

# Best Practices/ Overview of the Landscape of Tobacco Control

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“Celebrating 50 years of Tobacco Control: Let’s Finish the Job”  
December 5, 2013

# WARNING



**DO NOT TRY THIS ALONE**

# 50 Years

## The Health Consequences of Smoking—50 Years of Progress

A Report of the Surgeon General



U.S. Department of Health and Human Services

# **Best Practices for Comprehensive Tobacco Control Practices**

- ❑ State and Community Interventions**
- ❑ Health Communication Interventions**
- ❑ Cessation Interventions**
- ❑ Surveillance and Evaluation**
- ❑ Administration and Management**

# **STATE AND COMMUNITY INTERVENTIONS**

## State and community

- ❑ 2013 slightly better year for state funding
- ❑ Price of cigarettes increased 28% since 2008
- ❑ More than half of the states have comprehensive smoke-free laws



# State and community

- ❑ Exciting outcomes in the retail environment
- ❑ ACA
- ❑ Two big challenges facing states:
  - Ongoing fight for funding
  - E-cigarettes
    - 2012: 10% of H.S. students tried e-cigarettes



## Broadening approach to disparities

- ❑ Cooperative Agreement
- ❑ Broader network
- ❑ Addressing tobacco-related and cancer disparities
- ❑ Mutual learning and information dissemination
- ❑ Specific populations
  
- ❑ You can tap into



# **HEALTH COMMUNICATION INTERVENTIONS**

# “Tips” Campaign



CDC Tobacco Free  
 June 25

Shawn never thought he would get sick from smoking, now he breathes through a stoma. For National Men's Health Month, watch and share Shawn's story to educate men in your life about the dangers of tobacco use:  
<http://youtu.be/ud95OnAWqLs>

A TIP FROM A FORMER SMOKER

**I NEVER THOUGHT I'D GET SICK FROM SMOKING.**  
 Watch Shawn's story.

Like · Comment · Share 310

Marl Mar, World No Tobacco Day and 69 others like this.

View all 14 comments

A TIP FROM A FORMER SMOKER

**AFTER YOU HAVE A LUNG REMOVED, TAKE SHORT BREATHS.**

Annette, Age 57, Diagnosed at 49  
 New York

Smoking causes immediate damage to your body. For Annette, it caused lung cancer. You can quit. For free help, call 1-800-QUIT-NOW

CDC U.S. Department of Health and Human Services  
 Center for Disease Control and Prevention  
[www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

## Many Americans tried to quit

Saw at Least One Ad	Quit Attempts	Quit at End of Campaign	Likely to Quit Permanently
80% smokers 75% non-smokers	1.6 million additional (12%) more	More than 200,000	100,000

# Tips 2012 among the most cost effective preventative interventions

- ❑ \$54 million investment
- ❑ Cost <3 days of tobacco industry spending on marketing and promotion
- ❑ 300,000-500,000 in years of life saved
- ❑ <\$200 per year of life saved



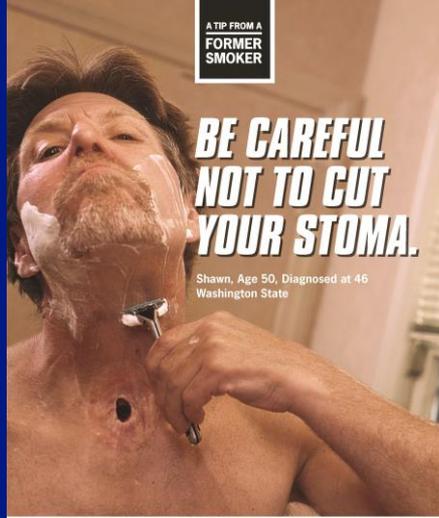
**A TIP FROM A FORMER SMOKER**

**AFTER YOU HAVE A LUNG REMOVED, TAKE SHORT BREATHS.**

Annette, Age 57, Diagnosed at 52  
New York

Smoking causes immediate damage to your body. For Annette, it caused lung cancer. You can quit. For free help, call 1-800-QUIT-NOW.

 U.S. Department of Health and Human Services  
Center for Disease Control and Prevention  
[www.smokefree.gov](http://www.smokefree.gov)



**A TIP FROM A FORMER SMOKER**

**BE CAREFUL NOT TO CUT YOUR STOMA.**

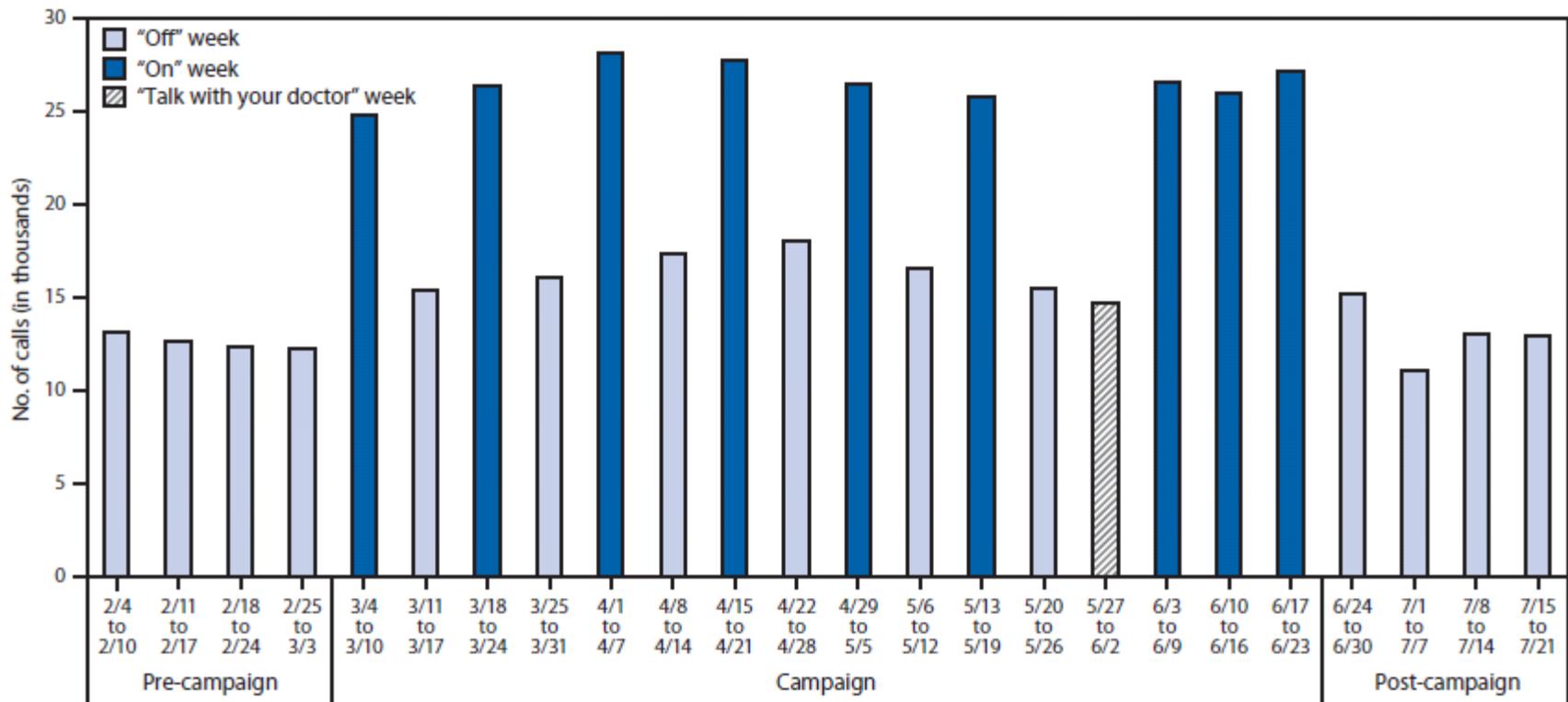
Shawn, Age 50, Diagnosed at 46  
Washington State

Smoking causes immediate damage to your body. For Shawn, it caused throat cancer. You can quit. For free help, call 1-800-QUIT-NOW.

 U.S. Department of Health and Human Services  
Center for Disease Control and Prevention  
[www.smokefree.gov](http://www.smokefree.gov)

# Impact of 2013 campaign on Quitline

FIGURE 1. Number of weekly telephone calls made to 1-800-QUIT-NOW before, during, and after CDC's 2013 Tips from Former Smokers campaign — United States, February 4–July 21, 2013\*



\* For the week of May 27–June 2, the national television ads were running, but most of these ads were tagged with the message "You can quit – talk with your doctor for help." For the weeks of June 3–9, June 10–16, and June 17–23, a substantial proportion of online ads were tagged with 1-800-QUIT-NOW. For the week of June 24–30, some television stations continued to run ads for a short period after the campaign ended; in addition, the campaign might have had a delayed effect.

# 2014 Media Campaign

- CDC
- FDA
- Legacy

**A TIP FROM A FORMER SMOKER**



**RECORD YOUR VOICE FOR LOVED ONES WHILE YOU STILL CAN.**

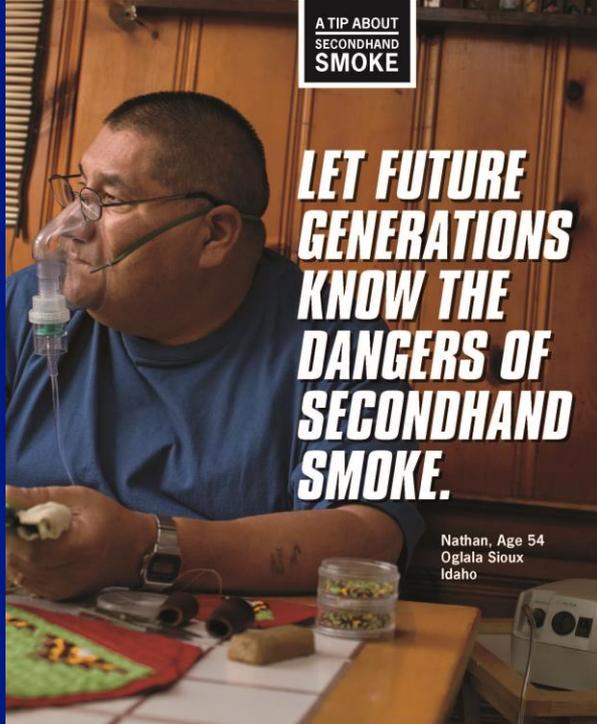
Terrie, Age 52  
North Carolina

Smoking causes immediate damage to your body. For Terrie, it gave her throat cancer. You can quit. For free help, call **1-800-QUIT-NOW**.  
#CDCTips



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention  
www.cdc.gov/tips

**A TIP ABOUT SECONDHAND SMOKE**



**LET FUTURE GENERATIONS KNOW THE DANGERS OF SECONDHAND SMOKE.**

Nathan, Age 54  
Oglala Sioux  
Idaho

Secondhand smoke at work triggered Nathan's severe asthma attacks and caused infections and lung damage. If you or someone you know wants free help to quit smoking, call **1-800-QUIT-NOW**.  
#CDCTips



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention  
www.cdc.gov/tips

# **CESSATION INTERVENTIONS**

# What OSH is doing to support Quitline impact

- ❑ OSH working closely with NCI and NAQC
- ❑ Quitline FOAs
- ❑ Federal IVR
- ❑ Back-up counseling
- ❑ Asian quitline
- ❑ DEJELO-YA
- ❑ Ongoing communication



## Cessation Challenges

- ❑ Infrequent use
- ❑ Medication coverage through quitlines
- ❑ Healthcare provider support



# **SURVEILLANCE AND EVALUATION**

## What surveillance is showing

- ❑ **Significant increases in the use of:**
  - Electronic cigarettes
  - Hookahs
  - Cigars among non-Hispanic black H.S. students
  - Flavored products
  
- ❑ **More efforts to monitor and prevent the use of conventional and non-conventional**



# E-cigarettes

**SMOKE IN STYLE**  
With blu Electronic Cigarettes

Freedom never goes out of fashion. Control when and where you want to smoke with blu electronic cigarettes. blu produces no tobacco smoke and no ash, only vapor, making it the ultimate accessory and the smarter alternative to regular cigarettes. Step out in style with blu.



  **'Like' us on Facebook**  
[facebook.com/blucigs](https://facebook.com/blucigs)

**blu**

[blucigs.com](https://blucigs.com)

\* Introducing the World's First Smart Pack (e-cigs only)

18+ ID required. | blu ecigs are not a smoking cessation product and have not been evaluated by the Food and Drug Administration, nor are they intended to treat, prevent or cure any disease or condition.



*In 1904, Mrs. George Hubbard found a clever way to sneak a cigarette while her husband still got the attention he demanded.*

**You've  
come a long  
way, baby.**



© Philip Morris Inc. 1999  
8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Feb '95.

**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**

# Why we are worried?

- ❑ Adolescent use
- ❑ Stable dual use in smokers
- ❑ Former smoker relapse
- ❑ Second-hand vaping



# Why we could get excited...

- ❑ **Switching decreases risk of death and disease**
- ❑ **Disruptive technology**
- ❑ **Leaded vs unleaded paint**
- ❑ **End game synergy?**

“Bonnie Herzog, a tobacco financial analyst with Wells Fargo, has predicted that by 2021, sales of electronic cigarettes will actually surpass those of tobacco cigarettes”

# **ADMINISTRATION AND MANAGEMENT**

## State Taxes vs. State Spending

- The average state cigarette excise tax *increased* from \$1.18 as of 12/31/08 to \$1.53 as of August, 2013
- State spending on tobacco control *decreased* from \$717.2 million in FY2008 to \$459.5 million in FY2013



**+30%**



**-36%**

# Need to rebuild infrastructure



# The End Game

**“A Society Free of Tobacco-Related Death and Disease”**

**□ Candidates to get there:**

- Pedal to the metal
- Nicotine and product regulation
- ? Role of alternative nicotine delivery systems



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*The findings and conclusions in this presentation are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention.*

