

# Indiana's Tobacco and Opioid Epidemics

Presented to:

Indiana Workplace Wellness Partnership

October 14, 2016

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**RICHARD M. FAIRBANKS FOUNDATION, INC.**

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# Contents

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- **Introduction**
- **Overview of the Richard M. Fairbanks Foundation**
- **State of Health in Indiana**
- **Our Health Funding Priorities**
- **Role of Employers**
- **Questions**

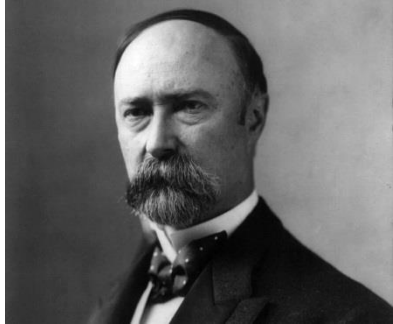
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# Fairbanks Family History: C.W. and Cornelia Cole Fairbanks

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- Richard M. Fairbanks, Jr. (“Dick”) was the grandson of Indianapolis resident Charles Warren (“C.W.”) Fairbanks, a successful lawyer who was active with the Indiana Republican Party.
- C.W. Fairbanks was in the investor group that purchased *The Indianapolis News* in the late 1800's.
- In 1897, C.W. Fairbanks was elected by Indiana voters to the U.S. Senate.
- He was re-elected in 1903 but resigned in 1904 to join the campaign trail with Theodore Roosevelt.
- Roosevelt was elected President and Fairbanks served as his Vice President from 1905 to 1909.
- C.W. Fairbanks was married to Cornelia Cole Fairbanks and the couple resided in Indianapolis in a brick and cut-stone mansion located at the southwest corner of Thirtieth and North Meridian Streets.
- Cornelia Cole served as president general of the National Society of the Daughters of the American Revolution.
- Charles Warren Fairbanks (1852-1918) and Cornelia Cole Fairbanks (1852-1913) are buried together at Crown Hill Cemetery in Indianapolis.



# Dick Fairbanks, Founder and Owner of Fairbanks Communications, Inc.

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- Born in 1912 in Indianapolis. Died in August 2000.
- Attended Yale University and served as a naval officer in WWII.
- Joined the family newspaper business in 1931.
- In 1948, Dick Fairbanks negotiated the merger of *The Indianapolis News* with *The Indianapolis Star*. In the same year, he formed a company to purchase WIBC radio station, called Fairbanks Communications.
- His company owned and operated 20 radio stations around the country, a television station in Atlanta, cable television systems, a charter airplane company, and had interests in real estate.
- Established the Indianapolis Motor Speedway Radio Network.
- Served on many boards, including Butler University, United Way of Central Indiana, the Indianapolis Museum of Art, and Merchants National Bank.
- One of the owners of the Indiana Pacers in the 1980's.
- First wife, Mary Caperton, passed away in 1967. Second wife, Virginia Nicholson Brown, passed away in 2007.

# Richard M. Fairbanks Foundation Established in 1986, Fully Capitalized in 2002

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## Creating the Foundation

- Dick Fairbanks did not want to pass on his sizeable wealth to his children. He gave them educational opportunities, and it was up to them to make a life for themselves.
- In October 1986, the Richard M. Fairbanks Foundation was incorporated and capitalized with a \$5,000 contribution from Dick Fairbanks.
- Dick made large contributions to the Foundation beginning in the mid-1990s following the sale of various radio and cable properties by Fairbanks Communications.
- Following his death in August 2000, the Foundation was fully capitalized.
- In August 2000, Len Betley, Dick Fairbanks' attorney, was named President and Chairman of the Richard M. Fairbanks Foundation and served in these roles until the end of 2014.

## Overview of the Foundation

- Independent, private foundation (not affiliated with Fairbanks Hospital)
- 9 Board members. Board Chair: Daniel Appel.
- 10 staff members
- Foundation assets: approximately \$300M. Annual giving: approximately \$15M.
- Geographic focus: Indianapolis

# Sample of Largest Grants Awarded by the Foundation

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**\$20M – Richard M. Fairbanks School of Public Health at IUPUI**

**\$15M – Virginia B. Fairbanks Art & Nature Park at the Indianapolis Museum of Art**

**\$10M – Butler University Sciences Building**

**\$10M – The Mind Trust (cumulative)**

**\$8.7M – BioCrossroads (cumulative)**

**\$7.4M – Charles Warren Fairbanks Center for Medical Ethics at Methodist Hospital**

**\$6M – Fairbanks Hall at Indiana University School of Medicine**

**\$6M – New Eskenazi Hospital**

**\$5M – Marian University College of Osteopathic Medicine**

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# The U.S. ranks very poorly in health indicators compared with other economically advanced countries

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Among 13 economically-advanced countries, the U.S. is:

- 13th (last) for low-birth weight babies
- 13th (last) for neonatal and infant mortality
- 13th (last) for years of potential life lost
- 10th for age-adjusted mortality
- 1st in dollars spent/year/per capita on health care

Countries Evaluated in Rank Order:

Japan, Sweden, Canada, France, Australia, Spain, Finland, Netherlands, United Kingdom, Denmark, Belgium, United States and Germany

OECD Health Data 2013

# Compared with other states, Indiana fares poorly on almost every health index

## Indiana National Health Rankings in 2014

Overall Health Ranking	41 <sup>st</sup>
Obesity Rank	43 <sup>rd</sup>
Smoking Rank	39 <sup>th</sup>
Diabetes Rank	39 <sup>th</sup>
Health Determinants Rank <i>(Determinants include behaviors, community and environment, public and health policies, clinical care, etc.)</i>	41 <sup>st</sup>
Health Outcomes Rank <i>(e.g., diabetes, poor mental/physical health days, infant mortality, cardiovascular/cancer deaths, premature deaths, etc.)</i>	41 <sup>st</sup>
Public Health Spending	47 <sup>th</sup>
CDC and HRSA Funding Received	50 <sup>th</sup>

# Indiana: Only 3 Measures in Top Quintile of 50 States

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Health Factor	2015 Rank	2014 Rank
HS Graduates	8 ↑	28
Salmonella Cases	9 ↑	14
Meningococcal Vaccine - Adolescents	10 ↓	2



# Indiana: Below Average in 25 of 34 Measures

Lowest Quintile of 50 States in:

Health Factor	2015 Rank	2014 Rank
Physical Inactivity	41 ↑	43
Immunizations: 19-35 mos.	42 ↓	33
Prevent. Hospitalizations/1000 M-care Disch.	42 ↓	41
Cancer Deaths/100K	42	42
HPV Vaccine: Males	43	N/A
Adult Smoking	44 ↓	39
Adult Obesity	44 ↓	42
Dentists/100K	45	45
Air Pollution	47 ↑	48
Public Health Funding	48 ↓	47

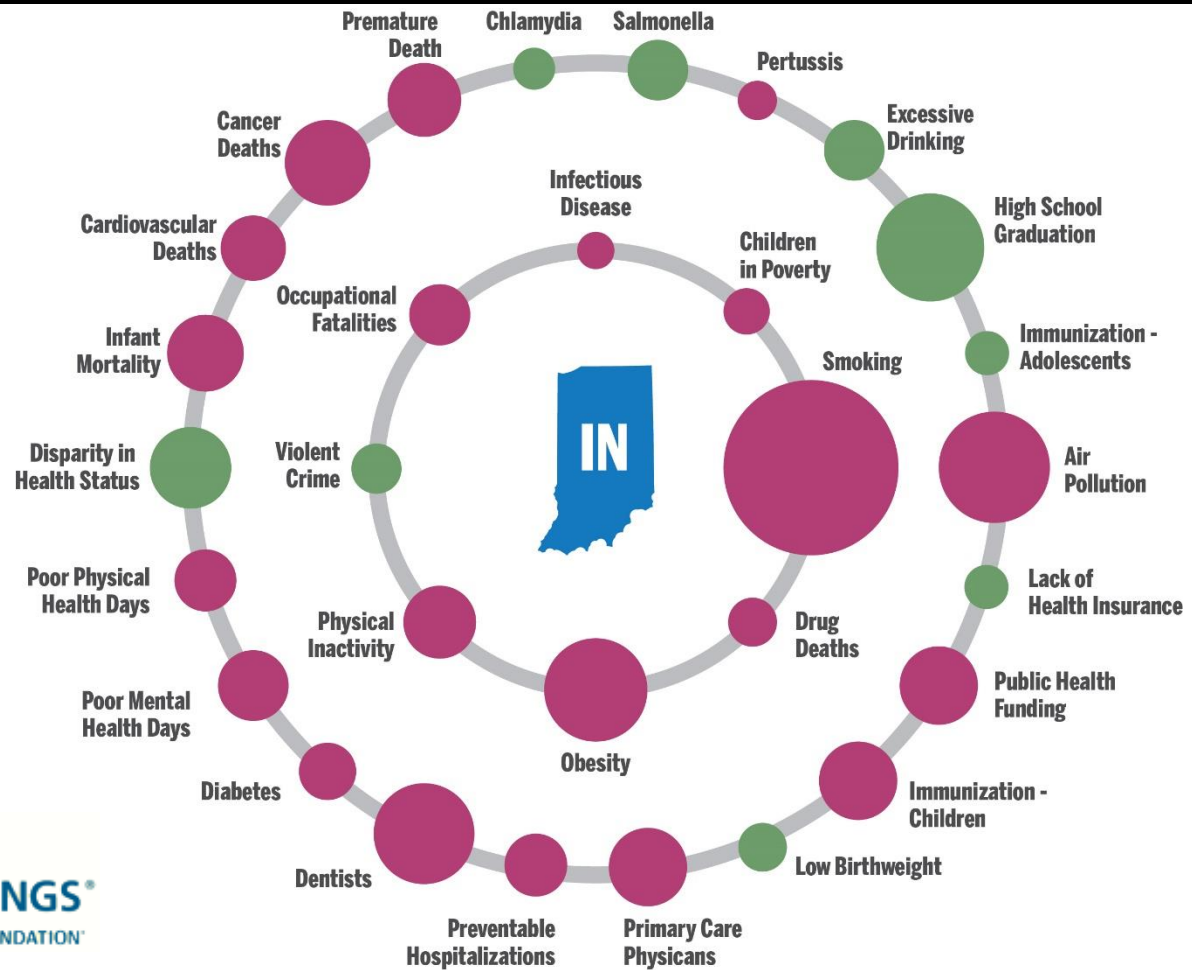
# Other Notable Indiana Health Measures

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Health Factor	2015 Rank	2014 Rank
Violent Crime – Offenses/100K	29 ↓	26
Diabetes	32 ↑	39
Cardiovascular Deaths/100K	39	39
Drug Deaths/100K	35	35
Premature Deaths – Years Lost/100K	40 ↓	39



# Core Measure Impact



# Tobacco Use: Indiana's Largest Health Challenge

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- Tobacco use causes some of the most deadly and costly diseases, including cancer, heart disease and emphysema.
- Tobacco causes harm to the reproductive health system, and damages nearly every organ in the human body.

## Smoking causes:

9 out of 10 deaths from lung cancer

3 out of 10 deaths from all cancers

8 out of 10 cases of chronic obstructive pulmonary disease, such as emphysema

3 out of 10 deaths from heart disease

Campaign for Tobacco Free Kids, [http://www.tobaccofreekids.org/facts\\_issues/tobacco\\_101/](http://www.tobaccofreekids.org/facts_issues/tobacco_101/).

# Tobacco Use: Indiana's Most Costly Health Challenge

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- **Lives Lost:**
  - Adults who die each year from smoking: **11,100**
  - Kids alive today who will die prematurely from smoking: **151,000**
- **Financial Costs:**
  - For **every pack** of cigarettes sold in the state, Indiana state spends **\$15.90** in health care costs related to smoking and lost productivity.
  - Annual health care costs due to smoking: **\$2.93 billion**
  - Medicaid costs: **\$589.8 million**
  - State/federal annual tax burden: **\$982 per household**
  - Smoking-caused productivity losses: **\$2.6 billion**
  - Est. tobacco company marketing expenditures (IN): **\$294.9 million**

Campaign for Tobacco Free Kids, [http://www.tobaccofreekids.org/facts\\_issues/toll\\_us/indiana](http://www.tobaccofreekids.org/facts_issues/toll_us/indiana)  
ISDH, Tobacco Prevention and Control, [http://www.in.gov/isdh/tpc/files/Indianas\\_Tobacco\\_Burden\\_12\\_29\\_2014.pdf](http://www.in.gov/isdh/tpc/files/Indianas_Tobacco_Burden_12_29_2014.pdf)



# We Know How to Decrease Smoking

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A large body of scientific evidence exists:

- Raise the price of tobacco products
- Enact comprehensive indoor air laws
- Restrict access - e.g., Tobacco21
- Adequately fund tobacco control programs (state and local)
- Implement counter-advertising campaigns

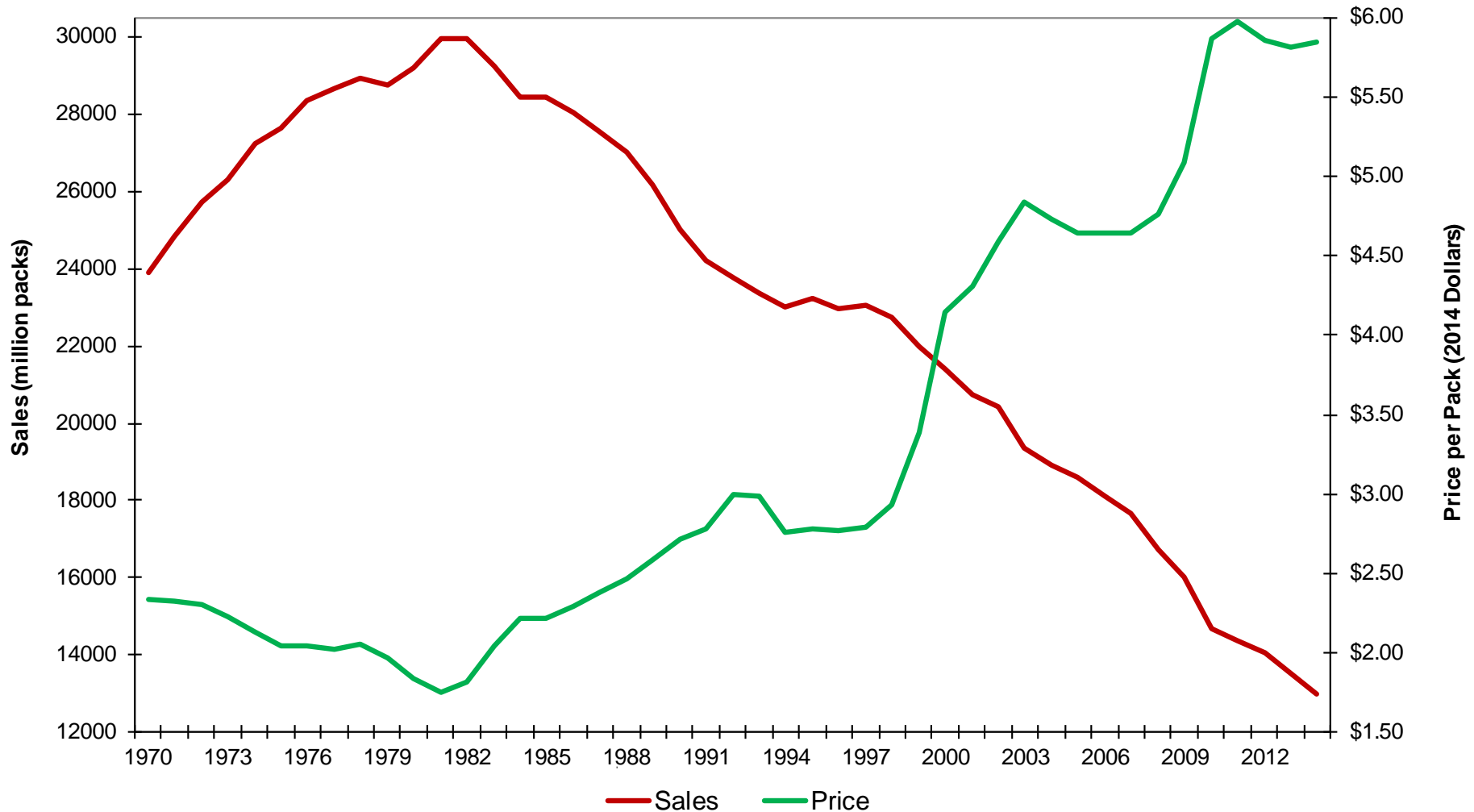


# Price increase: Single most effective way to reduce tobacco use

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- Hundreds of studies demonstrating effectiveness of cigarette price increases in reducing smoking
  - Reduced consumption
  - Lower prevalence
  - Increased quitting
- Particularly effective in reducing use among high risk populations
  - Deter initiation/uptake among young people
  - Greater impact on low-SES populations

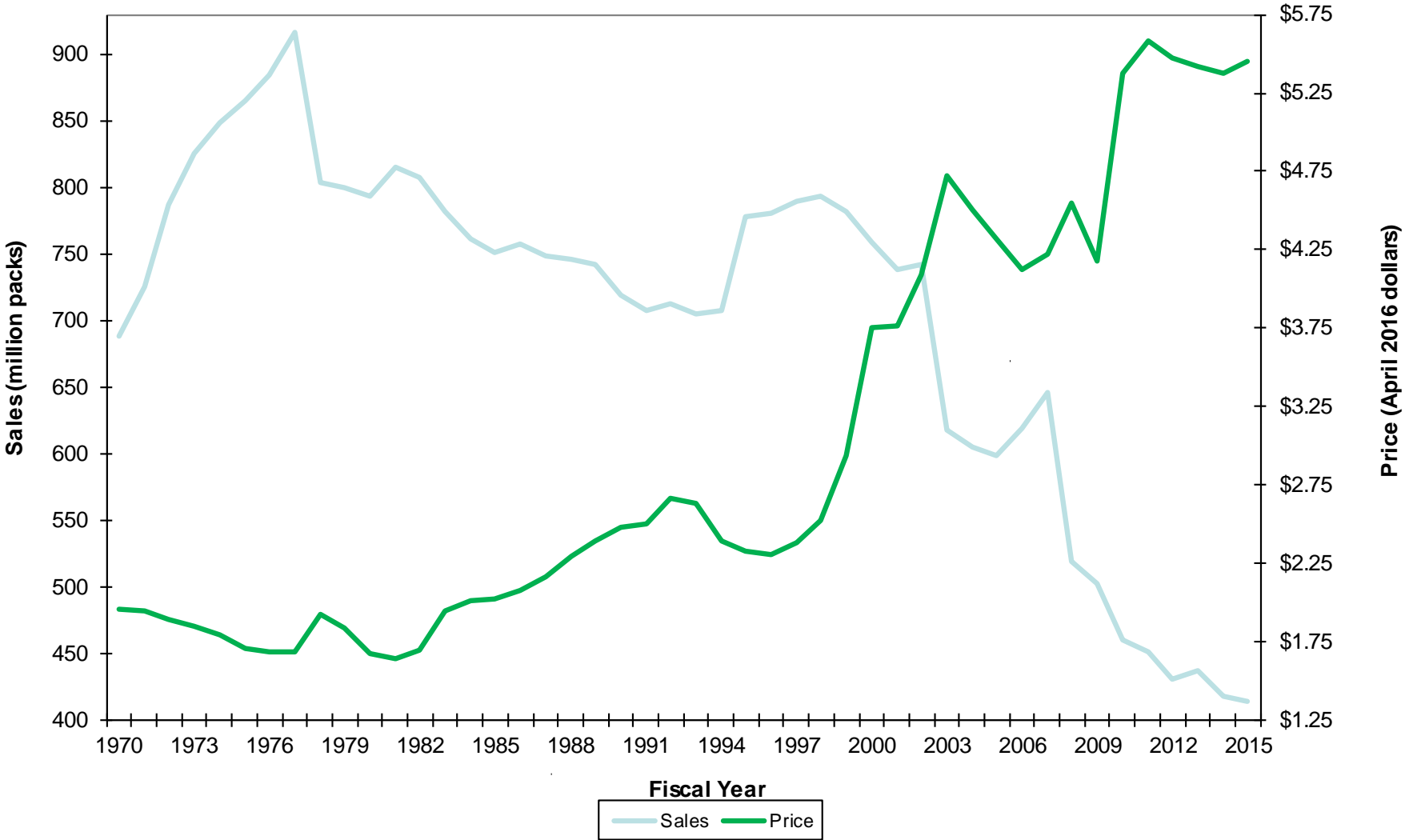
# Cigarette Prices and Cigarette Sales United States, 1970-2014



From presentation by Dean Paul Halverson, IU  
Richard M. Fairbanks School of Public Health at IUPUI

Source: *Tax Burden on Tobacco*, 2015, and author's calculations

# Cigarette Prices and Sales Indiana, Inflation Adjusted, 1970-2015

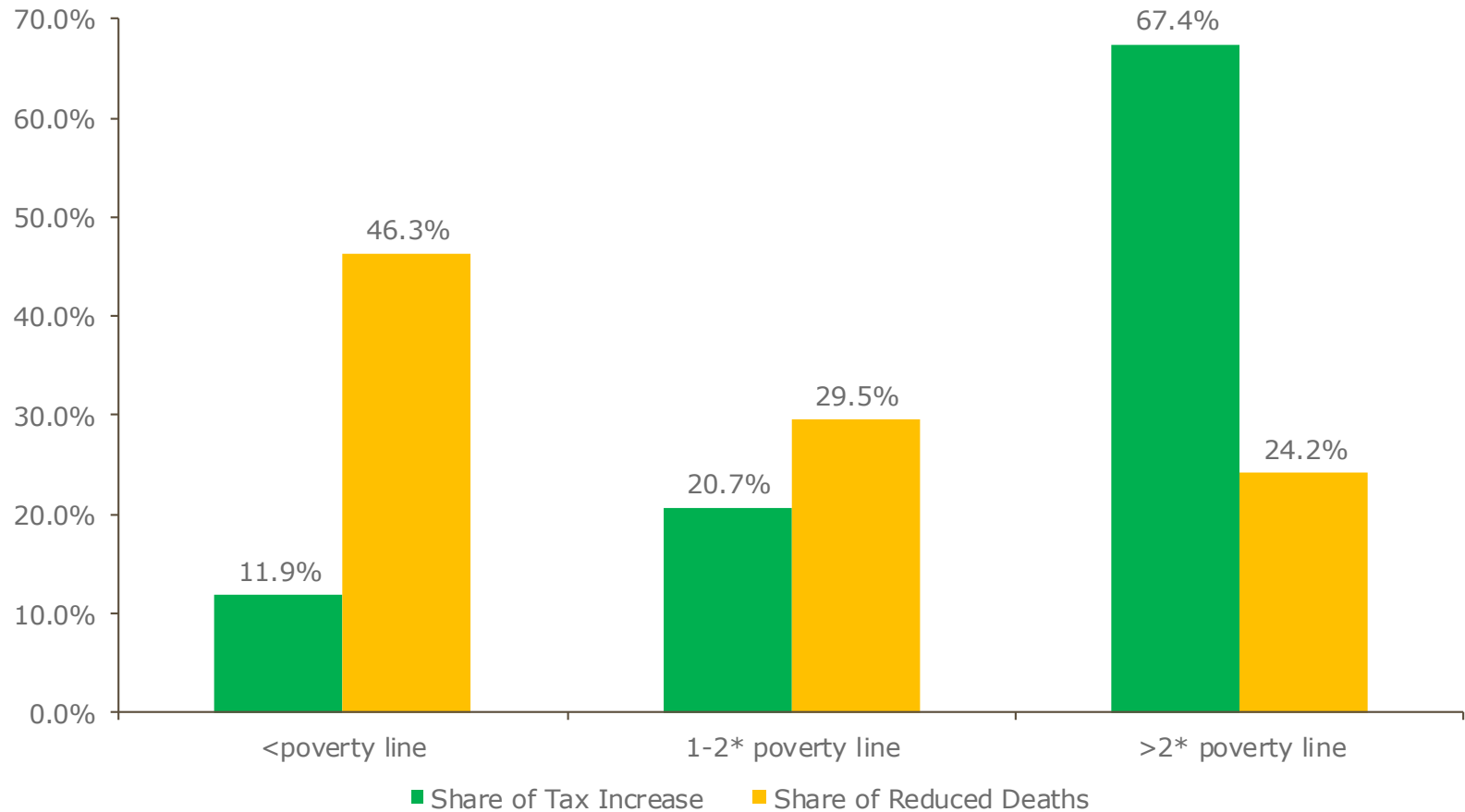


From presentation by Dean Paul Halverson, IU  
Richard M. Fairbanks School of Public Health at IUPUI

Source: Tax Burden on Tobacco, 2016, and author's calculations

# Who Pays & Who Benefits: Impact of Federal Tax Increase, U.S., 2009

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# Prescription Drug Abuse Background

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- Deaths from prescription pain relievers have reached epidemic levels over the past 15 years.
- Common opioid or narcotic painkillers:
  - Vicodin (hydrocodone)
  - OxyContin (oxycodone)
  - Opana (oxymorphone)
  - Methadone

In 2010:

- Nearly 15,000 people die every day from overdose of painkillers.
- One in 20 Americans (aged 12 and over, 12 million people) reported using painkillers for non-medical purposes; prevalence has continued to escalate rapidly.
- Enough painkillers were prescribed to medicate every American around the clock for a month.

# Adverse Effects of Prescription Drug Abuse in Indiana

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- Poisoning is the leading cause of injury death in Indiana; drug overdoses cause 9 of 10 poisoning deaths (**91.3%**).
- Overdoses **increased 5X between** 1999-2012, surpassing motor vehicle deaths in 2008.
  - Death rate - drug overdose: **15.8/100,000**
  - Death rate – motor vehicle: **11.2/100,000**
- In 2014, **1,152 people in Indiana** died from drug poisoning. Indiana ranks 15<sup>th</sup> nationwide for drug overdose fatalities.
- In 2014, **657 infants in Indiana** were born with Neonatal Abstinence Syndrome, which results from maternal opioid use

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# Foundation's Health Funding Priorities

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- The mission of the Foundation is **to advance the vitality of Indianapolis and the well-being of its people.**
- Grants are awarded to tax-exempt organizations serving greater Indianapolis, Indiana, with an emphasis on Marion County.
- The Foundation has three focus areas: Education, Health, and the Vitality of Indianapolis.
- Two primary root causes of Indianapolis' poor public health outcomes are tobacco use and other substance abuse.
- To address these challenges, the Foundation has established two goals in its Health focus area:
  - Reduce the rate of **tobacco** use.
  - Reduce the rates of **prescription opioid abuse and heroin** use.

# Achieving Our New Goals

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- Cross-sector partnerships
  - Grantees/ non-profit sector
  - Foundation colleagues
  - Corporations
  - Public sector
  - Other civic and community partners
- Focus on systemic reform, and developing scalable models
- Communicating what is, and what isn't, working

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# What Can Employers Do?

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- Implement and ensure full compliance with a tobacco-free workplace, including parking areas
- Implement CDC's evidence-based program recommendations for employers:  
[http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/pdfs/2014/comprehensive.pdf](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf)
- Provide ongoing training and information to employees about healthcare benefits supporting treatment
  - It takes between 6-10 attempts before a person successfully quits tobacco
  - Evidence demonstrates that Medication Assisted Treatment for tobacco, alcohol and other substance abuse is far more effective than attempting to quit “cold turkey”
  - State of Indiana funds the Tobacco Quitline: **1-800-QUIT-NOW**

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