



Summary of Key Successes and Accomplishments in SFY 2022

- TPC launched the [Vape Free Indiana School Toolkit](#), providing resources for Indiana school staff, including administrators, teachers, and health services staff, who are working to address the use of addictive tobacco products, especially e-cigarettes in schools.
- Indiana's youth empowerment movement, [VOICE](#), has grown from 290 members to 519 active youth, including 342 action squad members, 120 core team leaders, and 57 alumni members.
- The partnership with the Indiana High School Athletic Association (IHSAA) continued in FY22 to share a campaign called [Don't Puff This Stuff](#) to help end vaping among Hoosier teens. The IHSAA's social media channels generated a total of 23 million impressions to date.
- The [Behind the Haze](#) campaign focusing on youth and young adults implemented three ads each averaging 12 million impressions.
- TPC local partners completed tobacco retailer audits in 35 counties, collecting observational data on tobacco product availability and marketing at the point of sale.
- The Indiana Tobacco Quitline/Quit Now Indiana was rebranded, and the logo was refreshed along with several marketing materials. The Quitline served 8,903 total participants (5,258 registered callers, 472 web users, and 3,173 individual services users) in SFY 2022.
- Twelve health systems change partners focused on implementing best practices for Tobacco Dependence Treatment, quality improvement, and utilization of the Electronic Health Records (EHR) systems. An additional 13 tobacco-free recovery partners are focusing on implementing tobacco free grounds and treatment strategies, in partnership with the Division of Mental Health and Addiction.
- TPC funded local coalitions in 39 counties with 48 community partners, reaching approximately three quarters of Indiana's population. Coalitions implemented 8,088 program activities during SFY 2022, ranging from Quitline outreach to community presentations to delivery of training.
- TPC held its biennial Partnership Kick-off Meeting in September 2021 to prepare partners for the new two-year grant cycle. During this two-day virtual conference that reached over 100 partners, TPC staff and several state and national experts presented content related to the meeting's theme, *The Journey to Equitable Tobacco Control*.

