

The American Public Health Association's Contributions to Public Health Policy: Addressing Tobacco and Alcohol Use in Cancer-related Health Outcomes

National Cancer Policy Forum - March 17, 2025

Ella Greene-Moton, Immediate Past President
American Public Health Association



Exploring APHA's Efforts in Public Health Advocacy



Introduction

Overview:

- The American Public Health Association (APHA) plays a significant role in shaping public health policies and promoting healthy behaviors.
- Focus: APHA contributions in tackling tobacco and alcohol use due to their well-documented link to cancer-related health outcomes.

Key Points:

- Tobacco and alcohol are major risk factors for several cancers
- APHA's policies aim to reduce usage through advocacy, education, and legislative effort.

The Burden of Tobacco and Alcohol Use of Cancer

Tobacco Use:

- Leading cause preventable cancer, especially lung, throat, and oral cancers
- Responsible for approximately 30% of all cancer deaths in the U.S.

Alcohol Use:

- Linked to cancers of the mouth, throat, liver, and colorectal regions
- Alcohol consumption accounts for about 6% of cancer cases in the U.S.

Impact:

- Tobacco and Alcohol use contribute significantly to cancer-related health disparities and a higher incidence of chronic disease

APHA's Mission and Role in Public Health

□ Mission of APHA:

- “To improve the health of the public and achieve equity in health status”

□ Key Functions:

- Research and data collection.
- Public policy advocacy at local, state, and national levels.
- Educating the public and policymakers about the risks of tobacco and alcohol use.

APHA's Advocacy for Tobacco Control Policies

Tobacco Free- America:

- APHA advocates for comprehensive tobacco control policies.
 - Smoke-Free Laws
 - Tobacco Taxation
 - Public Education Campaigns

APHA's Efforts in Alcohol-Related Cancer Prevention

Alcohol Consumption Guidelines:

- APHA advocates for public education on the risks of excessive alcohol consumption.
- Promotes safe drinking guidelines to reduce cancer risk.

Alcohol Policy Advocacy:

- Supports policies such as alcohol tax increases and restrictions on advertising.
- Advocates for raising awareness about the relationship between alcohol consumption and cancer.

APHA's Role in Cancer Prevention Programs

Collaboration with National Health Institutes:

- APHA partners with the CDC, NIH, and other organizations to create and implement cancer prevention programs.

Cancer Prevention and Control Program:

- APHA encourages evidence-based strategies for cancer prevention related to tobacco and alcohol use.

Targeted Health Education:

- Ensures that marginalized communities and those at higher risk receive tailored interventions to reduce tobacco and alcohol use.

APHA's Legislative Efforts for Tobacco and Alcohol Policies

❑ Tobacco Legislation:

- Master Settlement Agreements (1998)
- Affordable Care Act (2010)

❑ Alcohol Legislation:

- Supports policies like restricting alcohol availability in certain settings and advocating for stronger DUI laws.
- Working towards increasing the legal drinking age and reducing harmful alcohol marketing.

Regulatory Activity:

❑ Tobacco

- Eliminating the use of flavors, especially menthol in tobacco.

❑ Alcohol

- Advocating for adding the risk of cancer to the product label on alcoholic products.

Research and Data Collection

❑ APHA's Research Contributions:

- Gathering and disseminating data on the impacts of tobacco and alcohol on cancer.
- Publishing reports such as the “State of Tobacco Control” and research studies to inform policymakers.

❑ Key Collaborations:

- Works with researchers and health organizations to monitor trends in tobacco and alcohol use, particularly among vulnerable populations.
- Using research to shape future health policy recommendations.

APHA's Public Health Education Campaign

❑ Public Awareness Campaign:

- Provides resources and information on the cancer risks associated with tobacco and alcohol use.
- Campaigns such as “Tobacco-Free Kids” aim to reduce smoking rates among youth.

❑ Educational Resources:

- APHA's website offers tools for healthcare providers and the public to understand the dangers of tobacco and alcohol use in relation to cancer.
- Promotes smoking cessation and alcohol moderation through workshops and conferences.

Achievements and Success Stories

□ Impacts and Cancer Rates:

- Reduction in smoking rates due to tobacco policies.
- Decrease in alcohol-related cancers due to alcohol awareness campaigns and restrictions.

□ Examples of Success:

- Carolina's Tobacco Control Program: A model for successful tobacco control efforts.
- Smoking Cessation Programs: Increases access to smoking cessation programs nationwide due to APHA's advocacy.

Challenges and the Path Forward

□ Challenges

- Continuing to combat the influence of the tobacco and alcohol industries.
- Overcoming disparities in cancer outcomes, particularly in underserved communities.

□ Future Goals:

- Continue pushing for stronger legislation on tobacco and alcohol.
- Expand efforts to reduce the burden of cancer through education and policy change.
- Address emerging threats, such as e-cigarettes and cannabis use in cancer prevention.

Conclusion:

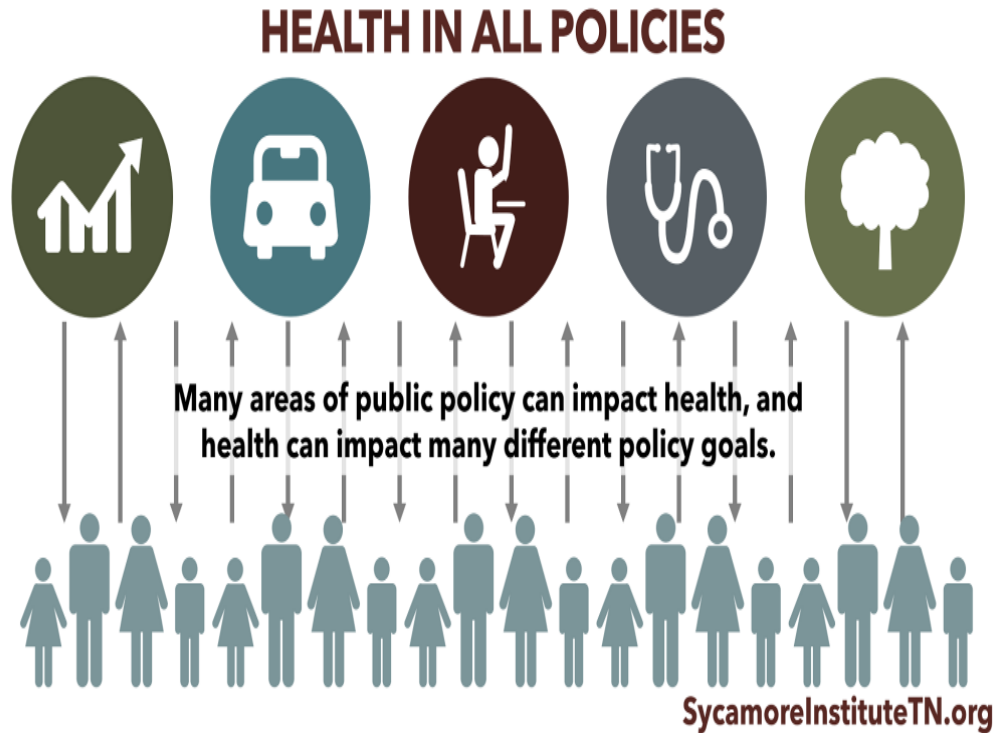
❑ Summary

- APHA has been instrumental in advocating for policies to reduce tobacco and alcohol use, both of which significantly impact cancer-related health outcomes.
- Continued collaboration with public officials, legislators, and communities is essential to reduce the cancer burden caused by these substances.

❑ Call to Action:

- Support APHA's initiatives and public health efforts to further reduce the impact of tobacco and alcohol on cancer.
- Stay informed, advocate for policy changes, and encourage healthier lifestyles.

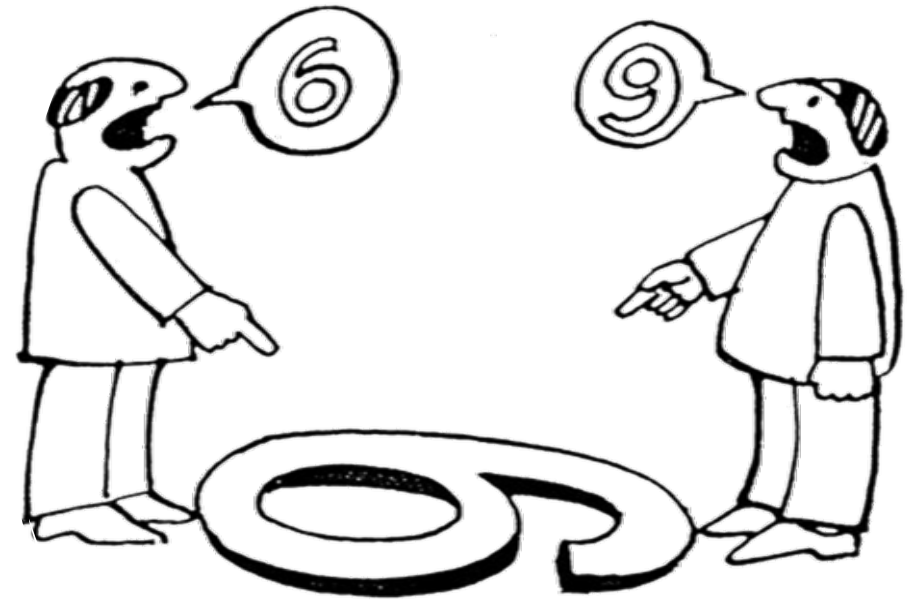
APHA Public Health Initiatives



- ☐ National Public Health Week
- ☐ Regular Webinars
- ☐ The Policy Action Institute
- ☐ Hill visits
- ☐ Legislative updates
- ☐ APHA Policy Statements
- ☐ Racism as a Public Health Crisis Declarations

A Cause for Pause!

❑ Just because you are right does not mean that the other person is wrong... as in this case, it only means that you are looking at it from two totally different views...



References:

- American Public Health Association (APHA)
 - <https://www.apha.org/>
- Community Based Public Health Caucus (CBPHC)
 - www.cbphcaucus.org
- Great Lakes Public Health Coalition (GLPHC)
 - [Great Lakes Coalition - WPHA](#)
- Michigan Public Health Association (MiPHA)
 - <http://mipha.org/>
- Community Based Organization Partners (CBOP)
 - www.flintcbop.com

QUESTIONS...



Ella Greene-Moton, Immediate Past President
American Public Health Association

P. O. Box 816
Flint, MI 48501

emgreemo@yahoo.com

Cell -202-320-1123