



A HISTORY of TOBACCO CONTROL EFFORTS



UNDERSTANDING the ROLE of TOBACCO in the NEW WORLD

- Tobacco use originated in the Americas and was exported worldwide. Once tobacco became a popular crop throughout the world, it was taxed heavily by the British and was one of the economic causes of the U.S. Revolutionary War.
- In 1770, 50% of British colonists earned their living from tobacco production; wages were often paid with tobacco.
- Tobacco was used as currency in and around Virginia for nearly 200 years; it was called "country pay" or "country money."



UNDERSTANDING the ROLE of TOBACCO in the NEW WORLD (cont'd)

- The invention of the rolling machine in 1884 dramatically increased the production of cigarettes and lowered their cost, leading to a tremendous rise in consumption.
- General John J. Pershing, commander of American forces in France in 1918, was quoted as saying, "You ask me what we need to win this war. I answer tobacco as much as bullets."
- From 1895 to 1905, the *American Tobacco Company* was the second largest corporation in the United States.
- As part of the war effort, U.S. president Franklin Roosevelt made tobacco a protected crop. Cigarettes were included in soldiers' rations. Tobacco companies sent millions of free cigarettes to troops.



A MOVEMENT with a LONG HISTORY

- In some countries, consequences for tobacco use could be as severe as execution or mutilation.
- In the U.S., the anti-smoking movement arose out of the temperance movement around the 1830s.

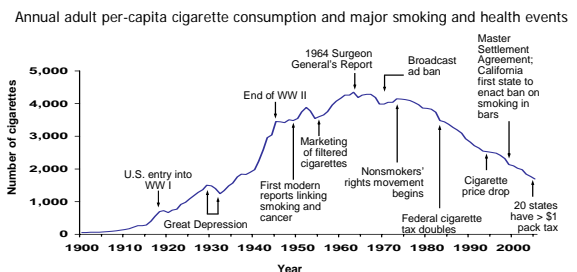


A MOVEMENT with a LONG HISTORY (cont'd)

- In 1964 the first *Surgeon General's Report on Smoking or Health* was published, concluding that "cigarette smoking is a cause of lung cancer in men, and a suspected cause in women."
- The health impact of tobacco gave rise to a new movement that sought both to reduce the ill effects on smokers and to protect the health of nonsmokers.

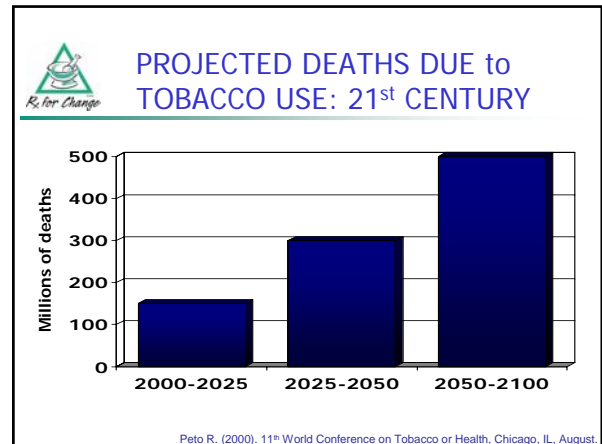
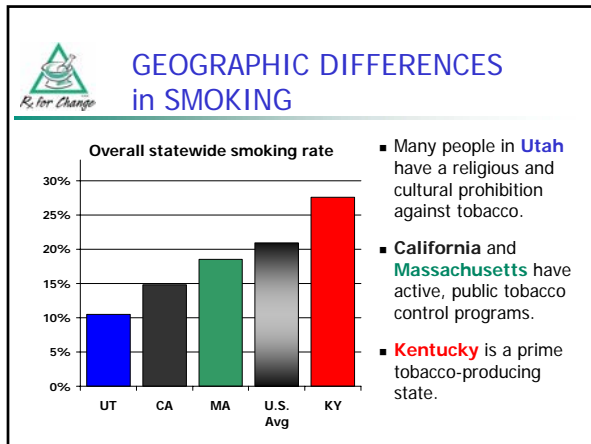


TRENDS in ADULT CIGARETTE CONSUMPTION—U.S., 1900–2005



Centers for Disease Control and Prevention, (1999), *MMWR* 48:986-993.
Per-capita updates from U.S. Department of Agriculture, provided by the American Cancer Society.





HOW DOES TOBACCO CONTROL WORK?

- Combine prevention and treatment to reduce morbidity and mortality
- Utilize multiple strategies from multiple disciplines to accomplish a single goal

COMPREHENSIVE TOBACCO CONTROL PROGRAMS WORK

It has been well established that comprehensive tobacco control programs can effectively reduce

- Tobacco consumption
- Tobacco-use prevalence
- Tobacco-related disease

WHAT ARE TOBACCO CONTROL STRATEGIES?

- Efforts to **curb the availability** of tobacco products
- Efforts to **curb the use** of tobacco products
- Efforts to **educate about the harms** of tobacco products and the tobacco industry
- Efforts to **reduce exposure to tobacco** smoke in public places
- Monitoring** of tobacco *distribution and use*
- Examination** of tobacco *industry practices*

OTHER TOBACCO CONTROL STRATEGIES: LITIGATION

- In recent years, tobacco control professionals have supported lawsuits against the tobacco industry to recover damages and force a change in corporate behavior.
- Successful cases brought on behalf of individuals exposed to second-hand smoke produce dual benefits for public health:
 - Paving the way for other nonsmoking litigants to succeed in their cases
 - Persuading business owners and others to voluntarily make their facilities 100% smoke-free

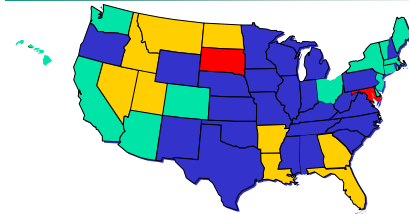


OTHER TOBACCO CONTROL STRATEGIES: REGULATION

- Comprehensive regulation of the tobacco industry
- Workplace smoking bans to reduce total cigarette consumption



A BIG STEP for TOBACCO CONTROL: SMOKE-FREE WORKPLACE LAWS



Perhaps our most significant progress in recent years is the establishment of smoke-free workplace laws.

- Smoke-free offices, restaurants, and bars: California, Colorado, Connecticut, Delaware, Hawaii, Maine, Massachusetts, New Jersey, New York, Rhode Island, Vermont, Washington
- Smoke-free offices and restaurants: Arkansas, District of Columbia (bars in 2007), Florida, Georgia, Idaho, Louisiana, Montana (bars in 2009), Nevada, North Dakota, Utah (bars in 2009)
- Smoke-free offices: Maryland, South Dakota

Data current as of November 9, 2006.



PUBLIC AWARENESS CAMPAIGNS

- World No Tobacco Day – every May 31
- Great American Smokeout – held each November



American Cancer Society's *Great American Smokeout*, circa 1969.



ANTI-TOBACCO MEDIA MESSAGES

The media can be used to increase the public's awareness of the health risks associated with tobacco use.



An INTERNATIONAL TOBACCO CONTROL TREATY

- The **Framework Convention on Tobacco Control** (FCTC) is an international treaty—the **first** legal instrument designed to reduce tobacco-related deaths and disease around the world.
- Key areas addressed by the treaty:
 - Advertising, sponsorship, and promotion
 - Protection from exposure to tobacco smoke
 - Illicit trade in tobacco products
 - Packaging and labeling of tobacco products



TOBACCO WARNING LABELS: Do They Work?

An ongoing international research study is examining the impact of different types and sizes of warning labels on cigarette packages in four countries: Australia, Canada, the United Kingdom, and the United States.

The researchers are examining whether larger and more graphic warning labels affect smokers' perceptions of risk from smoking and thus their intention to quit and their behavior regarding quitting.



ITC Project, K. Michael Cummings, Roswell Park Cancer Institute

**TOBACCO WARNING LABELS:
Do They Work?** (cont'd)



U.K. 

Canada 


Australia 

U.S. 

Labeling as of May 2003

Images courtesy of K. Michael Cummings / Roswell Park Cancer Institute

**TOBACCO WARNING LABELS:
Do They Work?** (cont'd)



Relationships between label-specific variables and quitting*

Labels make smokers think about risks


- Quit attempt
- Successful quit attempt

Smokers who reported that the labels made them more likely to think about risks of smoking were



- More likely to *attempt to quit* (OR = 1.14)
- More likely to *successfully quit* (OR = 1.89)

*Controlling for gender, age, income, education, ethnicity, prior quit attempts, and intentions to quit.

**TOBACCO WARNING LABELS:
Do They Work?** (cont'd)




- More prominent package warning labels are effective in....
 - Increasing awareness of health risks
 - Promoting quit attempts
 - Increasing quit success
- Graphic warnings are more effective than text warnings.


Images courtesy of K. Michael Cummings / Roswell Park Cancer Institute

LIMITATIONS on TOBACCO CONTROL



- Many tobacco users believe they have a legal and ethical right to use tobacco if they choose to do so.
- Even the most effective strategies do not reach all tobacco users:
 - The least dependent tobacco users are typically the first to reduce or quit tobacco use in response to tobacco control efforts.
 - The most dependent users might never quit.


PUBLIC HEALTH versus "BIG TOBACCO"



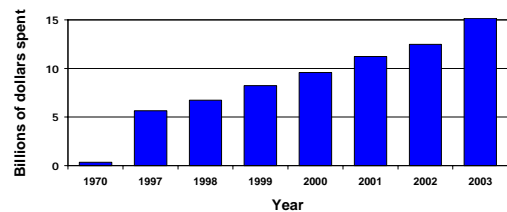
The biggest opponent to tobacco control efforts is the tobacco industry itself.

In the U.S., for every \$1 spent on tobacco prevention, the tobacco industry spends \$28 to market its products.

TOBACCO INDUSTRY ADVERTISING



- \$15.15 billion spent in the U.S. in 2003
 - 21.5% increase over 2002 figures
 - 35.0% increase over 2001 figures



Federal Trade Commission. (2005). Cigarette Report for 2003.



TOBACCO INDUSTRY TACTICS TARGET KIDS

One of the tobacco industry's new tactics in targeting kids is the introduction of candy-flavored cigarettes and smokeless tobacco.



Images courtesy of the Campaign for Tobacco-Free Kids. All rights reserved. www.tobaccofreekids.org



TOBACCO INDUSTRY TACTICS TARGET KIDS (cont'd)

Motion pictures are another communication channel of the tobacco industry, especially when it comes to influencing young, new viewers/customers.

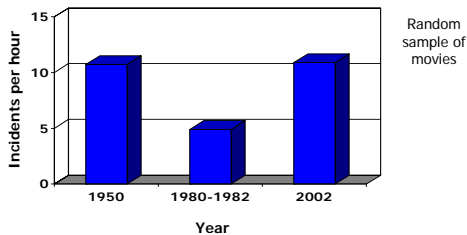
- 92% of the top 10 grossing PG-13 films in theaters between July and October 2002 included tobacco.
- 2 out of 3 tobacco shots in the top 50 movies from April 2000 to March 2001 were in G, PG, or PG-13 movies.

SmokeFreeMovies project developed by Professor Stanton Glantz at the University of California, San Francisco



TOBACCO INDUSTRY TACTICS TARGET KIDS (cont'd)

Glantz et al. (2004). *Am J Public Health* 94:261-263.



Parental restriction from watching R-rated movies predicts lower risk of trying smoking among youth (Sargent et al., 2004).



WHY TOBACCO CONTROL EFFORTS ARE SO IMPORTANT

"Four million unnecessary deaths per year, 11,000 every day. It is rare, if not impossible, to find examples in history that match tobacco's programmed trail of death and destruction. I use the word 'programmed' carefully.

A cigarette is the only consumer product which when used as directed kills its consumer."

Dr. Gro Harlem Brundtland, Director-General Emeritus, World Health Organization, 1998.



CDC's BEST PRACTICES: Recommendations for Comprehensive Tobacco Control Programs

Recommended Components:

- Community programs
- Chronic disease programs (e.g., heart disease prevention, cancer registries) to reduce the burden of tobacco-related disease
- School programs
- Enforcement of existing policies
- Statewide programs
- Counter-marketing
- Cessation programs
- Surveillance and evaluation
- Administration and management



WHAT CAN YOU DO TO HELP?

- In daily practice, clinicians can have an important role in tobacco control by
 - Preventing the initiation of tobacco use
 - Assisting patients with quitting
- Clinicians also can get involved in other tobacco control activities at the community, state, national, and global levels.