

How well do state tobacco prevention program websites share thirdhand smoke information?

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Background

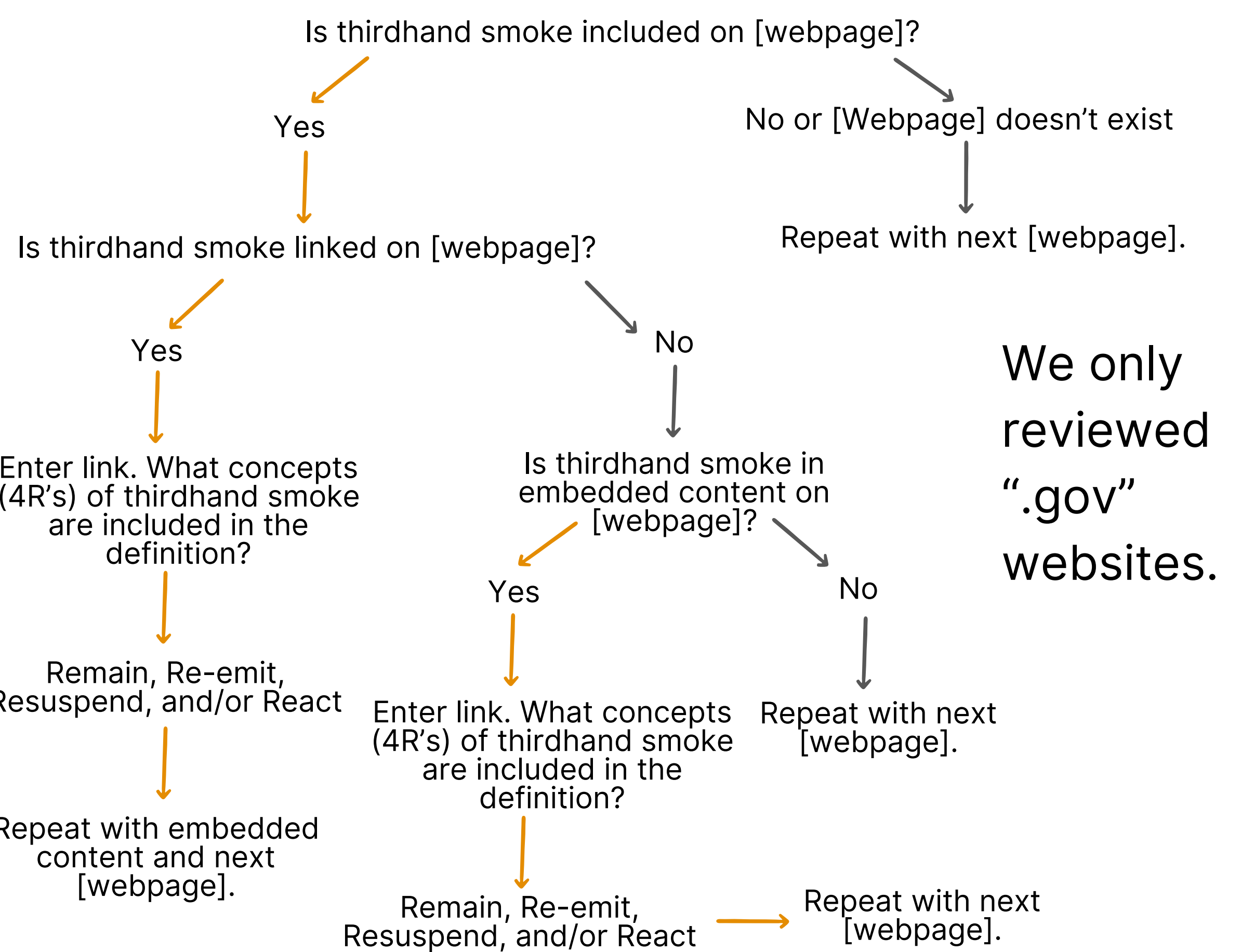
- Thirdhand smoke is the toxic residue that **remains** on surfaces, **re-emits** into the air, **resuspends** in dust, and **reacts** with other chemicals.¹
- People can be exposed to thirdhand smoke by touching contaminated surfaces, breathing polluted air, or swallowing the toxic residue.¹
- While awareness of thirdhand smoke and its health risks is growing, research suggests that education about thirdhand smoke is still needed.²
- All state health departments have a responsibility to educate the public about tobacco prevention.
- Inquiries to the Thirdhand Smoke Resource Center suggest that health departments are in need of information about thirdhand smoke.

Our Goal

Evaluate state health department tobacco prevention websites for inclusion and accuracy of thirdhand smoke content.

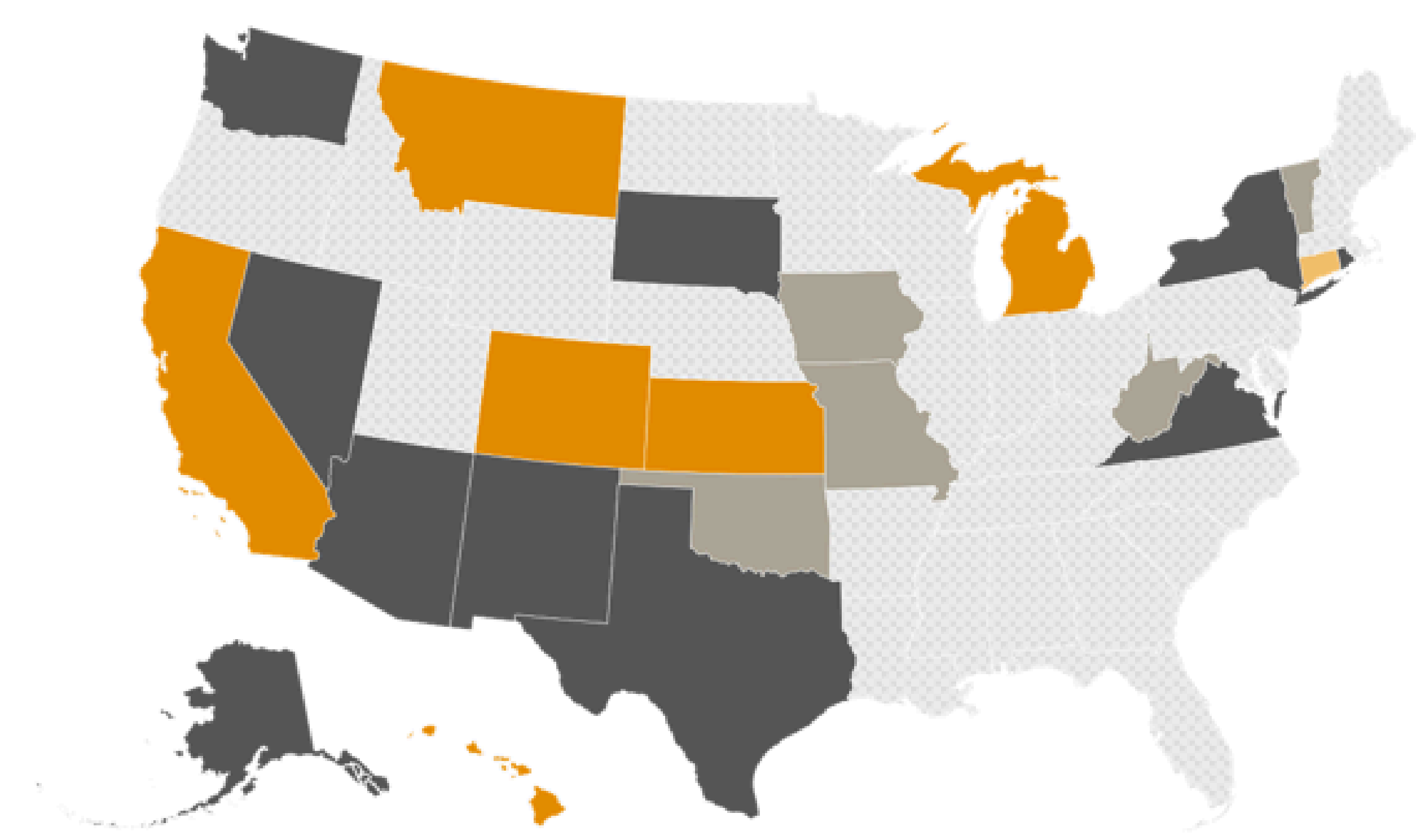
Methods

- Identified the tobacco control program website for all 50 state health departments.
- Followed this workflow for webpages about the homepage, housing, secondhand smoke, vaping, factsheets, FAQs, and search bar queries:



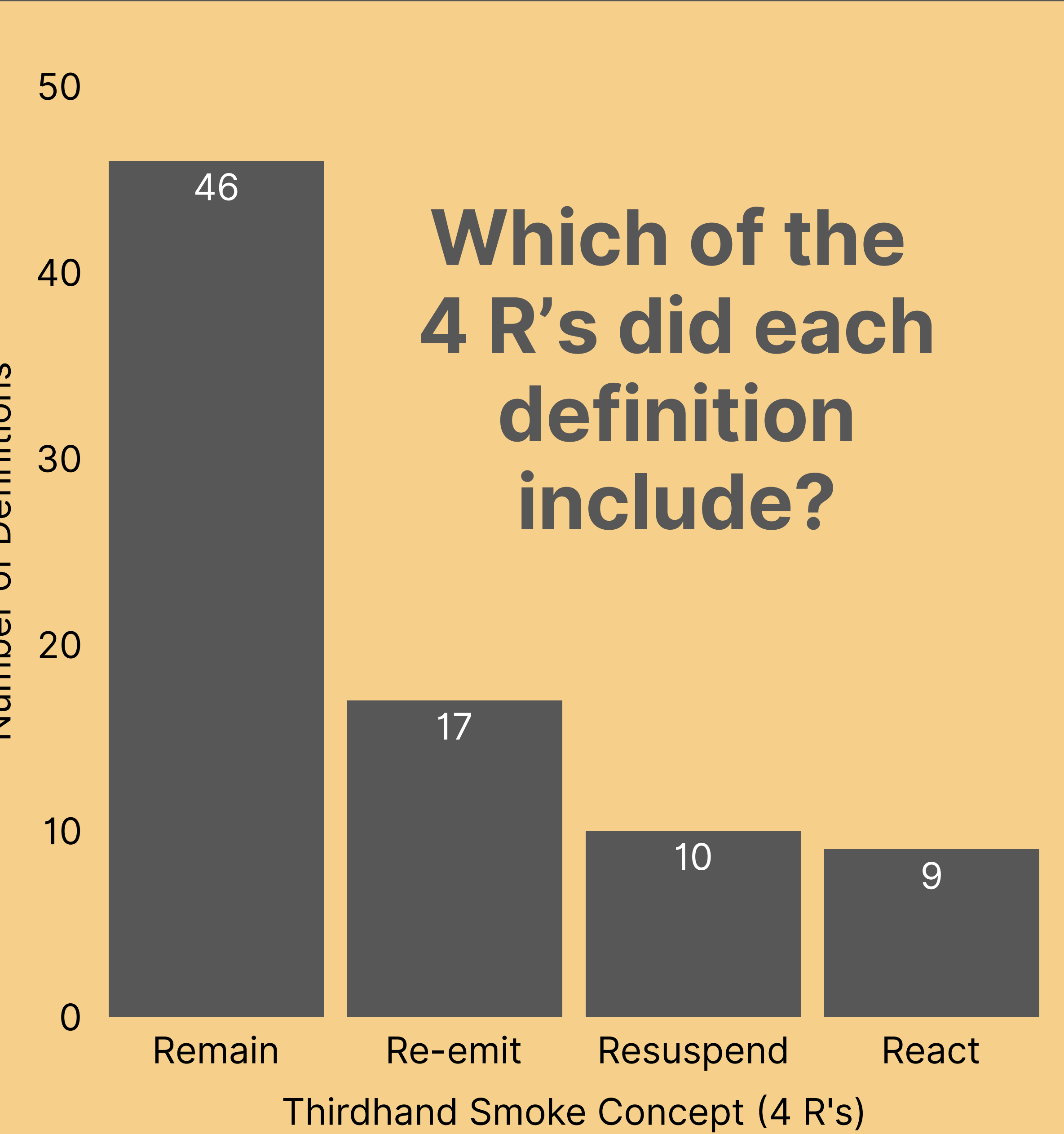
Less than 50% of state health departments include the phrase "thirdhand smoke" on their website.

22 states included the phrase "thirdhand smoke" on their website.



1 had no definition
9 included 1 R*
5 included 2 R's
1 included 3 R's
6 included 4 R's

*The 4 R's is the definition that thirdhand smoke remains, re-emits, resuspends, and reacts.



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On what webpages did states include thirdhand smoke?

10 Secondhand smoke
7 Smokefree housing
7 Homepage
1 Vaping

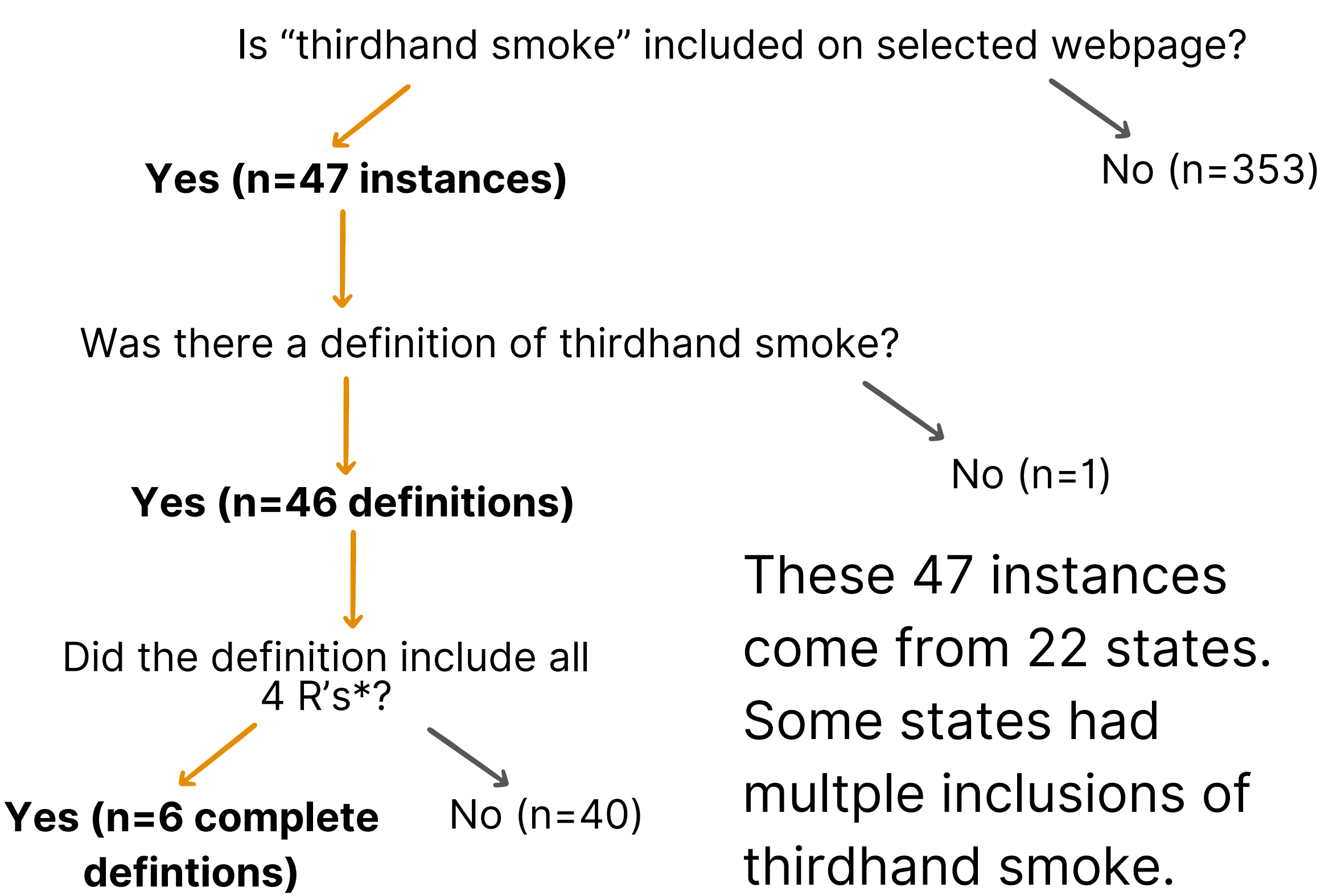


Scan the QR code to read or download the poster.

THIRDHAND SMOKE Resource Center

Results

Based on our method workflow, we looked for the phrase "thirdhand smoke" in 400 places on the state websites.



These states included "thirdhand smoke" on the most number of webpages:



Discussion

- Over 50% of states still need to include thirdhand smoke on their websites.
- Even of the 22 states that do include thirdhand smoke, 16 of these states need a more complete definition that includes the 4 R's.
- A complete thirdhand smoke definition would improve state tobacco prevention programs' efforts to adequately inform the public about the health risks of thirdhand smoke.
- Some state health departments appeared to link out to other tobacco prevention organizations. Future reserach could explore these websites. In this study, we only reviewed ".gov" websites.
- Future research could determine the accessibility of thirdhand smoke information is as well as how thirdhand smoke is integrated into other tobacco prevention topics on state websites.

References

1. "What is Thirdhand Smoke?" Thirdhand Smoke Resource Center. 2025. https://thirdhandsmoke.org/what-is-thirdhand-smoke_post/

2. Record R, Greiner L, Wipfli H, et al. Thirdhand Smoke Knowledge, Attitudes, and Behavior: Development of Reliable and Valid Self-report Measures. Nicotine & Tobacco Research, 2022;21(1):141-145. doi: [10.1093/ntr/ntab133](https://doi.org/10.1093/ntr/ntab133)

