2 Reduce use of cigarettes by adolescents (past month).

Target: 16.0 percent.

Baseline: 19.5 percent of adolescents in grades 9 through 12 smoked cigarettes in the past 30 days in 2009.

Target setting method: Retention of Healthy People 2010 target.

Data source: Youth Risk Behavior Surveillance System (YRBSS), CDC, NCCDPHP.

TU–2.3 Reduce use of smokeless tobacco products by adolescents (past month).

Target: 6.9 percent.

Baseline: 8.9 percent of adolescents in grades 9 through 12 used smokeless (chewing tobacco or snuff) tobacco products in the past 30 days in 2009.

Target setting method: 2 percentage point improvement.

Data source: Youth Risk Behavior Surveillance System (YRBSS), CDC, NCCDPHP.

TU–2.4 Reduce use of cigars by adolescents (past month).

Target: 8.0 percent.

Baseline: 14.0 percent of adolescents in grades 9 through 12 smoked cigars in the past 30 days in 2009.

Target setting method: Retention of Healthy People 2010 target.

Data source: Youth Risk Behavior Surveillance System (YRBSS), CDC, NCCDPHP.

TU–3: Reduce the initiation of tobacco use among children, adolescents, and young adults.

TU–3.1 Reduce the initiation of the use of tobacco products among children and adolescents aged 12 to 17 years.

Target: 5.7 percent.

Baseline: 7.7 percent of children and adolescents aged 12 to 17 years who had not previously used tobacco products in their lifetime first used tobacco products in the past 12 months in 2008.

Target setting method: 2 percentage point improvement.

Data source: National Survey on Drug Use and Health (NSDUH), SAMHSA.

TU–3.2 Reduce the initiation of the use of cigarettes among children and adolescents aged 12 to 17 years.

Target: 4.2 percent.

Baseline: 6.2 percent of children and adolescents aged 12 to 17 years who had not previously smoked cigarettes in their lifetime first smoked cigarettes in the past 12 months in 2008.

Target setting method: 2 percentage point improvement.

Data source: National Survey on Drug Use and Health (NSDUH), SAMHSA.

TU–3.3 Reduce the initiation of the use of smokeless tobacco products by children and adolescents aged 12 to 17 years.

Target: 0.5 percent.

Baseline: 2.5 percent of children and adolescents aged 12 to 17 years who had not previously used smokeless tobacco in their lifetime first used smokeless tobacco in the previous 12 months in 2008.

Target setting method: 2 percentage point improvement.

Data source: National Survey on Drug Use and Health (NSDUH), SAMHSA.

TU–3.4 Reduce the initiation of the use of cigars by children and adolescents aged 12 to 17 years.

Target: 2.8 percent.

Baseline: 4.8 percent of children and adolescents aged 12 to 17 years who had not previously smoked cigars in their lifetime first smoked cigars in the previous 12 months in 2008.

Target setting method: 2 percentage point improvement.

Data source: National Survey on Drug Use and Health (NSDUH), SAMHSA.

TU–3.5 Reduce the initiation of the use of tobacco products by young adults aged 18 to 25 years.

Target: 8.8 percent.

Baseline: 10.8 percent of young adults aged 18 to 25 years who had not previously used tobacco products in their lifetime first used tobacco products in the past 12 months in 2008.

Target setting method: 2 percentage point improvement.

Data source: National Survey on Drug Use and Health (NSDUH), SAMHSA.

TU–3.6 Reduce the initiation of the use of cigarettes by young adults aged 18 to 25 years.

Target: 6.3 percent.

Baseline: 8.3 percent of young adults aged 18 to 25 years who had not previously smoked cigarettes in their lifetime first smoked cigarettes in the past 12 months in 2008.

Target setting method: 2 percentage point improvement.

Data source: National Survey on Drug Use and Health (NSDUH), SAMHSA.

TU–3.7 Reduce the initiation of the use of smokeless tobacco products by young adults aged 18 to 25 years.

Target: 0.2 percent.

Baseline: 2.2 percent of young adults aged 18 to 25 years who had not previously used smokeless tobacco in their lifetime first used smokeless tobacco products in the previous 12 months in 2008.

Target setting method: 2 percentage point improvement.

Data source: National Survey on Drug Use and Health (NSDUH), SAMHSA.

TU–3.8 Reduce the initiation of the use of cigars by young adults aged 18 to 25 years.

Target: 4.1 percent.

Baseline: 6.1 percent of young adults aged 18 to 25 years who had not previously smoked cigars in their lifetime first smoked cigars in the previous 12 months in 2008.

Target setting method: 2 percentage point improvement.

Data source: National Survey on Drug Use and Health (NSDUH), SAMHSA.

TU–4: Increase smoking cessation attempts by adult smokers.

TU–4.1 Increase smoking cessation attempts by adult smokers.

Target: 80.0 percent.

Baseline: 48.3 percent of adult smokers aged 18 years and older attempted to stop smoking in the past 12 months in 2008 (age adjusted to the year 2000 standard population).

Target setting method: Retention of Healthy People 2010 target.

Data source: National Health Interview Survey (NHIS), CDC, NCHS.

TU–4.2 (Developmental) Increase smoking cessation attempts using evidence-based strategies by adult smokers.

Potential data source: National Health Interview Survey (NHIS), CDC, NCHS.

TU–5: Increase recent smoking cessation success by adult smokers.

5.1 Increase recent smoking cessation success by adult smokers.

Target: 8.0 percent.

Baseline: 6.0 percent of adult smokers aged 18 years and older last smoked 6 months to 1 year ago in 2008 (age adjusted to the year 2000 standard population).

Target setting method: 2 percentage point improvement.

Data source: National Health Interview Survey (NHIS), CDC, NCHS.

TU–5.2 (Developmental) Increase recent smoking cessation success by adult smokers using evidence-based strategies.

Potential data source: National Health Interview Survey (NHIS), CDC, NCHS.

TU–6: Increase smoking cessation during pregnancy.

Target: 30.0 percent.

Baseline: 11.3 percent of females aged 18 to 49 years (who reported having a live birth in the past 5 years and smoking at any time during their pregnancy with their last child), stopped smoking during the first trimester of their pregnancy and stayed off cigarettes for the rest of their pregnancy in 2005.

Target setting method: Retention of Healthy People 2010 target.

Data source: National Health Interview Survey (NHIS), CDC, NCHS.

TU–7: Increase smoking cessation attempts by adolescent smokers.

Target: 64.0 percent.

Baseline: 58.5 percent of adolescent smokers in grades 9 through 12 tried to stop smoking in the past 12 months in 2009.

Target setting method: Retention of Healthy People 2010 target.

Data source: Youth Risk Behavior Surveillance System (YRBSS), CDC, NCCDPHP.

Health Systems Change

TU–8: Increase comprehensive Medicaid insurance coverage of evidence-based treatment for nicotine dependency in States and the District of Columbia.

Target: 51 (50 States and the District of Columbia).

Baseline: 6 States had comprehensive Medicaid insurance coverage of evidence-based treatment for nicotine dependency in 2007.

Target setting method: Total coverage.

Data source: State Medicaid Coverage Survey for Tobacco-Dependence Treatments, Berkeley, Center for Health and Public Policy Studies (CHPPS).

TU–9: Increase tobacco screening in health care settings.

TU–9.1 Increase tobacco screening in office-based ambulatory care settings.

Target: 69.1 percent.

Baseline: 62.8 percent of office-based ambulatory care setting visits among patients aged 18 years and older had tobacco screening in 2007.

Target setting method: 10 percent improvement.

Data source: National Ambulatory Medical Care Survey (NAMCS), CDC, NCHS.

TU–9.2 Increase tobacco screening in hospital ambulatory care settings.

Target: 66.3 percent.

Baseline: 60.3 percent of hospital ambulatory care setting visits among patients aged 18 years and older had tobacco screening in 2007.

Target setting method: 10 percent improvement.

Data source: National Hospital Ambulatory Medical Care Survey (NHAMCS), CDC, NCHS.

TU–9.3 (Developmental) Increase tobacco screening in dental care settings.

Potential data source: Survey of Dental Practice, American Dental Association (ADA).

TU–9.4 (Developmental) Increase tobacco screening in substance abuse care settings.

Potential data source: National Survey of Substance Abuse Treatment Services (N-SSATS), SAMHSA.

TU–10: Increase tobacco cessation counseling in health care settings.

TU–10.1 Increase tobacco cessation counseling in office-based ambulatory care settings.

Target: 21.2 percent.

Baseline: 19.3 percent of visits to an office-based ambulatory care setting among current tobacco users aged 18 years and older had tobacco cessation counseling ordered or provided during that visit in 2007.

Target setting method: 10 percent improvement.

Data source: National Ambulatory Medical Care Survey (NAMCS), CDC, NCHS.

TU–10.2 Increase tobacco cessation counseling in hospital ambulatory care settings.

Target: 24.8 percent.

Baseline: 22.5 percent of visits to a hospital ambulatory care setting among current tobacco users aged 18 years and older had tobacco cessation counseling ordered or provided during that visit in 2007.

Target setting method: 10 percent improvement.

Data source: National Hospital Ambulatory Medical Care Survey (NHAMCS), CDC, NCHS.

TU–10.3 (Developmental) Increase tobacco cessation counseling in dental care settings.

Potential data source: Survey of Dental Practice, American Dental Association (ADA).

TU–10.4 (Developmental) Increase tobacco cessation counseling in substance abuse care settings.

Potential data source: National Survey of Substance Abuse Treatment Services (N–SSATS), SAMHSA.

Social and Environmental Changes

TU–11: Reduce the proportion of nonsmokers exposed to secondhand smoke.

TU–11.1 Reduce the proportion of children aged 3 to 11 years exposed to secondhand smoke.

Target: 47.0 percent.

Baseline: 52.2 percent of children aged 3 to 11 years were exposed to secondhand smoke in 2005–08.

Target setting method: 10 percent improvement.

Data source: National Health and Nutrition Examination Survey (NHANES), CDC, NCHS.

TU–11.2 Reduce the proportion of adolescents aged 12 to 17 years exposed to secondhand smoke.

Target: 41.0 percent.

Baseline: 45.5 percent of nonsmoking adolescents aged 12 to 17 years were exposed to secondhand smoke in 2005–08.

Target setting method: 10 percent improvement.

Data source: National Health and Nutrition Examination Survey (NHANES), CDC, NCHS.

TU–11.3 Reduce the proportion of adults aged 18 years and older exposed to secondhand smoke.

Target: 33.8 percent.

Baseline: 37.6 percent of nonsmoking adults aged 18 years and older were exposed to secondhand smoke in 2005–08 (age adjusted to the year 2000 standard population).

Target setting method: 10 percent improvement.

Data source: National Health and Nutrition Examination Survey (NHANES), CDC, NCHS.

TU–12: Increase the proportion of persons covered by indoor worksite policies that prohibit smoking.

Target: 100.0 percent.

Baseline: 75.3 percent of employed persons aged 18 years and older (who worked in indoor public worksites) were covered by indoor worksite policies that prohibited smoking in 2006–07.

Target setting method: Project/trend analysis.

Data source: Tobacco Use Supplement to the Current Population Survey (TUS–CPS), U.S. Census Bureau; DOL, BLS.

TU–13: Establish laws in States, District of Columbia, Territories, and Tribes on smoke-free indoor air that prohibit smoking in public places and worksites.

TU–13.1 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in private worksites.

Target: 51 (50 States and the District of Columbia).

Baseline: 30 had smoke-free indoor air laws that prohibit smoking in private worksites in 2009.

Target setting method: Total coverage.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.2 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in public worksites.

Target: 51 (50 States and the District of Columbia).

Baseline: 34 had smoke-free indoor air laws that prohibit smoking in public worksites in 2009.

Target setting method: Total coverage.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.3 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in restaurants.

Target: 51 (50 States and the District of Columbia).

Baseline: 28 (27 States and the District of Columbia) had smoke-free indoor air laws that prohibit smoking in restaurants in 2009.

Target setting method: Total coverage.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.4 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in bars.

Target: 51 (50 States and the District of Columbia).

Baseline: 22 (21 States and the District of Columbia) had smoke-free indoor air laws that prohibit smoking in bars in 2009.

Target setting method: Total coverage.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.5 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in gaming halls.

Target: 51 (50 States and the District of Columbia).

Baseline: 20 States had smoke-free indoor air laws prohibiting smoking in gaming halls in 2009.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.6 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in commercial daycare centers.

Target: 51 (50 States and the District of Columbia).

Baseline: 38 (37 States and the District of Columbia) had smoke-free indoor air laws that prohibit smoking in commercial daycare centers in 2009.

Target setting method: Total coverage.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.7 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in home-based daycare centers.

Target: 51 (50 States and the District of Columbia).

Baseline: 37 (36 States and the District of Columbia) had smoke-free indoor air laws that prohibit smoking in home-based daycare centers in 2009.

Target setting method: Total coverage.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.8 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in public transportation.

Target: 51 (50 States and the District of Columbia).

Baseline: 38 (37 States and the District of Columbia) had smoke-free indoor air laws that prohibit smoking in public transportation in 2009.

Target setting method: Total coverage.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.9 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in hotels and motels.

Target: 51 (50 States and the District of Columbia).

Baseline: 0 States or the District of Columbia had smoke-free indoor air laws that prohibit smoking in hotels and motels in 2009.

Target setting method: Total coverage.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.10 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in multiunit housing.

Target: 51 (50 States and the District of Columbia).

Baseline: 0 States or the District of Columbia had smoke-free indoor air laws that prohibit smoking in multiunit housing in 2009.

Target setting method: Total coverage.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.11 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in vehicles with children.

Target: 51 (50 States and the District of Columbia).

Baseline: 4 States had smoke-free indoor air laws that prohibit smoking in vehicles with children in 2009.

Target setting method: Total coverage.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.12 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in prisons and correctional facilities.

Target: 51 (50 States and the District of Columbia).

Baseline: 8 States had smoke-free indoor air laws that prohibit smoking in prisons and correctional facilities in 2009.

Target setting method: Total coverage.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU– 13.13 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in substance abuse treatment facilities.

Target: 51 (50 States and the District of Columbia).

Baseline: 9 States had smoke-free indoor air laws prohibiting smoking in substance abuse treatment facilities in 2009.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.14 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in mental health treatment facilities.

Target: 51 (50 States and the District of Columbia).

Baseline: 9 States had smoke-free indoor air laws prohibiting smoking in mental health treatment facilities in 2009.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU– 13.15 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking in entrances and exits of all public places.

Target: 51 (50 States and the District of Columbia).

Baseline: 1 State had a smoke-free indoor air law prohibiting smoking in entrances and exits of restaurants, bars, private worksites, and government worksites in 2009.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.16 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking on hospital campuses.

Target: 51 (50 States and the District of Columbia).

Baseline: 0 States and the District of Columbia had smoke-free indoor air laws prohibiting smoking on hospital campuses in 2009.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–13.17 Establish laws in States and the District of Columbia on smoke-free indoor air that prohibit smoking on college and university campuses.

Target: 51 (50 States and the District of Columbia).

Baseline: 1 State had a smoke-free indoor air law prohibiting smoking on college and university campuses in 2009.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU-14: Increase the proportion of smoke-free homes.

Target: 87.0 percent.

Baseline: 79.1 percent of adults aged 18 years and older reported that no smoking is allowed in their home in 2006–07.

Target setting method: 10 percent improvement

Data source: Tobacco Use Supplement to the Current Population Survey (TUS-CPS), U.S. Census Bureau; DOL, BLS.

TU-15: Increase tobacco-free environments in schools, including all school facilities, property, vehicles, and school events.

15.1 Increase tobacco-free environments in junior high schools, including all school facilities, property, vehicles, and school events.

Target: 100 percent.

Baseline: 65.4 percent of junior high schools had tobacco-free environments, including all school facilities, property, vehicles, and school events, in 2006.

Target setting method: Total coverage.

Data source: School Health Policies and Practices Study (SHPPS), CDC, NCCDPHP.

TU-15.2 Increase tobacco-free environments in middle schools, including all school facilities, property, vehicles, and school events.

Target: 100 percent.

Baseline: 58.7 percent of middle schools had tobacco-free environments, including all school facilities, property, vehicles, and school events, in 2006.

Target setting method: Total coverage.

Data source: School Health Policies and Practices Study (SHPPS), CDC, NCCDPHP.

TU-15.3 Increase tobacco-free environments in high schools, including all school facilities, property, vehicles, and school events.

Target: 100 percent.

Baseline: 66.1 percent of high schools had tobacco-free environments, including all school facilities, property, vehicles, and school events, in 2006.

Target setting method: Total coverage.

Data source: School Health Policies and Practices Study (SHPPS), CDC, NCCDPHP.

TU-15.4 (Developmental) Increase tobacco-free environments in Head Start, including all school facilities, property, vehicles, and school events.

Potential data sources: To be determined.

TU-16: Eliminate State laws that preempt stronger local tobacco control laws.

TU-16.1 Eliminate State laws that preempt stronger local tobacco control laws on smoke-free indoor air.

Target: 0 States and the District of Columbia.

Baseline: 12 States preempted stronger local tobacco control laws on smoke-free indoor air in 2009.

Target setting method: Total elimination.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU-16.2 Eliminate State laws that preempt stronger local tobacco control laws on advertising.

Target: 0 States and the District of Columbia.

Baseline: 18 States preempted stronger local tobacco control laws on advertising in 2009.

Target setting method: Total elimination.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU-16.3 Eliminate State laws that preempt stronger local tobacco control laws on youth access.

Target: 0 States and the District of Columbia.

Baseline: 22 States preempted stronger local tobacco control laws on youth access to tobacco products in 2009.

Target setting method: Total elimination.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU-17: Increase the Federal and State tax on tobacco products.

TU-17.1 Increase the Federal and State tax cigarettes.

Target: 52 (50 States, the District of Columbia, and the Federal Government).

Baseline: 0 States, the District of Columbia, and the Federal Government increased tax on cigarettes by \$1.50 over the tracking period beginning in 2010.

Target setting method: Maintain consistency with national programs, regulations, policies, and laws.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU-17.2 Increase the Federal and State tax smokeless tobacco products.

Target: 52 (50 States, the District of Columbia, and the Federal Government).

Baseline: 0 States, the District of Columbia, and the Federal Government increased tax on smokeless tobacco products by \$1.50 over the tracking period beginning in 2010.

Target setting method: Maintain consistency with national programs, regulations, policies, and laws.

Data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–17.3 (Developmental) Increase the Federal and State tax on other smoked tobacco products.

Potential data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–18: Reduce the proportion of adolescents and young adults in grades 6 through 12 who are exposed to tobacco advertising and promotion.

TU–18.1 Reduce the proportion of adolescents and young adults in grades 6 through 12 who are exposed to tobacco advertising and promotion on the Internet.

Target: 33.1 percent.

Baseline: 36.8 percent of adolescents and young adults in grades 6 through 12 were exposed to tobacco advertising and promotion on the Internet in 2009.

Target setting method: 10 percent improvement.

Data source: National Youth Tobacco Survey (NYTS), CDC.

TU–18.2 Reduce the proportion of adolescents and young adults in grades 6 through 12 who are exposed to tobacco advertising and promotion in magazines and newspapers.

Target: 19.3 percent.

Baseline: 48.6 percent of adolescents and young adults in grades 6 through 12 were exposed to tobacco advertising and promotion in magazines and newspapers in 2009.

Target setting method: Projection/trend analysis.

Data source: National Youth Tobacco Survey (NYTS), CDC.

TU– 18.3 (Developmental) Reduce the proportion of adolescents and young adults in grades 6 through 12 who are exposed to tobacco advertising and promotion in movies.

Potential data source: To be determined.

TU– 18.4 (Developmental) Reduce the proportion of adolescents and young adults in grades 6 through 12 who are exposed to tobacco advertising and promotion at point of purchase (convenience store, supermarket, or gas station).

Potential data source: To be determined.

TU–19: Reduce the illegal sales rate to minors through enforcement of laws prohibiting the sale of tobacco products to minors.

TU–19.1 Reduce the illegal sales rate to minors through enforcement of laws prohibiting the sale of tobacco products to minors in States and the District of Columbia.

Target: 51 (50 States and the District of Columbia).

Baseline: 5 States reported an illegal sales rate to minors of 5 percent or less in compliance checks in 2009.

Target setting method: Total coverage.

Data source: State Synar Enforcement Reporting, SAMHSA, CSAP.

TU–19.2 Reduce the illegal sales rate to minors through enforcement of laws prohibiting the sale of tobacco products to minors in Territories.

Target: 8 Territories.

Baseline: 1 Territory reported an illegal sales rate to minors of 5 percent or less in compliance checks in 2009.

Target setting method: Total coverage.

Data source: State Synar Enforcement Reporting, SAMHSA, CSAP.

TU–20: (Developmental) Increase the number of States and the District of Columbia, Territories, and Tribes with sustainable and comprehensive evidence-based tobacco control programs.

TU–20.1 (Developmental) Increase the number of States and the District of Columbia with sustainable and comprehensive evidence-based tobacco control programs.

Potential data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU– 20.2 (Developmental) Increase the number of Territories with sustainable and comprehensive evidence-based tobacco control programs.

Potential data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.

TU–20.3 (Developmental) Increase the number of Tribes with sustainable and comprehensive evidence-based tobacco control programs.

Potential data source: State Tobacco Activities Tracking and Evaluation System, CDC, NCCDPHP.