

Addressing the Gaps in Interventions to Reduce Tobacco Use to Lower Cancer Risk

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Key Gaps in Interventions to Reduce Tobacco Use

- **Inadequate Access to Comprehensive Cessation Resources**
- **Underutilization of Digital Tools for Cessation**
- **Insufficient Policy Enforcement and Regulation of Tobacco Products**
- **Relapse Prevention and Long-Term Support**
- **Public Awareness and Education Gaps**
- **Limited Research on Effective Smoking Cessation Methods**

Key Gaps in Interventions to Reduce Tobacco Use

- **Inadequate Access to Comprehensive Cessation Resources**
 - **Access barriers:** Many smokers, especially from underserved populations, face difficulties in accessing effective smoking cessation treatments, whether due to cost, insurance gaps, or limited access to healthcare providers who specialize in tobacco use disorder. **Reference:** Schauer, G. L., & King, B. A. (2020). Barriers to smoking cessation in the United States: A review of the literature. *American Journal of Preventive Medicine*, 59(4), 523-531. <https://doi.org/10.1016/j.amepre.2020.02.014>

Key Gaps in Interventions to Reduce Tobacco Use

- **Underutilization of Digital Tools for Cessation**
 - **Limited use of digital cessation tools:** Although there is evidence that mobile apps, online programs, and text-based interventions can be effective, these tools are underutilized, particularly among older adults and low-income groups. This gap is exacerbated by technological access issues. **Reference:** Fletcher, B., & Bunnell, R. (2020). E-health and smoking cessation: A review of mobile applications, digital support, and online interventions. *Journal of Medical Internet Research*, 22(5), e16962. <https://doi.org/10.2196/16962>
 - **Digital literacy issues:** While digital tools are promising, limited digital literacy, especially in older adults and those with lower socioeconomic status, may prevent full utilization. **Reference:** González, E. R., & Jones, C. M. (2021). Digital smoking cessation: Factors affecting the success of mobile and online interventions. *Tobacco Control*, 30(6), 690-695. <https://doi.org/10.1136/tobaccocontrol-2021-056313>

Key Gaps in Interventions to Reduce Tobacco Use

- **Insufficient Policy Enforcement and Regulation of Tobacco Products**
 - **E-cigarette regulation gaps:** While e-cigarettes and other nicotine delivery products are increasingly popular, regulation is still inconsistent, leading to confusion about their safety and potential for harm reduction. The rapid growth of vaping products also complicates cessation efforts for traditional smokers. **Reference:** Tindle, H. A., & Cummings, K. M. (2020). E-cigarette use and public health policy: Key issues and concerns. *Tobacco Regulatory Science*, 6(3), 260-268. <https://doi.org/10.18001/trs.6.3.13>
 - **Weak enforcement of smoke-free laws:** Although progress has been made in smoke-free policies, enforcement remains inconsistent, particularly in private spaces and rural areas. **Reference:** Tyndale, R. F., & McGill, M. (2021). Smoke-free laws and tobacco use patterns in the U.S.: Progress and future challenges. *American Journal of Preventive Medicine*, 61(3), 376-384. <https://doi.org/10.1016/j.amepre.2021.02.023>

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Relapse Prevention and Long-Term Support

- **High relapse rates:** Even after successful cessation attempts, relapse rates remain high, especially during periods of stress or social triggers. More comprehensive and long-term support strategies are needed. **Reference:** West, R., & Brown, J. (2020). Long-term maintenance of smoking cessation: A review of relapse prevention strategies. *Tobacco Control*, 29(1), 22-28. <https://doi.org/10.1136/tobaccocontrol-2018-055063>
- **Insufficient post-cessation support:** Ongoing support after an individual quits smoking, such as through counseling or booster sessions, is often inadequate, contributing to relapse. **Reference:** Lanza, S. T., & Tindle, H. A. (2021). Relapse prevention and tobacco use: Addressing long-term smoking cessation needs. *Nicotine & Tobacco Research*, 23(9), 1619-1625. <https://doi.org/10.1093/ntr/ntaa125>

Key Gaps in Interventions to Reduce Tobacco Use

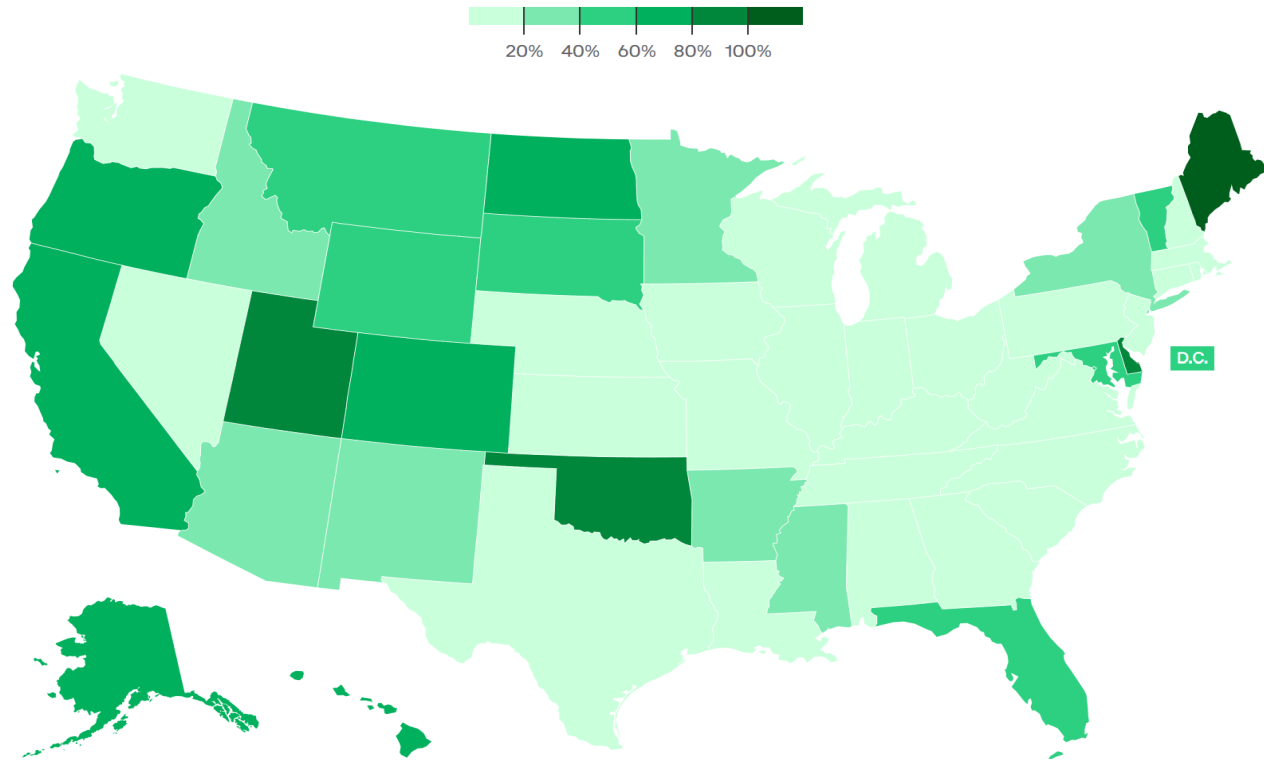
Public Awareness and Education Gaps

- **Misleading advertising by the tobacco industry:** The tobacco industry continues to use marketing tactics that counteract public health campaigns and encourage smoking, particularly targeting vulnerable groups like adolescents and low-income adults. **Reference:** Wong, B. L., & Wong, Y. S. (2021). Tobacco industry marketing strategies in the U.S.: Implications for public health. *Tobacco Control*, 30(4), 373-379. <https://doi.org/10.1136/tobaccocontrol-2020-056366>
- **Awareness about the risks of newer tobacco products:** There is a lack of public awareness about the risks of newer tobacco products, such as e-cigarettes and heated tobacco products, which continue to be marketed as less harmful alternatives. **Reference:** Baker, T. B., & Lanza, S. T. (2019). Public perceptions of vaping and its impact on smoking cessation behaviors in the U.S. *Tobacco Regulatory Science*, 5(2), 161-169. <https://doi.org/10.18001/trs.5.2.10>

Key Gaps in Interventions to Reduce Tobacco Use

- **Underfunding of tobacco control research**
 - Although tobacco control is a significant public health priority, it continues to be underfunded relative to its societal impact, limiting the development of new and more effective cessation methods. **Reference:** Tindle, H. A., & McGill, M. (2021). Funding gaps in tobacco control research and implications for public health. *Tobacco Control*, 30(5), 573-579. <https://doi.org/10.1136/tobaccocontrol-2021-056555>

Anti-tobacco spending as share of CDC-recommended level, FY2025



Data: [American Lung Association](#); Map: Alex Fitzpatrick / Axios

Thank You!



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