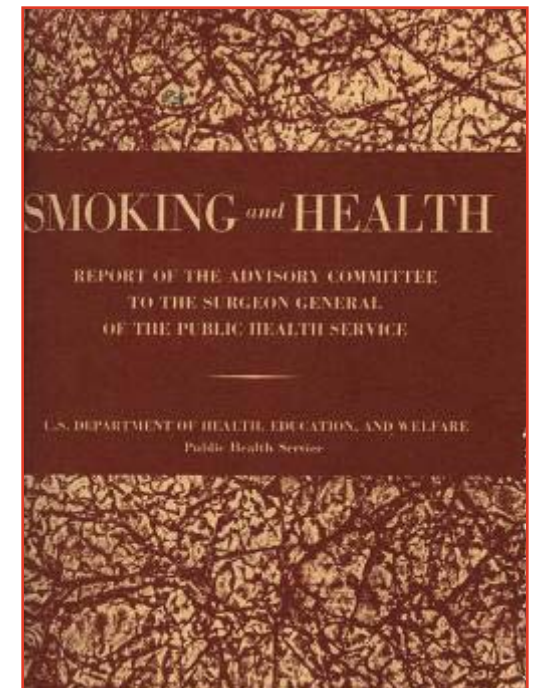


# Looking Back – CA and Tobacco

- First Surgeon General's report: 1964
- Back then in California:
  - Smoking prevalence higher than in rest of nation (~45%)
  - Cigarette price 15% lower than national average
  - In the 1970s, lung cancer mortality rates were higher in CA compared to the rest of the nation



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# Proposition 99



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- 1988: Californians approved 25-cent tax on cigarettes, 5 cents dedicated to California Tobacco Control Program (CTCP), which funded the following:
  - Local health departments and community organizations
  - Media campaigns
  - Tobacco-related evaluation and surveillance

# CTCP and Social Norms



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Paradigm: Change social norms around tobacco use by:

“indirectly influencing current and potential future tobacco users by creating a social milieu and legal climate in which tobacco becomes less desirable, less acceptable, and less accessible.”

# Price increases



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- Most effective way to reduce tobacco consumption: increase the price (taxation)
- In CA, large price increases in 1967, 1977, 1989, 1999
- Tobacco industry has defeated all 14 attempts to increase price on tobacco since 1999

# CTCP Objectives, 2012-14



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1. Raise the tobacco tax
2. Strengthen the tobacco control infrastructure
3. Achieve equity in all aspects of tobacco control among California's diverse populations
4. Minimize the impact of tobacco use on people and of tobacco waste on the environment
5. Prevent initiation of tobacco use
6. Increase the number of Californians who quit using tobacco
7. Minimize tobacco industry influence and activities

# Results



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- Smoking has declined 35% between 1989 and 2007; 2010 prevalence less than 12%
- The rates of lung and bronchus cancers have declined almost four times faster than the rate of decline in the rest of the United States



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# So Who's Still Smoking?

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# Priority Populations



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- Low socioeconomic status
  - California adults who are college graduates have a much lower smoking prevalence (5.7%) than those with a high school education or G.E.D or less (17%)
  - Californians who have a household income of less than \$15,000 are more likely to smoke (18.6%) than those with an income of \$50,000 or more (8.6%)



# Current CDC/HHS focus

- Low SES
- Pregnant women
- American Indians/Alaska Natives
- Korean, Vietnamese, Puerto Rican men
- African Americans
- LGBT
- People with mental illness/substance use disorders



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