

Why Is This Important?



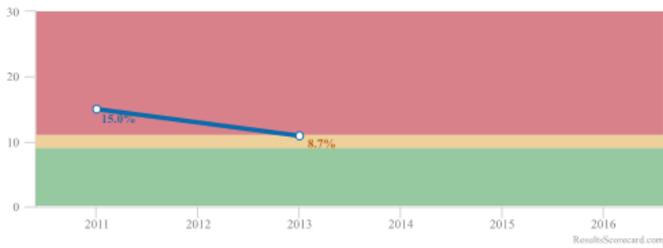
Nebraska Healthy People 2020: Tobacco Use

Tobacco use remains the single most preventable cause of disease and death in the United States today. According to the CDC, cigarette smoking (including deaths from secondhand smoke) is responsible for approximately 480,000 deaths annually - about 20 percent of all deaths in this country. Most of these deaths are due to cancer, cardiovascular disease, or respiratory disease. On average, adults who smoke cigarettes die 14 years earlier than nonsmokers. According to HealthyPeople.gov, for every one person who dies from tobacco use, 30 more people suffer from a tobacco-related illness. Other forms of tobacco use include the use of smokeless tobacco and cigar smoking, both of which pose health risks. In addition to the health risks that smokers pose to themselves, secondhand smoke causes heart disease and lung cancer in adults and a number of health problems in infants and children, including asthma, respiratory infections, ear infections, and sudden infant death syndrome (SIDS).

Indicators

	Time Period	Actual Value	Target Value	Current Trend	Baseline %Change
I HP2020 Percentage of adolescents in grades 9-12 who smoked cigarettes in the past 30 days.	2013	10.9%	8.7%	↘ 1	-27% ↓
	2011	15.0%	—	→ 0	0% →

Data Source: Nebraska Department of Education: Youth Risk Behavior Survey (YRBS)

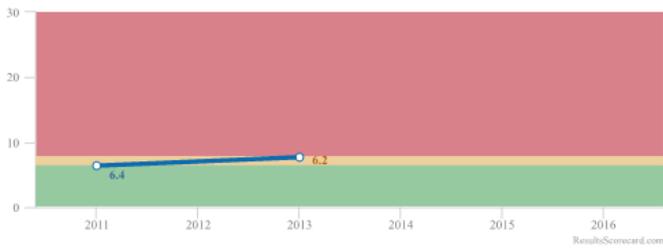


Story Behind the Curve

National Comparison 2013: 15.7%

I HP2020 Percentage of adolescents in grades 9-12 who used smokeless tobacco in the past 30 days.	2013	7.7	6.2	↗ 1	20% ↑
	2011	6.4	—	→ 0	0% →

Data Source: Nebraska Department of Education: Youth Risk Behavior Survey (YRBS)



Story Behind the Curve

National Comparison 2013: 8.8%

I HP2020 Percentage of adolescents in grades 9-12 who smoked cigars in the past 30 days.	2013	8.3	6.6	↘ 1	-14% ↓
	2011	9.6	—	→ 0	0% →

Data Source: Nebraska Department of Education: Youth Risk Behavior Survey (YRBS)



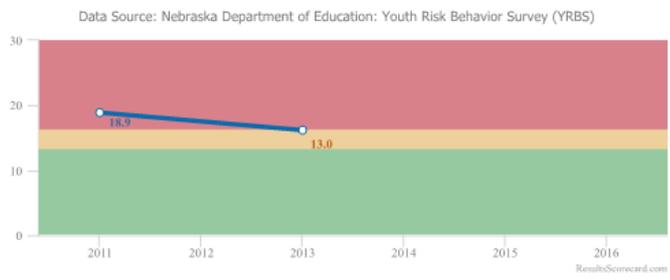
Story Behind the Curve

National Comparison 2013: 12.6%



HP2020 Percentage of adolescents in grades 9-12 who used any tobacco in the past 30 days.

2013	16.2	13.0	↘ 1	-14%	↓
2011	18.9	—	→ 0	0%	→



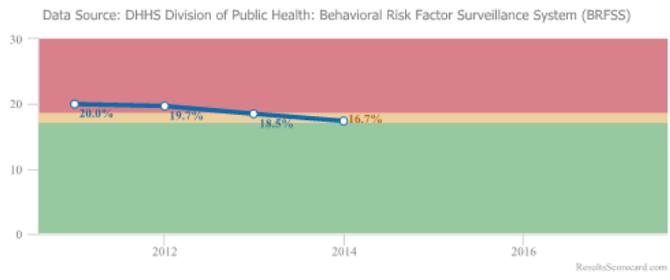
Story Behind the Curve

National Comparison 2013: 22.4%



HP2020 Percentage of adults aged 18 and over who currently smoke cigarettes.

2014	17.4%	16.7%	↘ 3	-13%	↓
2013	18.5%	—	↘ 2	-8%	↓
2012	19.7%	—	↘ 1	-2%	↓
2011	20.0%	—	→ 0	0%	→



Story Behind the Curve

National Comparison 2013: 19.0%

Nebraska Racial/Ethnic Comparison (2011-2013, combined, age-adjusted):

- White NH: 20.0%
- African American NH: 25.9%
- Native American NH: 39.2%
- Asian/Pacific Islander NH: 11.7%
- Hispanic: 15.7%

NH = Non-Hispanic

Why Is This Important?

The Nebraska Office of Governor Pete Ricketts hosts a 'How Nebraska Ranks' webpage reflecting five areas that will track how Nebraska ranks in a variety of key categories. The webpage is part of the Governor's continued commitment to apply business principles to government by measuring performance, improving operational excellence, and building a customer-friendly culture.

The "How Nebraska Ranks" page features rankings in five key categories: jobs and economic development; education and workforce development; fiscal strength; public safety; and health and welfare. "How Nebraska Ranks" is an online transparency tool that will allow Nebraska taxpayers to see how our state ranks nationally," said Governor Pete Ricketts.

The Health and Welfare category includes seven measures using data indicators that reflect the Nebraska data and the national rank:

- Overall Health Ranking
- Smoking - *The indicator above is the measure used on the 'How Nebraska Ranks' webpage.*
- Obesity
- Infant Mortality
- Immunization Coverage
- Teen Birth Rate
- Average Time to Adoption

The 'How Nebraska Ranks' webpage can be accessed at www.governor.nebraska.gov/statistics and will be updated on a regular basis to reflect ongoing changes in the individual rankings.

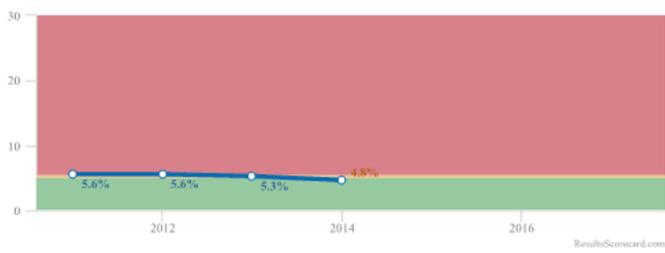
Click here for the press release about the unveiling of the 'How Nebraska Ranks' webpage: <https://governor.nebraska.gov/press/gov-ricketts-u...>



HP2020 Percentage of adults aged 18 and over who currently use smokeless tobacco.

2014	4.7%	4.8%	↘ 2	-16%	↓
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Data Source: DHHS Division of Public Health: Behavioral Risk Factor Surveillance System (BRFSS)



2013	5.3%	—	↘ 1	-5% ↓
2012	5.6%	—	→ 1	0% →
2011	5.6%	—	→ 0	0% →

Story Behind the Curve

National Comparison 2013: 4.3%

Nebraska Racial/Ethnic Comparison (2011-2013, combined, age-adjusted):

- White NH: 6.1%
- African American NH: 2.8%
- Native American NH: 3.0%
- Asian/Pacific Islander NH: 4.8%
- Hispanic: 2.6%

NH = Non-Hispanic

Definition

This scorecard is created to track performance, therefore the demonstration of data within color markers identifies the boundaries of what we define as success. In some instances, a trend may be moving in the wrong direction, but still may be within our 'Target for Success' area. The use of Color Bands and Color Arrows help to define the Target for Success and Current Progress.

Green, Black and Red arrows are used to reflect our 'Current Progress' status.

- GREEN Arrow = We're getting better!
- BLACK Arrow = We're maintaining our position.
- RED Arrow = We're going in the wrong direction.

Green, Yellow or Red color bands are used to reflect our 'Target for Success' zones.

- GREEN Color Band = We've reached our Target for Success!
- YELLOW Color Band = We're making progress, but not quite there yet.
- RED Color Band = We're below our Target for Success.

Data is described with the Time Period, Actual Value, Target Value, Current Trend and Baseline Change %. These mean:

- Time Period - The most current time period for which the data were available.
- Actual Value - The actual level of achievement, the most current data point for the indicator; also shown in a Color Band to reflect if that value is or is not within our Target for Success zone.
- Target Value - The desired level of achievement for the data indicator.
- Current Trend - The direction of progress is shown by a Color Arrow to reflect our Current Progress status, and also noting for how many data points the direction been occurring.
- Baseline Change % - The percentage of change between the baseline data point and the current data point (actual value); also shown with a Color Arrow to describe Current Progress status.

Actions

Name	Assigned To	Status	Due Date	Progress
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File Attachments

File Name
