Tobacco-free Living: Moving Beyond 100% Smoke-free Indoor Air to Other Tobacco Control Policies

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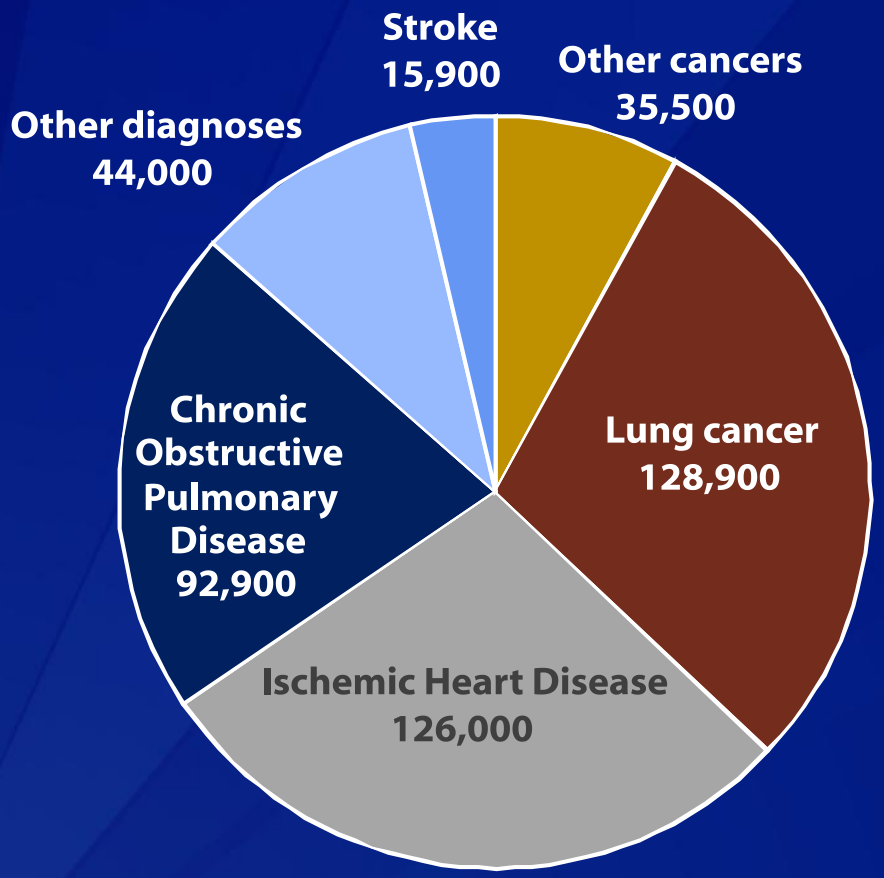
The findings and conclusions in this presentation are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention

Tobacco kills about 443,000 in the U.S. every year



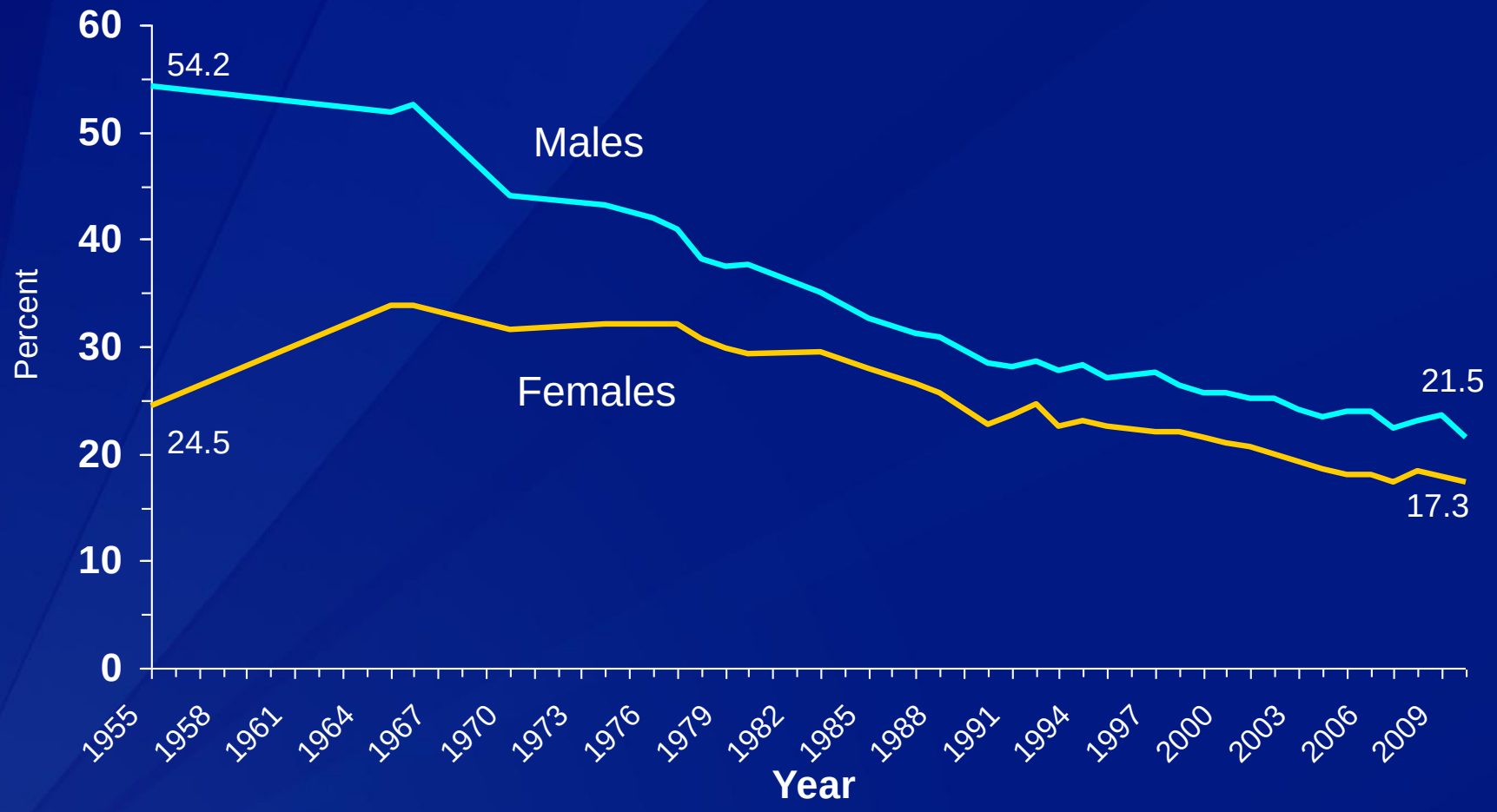
EVERY YEAR:

- **$96 billion in medical costs**
- **$97 billion in lost productivity**

Average annual number of deaths, 2000-2004.

Source: Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses – United States, 2000-2004. *MMWR* 2008;57(45):1226-1228.

Current Cigarette Smoking* Among Adults By Sex, U.S.—1955-2010

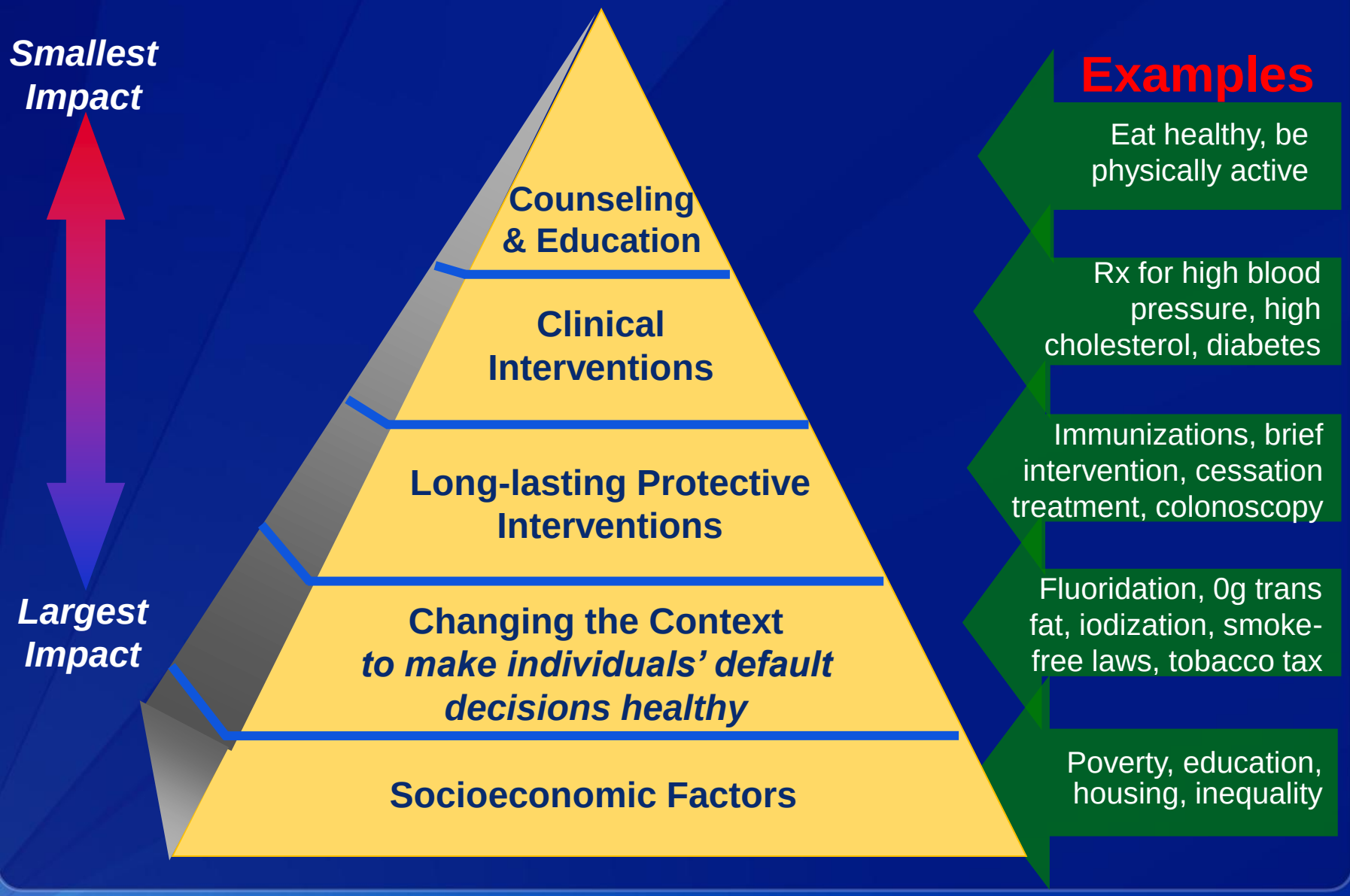


*Estimates since 1992 include some-day smoking.
Sources: 1955 Current Population Survey; 1965-2006; National Health Interview Survey 2010

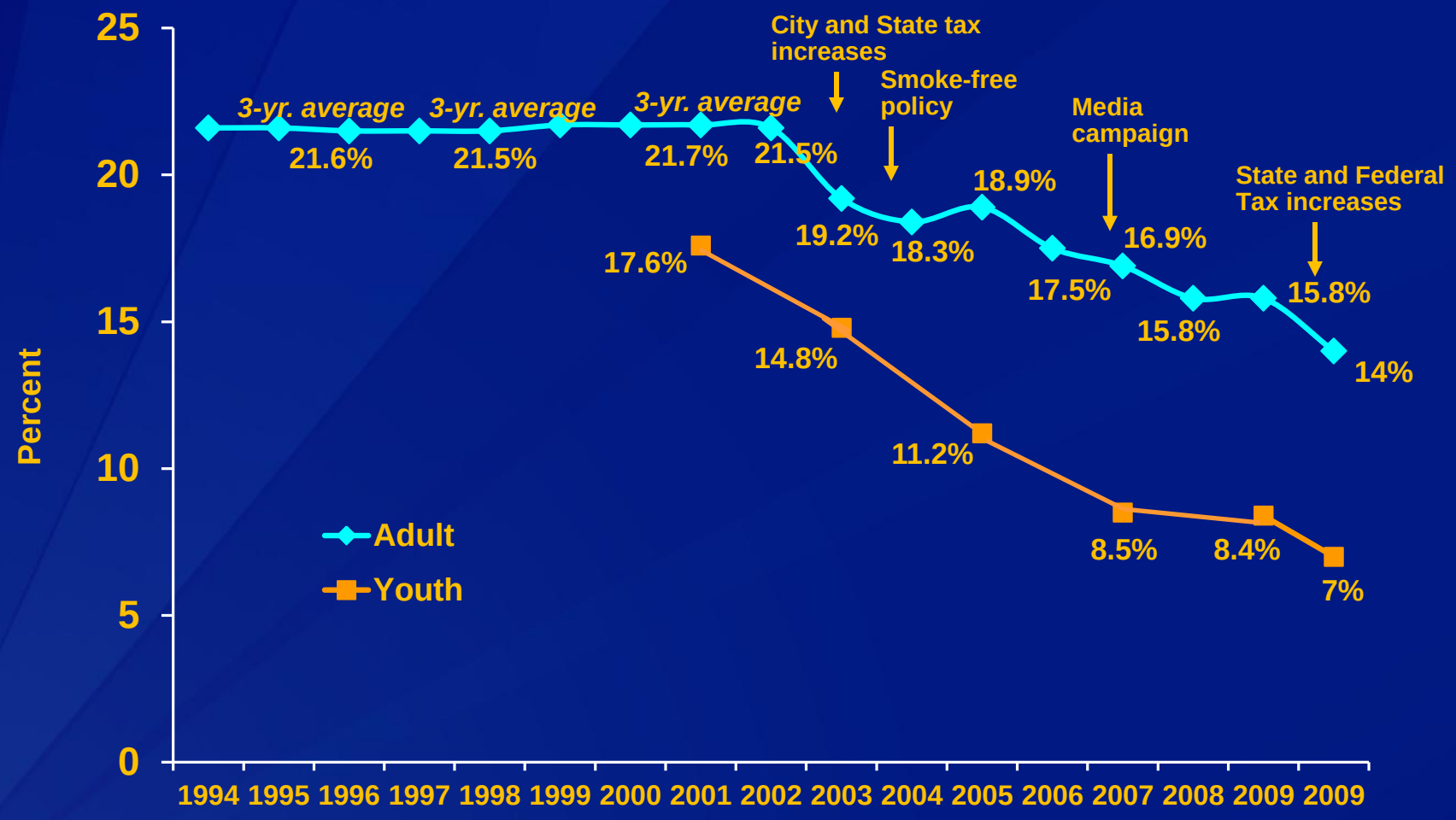
We know what works

- Sustained funding of comprehensive programs
- Tobacco price increases
- 100% smoke-free policies
- Aggressive media campaigns
- Cessation access
- Comprehensive advertising restrictions

Factors that Affect Health



Immediate impact of a comprehensive approach: youth and adult smoking rates in NYC



Source: BRFSS 1993 – 2001; NYC Community Health Survey 2002 – 2010; and NYC YRBS 2001 - 2009

Prioritizing Tobacco Control Policies for CTG

- Comprehensive Smoke-free
- Price Increases
- Hard-hitting Media Campaigns
- Expanded Smoke-free
- Point of Sale Policies

Smoke-free Status By CTG Area To Be Served

Comprehensive Smoke-free

- Austin, TX
- Bernalillo County, NM
- Dayton & Montgomery County, OH
- Denver, CO
- Douglas County, NE
- Hennepin County, MN
- Illinois
- Iowa
- Houston, TX
- Louisville, KY
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Montana
- New Jersey
- New Mexico
- New York, NY
- Ohio (Austen BioInnovation Institute)
- Rochester, NY
- San Diego, CA
- San Francisco, CA
- South Dakota
- Tacoma-Pierce County, WA
- Vermont
- Washington State
- Wisconsin
- Utah

No Comprehensive Smoke-free Law

- California (Public Health Institute)
- Cobb County, GA
- Fresno County, CA
- Kentucky (UNITE, Inc.)
- Kern County, CA
- Los Angeles County, CA
- Louisiana
- Mississippi (My Brother's Keeper Inc.)
- Missouri (Mid-America Regional)
- North Dakota
- Palau
- Sacramento County, CA
- South Carolina
- Stanislaus County, CA
- Texas
- Ventura County, CA
- West Virginia

Preempted

- Broward County, FL
- Connecticut
- Fairfax County, VA
- Lancaster, PA
- North Carolina
- Oklahoma City-County, OK
- Philadelphia, PA

Tribal

- Chehalis Reservation
- Great Lakes Inter-tribal
- Sault Ste Marie
- Sophie Trettevick
- Southeast Alaska
- Toiyabe Indian Health
- Yukon-Kuskokwim

Comprehensive Smoke-free Laws

- **The Surgeon General has concluded that the only way to fully protect nonsmokers from SHS exposure is to prohibit smoking in all indoor areas**
  - Separating smokers from nonsmokers, cleaning the air, and ventilating buildings cannot eliminate SHS exposure
- **Comprehensive smoke-free laws completely prohibit smoking in:**
  - Worksites
  - Restaurants
  - Bars

Almost 50% of U.S. Population is Covered by Comprehensive State or Local Smoke-free Laws

Population figures are as of December 31 of each given year; July for 2010. All population figures are from the United States Census.
Source: American Nonsmokers' Rights Foundation, 2000-2010.

EVIDENCE-BASED INTERVENTIONS:

EXPANDED SMOKE-FREE POLICIES

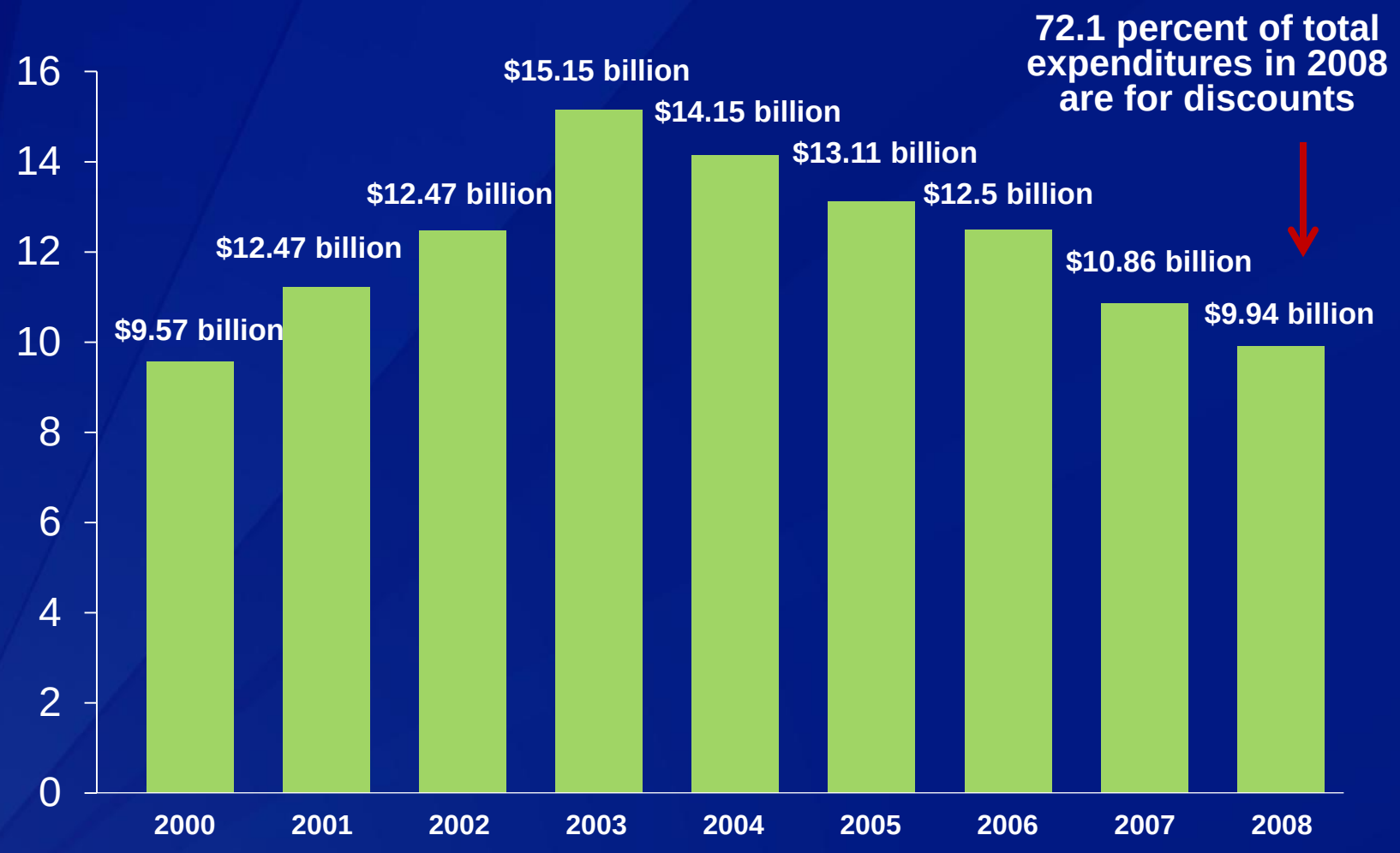
Expanded Comprehensive Smoke-free

- Expanding Indoor Protections to Protect ***Everyone*** from Secondhand Smoke Exposure
  - e.g. Warehouses, Casinos, Hotel Rooms, Transit, etc.
- Multi-Unit Housing
  - Work with Apartment Owners
  - Enact Municipal Ordinance
  - Pass Housing Board Regulations
- Outdoor Spaces
  - Parks, Beaches, Dining, Stadiums
  - College Campuses
  - Smoke-free → Tobacco Free

EVIDENCE-BASED INTERVENTIONS:

POINT OF SALE POLICIES

Cigarette Marketing Expenditures 2000-2008



Source: Federal Trade Commission Reports 2000-2008.

Influence at the Point of Sale: Discounts, Advertising and Product Placement

Point of Sale Strategies

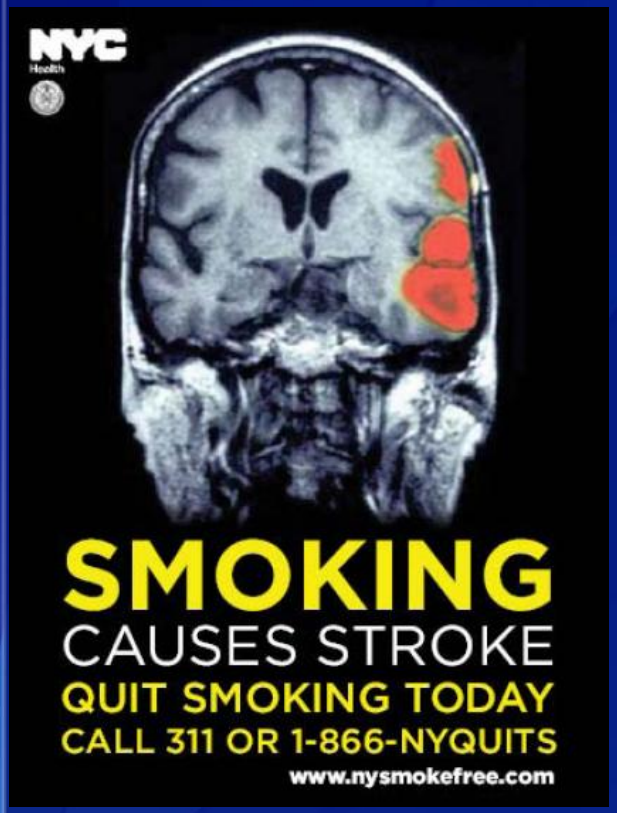
- Comprehensive Licensing
  - Increased Annual License Fees
  - Vehicle for Other Restrictions
- Density, Type, Location Restrictions
- Display Restrictions
- Require Graphic Health Messages
- Other restrictions: Flavoring, OTP, etc.

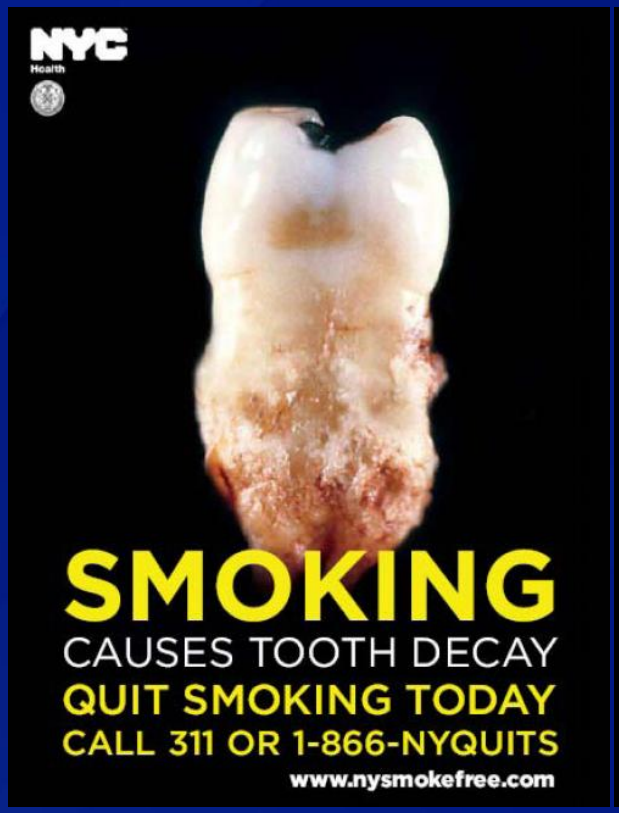
- Caution: Know legal barriers

Point of Sale: Discounts

Point of Sale: Retail Display Bans

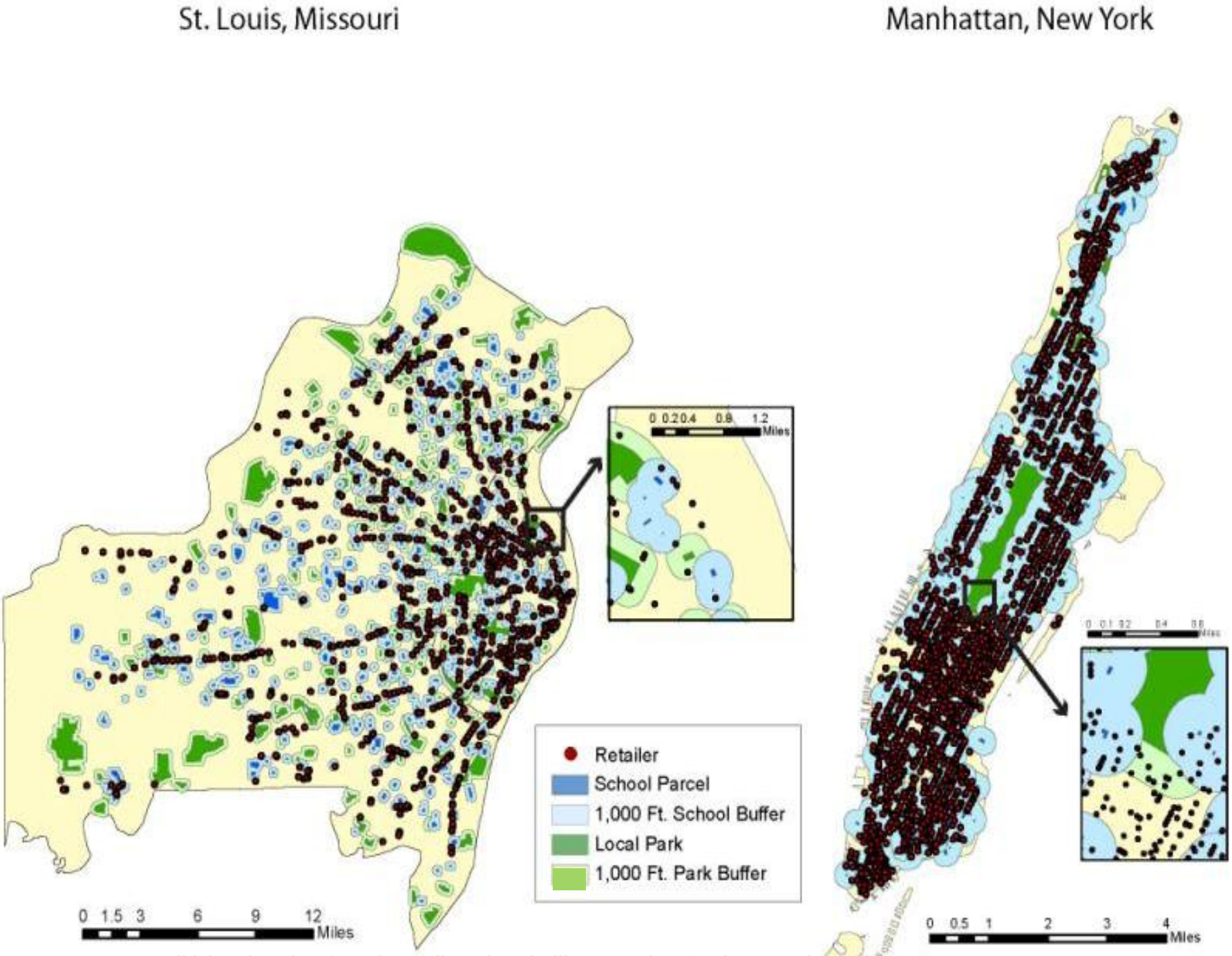
Point of Sale: Graphic Health Messages





Point of Sale: Retailer Control

- Density
  - Cap on number of retailers in a community, zone
  - Restrict how close retailers can be to each other
- Type
  - Prohibit sales in pharmacies
  - Prohibit sales on colleges
- Location Restrictions
  - Restrict/Prohibit sales near schools, parks, etc.



Source: Kurt Ribisl, University of North Carolina-Chapel Hill; CDC Point-of-Sale Strategies Webinar; Sept. 27, 2011.

Lessons Learned from CPPW

- Don’t Underestimate the Importance of a Coalition
  - Know the Role of the Coalition vs. the Grantee
- Work closely with T/A Providers
  - Tobacco Control Legal Consortium
  - Americans for Nonsmokers’ Rights
  - Campaign for Tobacco Free Kids
- Coordinate efforts with your State/Local Tobacco Control Program(s)

Who Can Help

- CDC, Office on Smoking and Health
- National Experts
  - Tobacco Control Legal Consortium
  - Americans for Nonsmokers' Rights
  - Campaign for Tobacco Free Kids
- Other CTG Communities
- Public Health Researchers/Practitioners
- State/Local Tobacco Control Programs

Discussion Questions

For more information please contact Centers for Disease Control and Prevention
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E-mail: cdcinfo@cdc.gov Web: www.cdc.gov

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