



Tobacco Use and Exposure in Medicaid Youth

SKY Focus

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July 2026



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Medicaid and SKY Youth in Kentucky

Medicaid & SKY Members

Medicaid enrollees up to 20 years old;

SKY members up to 26 years old in foster and kinship care, private childcare, adoption, residential and independent living facilities, and DJJ-committed youth



EPSDT Population

Medicaid & SKY enrollees up to age 20

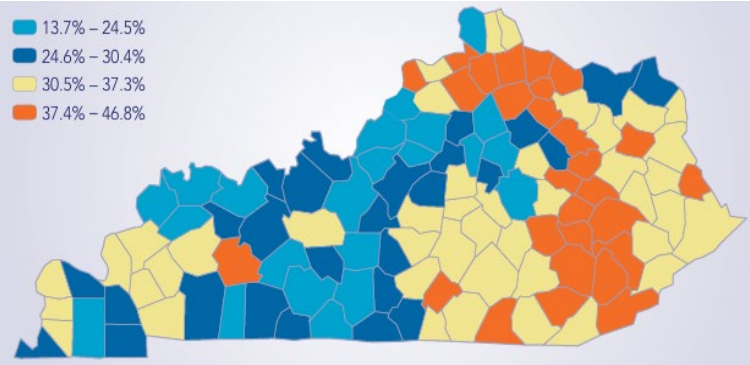
Ages	# Members
0	4,833
1-5 Years	28,829
6-14 Years	64,815
15-20 Years	47,485

Smoking, Vaping and Secondary exposure

Trends in smoking and vaping among Kentucky youth, with a focus on the higher risks faced by SKY program members.



Secondhand Use (0-17 Yrs)



Prevention & Intervention

Prevention and cessation efforts aimed at reducing early nicotine use and secondhand exposure



Neonatal

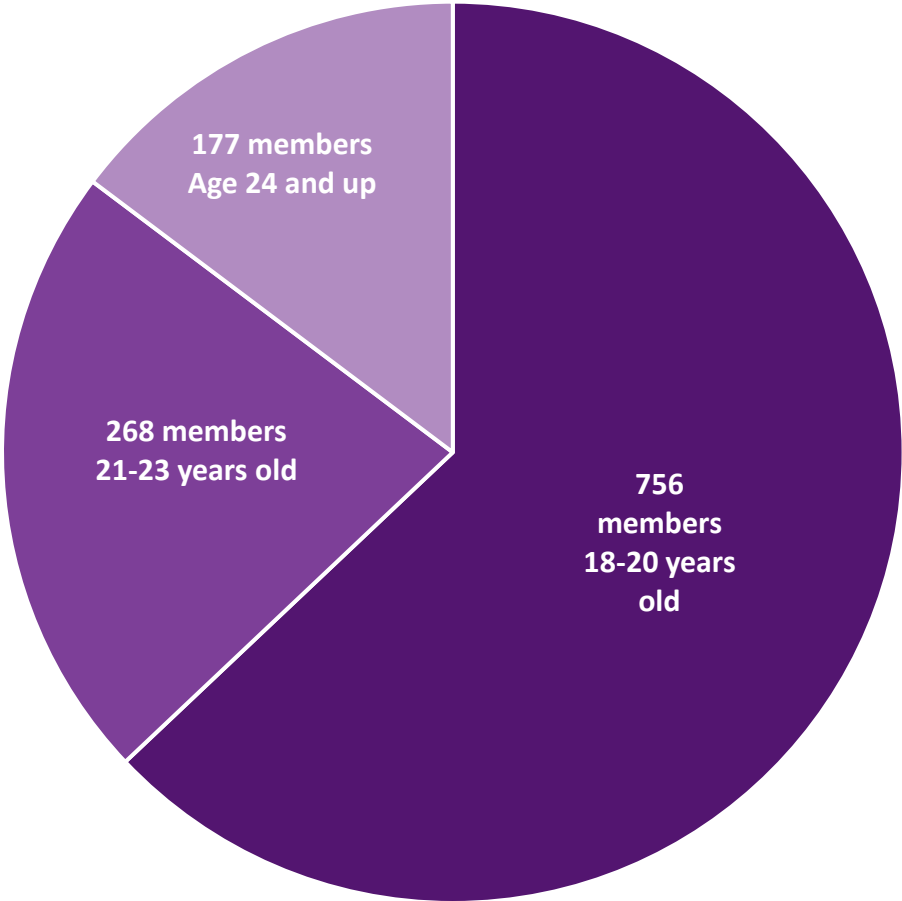
Based on claims filed during first 28 days of life for diagnoses related to general & occupational, parental and environmental exposure to second-hand tobacco smoke

34 enrollees, total in 2025

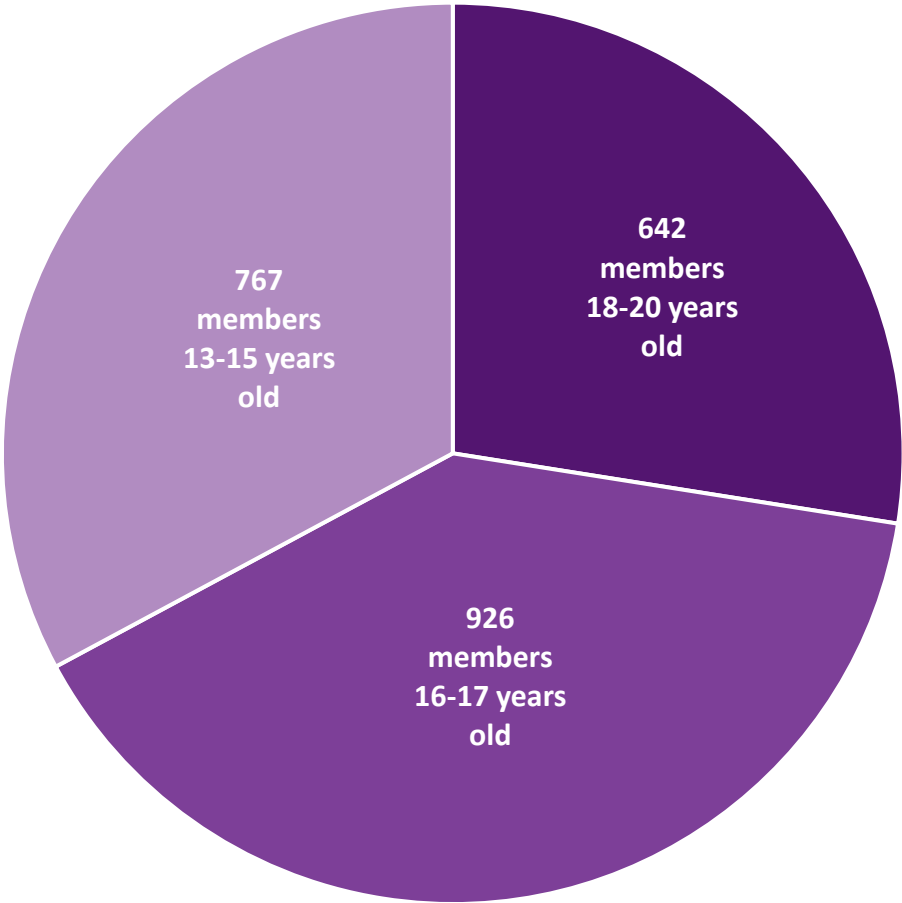
Barriers to Choice Data

- Youth may be asked and need to respond to questions about use in the presence of a parent, guardian or other adult
- Limited claims data available to inform data on vaping versus tobacco use
- Limited claims and stigma/embarrassment associated with smoking during pregnancy
- Provider claims submission lag

Smoking Cessation PIP Data



1,201 - SKY members with tobacco use diagnosis



2,335 - Non-SKY members with a tobacco use diagnosis

Interventions Services & Benefits



Pharmaceutical Intervention Use

**Only available to members 18 and over*

- 56 SKY Enrollees received the benefit
- 5026 Non-SKY members received the benefit

Tobacco Cessation Benefits

Nicotine Transdermal Patches

Nicotine Gum

Nicotine Lozenge

Nicotine NS Spray

Bupropion SR

Chantix

Generic: Varenicline

Interventions Services & Benefits



Tobacco Counseling for Adolescents – SKY Members (Under 18)

- 956 Received the benefit
- 37 were 12 years old
- 328 were between 13-15
- 591 were 16-18 years old

Tobacco Counseling for Adults – SKY Members (18+)

- 2,023 Received the benefit
- 1596 were 18-20 years old
- 427 were 21 or over

Tobacco Counseling for Adolescents (Non-SKY, Under 18)

- 1,625 Received the benefit
- 206 were 12-13 years olds
- 397 were between 13-15
- 1,022 were 16-18 years old

Tobacco Counseling for Adults (Non-SKY 18+)

- 3,162 Received the benefit
- 434 were 18-20 years old
- 2,728 were 21 or over

PAVE – Parents Against Vaping E-Cigs

Aetna Better Health of Kentucky has staff trained in the PAVE curriculum. Our trainers come from different SKY departments including our teams from SKY Quality Improvement, System of Care and Community Engagement.

Live training is usually a virtual session – the convenience enables more people to attend at a time that works for their life.

Who attends?

Parents, youth, teachers, health care providers, community partners and facility staff

Is this training virtual or in person?

This curriculum is approved for either format. However, we see the highest utilization from our on-demand option where over 600 people were trained in 2025.

How often is the training made available in live formats?

PAVE is currently offered monthly.



Catch My Breath



This is a newly added vaping prevention program targeting youth for education and empowerment.

Who attends?

While this course targets the youth audience, parents, teachers and health care providers may also be interested in the subject matter.

Program Focus:

Evidence-based education on the risks of vaping

Age-appropriate curriculum

Supports healthy decision making among youth

Additional Data

Key Kentucky Trends

22%

Kentucky mothers who smoke during pregnancy

39th

Kentucky's national rank in low-birthweight babies

19.7%

Kentucky youth who admit using vapes

Kentucky youth in grade 12 who perceive it to be "easy" to obtain tobacco and vape products

51.6%

Research, Data and Analysis

Kentucky Incentives for Prevention

- 2024 survey with year over year analysis of some factors
- 21,000 Kentucky students
- Respondents from grades 6, 8, 10 and 12
- 109 different school districts represented
- Questions around various substances, including tobacco products



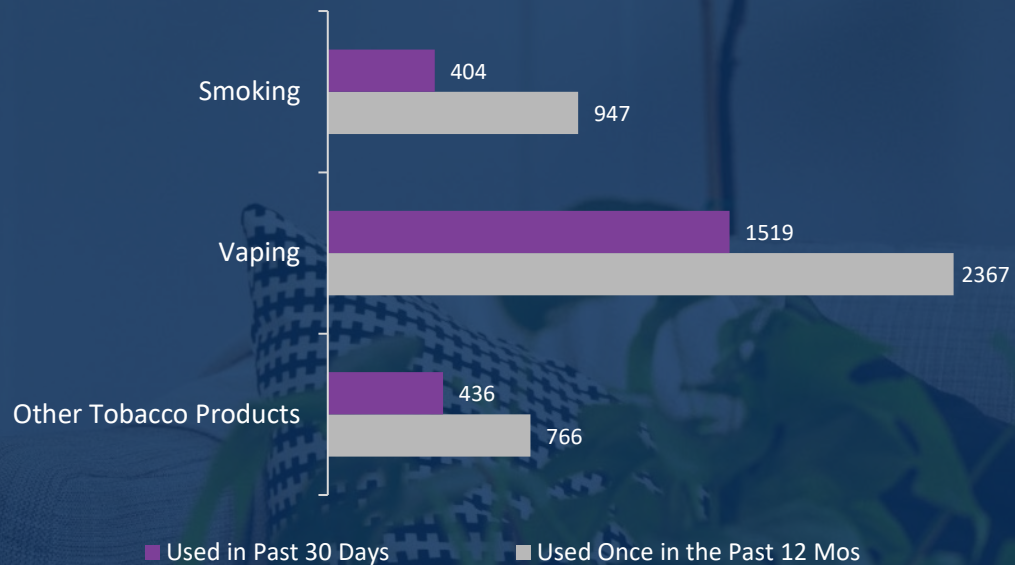
America's Health Rankings

- Highlights from a survey conducted in 2023
- Administrated by US Dept of Health and Human Services in collaboration with the CDC
- Nationally conducted survey with breakout data for each individual state
- Includes some year over year data analysis



Smoking versus Vaping in Kentucky

Of the Kentucky youth who admit use of tobacco or vapes in Kentucky, the distribution across various product types is a distinct indicator and driver of interventions, current and future state.



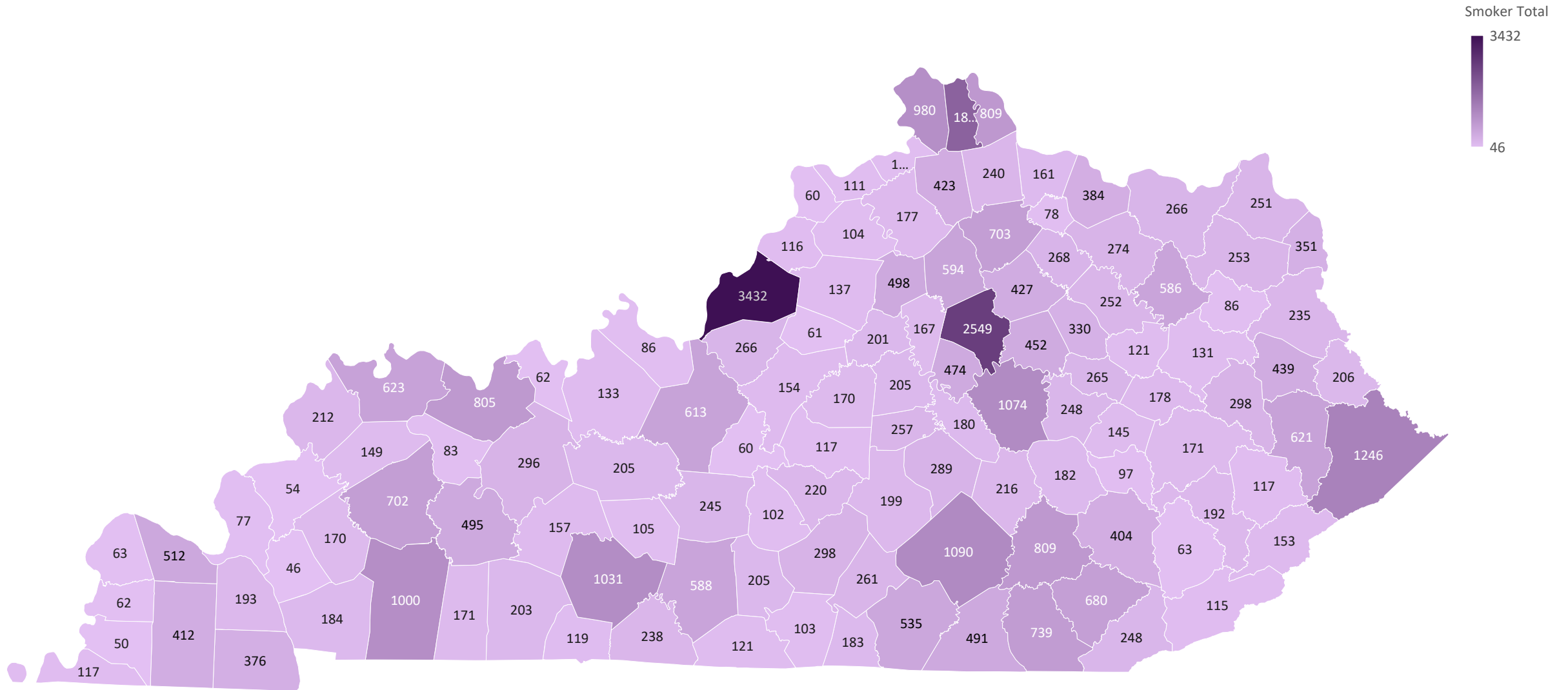
MCO Status Updates on: Member Smoking Maps by County

MCO: Aetna Better Health of Kentucky

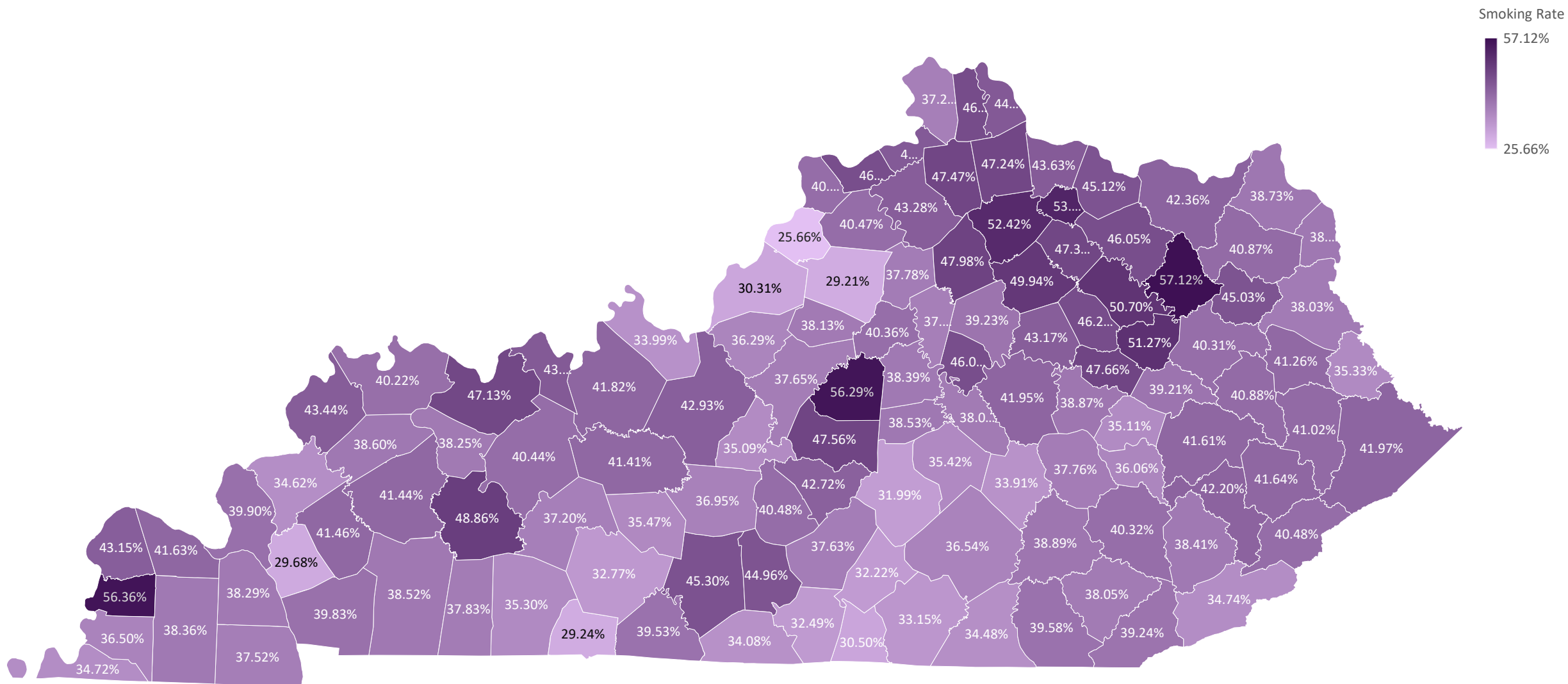
Claims through 12/31/2025

Adult Smokers by County

Total Adult Smokers by County in KY



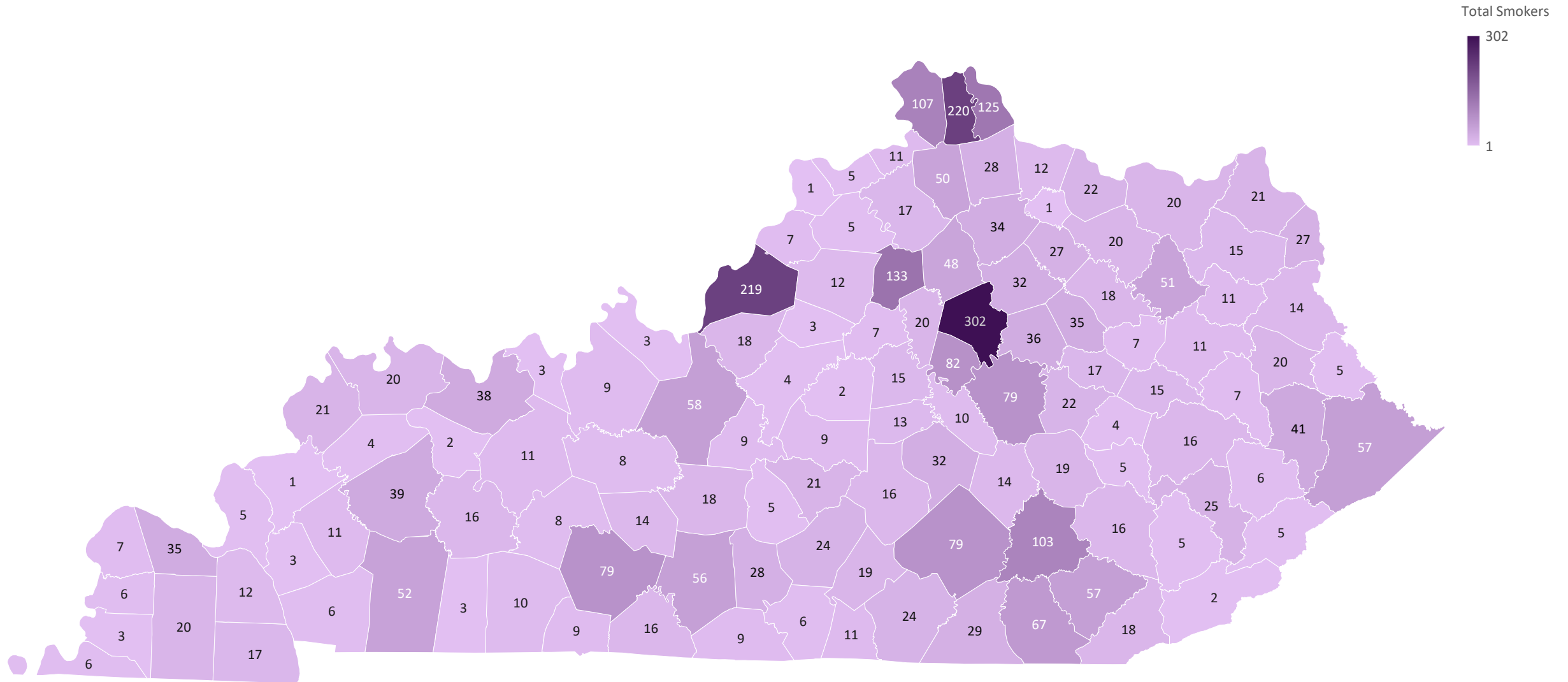
Adult Smoking Rates by County



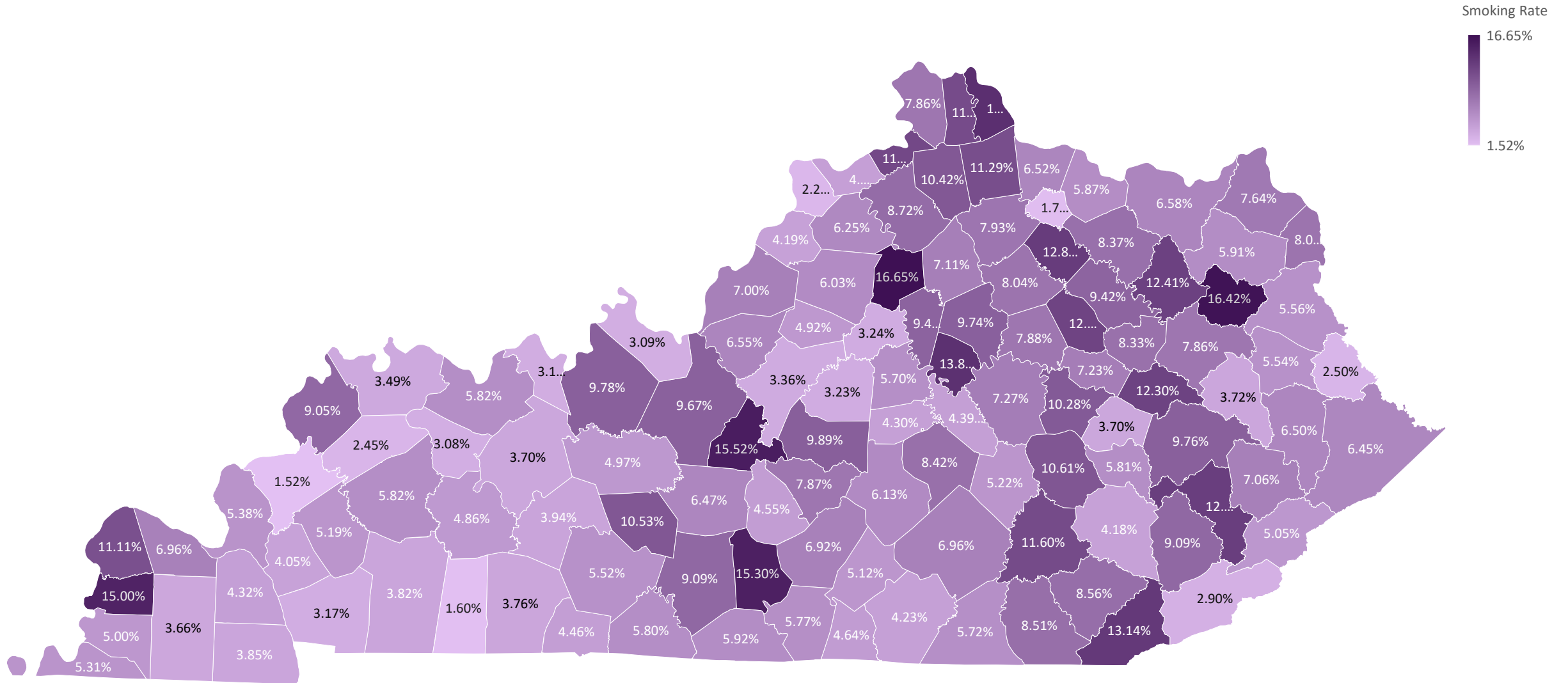
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Teen Smokers (Ages 12-17) by County

Total Teen Smokers (Ages 12-17) by County

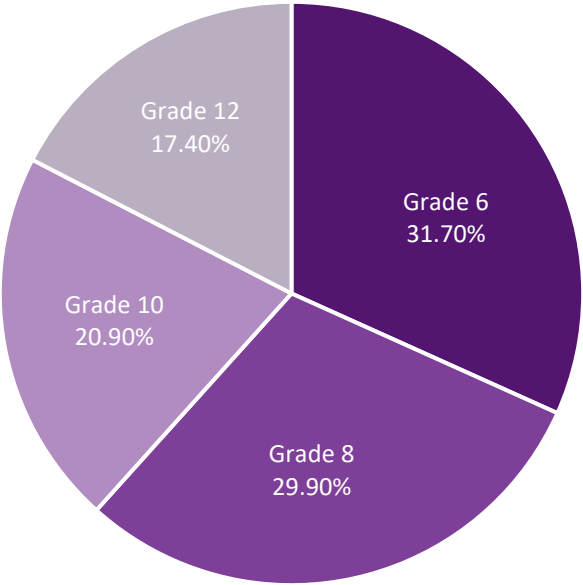


Teen Smoking (Ages 12-17) Rates by County



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2024 Kentucky Incentives for Prevention Survey



21,000 Respondents across 109 school districts

4.5% If they had smoked, they first smoked at or before the age of 12

“It’s easy to get cigarettes.”

15.30% Grade 6 Respondents

28.90% Grade 8 Respondents

43.10% Grade 10 Respondents

51.60% Grade 12 Respondents

Use of Cigarettes & Vape Before Age 12

