

THREE BIG IMPACT ISSUES

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Presented at the National Cancer Policy Forum Workshop
on Reducing Tobacco-Related Cancer Incidence and Mortality
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The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

National Center for Chronic Disease Prevention and Health Promotion
Office on Smoking and Health

Changing the Cost-Benefit Calculus

Tobacco affordable & easily accessible

Smoking in public legal

Unfettered advertising

Cessation assistance difficult to access

Cigarettes designed to addict

Individual

**Tobacco
Addiction**

Society



Changing the Cost-Benefit Calculus

Individual



**Tobacco
Addiction**

Society

Tobacco more expensive & less accessible

Smoke-free policies

Counter-marketing & promotion restrictions

Easy access to help

Cigarettes made less attractive



Three Issues

- q Media and Quit Resources
- q Comprehensive State Programs and Funding
- q Changing Demographics and Products



Point #1

MEDIA AND QUIT RESOURCES

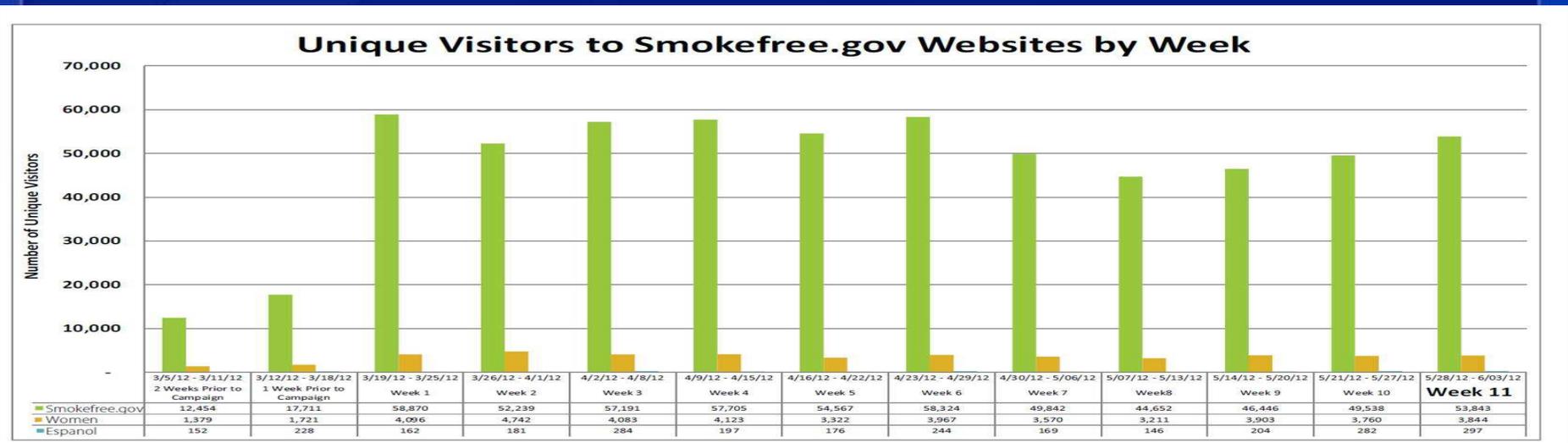
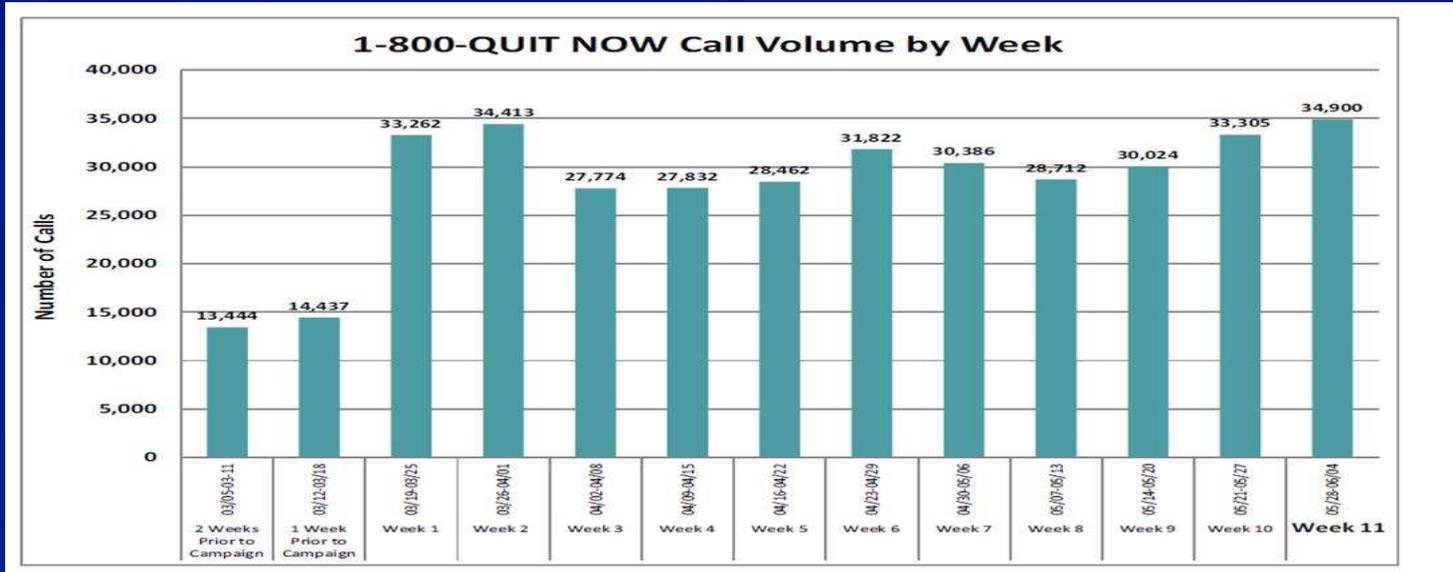
Mass Media to Increase Quit Attempts

- q **2005 Research on the Legacy Truth Campaign**
 - § 22% of the decline in youth smoking from 1999 – 2002 attributable to the campaign ads.
- q **2012 Research on Industry Advertising, State Counter-Advertising and Pharmaceutical Advertising.**
 - § Exposure to state and legacy counter advertising associated with less smoking, increased intentions to quit, and having made a past year quit attempt.

“Tips” Campaign Features Real People with Smoking-related Medical Conditions



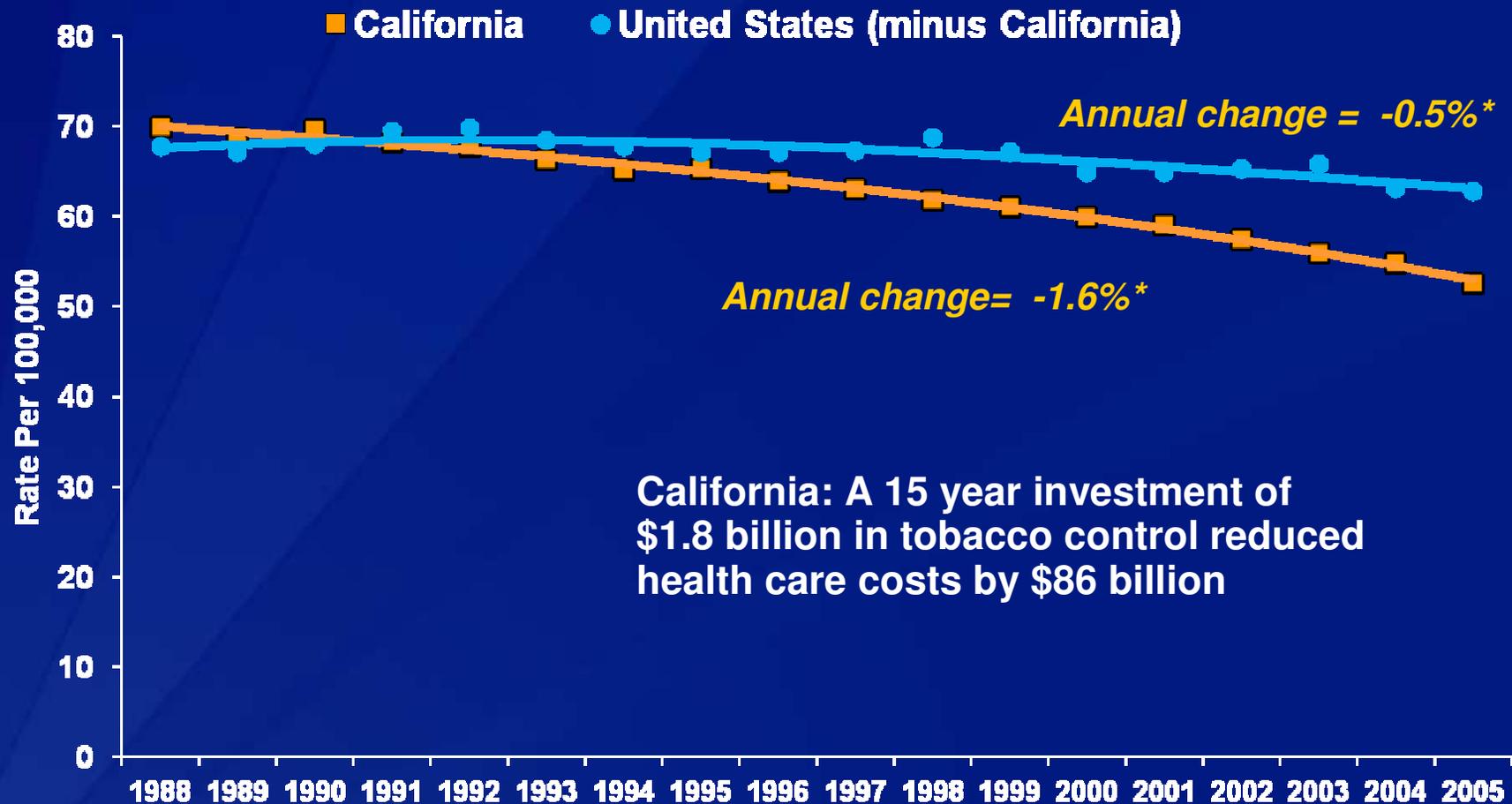
Impact to Quit Resources



Point #2

COMPREHENSIVE STATE POLICIES AND FUNDING

Long-term Impact of a Comprehensive Approach: Lung & Bronchus Cancer Incidence Rates

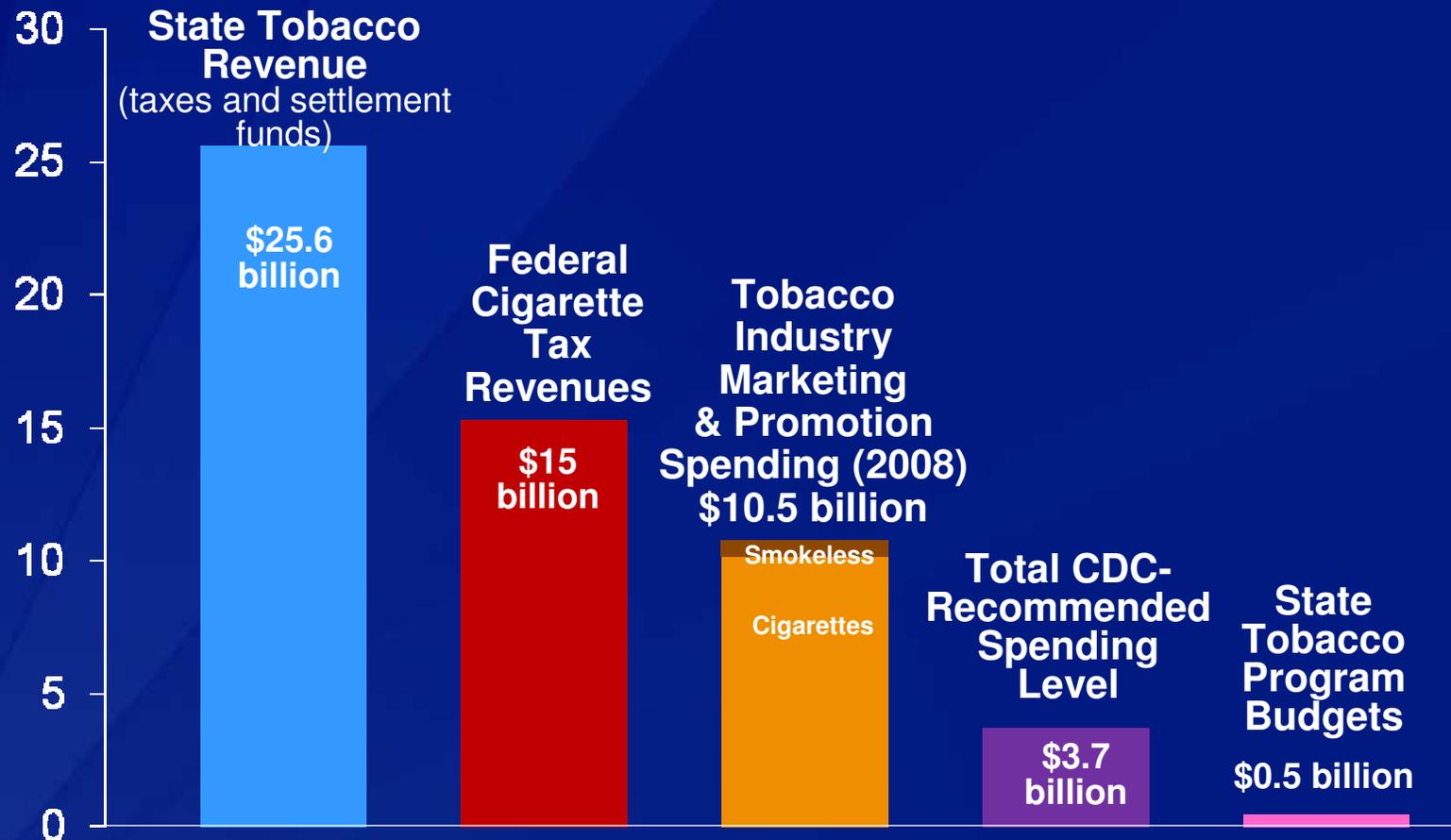


Rates are per 100,000 and age-adjusted to the 2000 U.S. standard (19 age groups).

* The annual percent change is significantly different from zero ($p < 0.05$).

Source: Cancer Surveillance Section. Prepared by: California Department of Public Health, California Tobacco Control Program, 1988-2005. 2010.

Tobacco Industry is Outspending Prevention Efforts 23:1



Campaign for Tobacco Free Kids, Federal Trade Commission, American Heart Association American Cancer Society, American Lung Association, SmokeLess States National Tobacco Policy Initiative

State Taxes vs. State Spending

§ The average state cigarette excise tax *increased* from \$1.11 on Dec. 31, 2007 to \$1.46 today

 **+32%**

§ Total state spending on tobacco control *decreased* from \$717 million in FY2008 to \$457 million in FY2012

 **-36%**

Point #3

CHANGING DEMOGRAPHICS AND PRODUCTS

New Products

- Not just about physical products
- Effects will depend on what we do
- Wide confidence intervals



CAMEL SNUS
BY PHILIP MORRIS TOBACCO CO.

BREAK FREE

BEFORE, DURING AND AFTER

BOLDLY GO EVERYWHERE

EXPERIENCE CLEANER TOBACCO enjoyment
Small-pouched, MODERN tobacco that's spit-free,
MESS-FREE and sold cold for FRESHNESS.

WARNING:
THIS PRODUCT
MAY CAUSE
MOUTH CANCER

can
+30 min

bio-friendly.

spit-free,
sold cold.

Two Camel SNUS pouches, one mellow and one frost. The mellow pouch is orange and the frost pouch is blue. Both feature the Camel logo and the text "SNUS" and "15 POUCHES".

Continuum of Risk:



Altria's New "Verve" Discs ("A Tobacco-Derived Nicotine Product")



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KEEP OUT OF REACH OF CHILDREN
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1-855-VERVING • CHEWONVERVE.COM

VERVE™

TOBACCO-DERIVED NICOTINE PRODUCT

16 DISCS **BLUE MINT**

CHEW ON IT TO RELEASE THE FLAVOR.

ENJOY OVER 15 MINUTES OF DELIGHTFUL SENSATION.

TOSS WHEN YOU'RE DONE.

WARNING: This product contains nicotine, which is addictive. Nicotine can harm your baby if you are pregnant or nursing. Nicotine can increase your heart rate, blood pressure and aggravate diabetes. Nicotine can cause dizziness, nausea and stomach pain.

**FPO USE BY
MON DAY YEAR**

FPO BARCODE

blu “Why Quit?” (October Men’s Health Magazine)



**WHY QUIT?
SWITCH TO BLU**

blu is the smart choice for smokers wanting a change. Take back your freedom to smoke when and where you want without ash or smell. blu is everything you enjoy about smoking and nothing else. Nobody likes a quitter, so make the switch today.

Visit blucigs.com

* New blu Smart Pack

PREMIUM ELECTRONIC CIGARETTE

18+ only. CALIFORNIA PROPOSITION 65 - **Warnings:** This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

blu “Dear Smoking Ban,” (Spin Magazine, Jan/Feb 2012)



DEAR SMOKING BAN,

blu ELECTRONIC CIGARETTE

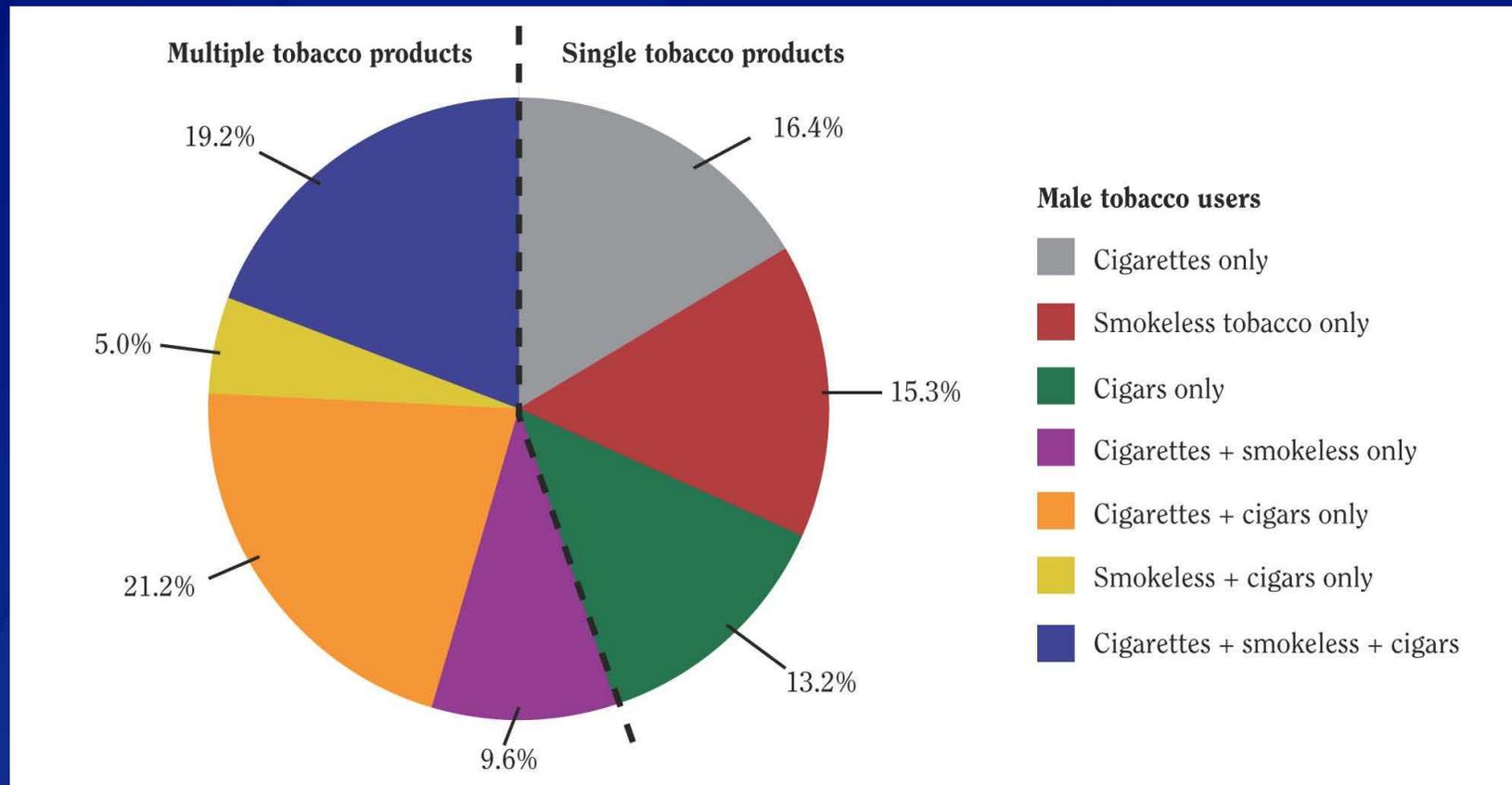
Take back your freedom to smoke anywhere with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the smarter alternative to regular cigarettes. It's the most satisfying way to tell the smoking bans to kiss off. Okay, maybe the second-most satisfying way.

blucigs.com

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

New blu Smart Pack

Prevalence of current use of multiple tobacco products among high school males who use tobacco; National Youth Risk Behavior Survey (YRBS), 2009; U.S.



Source: Surgeon General's Report: Preventing Tobacco Use Among Youth and Young Adults, 2012.

You Can Help



- q **Discuss all tobacco use with all patients**
- q **Offer assistance and/or direct patients to quit resources (including 1-800-QUIT-NOW or www.smokefree.gov)**
- q **Support tobacco control**

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