

Session 2A: Implementing Population-Based Cancer Prevention Strategies

Policies to Increase the Use of Evidence-Based Cancer Prevention

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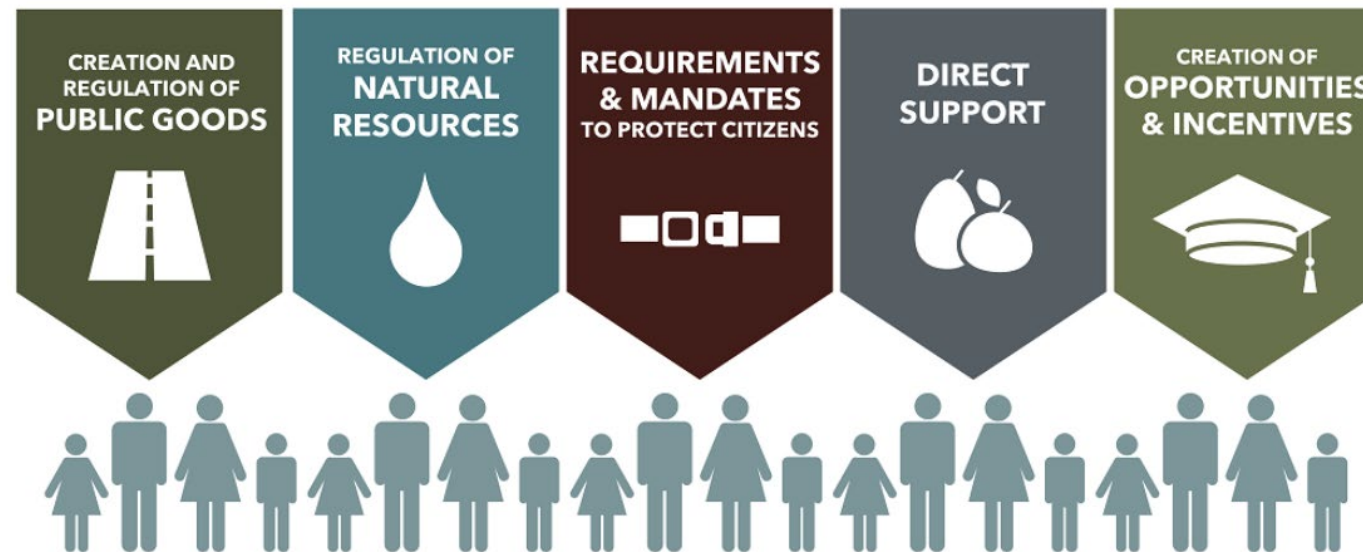
Harvard T.H. Chan School of Public Health

Disclosures

No personal financial relationships with commercial interests relevant to this presentation during the past 12 months.

Policies that affect health are developed and implemented every single day, like it or not

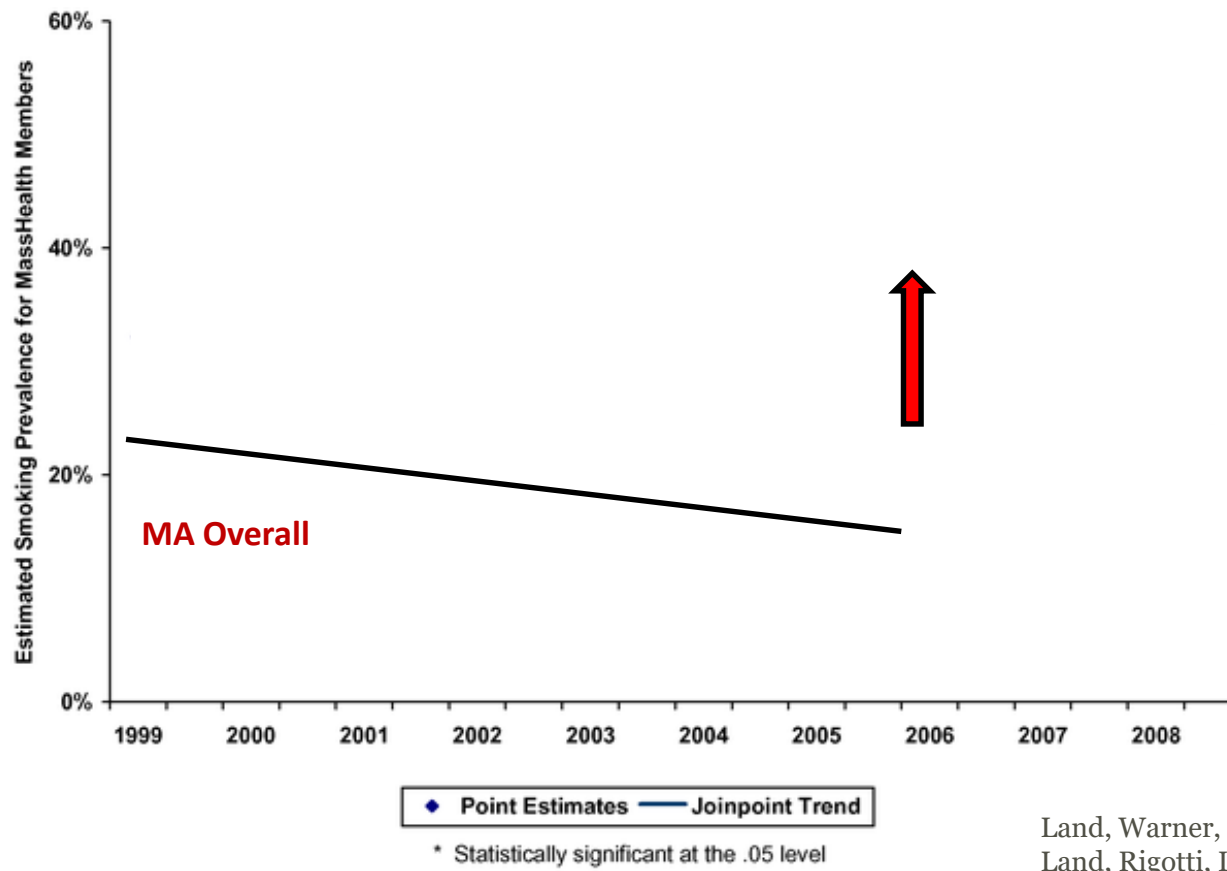
5 WAYS PUBLIC POLICY IMPACTS HEALTH



Application of Different Policy Instruments

Policy Instrument	Example Policy
Law/legislation	Sweetened beverage tax adoption (or failure)
Rule/regulation	School meal regulations
Executive order/administrative action	COVID-19 Shelter-in-Place Orders
Program or Service Delivery	Smoking quitline program
Information Provision/Education Campaign/Program	Nutrition/calorie labelling requirements
Incentives	Double value of EBT benefits for purchasing fruits and vegetables
Guidelines	Dietary Guidelines for Americans, Physical Activity Guidelines for Americans
Voluntary Standards/Practices	SHAPE America National Standards for Physical Education

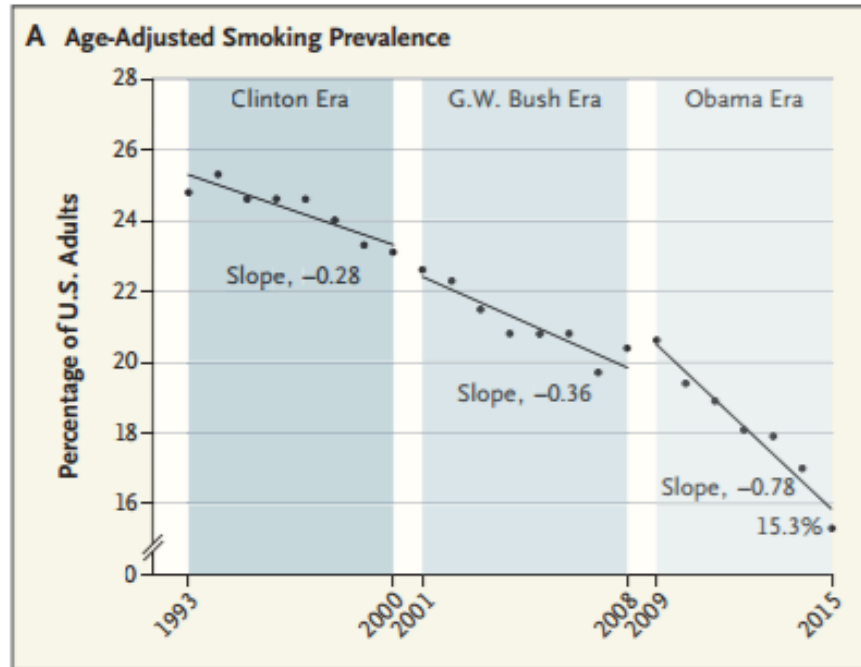
Impact of Policy: Massachusetts Medicaid Program Coverage of Tobacco Treatment



- 37% (70K) of MH smokers used the benefit
- Smoking prevalence reduced to 28%
- 46% reduction in admissions for acute MI
- 49% decline in admissions for atherosclerosis

Land, Warner, et al., 2010, *PlosMed*
Land, Rigotti, Levy, et al, 2010, *PLoS Med*

Tobacco Use in the US



Trends in Smoking Prevalence among U.S. Adults.

Panel A shows age-adjusted prevalence by year, from 1993 through 2015. Data are from the National Health Interview Survey.¹ Panel B shows the estimated trajectories, which are based on the slopes from relevant past periods, from 2015 forward.

- Federal “Interventions”:
 - Tobacco treatment a free essential benefit under ACA
 - Raised federal excise tax to \$1.01/pack
 - FDA authority to regulate tobacco products
- Significant state and local “interventions”

Fiore, 2016

What Would Policies that Continue the Obama Era Tobacco Use Trajectory Look Like?

 **U.S. FOOD & DRUG**
ADMINISTRATION

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Tobacco 21

On Dec. 20, 2019, the President signed legislation amending the Federal Food, Drug, and Cosmetic Act, and raising the federal minimum age for sale of tobacco products from 18 to 21 years. This legislation (known as “Tobacco 21” or “T21”) became effective immediately, and it is now illegal for a retailer to sell any tobacco product—including cigarettes, cigars, and e-cigarettes—to anyone under 21. The new federal minimum age of sale applies to all retail establishments and persons with no exceptions.

Tobacco 21 is the Law of the Land



What Would Policies that Continue the Obama Era Tobacco Use Trajectory Look Like?



ELSEVIER

International Journal of Drug Policy

Volume 99, January 2022, 103436



Review

A review of the evidence on cigarettes with reduced addictiveness potential

Eric C. Donny¹✉, Cassidy M. White

Available evidence suggests that reducing nicotine content in cigarettes to very low levels could benefit public health in three primary ways, by 1) decreasing uptake of regular smoking, 2) decreasing the amount people smoke, and 3) increasing the likelihood of smoking cessation. Current evidence also suggests that reducing nicotine in cigarettes may produce similar benefits across many important subpopulations of people who smoke, including those with psychiatric comorbidities, those who use other substances, those with low socioeconomic status, young people, people who smoke infrequently and people who prefer menthol cigarettes. Cigarette nicotine reduction could also lead to some undesirable outcomes, such as experiencing withdrawal, product manipulation, an illicit market, and harm misperceptions; strategies that may mitigate each are discussed.



U.S. FOOD & DRUG
ADMINISTRATION

For Immediate Release:

December 23, 2021

FDA NEWS RELEASE

FDA Authorizes Marketing of Tobacco Products that Help Reduce Exposure to and Consumption of Nicotine for Smokers Who Use Them

Data Suggest These Products Are Less Appealing than Other Tobacco Products, Unlikely to Lead to Addiction and Initiation Among Non-Users, Including Youth

Wednesday, June 22, 2022
Today's Paper

The New York Times

☁ 59°F 86° 57°
Nasdaq +2.51% ↑

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F.D.A. Aims to Cut Down on Smoking by Slashing Nicotine Levels in Cigarettes

The move would be an effort to further wean Americans from addictive tobacco products and reduce smoking-related illnesses.



According to the C.D.C., about 1,300 people die prematurely each day of smoking-related causes, adding up to about 480,000 deaths per year. Taylor Glascock for the New York Times

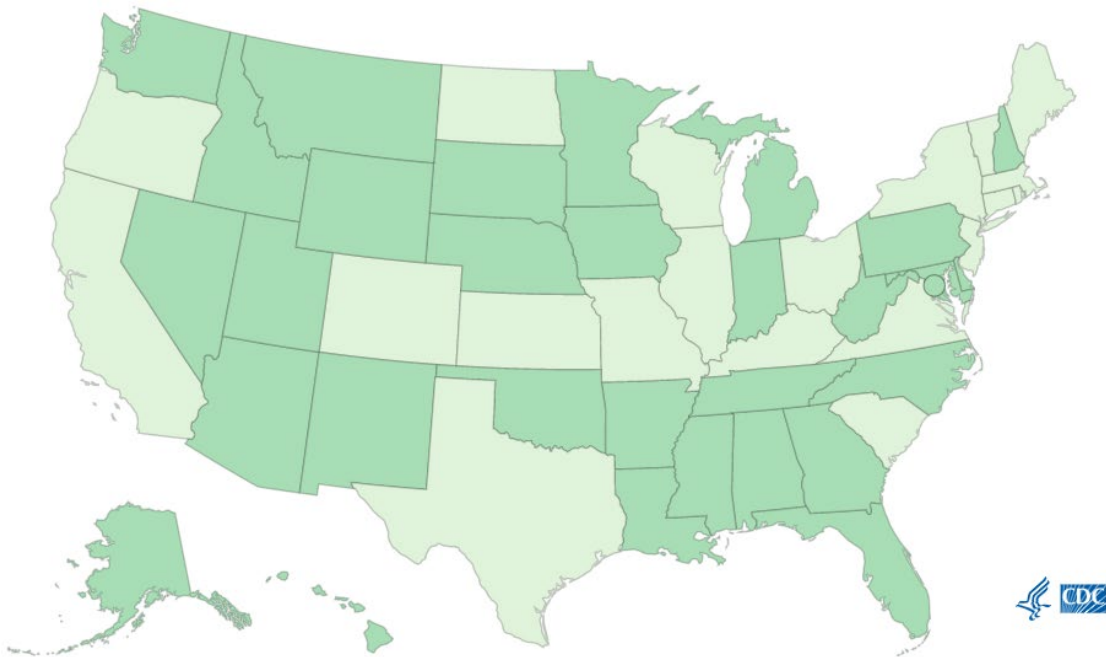
By Christina Jewett and Andrew Jacobs

June 21, 2022

The Food and Drug Administration is planning to require tobacco companies to slash the amount of nicotine in traditional cigarettes to make them less addictive and reduce the toll of smoking that claims 480,000 lives each year.

What Would Policies that Continue the Obama Era Tobacco Use Trajectory Look Like?

Medicaid Coverage of Cessation Treatments (as of 12/31/21)



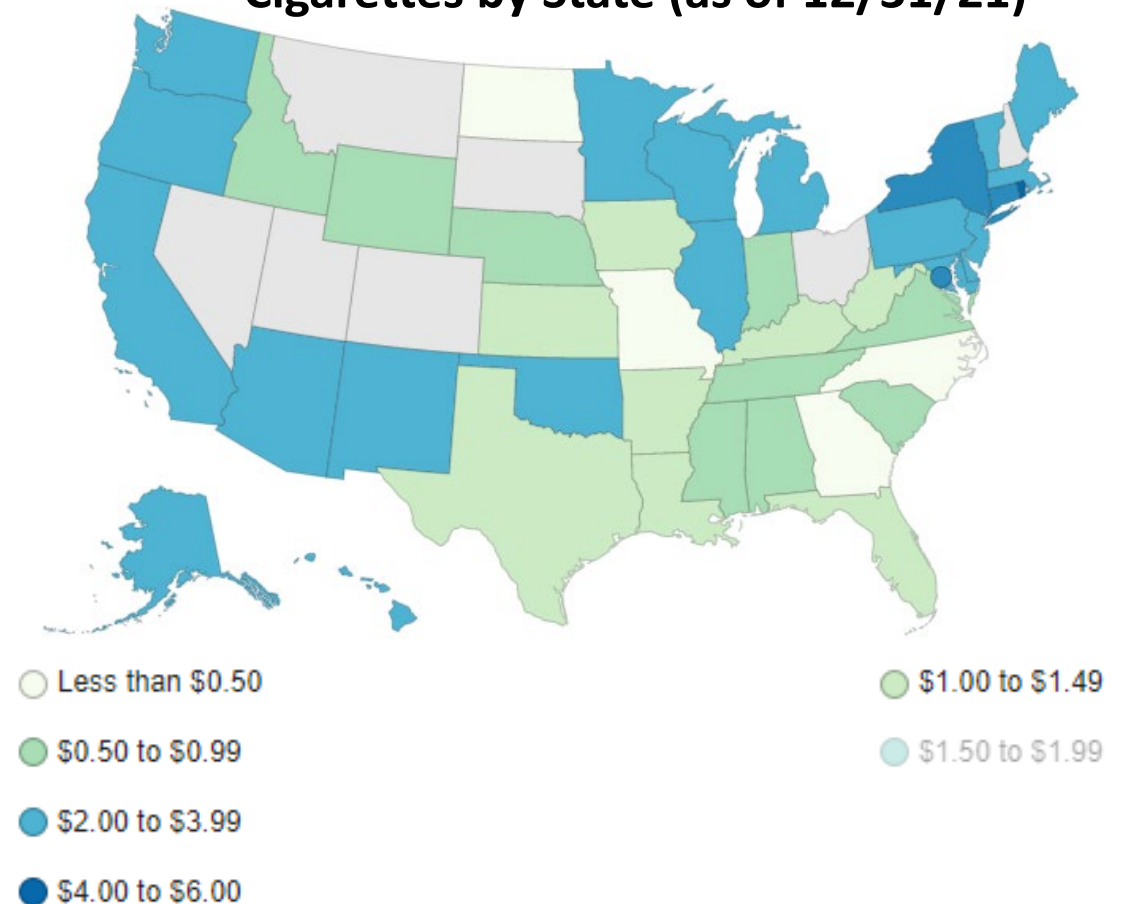
About This Map

● Comprehensive Coverage

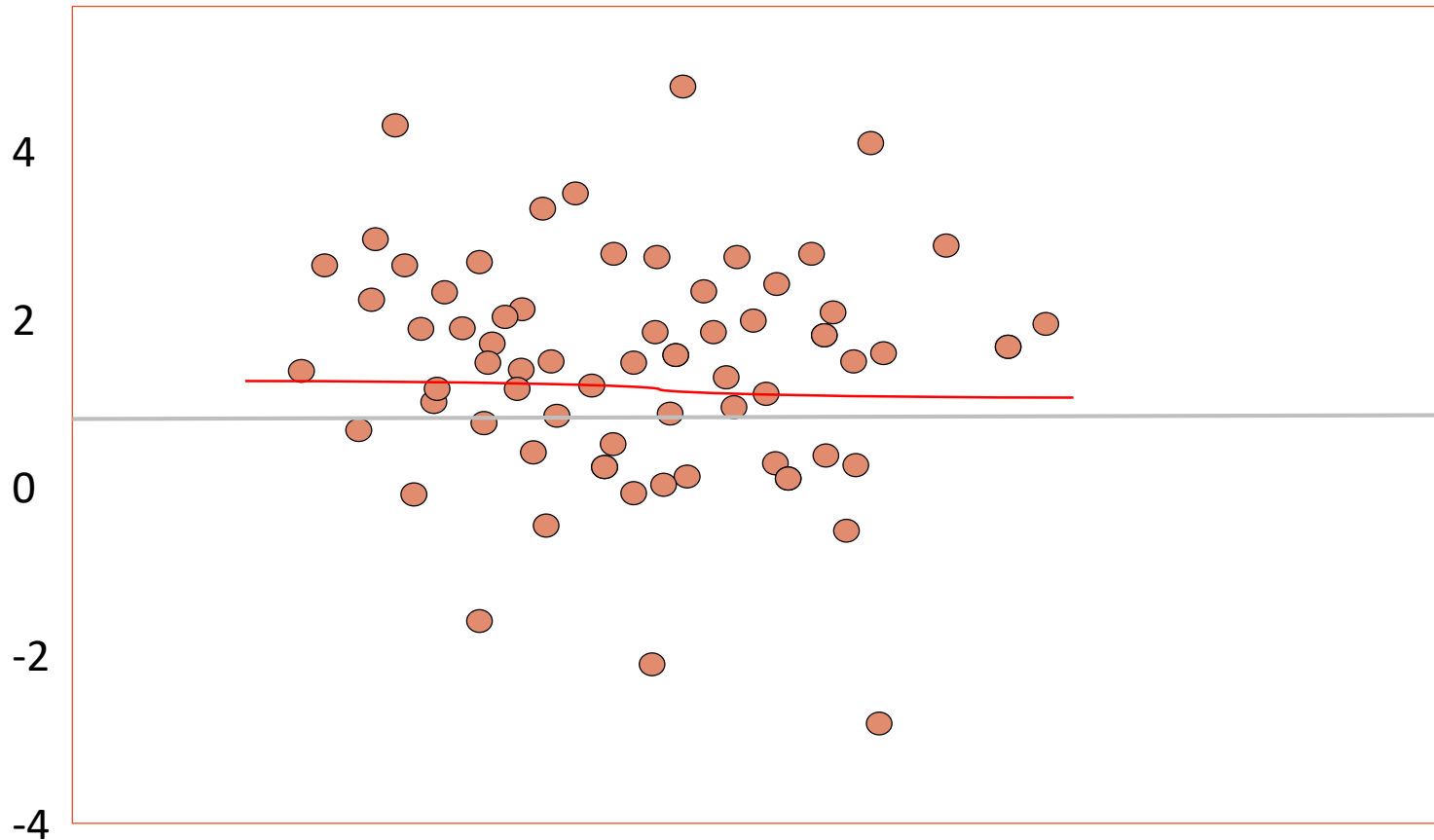
● Less Than Comprehensive Coverage



Excise Tax Rates on Packs of Cigarettes by State (as of 12/31/21)



What Can We Learn from Variation in Translation of Evidence to Policy?



Other Cancer Prevention Policy Targets

City Health- Policies to Improve SDOH

<http://cityhealthdata.org/policy>



Earned Sick Leave



High-quality, Universal Pre-Kindergarten



Affordable Housing/Inclusionary Zoning



Complete Streets



Alcohol Sales Control



Tobacco 21



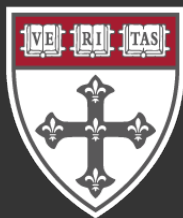
Smoke Free Indoor Air



Food Safety and Restaurant Inspection Rating



Healthy Food Procurement



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Thank You!