



Who's Leading the Leading Health Indicators?

- Featured Speakers:

Howard K. Koh, MD, MPH

Assistant Secretary for Health, HHS

April Roeseler , MSPH

Chief of Statewide and Community Interventions, California

- Panelist:

Tim McAfee, MD, MPH

Director, Office on Smoking and Health, HHS



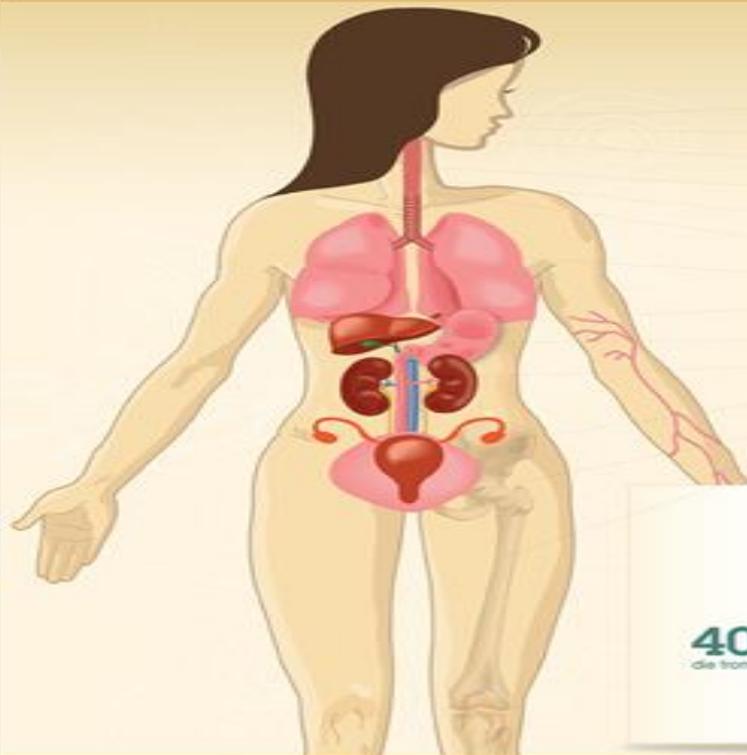
Tobacco: Finding what works to combat the epidemic

- Despite progress, millions of Americans still smoke
- Tobacco cessation and stopping initiation of tobacco use
 - Each day, more than 3,800 people under 18 smoke their first cigarette, and more than 1,000 begin smoking on a daily basis
- Effective measures that work
 - Children's Health Insurance Program Reauthorization Act



Smoking and Your Health

CIGARETTE SMOKE AFFECTS YOUR BODY



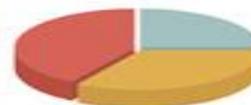
SMOKING CAUSES CANCER¹ OF THE:

- Nose
- Mouth
- Larynx (voice box)
- Trachea
- Esophagus
- Throat
- Lungs
- Stomach
- Pancreas
- Kidneys
- Bladder
- Cervix
- Bone marrow and blood²

440,000

People die prematurely in the United States each year due to smoking cigarettes or being exposed to cigarette smoke³

40%
die from cancer



25%
die from lung disease

35%
die from heart disease or stroke

SMOKING ALSO AFFECTS YOUR

AUTOIMMUNE SYSTEM

- Crohn's Disease⁴
- Rheumatoid Arthritis⁵

HEART

- Plaque Buildup in Your Arteries⁶
- Aneurysms⁷
- Coronary Heart Disease⁸
- Heart Attack⁹
- Peripheral Arterial Disease¹⁰
- Stroke¹¹

BONES

- Osteoporosis¹²
- Bone Loss¹³

VISION

- Macular Degeneration¹⁴
- Optic Nerve Damage¹⁵
- Blindness¹⁶

BLOOD

- Increased Blood Pressure¹⁷
- Changes to Blood Chemistry¹⁸
- Thickened Blood Vessels¹⁹

LUNGS

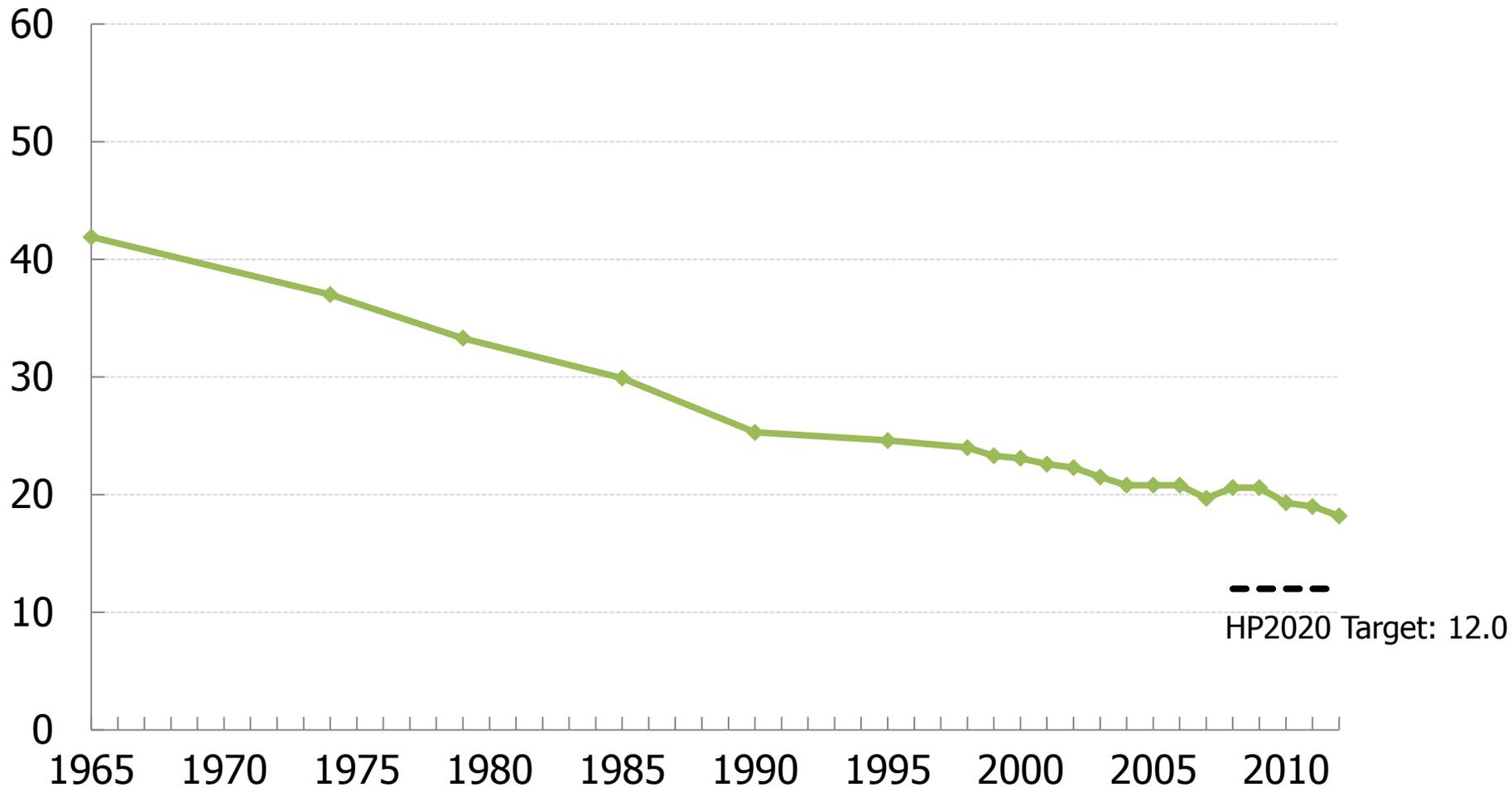
- Chronic Obstructive Pulmonary Disease²⁰
- Emphysema²¹
- Chronic Bronchitis²²
- Pneumonia²³



www.BeTobaccoFree.gov

Current Cigarette Smoking Among Adults Aged 18 Years and Over, 1965–2012

Percent



HP2020 Target: 12.0

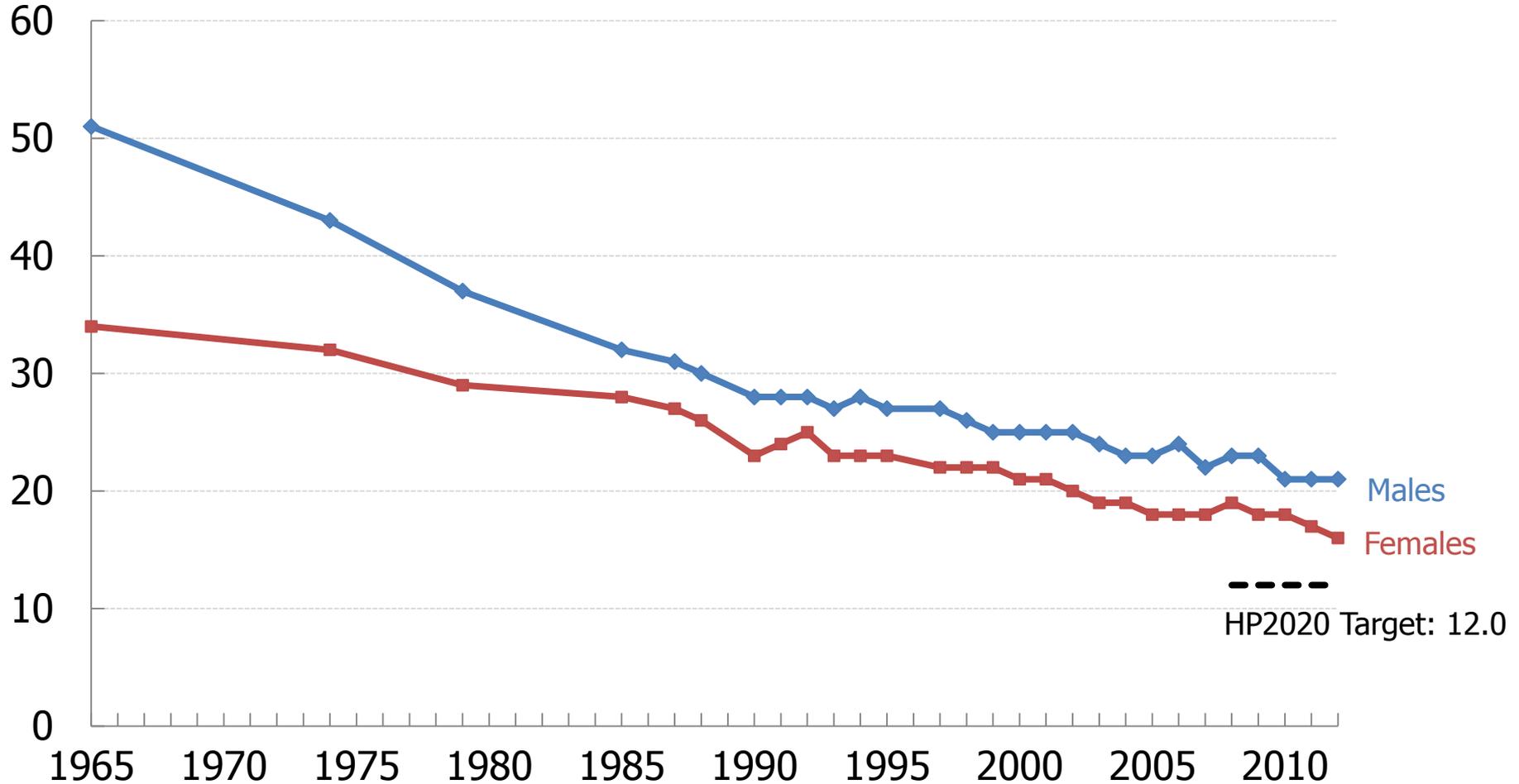
NOTES: Data are for persons who have smoked at least 100 cigarettes in lifetime and currently report smoking every day or some days. Data are age adjusted to the 2000 standard population.

SOURCE: National Health Interview Survey (NHIS), CDC/NCHS.

Obj. TU-1.1
Decrease desired

Current Cigarette Smoking Among Adults Aged 18 Years and Over by Sex, 1965–2012

Percent



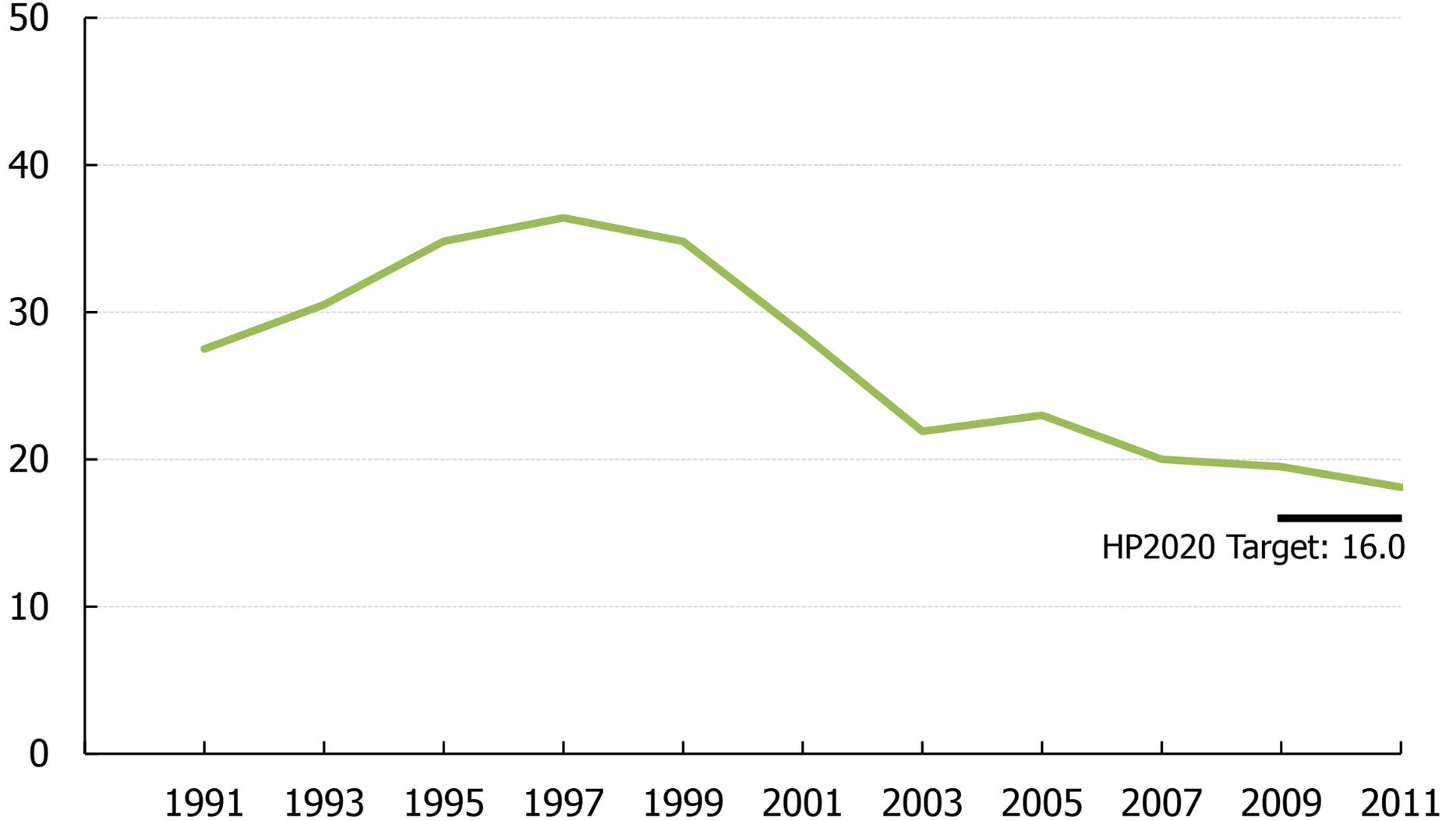
HP2020 Target: 12.0

NOTES: Data are for persons who have smoked at least 100 cigarettes in lifetime and currently report smoking every day or some days. Data are age adjusted to the 2000 standard population.
SOURCE: National Health Interview Survey (NHIS), CDC/NCHS.

Obj. TU-1.1
Decrease desired

Cigarette Use in Past Month Among Students in Grades 9–12, 1991–2011

Percent



HP2020 Target: 16.0

Obj. TU-2.2
Decrease desired

NOTE: Cigarette use is defined as using cigarettes on 1 or more of the 30 days.
SOURCE: Youth Risk Behavior Surveillance System (YRBSS), CDC/NCCDPHP

CALIFORNIA TOBACCO CONTROL PROGRAM: PAST, PRESENT, FUTURE

April Roeseler

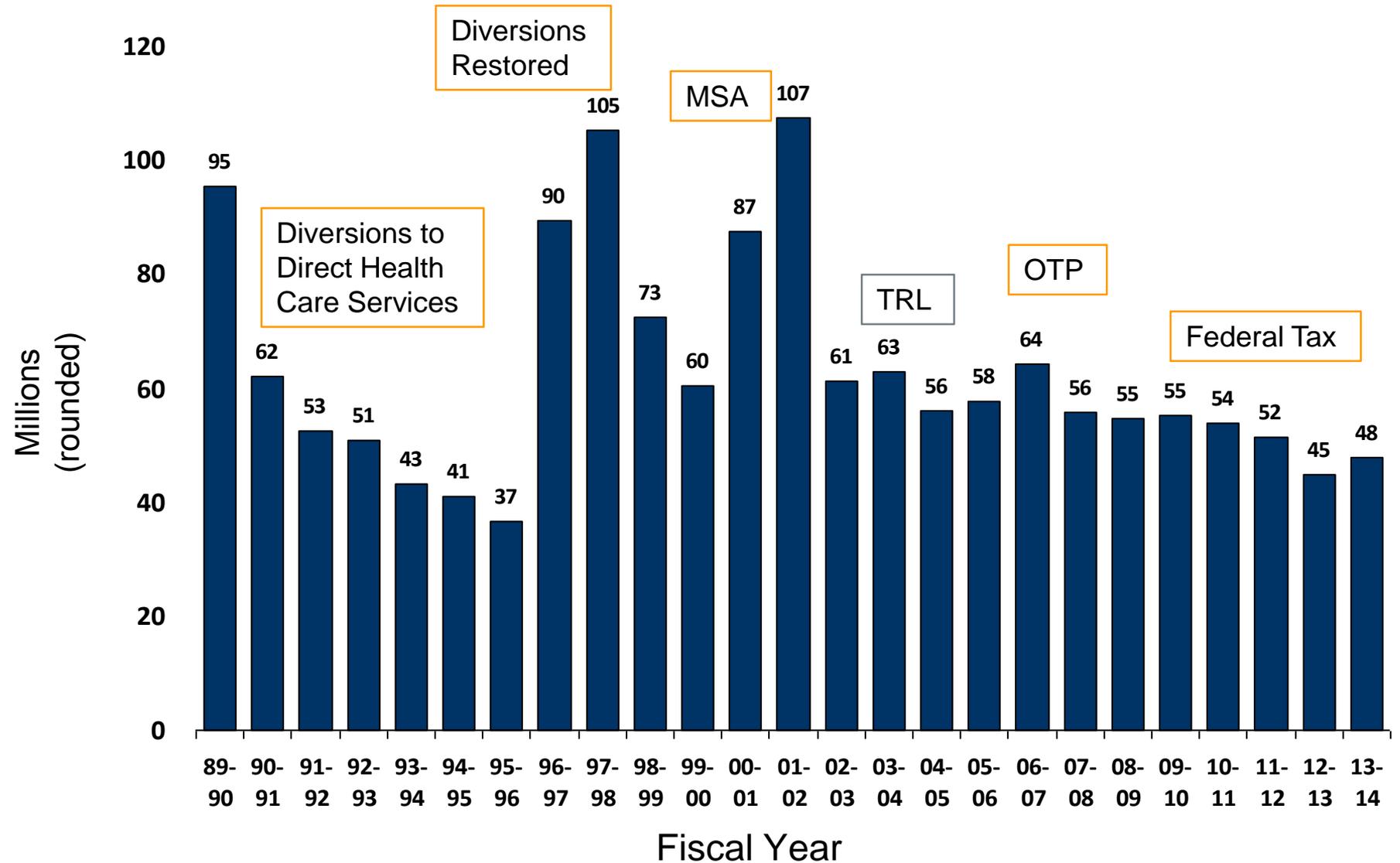
California Tobacco Control Program

California Department of Public Health

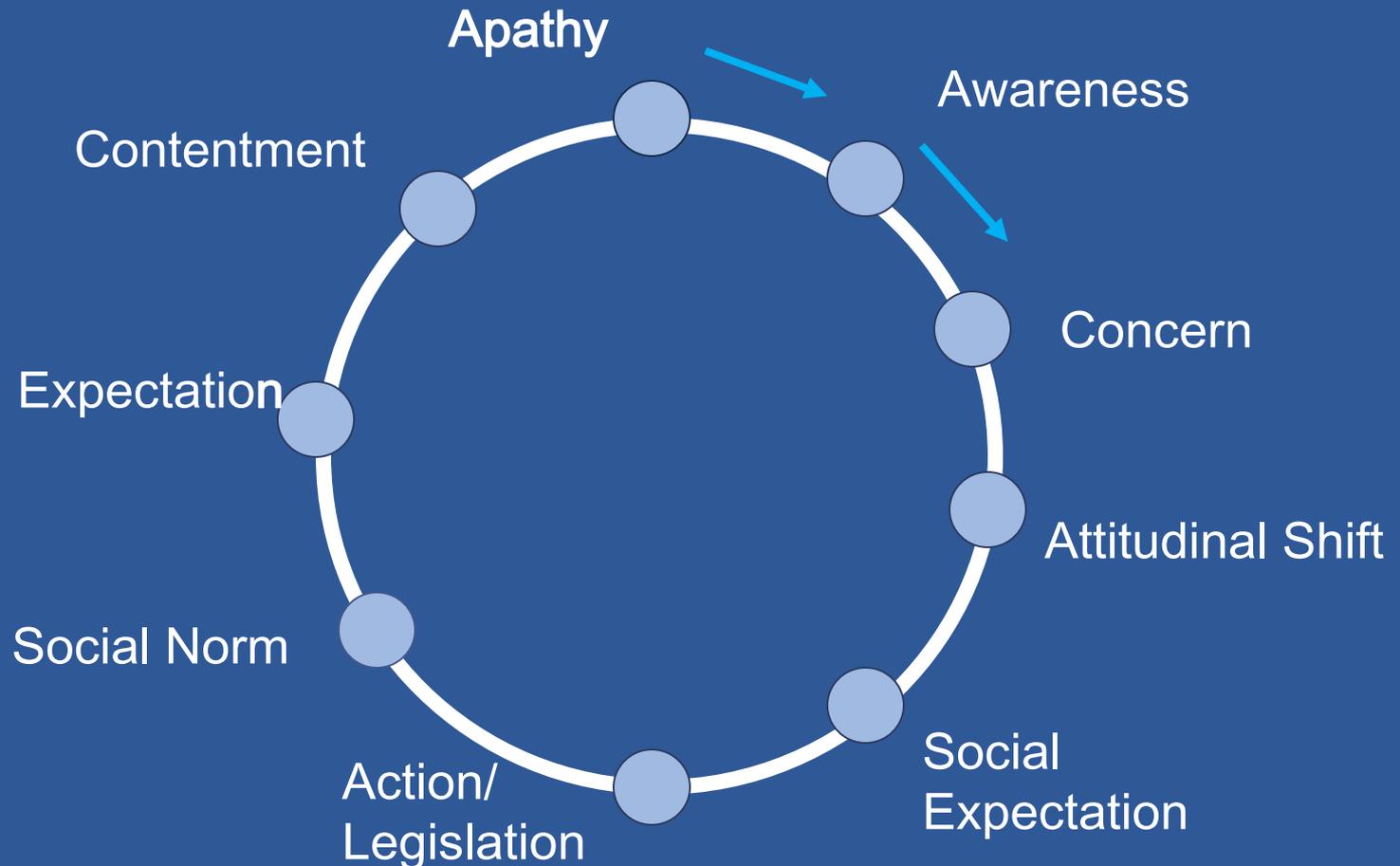
November 2013

CTCP Budget: 1989-2014

Tobacco Tax & MSA

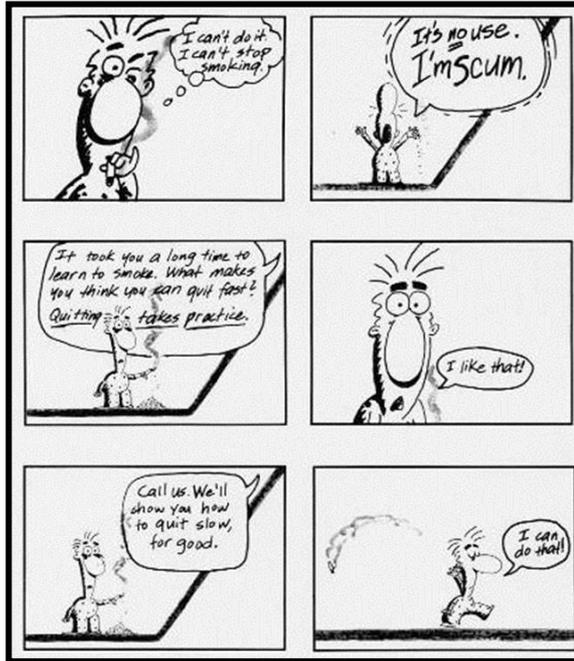


Theory of Change: Social Issue Cycle



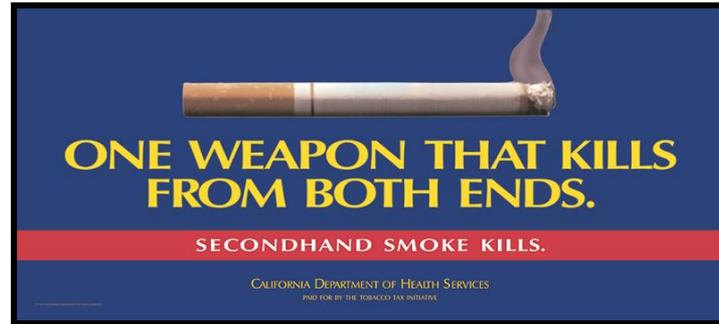
Media Strategy

Cessation Ads

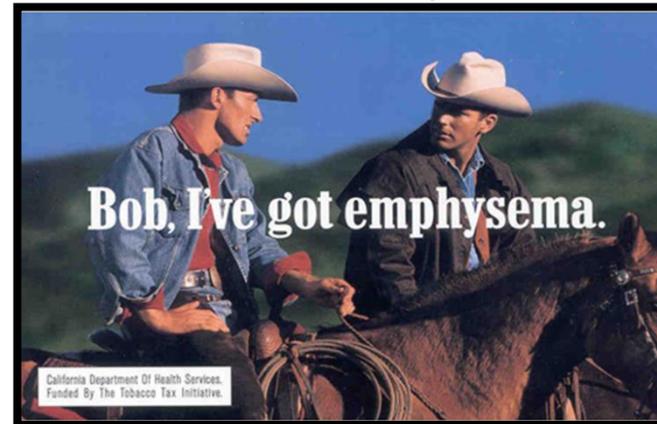


Demonstrate empathy for smokers and provide resources for motivated quitters.

Secondhand Smoke Ads



Anti-Industry Ads



Smokers with negative attitudes about SHS and the tobacco industry are more likely to have made a quit attempt and have quit intentions.

Community Engagement



- Amplifies the message
- Ties the program to the community
- Diversifies expertise, influence, & connections
- Results in policy change

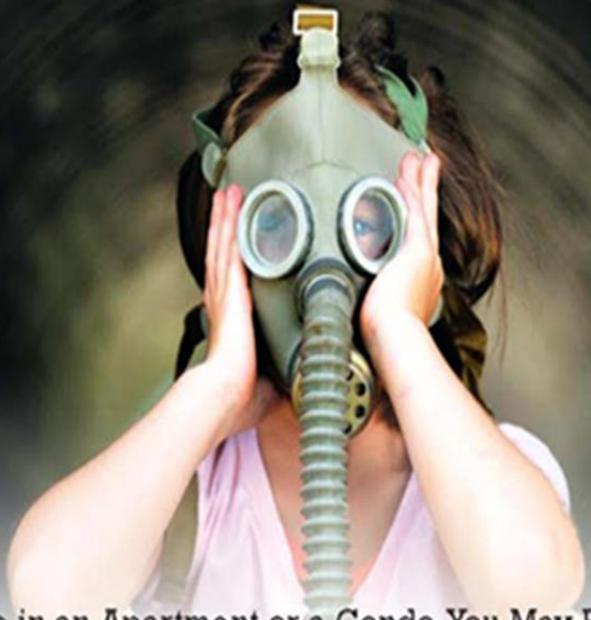
Prop 99: ROI

- Reduced cigarette consumption by 72% since 1988
- Decreased adult smoking prevalence by 46% since 1988
- Decreased high school smoking prevalence by about 50% since 2000
- Decreased lung cancer rates 3x faster in California than the rest of the U.S. since 1988
- Reduced ischemic heart disease mortality by 44% since 1988 and emphysema mortality by about 64% since 1999
- Saved 1 million lives
- Averted \$134 billion in health care costs (1989-2008)

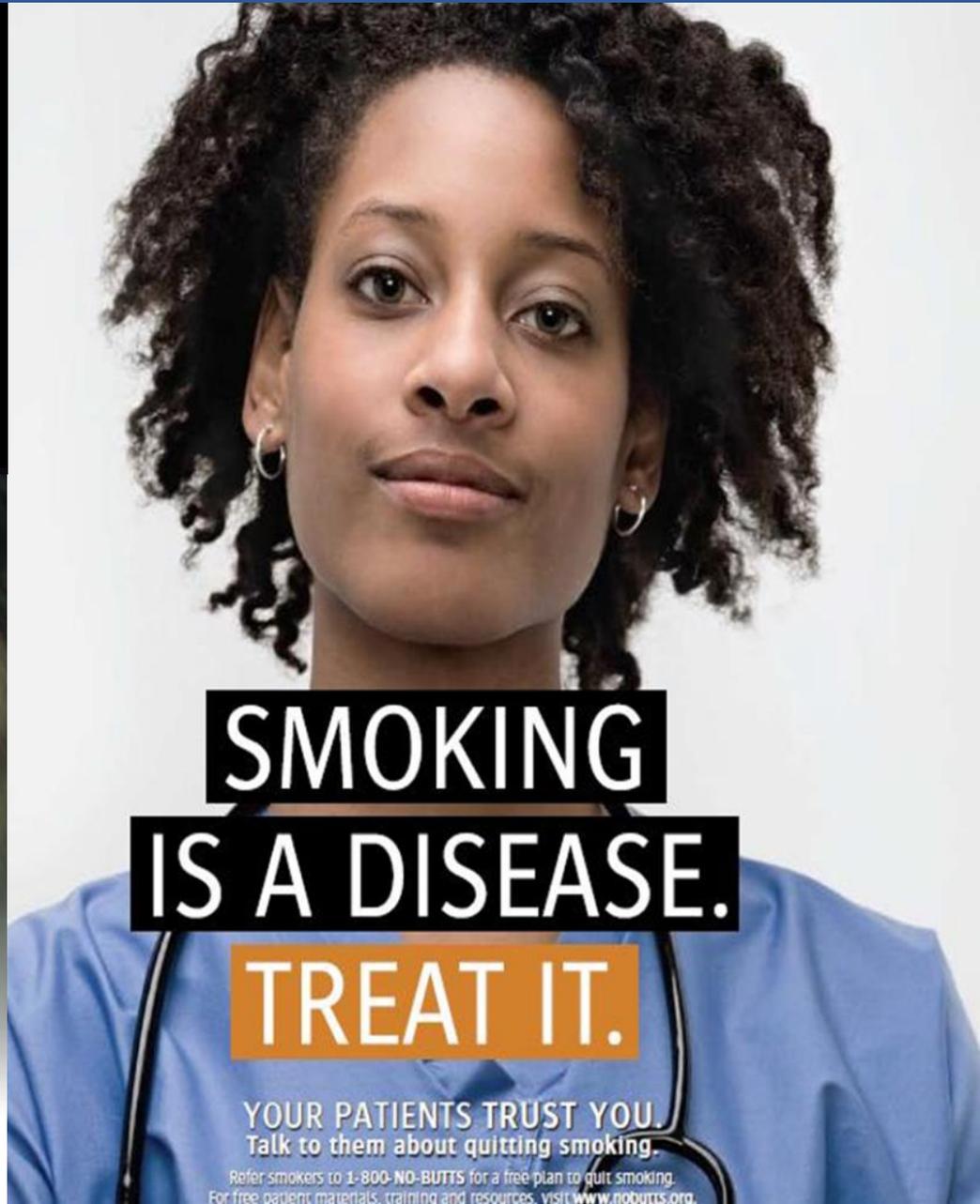
Present

Tobacco Retail Licensing

MISSION: ~~POSSIBLE~~
MISSION: POSSIBLE



If You Live in an Apartment or a Condo, You May Be Breathing Your Neighbor's Tobacco Smoke.



**SMOKING
IS A DISEASE.**

TREAT IT.

YOUR PATIENTS TRUST YOU.
Talk to them about quitting smoking.

Refer smokers to 1-800-NO-BUTTS for a free plan to quit smoking.
For free patient materials, training and resources, visit www.nobutts.org.

Future

Tobacco Waste



“I’m more annoyed with the tobacco companies. It’s another reason to not like smoking.”

Health Equity



This report suggests key directions for leveraging tobacco prevention efforts to improve community conditions and address broader social determinants of health.

Retail Environment



Youth are the most commonly targeted and affected by tobacco, alcohol and junk food marketing.

Key Partnerships



ACS



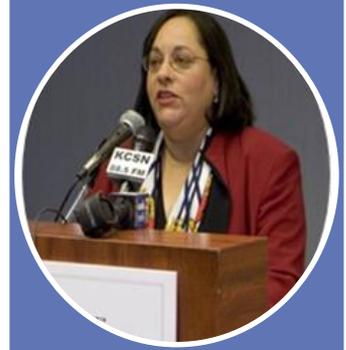
AHA



ALA



Attorney
General



Tobacco
Education
Research
Oversight
Committee



Lessons Learned

1. Innovate but rigorously evaluate
2. Invest in a strong training & technical assistance system
3. Invest in agile evaluation and surveillance
4. Create critical mass around effective interventions
5. Closely align policy/system change interventions with mass media and training and technical assistance
6. Focus locally and scale to statewide
7. Build diverse relationships
8. Disseminate program successes
9. Maintain accountability
10. Have fun

Rover & Ciggy Buttz Celebrate a Smoke-Free, Tobacco-Free Summer



Rover and Ciggy Buttz enjoy a smoke-free, butt-free day at the beach.



The Dangers of Secondhand Smoke

Secondhand Smoke
is toxic

Cancer Causing Chemicals
All are extremely toxic

Toxic Metals
Can cause cancer
Can cause death
Can damage the brain and kidneys

Secondhand smoke has more than 4,000 chemicals.

Many of these chemicals are toxic and cause cancer.

You breathe in these chemicals when you are around someone who is smoking.

Poison Gases
Can cause death
Can affect heart and respiratory functions
Can burn your throat, lungs, and eyes
Can cause unconsciousness

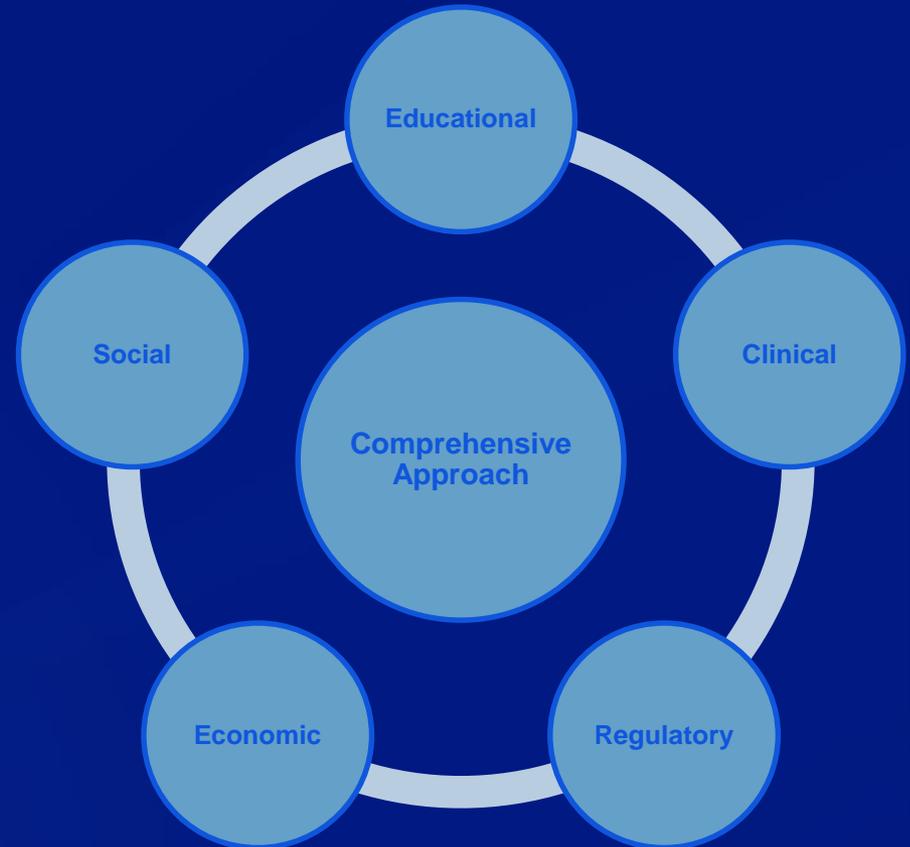
Secondhand smoke
It hurts you. It doesn't take much. It doesn't take long.

- Benzene**
Found in gasoline
- Formaldehyde**
Used to embalm dead bodies
- Chromium**
Used to make steel
- Arsenic**
Used in pesticides
- Lead**
Once used in paint
- Cadmium**
Used in making batteries
- Toluene**
Found in paint thinners
- Ammonia**
Used in household cleaners
- Butane**
Used in lighter fluid
- Hydrogen Cyanide**
Used in chemical weapons
- Carbon Monoxide**
Found in car exhaust
- Vinyl Chloride**
Used to make pipes
- Polonium-210**
Radioactive and very toxic



Comprehensive Tobacco Control Program Goals

- ❑ Prevent initiation among youth and young adults
- ❑ Promote quitting among adults and youth
- ❑ Eliminate exposure to secondhand smoke
- ❑ Identify and eliminate tobacco-related disparities among population groups

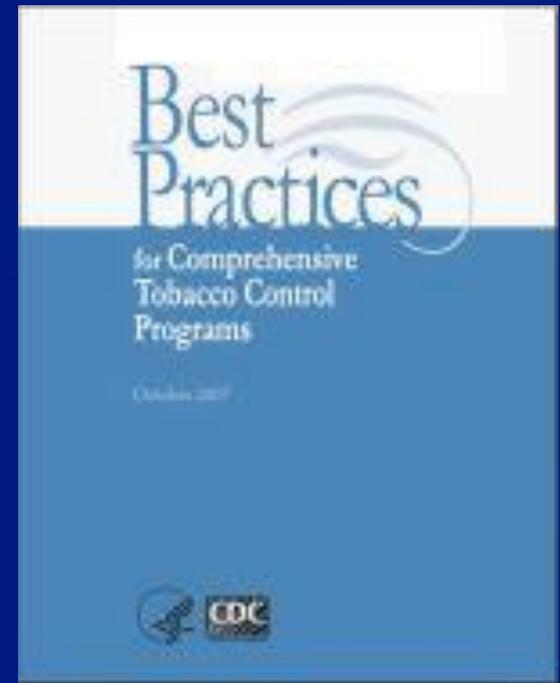


Mix of strategies achieve synergy

Budget Effectively– Use CDC's *Best Practices for Comprehensive Tobacco Control Programs*

CDC's *Best Practices* defines the specific annual investment and integrated budget structure to implement core program components:

- **State & Community Interventions**
- **Mass-Reach Health Communication Interventions**
- **Cessation Interventions**
- **Surveillance & Evaluation**
- **Administration & Management**



http://www.cdc.gov/tobacco/stateandcommunity/best_practices/

Progress is possible everywhere

□ Mississippi

- 72 smokefree cities statewide



□ Louisiana

- Secured a Medicaid match for quitline services



□ Indiana

- Medicaid reimbursement for cessation counseling and FDA-approved medications





Resource: BeTobaccoFree.gov

November 5, 2013

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BeTobaccoFree.gov

In memory of
Terrie & Nathan,
Tips campaign
participants



Learn more about them 

FEATURES

← [Tips From Former Smokers](#)

[Quit Now](#)

[The Facts About Smoking](#)

[The Dangers of Secondhand Smoke](#)

[ABOUT TOBACCO](#)

[HEALTH EFFECTS](#)

[QUIT NOW](#)

[DON'T START](#)

[SAY IT - SHARE IT](#)



Menthol Doesn't Make Cigarettes "Safer"

All cigarette smoking is linked to cancer and other diseases. The Food and Drug Administration (FDA) is seeking additional information to help it make informed decisions about menthol in cigarettes.



The Best Way to Be Tobacco Free is Not to Start

Nearly all tobacco use begins during youth and young adulthood. The best way to stop kids from using tobacco is to keep them from starting.



Smoking and Pregnancy

Smoking while you are pregnant is harmful to your baby. Learn the health risks.

Couldn't function on fumes.

I quit smoking here:

Quitting is a journey. Where are you on the path?

Drop a pin  at [smokefree.gov](#)



Say it.
Share it.





Healthy People 2020 Progress Review Webinar

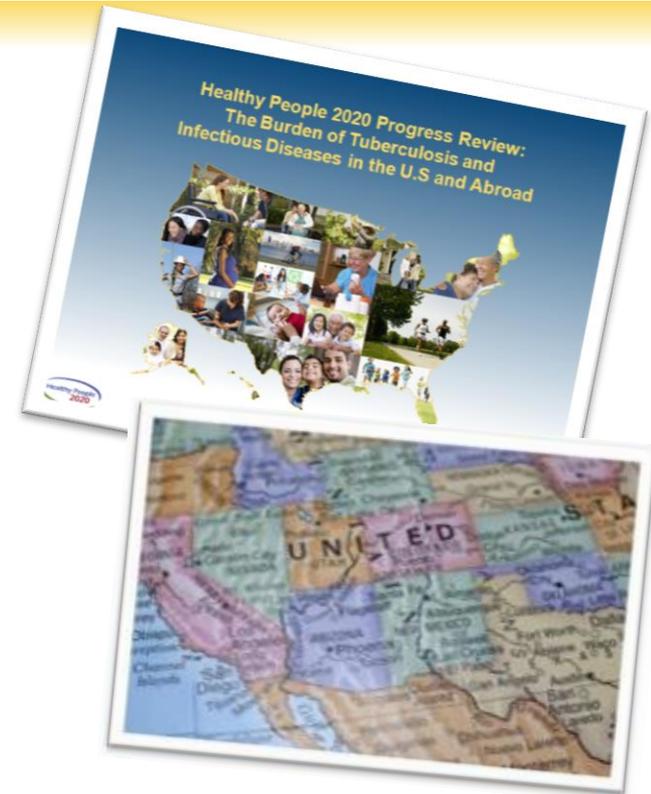
Sleeping, Breathing and Quality of Life

Thursday, December 5 | 12:00PM EST

Please join us as we review the progress of select
Healthy People 2020 objectives in the
Respiratory Diseases and Sleep Health Topic Areas.

Hear from a community-based organization that is
partnering to prevent and control asthma.

***To register, visit:
www.healthypeople.gov***





Healthy People 2020 Public Comment – Provide Your Input!

***Participate in the Healthy People 2020 process!
The public comment period is open through
5:00pm ET on December 4, 2013.***



You will be able to:

- Comment on proposed new objectives to be added to the HIV, Health-Related Quality of Life & Well-Being, and Social Determinants of Health topic areas
- Propose new objectives to be included in one of the 42 existing Healthy People 2020 topic areas

To participate, visit:

<http://www.healthypeople.gov/2020/about/publicComment.aspx>





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