

North Carolina Research Partnerships in Tobacco Use Prevention and Control

Jim Martin, MS, North Carolina Tobacco Prevention
and Control Branch

Leah Ranney, PhD, UNC at Chapel Hill
Tobacco Prevention and Evaluation Program
School of Medicine

Major Contributing Research Partners

- UNC School of Medicine
 - Department of Family Medicine, Tobacco Prevention and Evaluation Program (TPEP)
- UNC Gillings School of Global Public Health
- Most interest is in applied research projects related to policy and systems change

Example Applied Research Projects with UNC School of Public Health

- Department of Health Behavior
 - Tobacco-free Schools—Tackle Smoking Project
 - Capstone Projects
 - Analysis of Media Coverage in Adopting the NC Smoke-free Restaurants and Bars Law
 - Smoke-free Multi-Unit Housing
 - Retail Tobacco Licensing, e.g. CounterTobacco
- UNC Department of Biostatistics
 - Public support among registered voters for the NC restaurant and bar smoke-free law.
- Cancer Research---UNC Lineberger Comprehensive Cancer Center

Example Applied Research Projects with UNC School of Medicine Department of Emergency Medicine

- Division of Public Health, Tobacco Prevention and Control Branch and the University of North Carolina Department of Emergency Medicine used statewide emergency department data from the North Carolina Disease Event Tracking and Epidemiologic Collection Tool (NCDETECT) to examine rates of heart attacks before the law in 2008 and 2009 compared to rates after the law took effect in 2010.
- Emergency room visits by North Carolinians experiencing heart attacks have declined by 21 percent since the January 2010 start of the state's Smoke-Free Restaurants and Bars Law.

Examples of Applied Research Projects with UNC
School of Medicine
Tobacco Prevention and Evaluation Program
(TPEP)

- Youth Tobacco Survey—Secondary Data Analysis
- QuitlineNC
- TRU Teen Tobacco Use Prevention Program
- TRU Media Campaign
- Tobacco-free Colleges