

Assure Infrastructure necessary to increase adoption of HE/AL

Strategy 3: Optimize Alignment & Coordination of Efforts

Presented by:

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Environment's Strategic Focus



Optimize Alignment and Coordination of Efforts Involving Healthy Eating and Active Living in Delaware

1. Identify efforts involving HE/AL in DE
 2. Planning Team: Analyze data; identify gaps; make recommendations
 3. Implementation Team: Selects strategy for each health behavior
 4. Leadership Team reviews selected recommendations
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Planning Group Recommendations

1. Develop effective and innovative multimedia campaigns targeting tobacco prevention and misinformation about e-cigarettes and emerging products
 2. Increase the number of students who receive 150 minutes of physical education (PE) per school week (elementary) [225 minutes of PE/week middle and high school]
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E-cigarette usage among Delaware Youth

Type of Tobacco Use DE Public High School Students	Delaware Prevalence	U.S. Median
Current cigarette smoking (use in past month)	9.9%	10.8%
Current cigar/ little cigar smoking (past month)	10.9%	10.3%
Have “ever tried” using e-cigarettes	40.5%	44.9%
Current e-cigarette user (use in past month)	23.5%	24.1%
Currently use any tobacco product(s)	29.8%	31.4%

E-cigarette usage among Delaware Youth

Of students who use e-cigarettes or other electronic smoking devices:

- 50% say they are using only e-cigarettes
 - 62% say they have at some time tried or used regular cigarettes
 - **37% say they have never smoked cigarettes**
 - 27.5% also smoke cigarettes
 - 32.5% of students also smoke little cigars or other cigars
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Don't be an E-Cig Guinea Pig



Guinea Cigs.mp4

Physical Education in Schools

- 150 minutes/week in Elementary Schools
 - 225 minutes/week in Middle & HS
 - District by District
 - Conflicting demands on available time
 - Political will
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