



Project TRUST **(Tobacco Reduction Using Effective Strategies & Teamwork)**

- California and Los Angeles County have made tremendous progress in reducing the prevalence of smoking over the past generation. In California, the overall cigarette consumption rates have decreased 67 percent, and rates of lung and bronchus cancers have declined over three times faster than the rest of the United States. In LA County, the overall smoking prevalence is 14.3 percent.
- More than one million adults in LA County continue to smoke.
- Among men, prevalence is significantly higher among African Americans (32.1%) than whites (16.2%), Latinos (17.7%) and Asians/Pacific Islanders (20.5%).
- Among women, prevalence is significantly higher among African Americans (19.6%) than Latinas (6.8%) and Asians/Pacific Islanders (3%), and marginally higher than whites (14%).
- In LA County, nearly 9,000 lives and \$4.3 billion are lost due to smoking and smoking-related diseases each year. The top five causes of death in the county – lung cancer, coronary heart disease, chronic airway obstruction, other cardiovascular disease and other cancers – are all associated with tobacco use.
- Project TRUST aims to further reduce smoking prevalence and decrease exposure to secondhand smoke, especially in disadvantaged communities, by implementing evidence-based policies and environmental change strategies that promote tobacco cessation and smoke-free environments.
- The LA County Department of Public Health will work with a broad range of community, city, and school partners to implement a wide range of strategies over the course of the next two years. These strategies include:
 - Implementing a county-wide media and advocacy campaign to reduce tobacco use and youth initiation into tobacco use.
 - Reducing indoor and outdoor secondhand smoke exposure.
 - Reducing youth consumption of tobacco products.
 - Discouraging tobacco use through pricing strategies.
 - Strengthening youth smoking prevention and cessation efforts.
 - Reducing smoking prevalence among vulnerable adult populations.
- More information about Project TRUST will be available as details are finalized. For more information about Public Health's Tobacco Control and Prevention Program, please visit: <http://publichealth.lacounty.gov/tob/index.htm>.

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