Basics of Tobacco Control

Northern Plains Tobacco Control Institute
April 21, 2009

Presented by Alejandro Garcia-Barbon, MIM

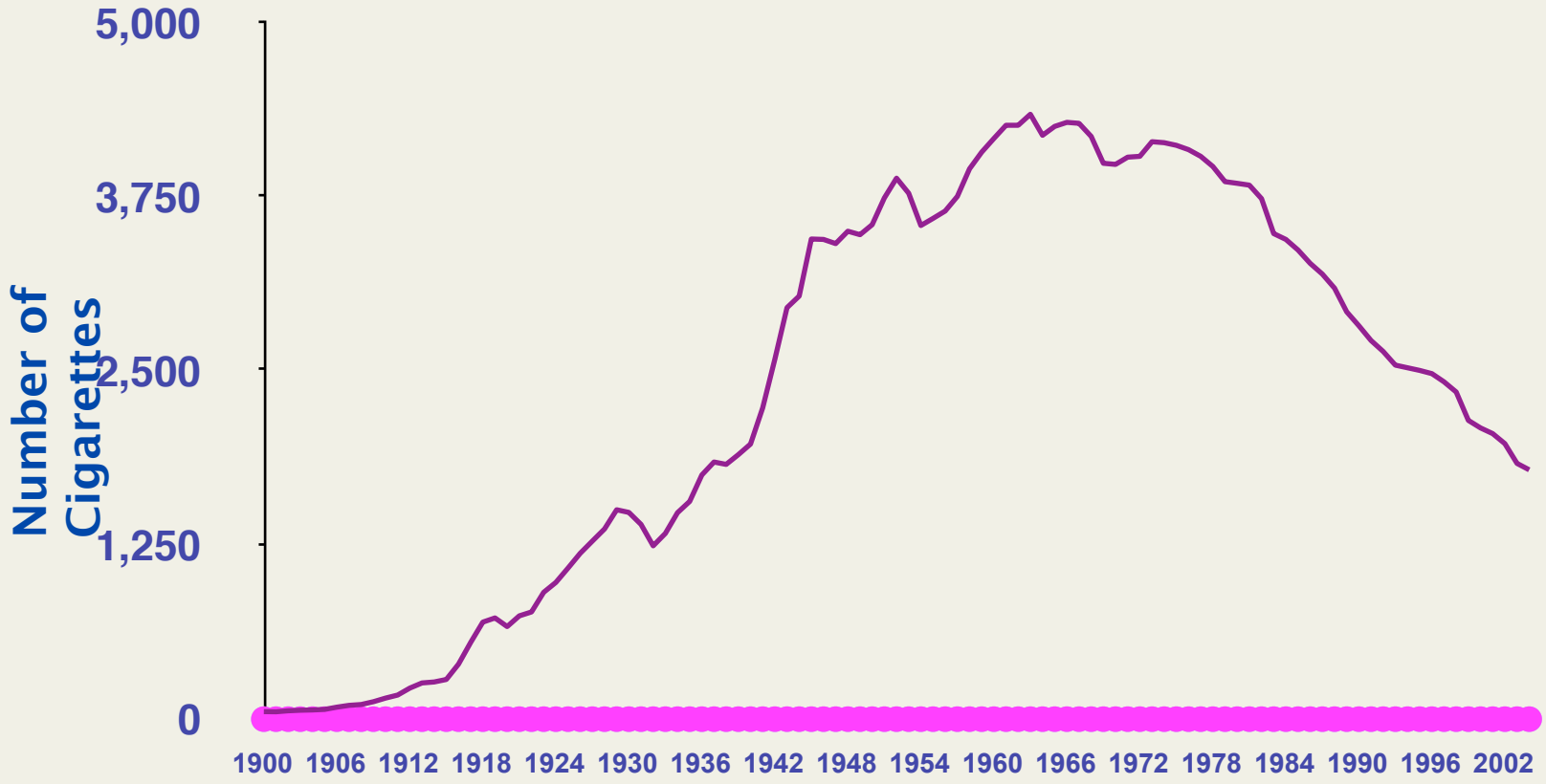
Evolution of Tobacco Control

Evolution of Tobacco Control

Source: **Centers for Disease Control and Prevention** Public Health Images Library

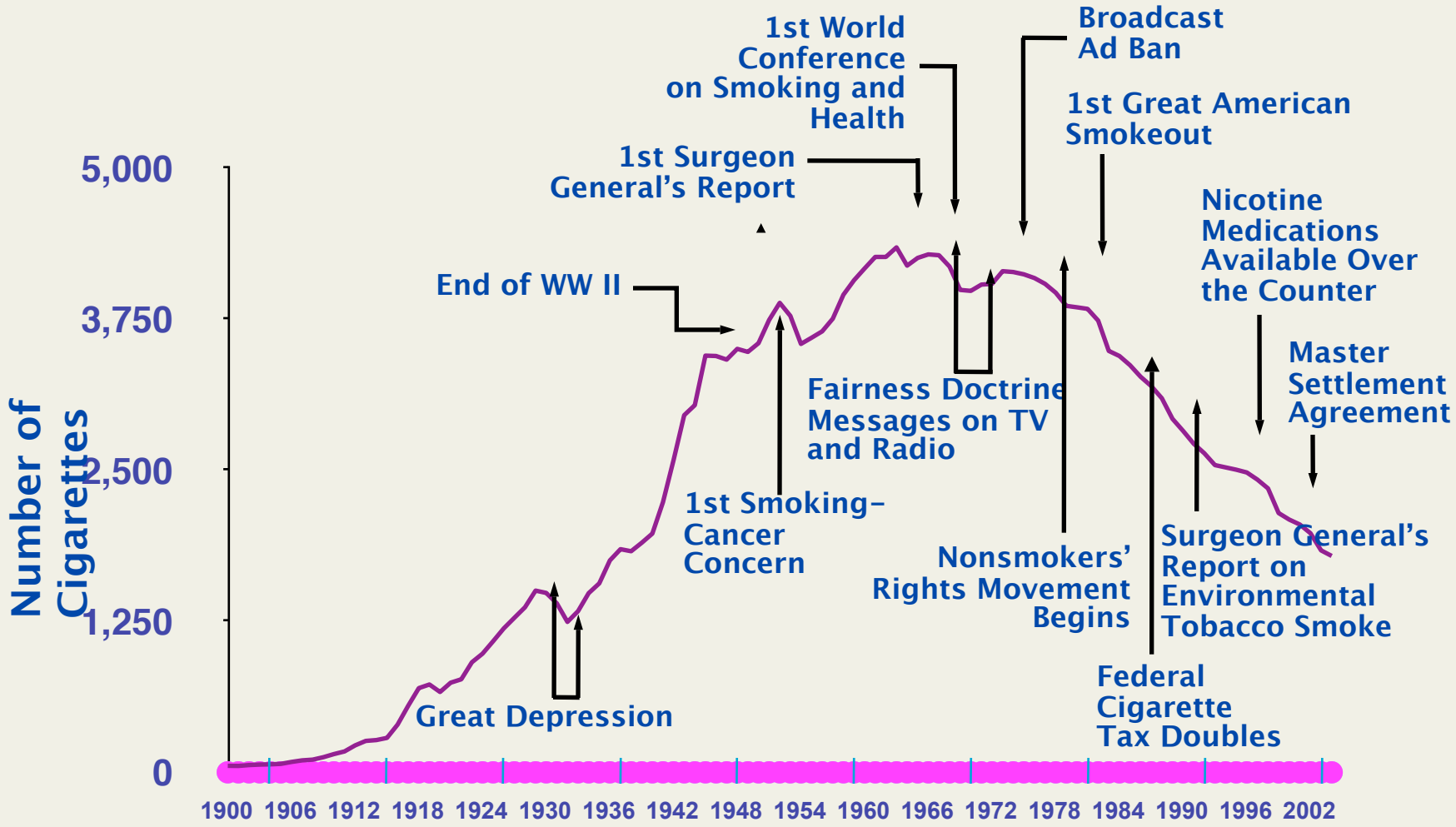
Evolution of Tobacco Control

Adult Per Capita Cigarette Consumption



Sources: **Centers for Disease Control and Prevention** and **United States Department of Agriculture**

Evolution of Tobacco Control



Sources: **Centers for Disease Control and Prevention** and **United States Department of Agriculture**

Evolution of Tobacco Control

1910 to 1969

- World War I
- Great Depression
- World War II
- First modern reports link smoking & cancer
- 1964 Surgeon General's Report
- Fairness Doctrine messages on broadcast media (1967)

Evolution of Tobacco Control

1970 to 1998

- Nonsmokers' Rights Movement (1974)
- Federal cigarette tax doubles(1983)
- Synar Amendment enacted – Minimum age laws (1992)
- Environmental tobacco smoke listed as known human carcinogen (1993)
- FDA proposed rule – nicotine as a drug (1995)
- The Master Settlement Agreement (1998)

Evolution of Tobacco Control

2001 to 2005

- DOT bans smoking on all international flights (2002)
- NY initiates smoking ban (2003)
- NASCAR drops RJ Reynolds sponsorship (2004)
- Westin prohibits smoking in all rooms (2005)
- Campaign reports on inadequate state tobacco funding

Prevalence of Tobacco Use

Prevalence of Tobacco Use

Estimated deaths attributable to tobacco worldwide . . .

1965: 1 million

2000: 4.9 million

By 2020: 9+ million

Source: **World Health Organization & American Cancer Society,** *Tobacco Control Country Profiles 2003*

Prevalence of Tobacco Use

Source: **US Centers for Disease Control and Prevention**

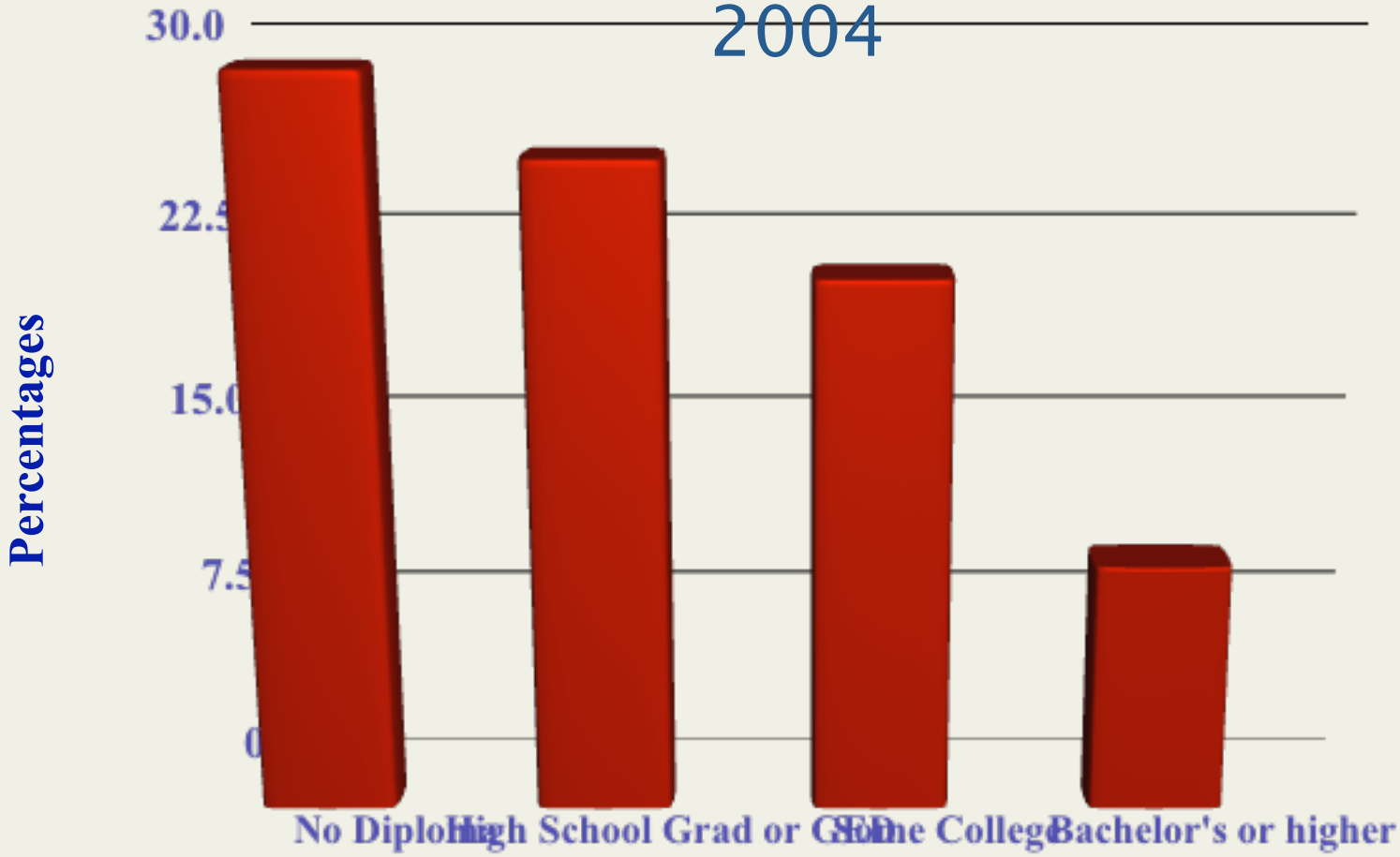
Prevalence of Tobacco Use

Smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders, and suicides combined -- and thousands more die from spit tobacco use.

Source: **US Centers for Disease Control and Prevention**

Prevalence of Tobacco Use

Current smoking – adults by education level, 2004



Source: **Centers for Disease Control and Prevention,** *2004 National Health Interview Survey*

Prevalence of Tobacco Use

Youth Data

3 million kids under 18 are current smokers

21.7% of high school students

8.4 % of middle school students

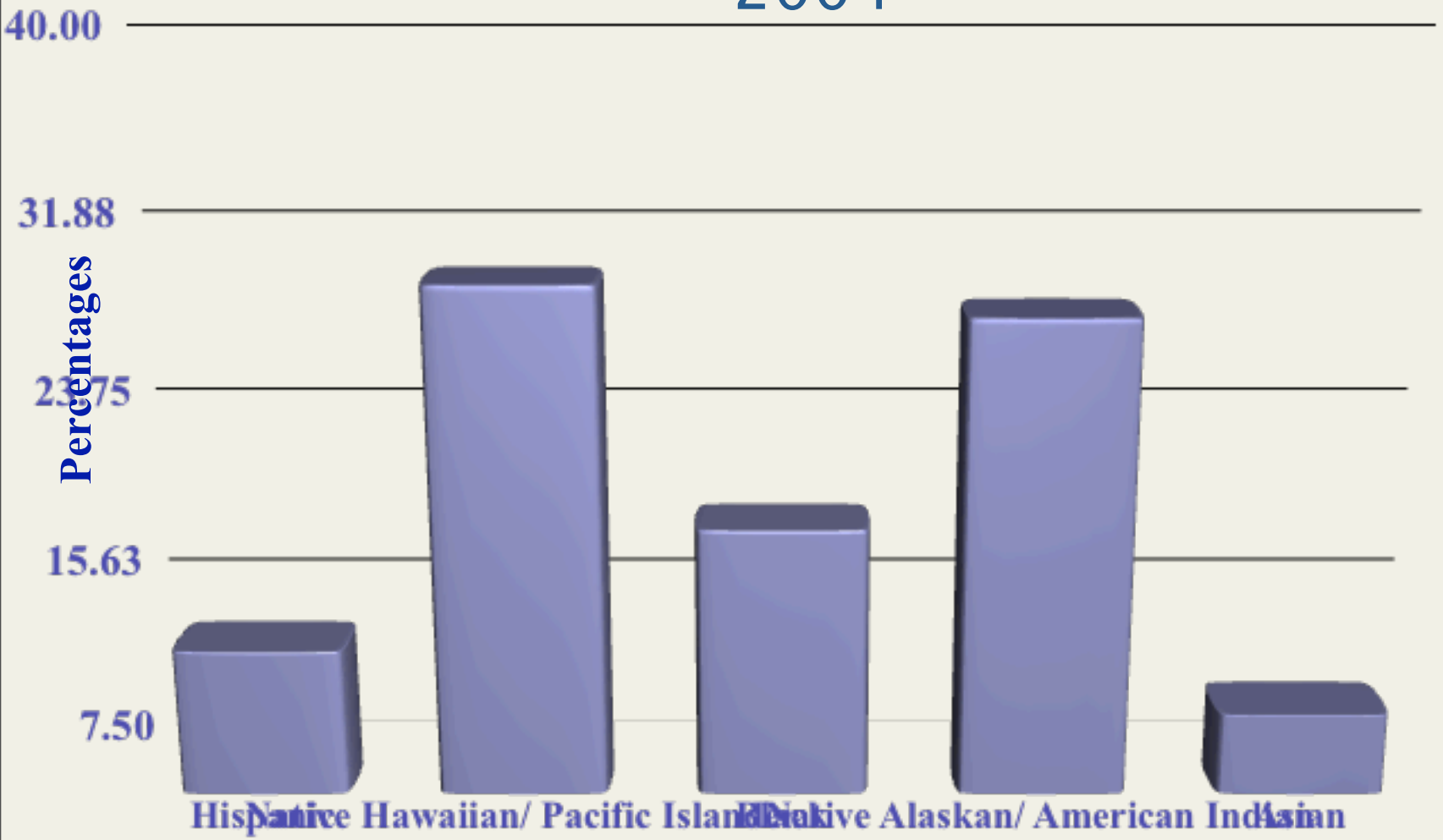
4,000 kids try a cigarette each day

545,000 kids become regular smokers each year

Source: **Campaign for Tobacco Free Kids –** Tobacco Use Among Youth, Smoking and Kids

Prevalence of Tobacco Use

Current smoking – adults by race/ethnicity, 2004



Source: **Centers for Disease Control and Prevention,** *2004 National Health Interview Survey*

Impact of Tobacco Use

Impact of Tobacco Use

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Impact of Tobacco Use

"…the history of tobacco use can be thought of as the conflict between tobacco as an agent of economic gain and tobacco as an agent of human harm."

---2000 Surgeon General's Report: Reducing Tobacco Use

Impact of Tobacco Use

Each year in the United States:

- 435,000 people in US die of a smoking-attributable illness
- 3,000 nonsmokers die from lung cancer from secondhand smoke

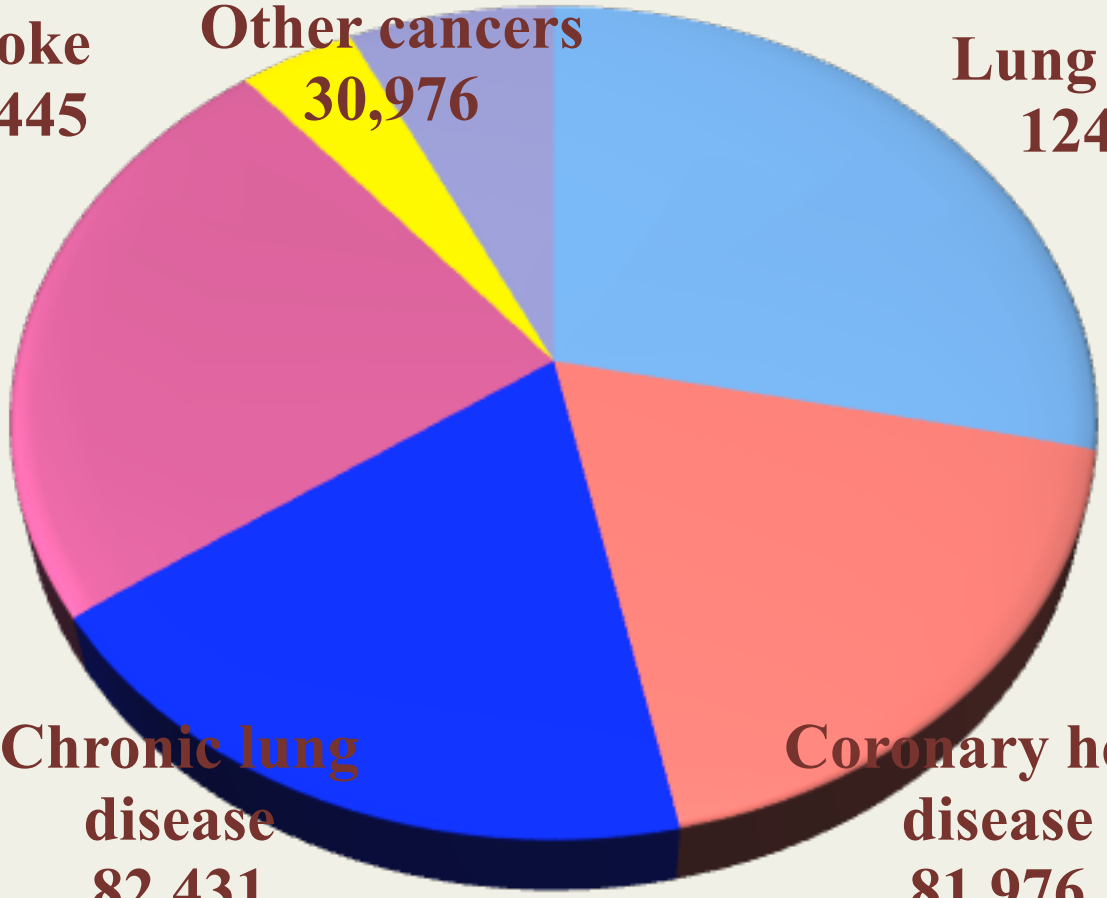
---

6.4 million people currently under 18 will die prematurely from a tobacco-related disease, if current smoking patterns persist.

Source: **Centers for Disease Control and Prevention**

Impact of Tobacco Use

442,398 Deaths Each Year Attributable to Smoking



Source: **Center for Disease Control and Prevention - *MMWR 2002;51(14):300-3***

Impact of Tobacco Use

Health Impact

- Causes
  - Oral/Laryngeal/Esophageal Diseases
  - Dermatologic Conditions
- Affects
  - Bladder
  - Reproductive Abilities & Fetal Developmental
  - Blood Sugar

Impact of Tobacco Use

Secondhand Smoke

Impact of Tobacco Use

Secondhand Smoke

Source: **Centers for Disease Control and Prevention:** ***Fact sheet (2004)***

Impact of Tobacco Use

Secondhand Smoke

For every
eight smokers
the tobacco industry
kills,
it takes one
nonsmoker with
them.

Source: **Centers for Disease Control and Prevention:** ***Fact sheet (2004)***

Impact of Tobacco Use

Secondhand Smoke

- Mainstream smoke
- Sidestream smoke
- Passive, involuntary, secondhand smoking
- Environmental tobacco smoke

Impact of Tobacco Use

Secondhand Smoke

- Contains
  - 4,000 chemicals
  - over 50 known or probable human carcinogens

- Each year it causes
  - 3,000 lung cancer deaths
  - more than 35,000 coronary heart disease deaths
  - 8,000 – 26,000 new cases of asthma in children

Source: **US Centers for Disease Control and Prevention, Office on Smoking and Health, Fact Sheet, February 2004**

Impact of Tobacco Use

How dangerous is it?

Source: **Campaign for Tobacco-Free Kids**

Impact of Tobacco Use

How dangerous is it?

280 children die each year

1,900 SIDS deaths

300 injuries – fires started by cigarette smoke

Over 1 million illnesses in children

Source: **Campaign for Tobacco-Free Kids**

Impact of Tobacco Use

Economics

Impact of Tobacco Use

Economics

$94 billion (healthcare)
+ $93 billion (lost productivity)

~$187 billion

Cost to the nation each year for smoking and smoking-related illness

Source: **Campaign for Tobacco Free Kids** - ***Toll of Tobacco in the United States of America (2005)***

Impact of Tobacco Use

Economics

Source: **Campaign for Tobacco Free Kids -** ***Toll of Tobacco in the United States of America (2005)***

Impact of Tobacco Use

Economics

Tax burden for government spending caused by smoking :

$ 64.6 million or $ 596 per household

Smoking caused costs

(health care & lost productivity)

per pack of cigarettes sold in the US: **$ 9.42**

Source: **Campaign for Tobacco Free Kids** - ***Toll of Tobacco in the United States of America (2005)***

Tobacco Industry Marketing Strategies

Industry Marketing

Industry Response

"We have evidence of virtually no quitting among smokers of these brands, and there are indications that the advent of ultra low tar cigarettes has actually retained some potential smokers in the cigarette market by offering them a viable alternative."

– 1978 Imperial Tobacco document

Industry Marketing

The U.S. Tobacco Industry spends $12.5 Billion – over $30.7 million a day – on marketing and advertising in 2005.

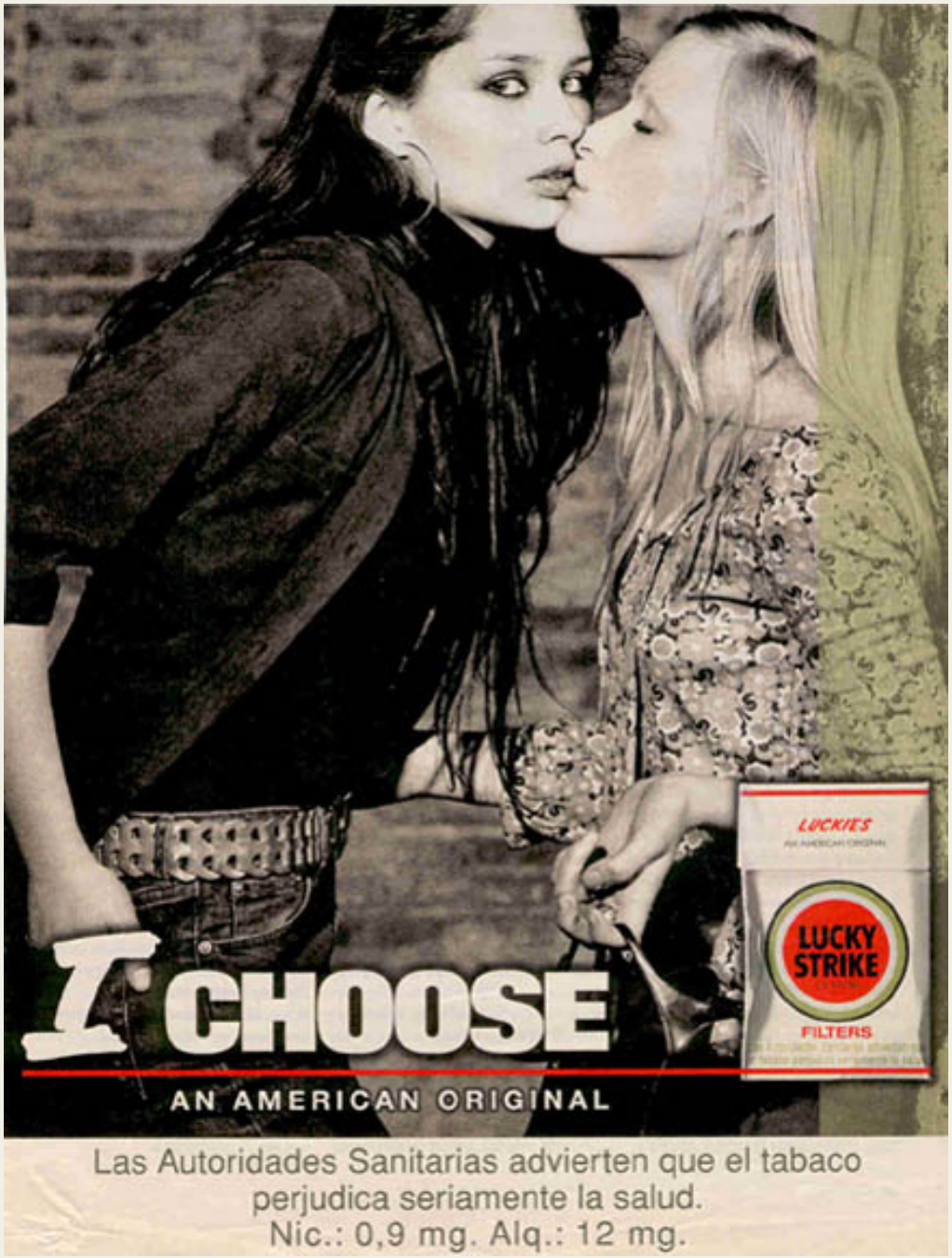
At this rate, the companies have spent $3,407,700,000 so far this year.

It is estimated that 60% to 70% of these dollars were spent on the campaigns geared to communities of color.

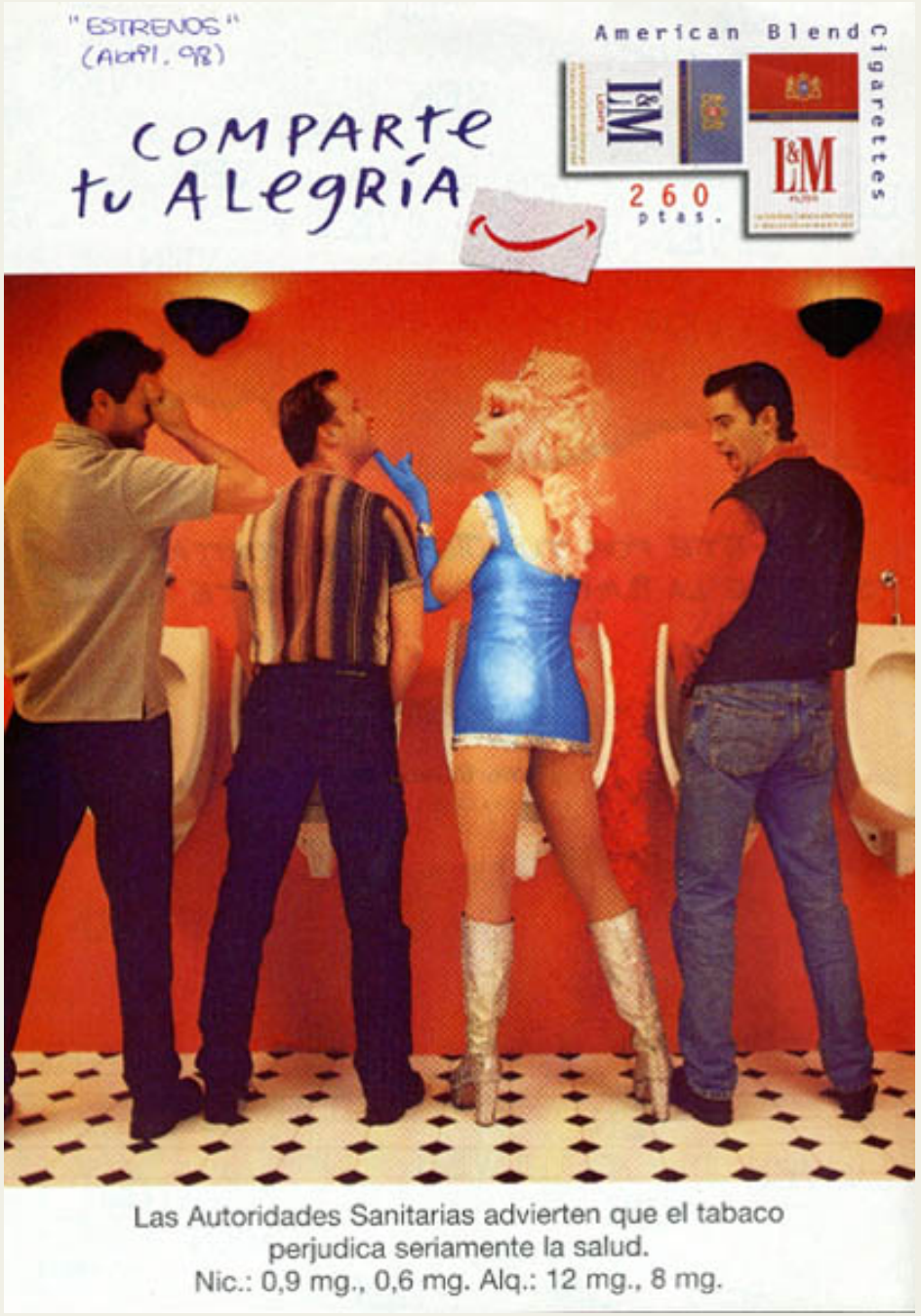
Factors Influencing

- Age at exposure
- Advertising
- Weight control
- Curiosity
- Depression
- Appearance and image concerns
- Peer, family and social factors
- Psycho-physiological response

"New" Advertising Strategies



“New” Advertising Strategies



“New” Advertising Strategies

“New” Advertising Strategies

New Products

New Products

NICO
Water
CAMEL
LIMITED TIME ONLY!
Winter MochaMint
CAMEL
Pleasure To Burn
The official blends of summer — for a limited time only
enchanting
Deep and velvety, MIDNIGHT BERRY surrounds you with the enchantment of the darkest nig
KOOL
SMOOTH FUSIONS
FROM THE HOUSE OF MENTHOL
CAMEL
Add Some Flavor to Your Party!
Bayou Bla
Mardi Gras Berry
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
CAMEL
Pleasure To Burn
MARGARITA MIXER
BEACH BREEZER
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
To find a tobacconist near you call 1-800-265-1173.
ENTICI
Inviting and surprising, MOCHA TA
entice you with its sw
KOOL
SMOOTH FUSIONS
FROM THE HOUSE OF MENTHOL
Available for a limited time only
SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.
KOOL
FILTER KINGS
KOOL MIXX SPECIAL EDITION
KOOL
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Tobacco Control

Tobacco Control

Goal: reduce disease, disability, and death related to tobacco use

Goal Areas:

- Prevent initiation among youth
- Promote quitting among adults and youth
- Eliminate nonsmokers' exposure to ETS
- Identify and eliminate disparities among population groups

Source: **Centers for Disease Control and Prevention, Office on Smoking and Health.** www.cdc.gov/tobacco/bestprac.htm

Information

National Association of Attorneys General

1998 Multi-State Master Settlement Agreement

- legal data and litigation proceedings
- public health and safety impact
- participating manufacturers and brand names
- tobacco settlement issues
- enforcement

www.naag.org/issues/issue-tobacco.php

Information

Institute of Medicine's (IOM)

"State Programs Can Reduce Tobacco Use"

INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

http://www.iom.edu/CMS/3798/5569.aspx

Information

National Cancer Institute

16 monographs

- Prevalence data
- Historical perspective on research and findings
- Timely summaries/data from research trials
- Public health implications

http://cancercontrol.cancer.gov/tcrb/monographs/index.html

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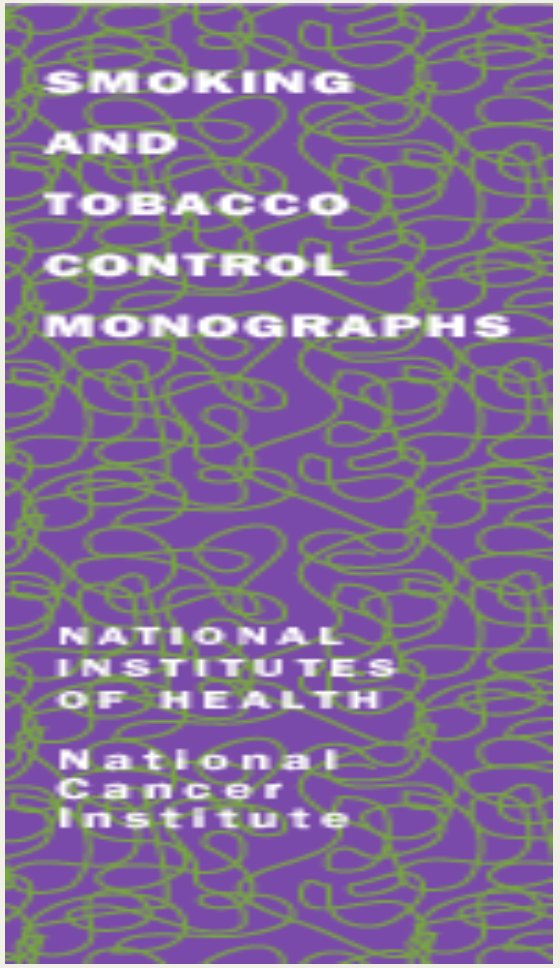


http://cancercontrol.cancer.gov/tcrb/monographs/index.html

Information

Tobacco control is most effective at the local level.

Partners in Tobacco

- Organizations representing priority populations
- Not-for-profit organizations
- Voluntary organizations
- State and local government partners
- National level government agencies

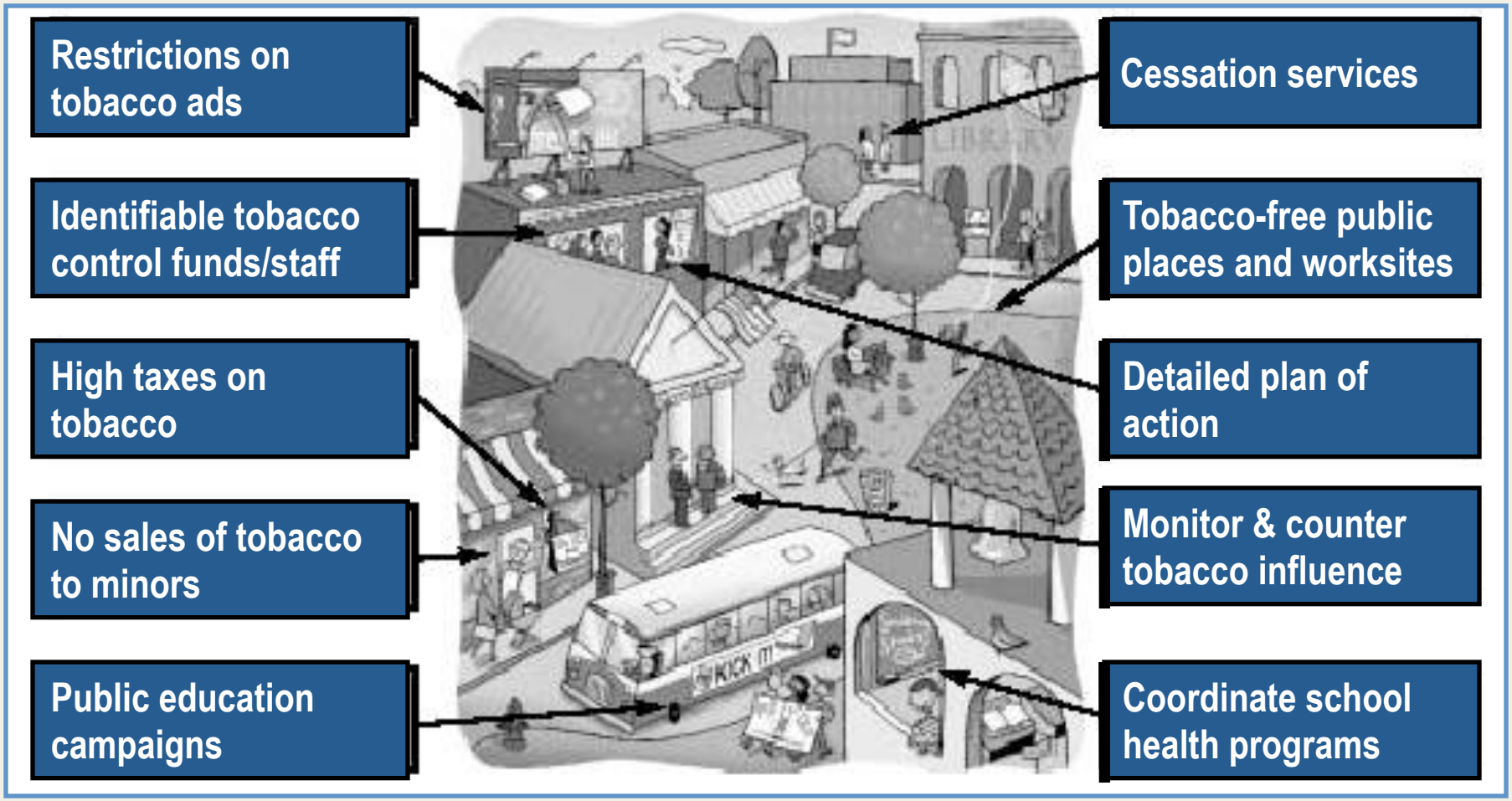
Communities of Excellence

Communities of Excellence

- Public places and workplaces are smoke-free
- Tobacco industry sponsorship of local events is rejected
- Culturally appropriate cessation services are accessible
- Schools adopt tobacco-free policies and anti-tobacco use curriculum

Source: Communities of Excellence Plus in Tobacco Control Manual

Communities of Excellence



Source: Communities of Excellence Plus in Tobacco Control Manual

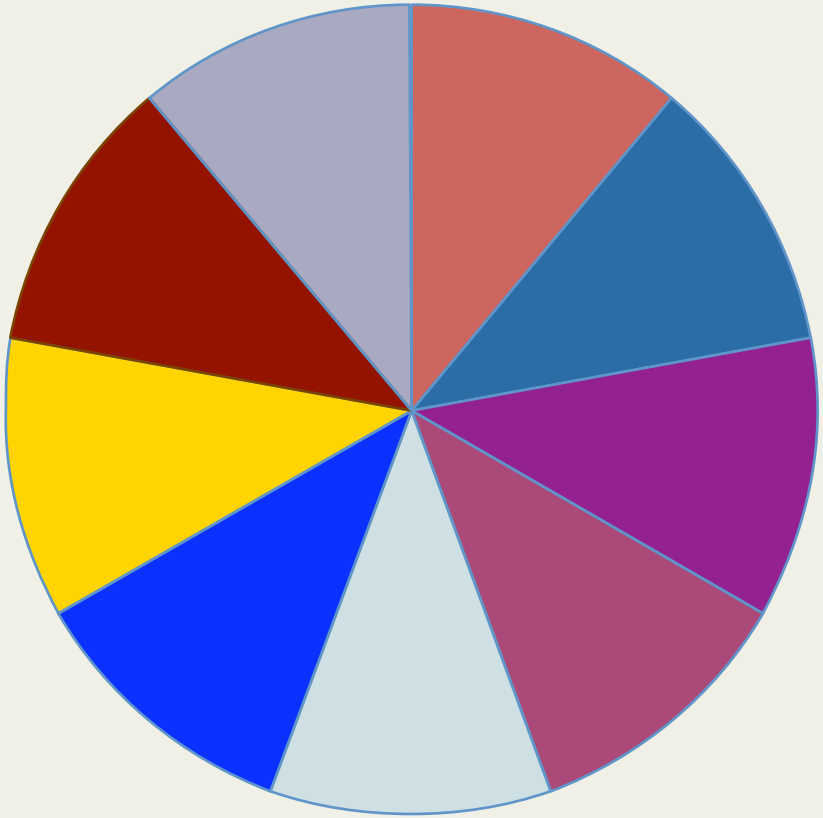
Comprehensive Programs

Nine Components

Source: **Centers for Disease Control and Prevention, Office on Smoking and Health.**

Comprehensive Programs

Nine Components



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Comprehensive Programs

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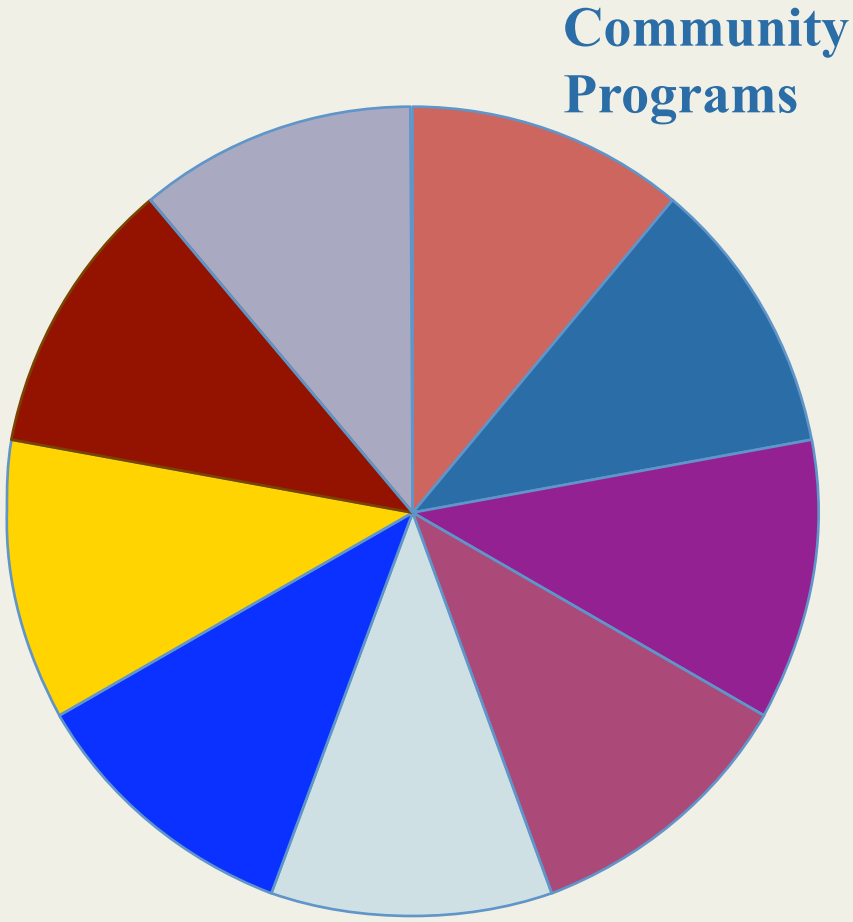

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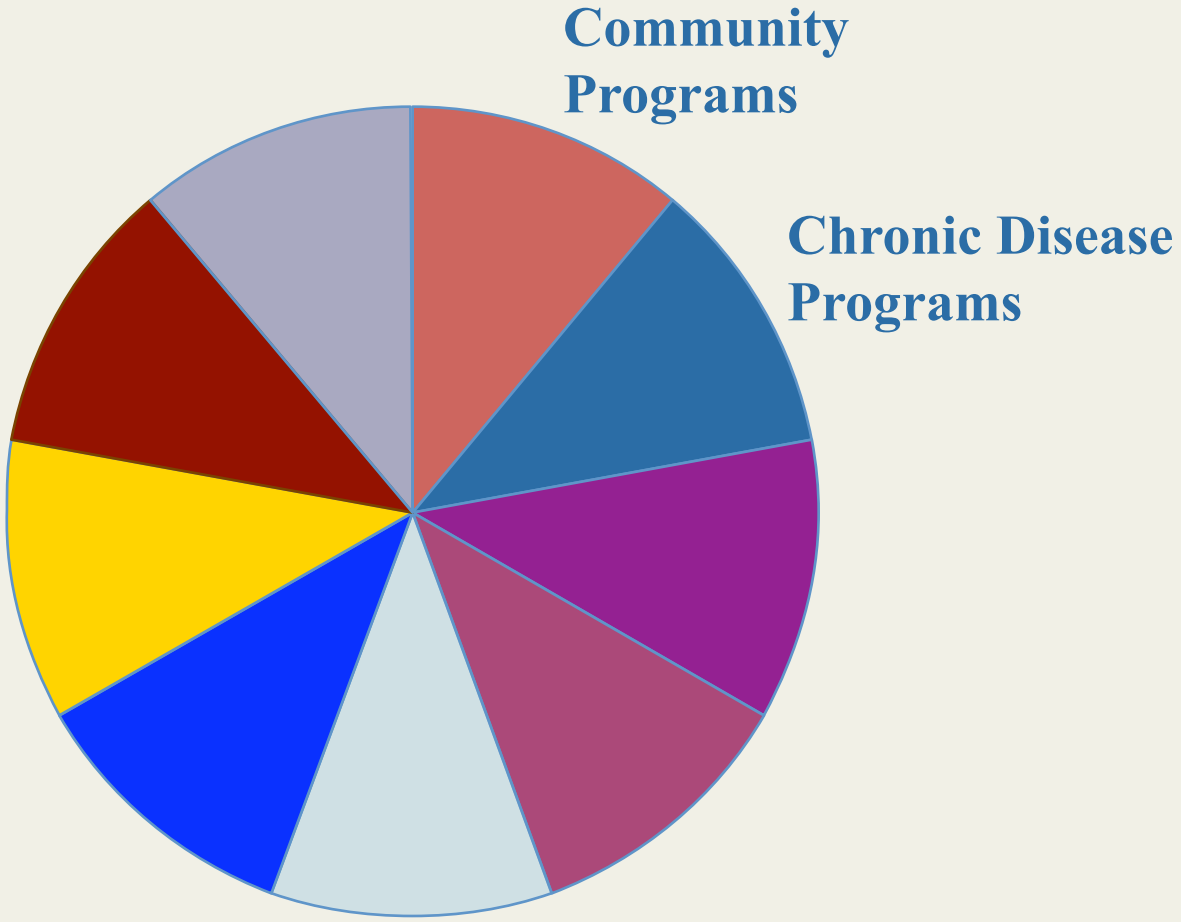

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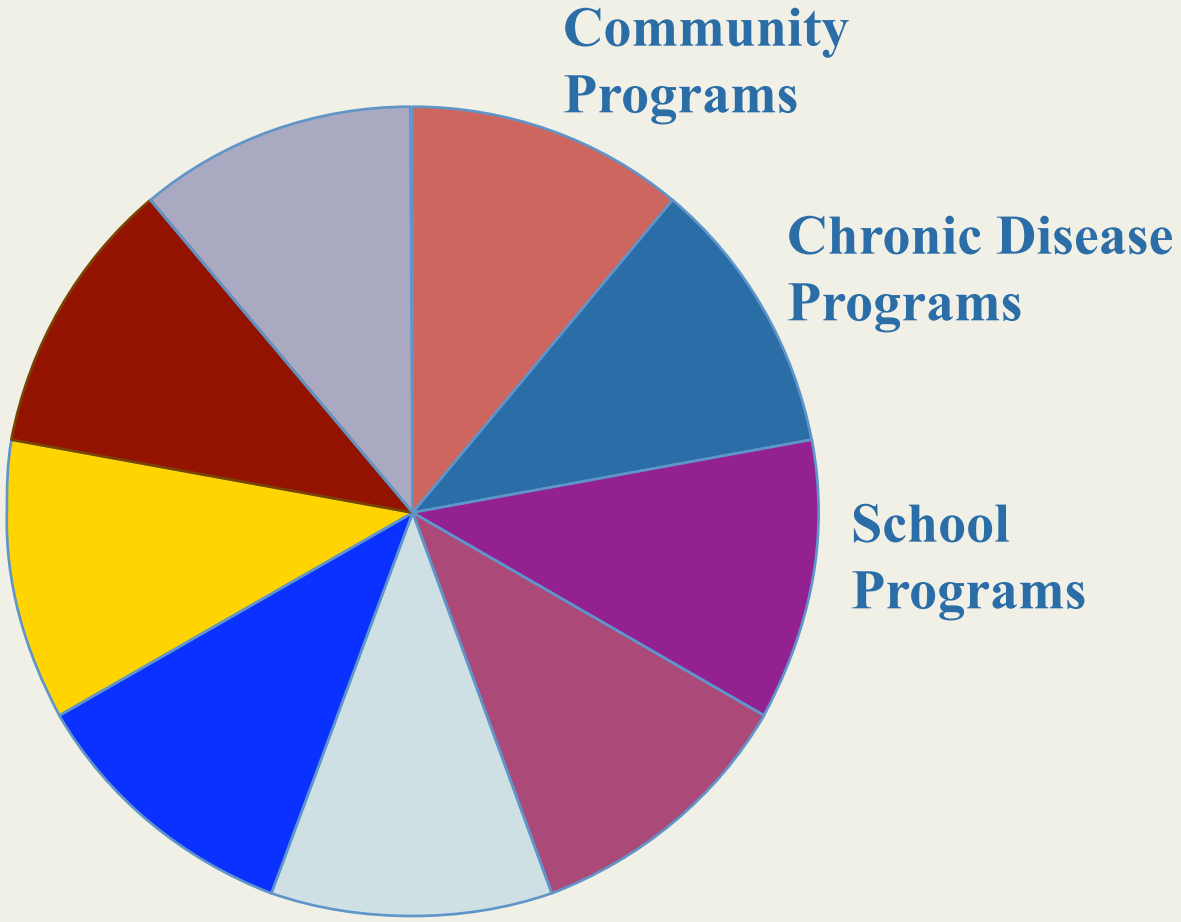

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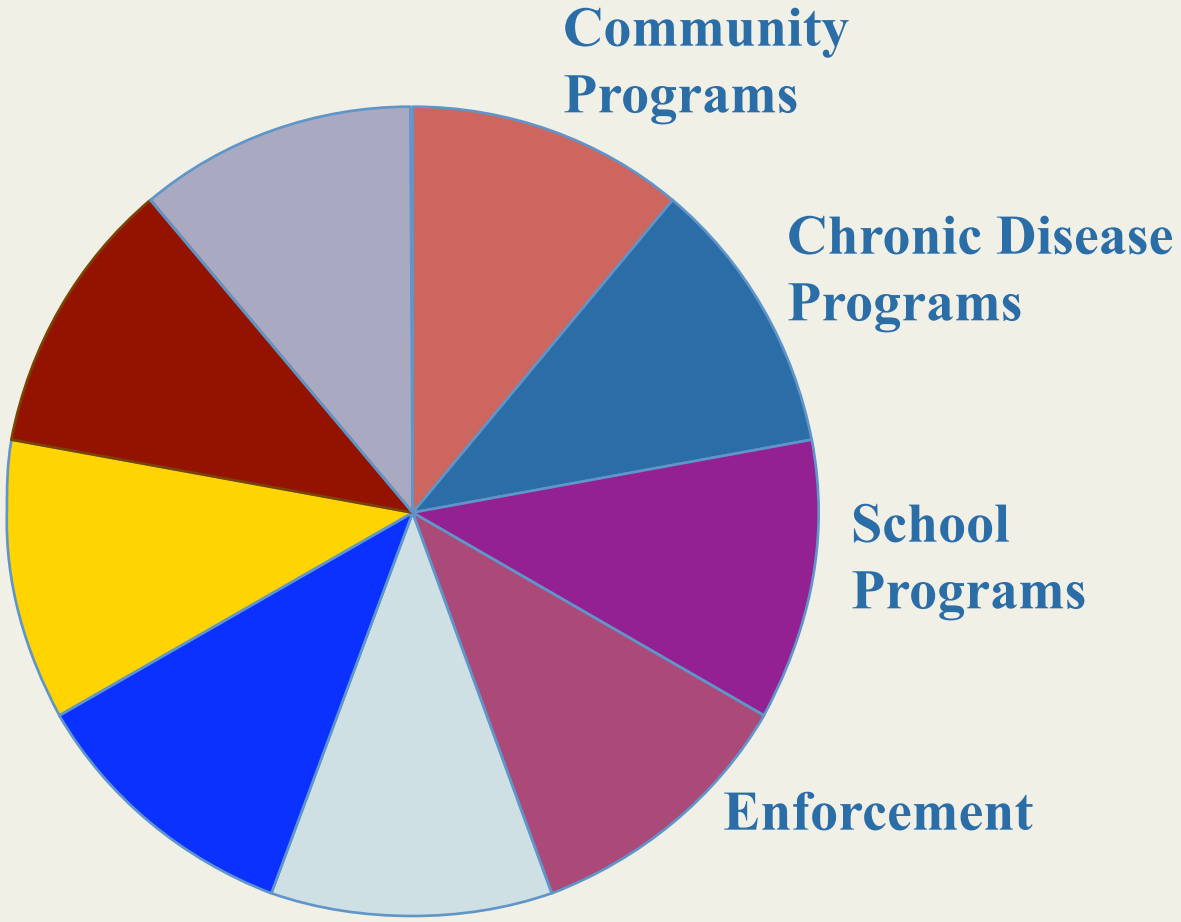

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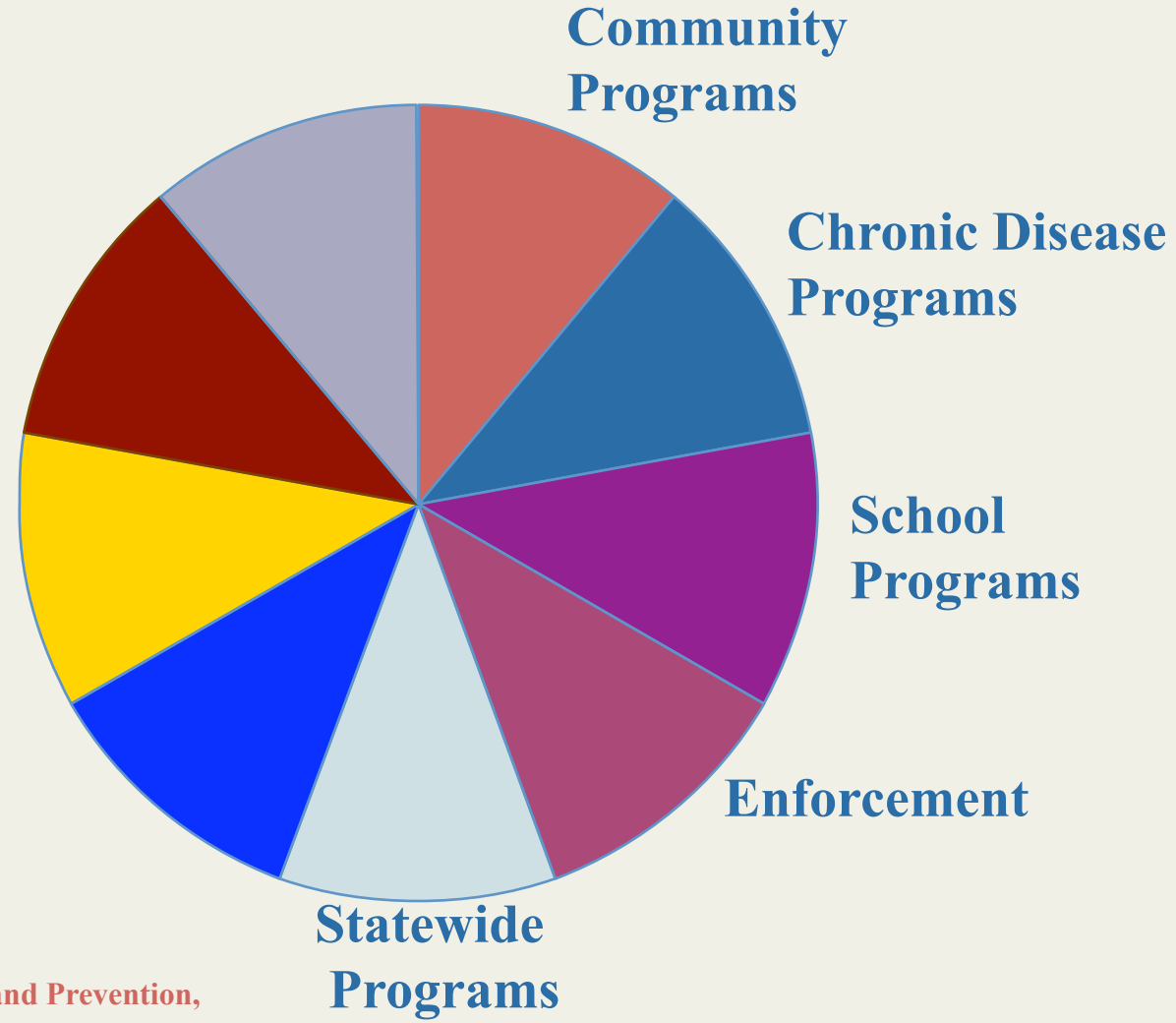

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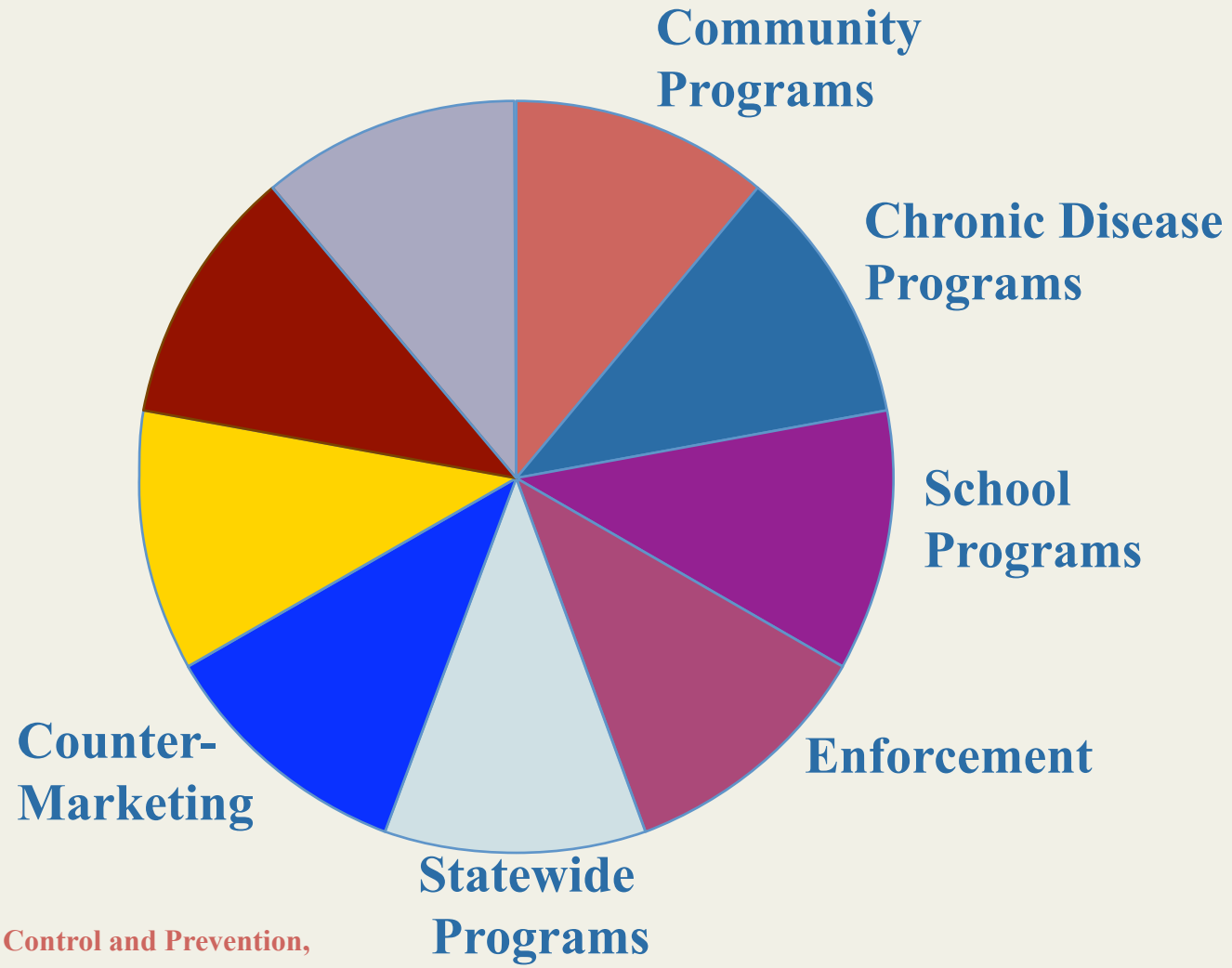

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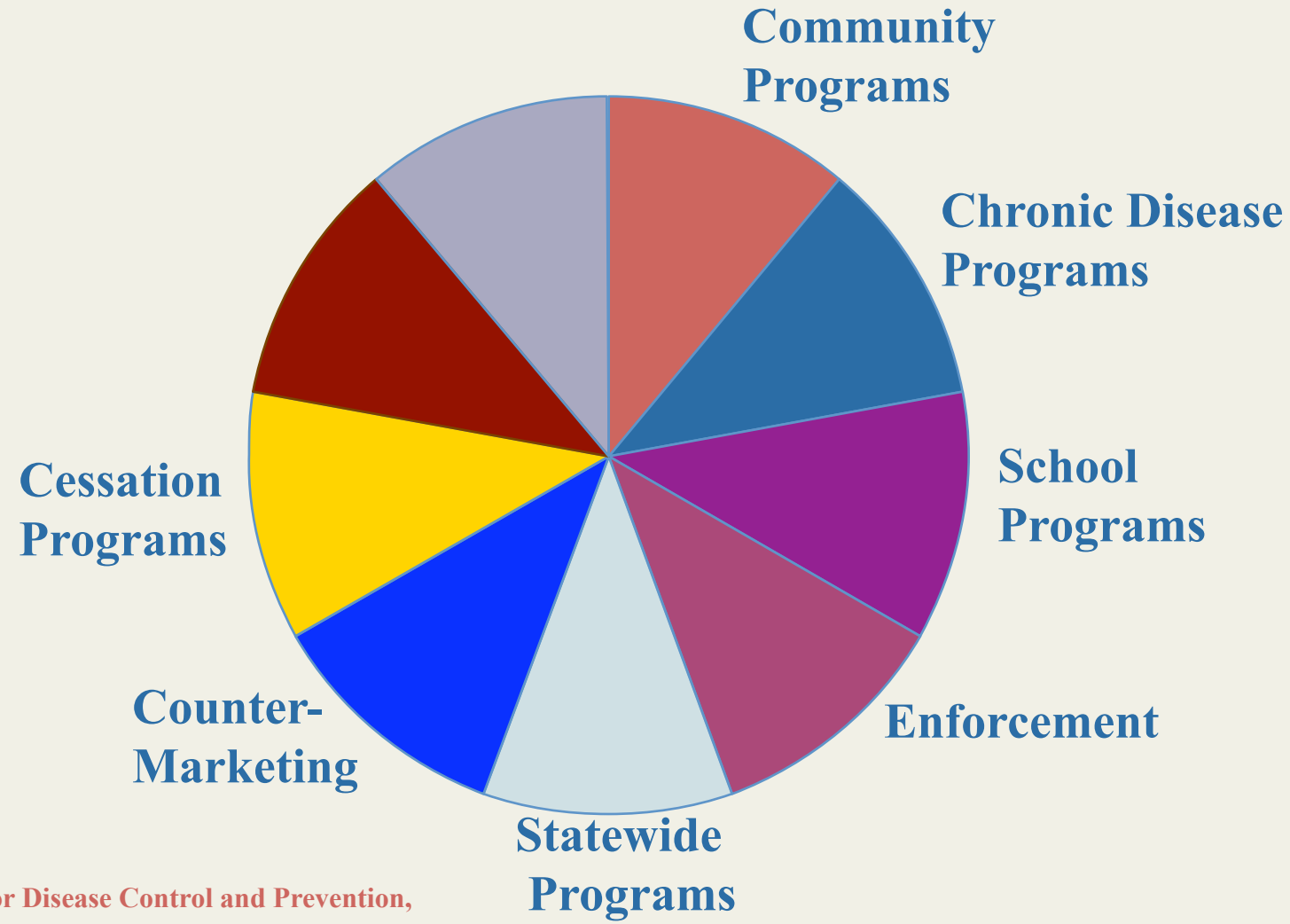

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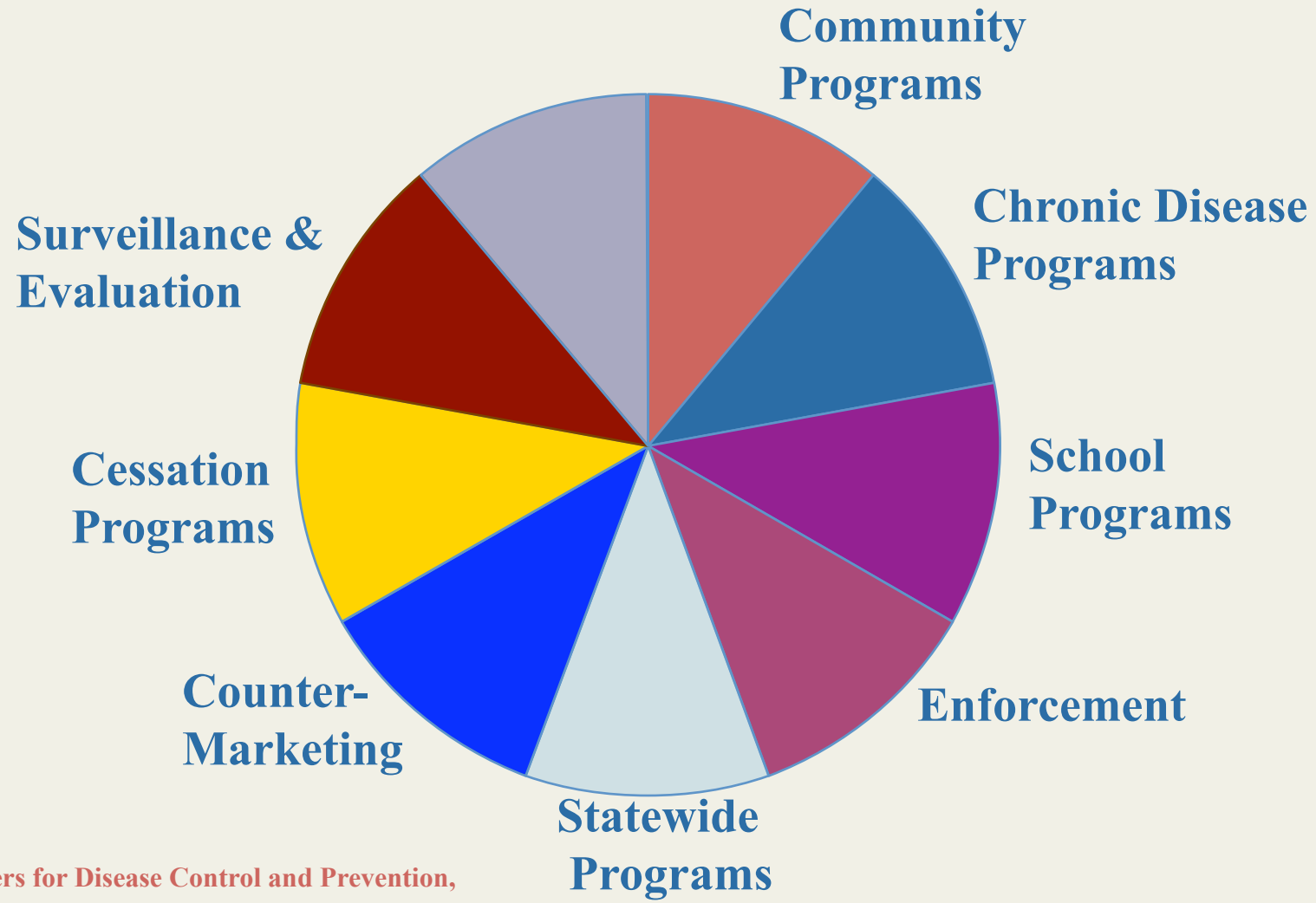

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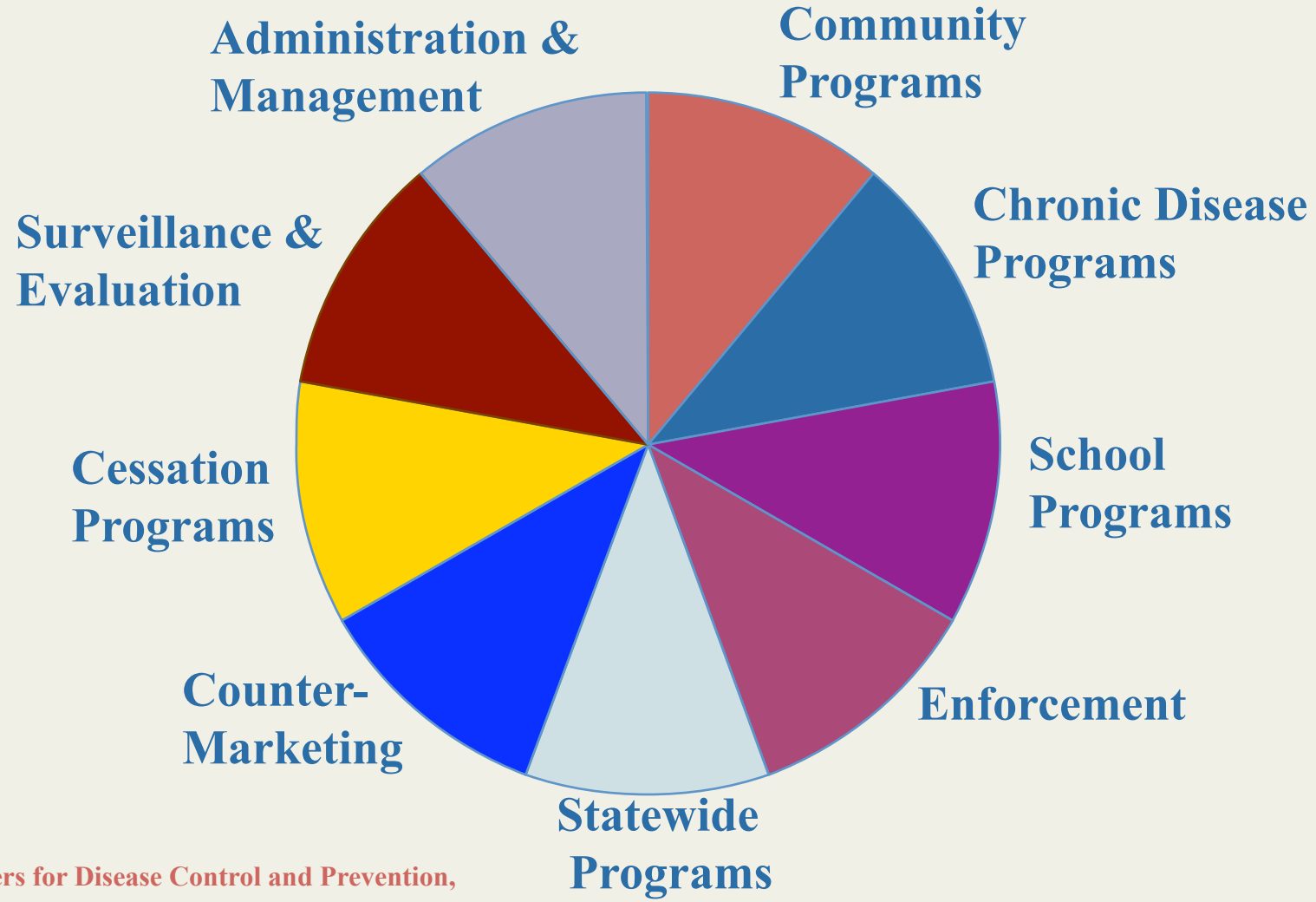

Source: Centers for Disease Control and Prevention, Office on Smoking and Health.

Comprehensive Programs

Community Mobilization (State and Local)

- ✓ Concerned Citizens
- ✓ Community Leaders
- ✓ Youth Groups
- ✓ Local Boards of Health
- ✓ Local Health Departments
- ✓ Professional Associations
- ✓ Medical Community
- ✓ Parent Organizations
- ✓ Business Community
- ✓ Tribal Councils
- ✓ Faith-Based Organizations
- ✓ Neighborhood Associations
- ✓ Teachers & Education Professionals

Strategies for Success

Tobacco control successful Strategies

- Counter tactics
- Policy interventions
- Community mobilization
- Changing social norms
- Population-based approaches

Counter tactics

Counter tactics

Policy Interventions

Changing Social Norms

- Smoking bans:
  - government buildings
  - public places
  - restaurants & bars
  - worksites
- Change terminology
  - Addiction vs. habit
- Exposing the industry

Source: **Centers for Disease Control and Prevention, Office on Smoking and Health.**

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Questions?

THANK YOU!!!

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