

# State Tobacco Control Programs

National Cancer Policy Forum Workshop

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

# Overview

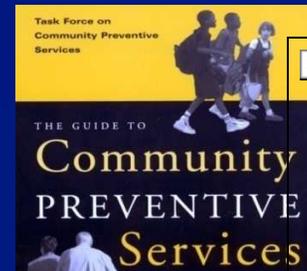
- q **OSH Overview**
- q **PSB Overview**
- q **National Tobacco Control Program**
- q **What can you do?**

## **CDC Office on Smoking and Health (OSH)**

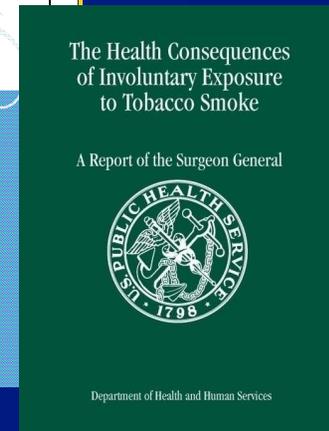
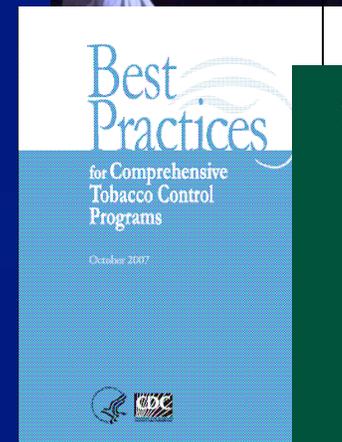
- q **Lead federal agency for comprehensive tobacco prevention and control**
- q **Surgeon General Reports**
  - 2010: *How Tobacco Smoke Causes Disease*
  - 2012: *Preventing Tobacco Use Among Young People*
- q **National Public Education Campaign (TIPS)**
- q **National Tobacco Control Program**
  - Funding supports comprehensive programs that reduce tobacco use through evidence-based policies

# OSH: Advance Science & Support Programs

- q Identify, synthesize, and disseminate the science
  - Publications, letters of evidence & testimony
- q Funding, training & technical assistance to state programs
- q Earned and paid media support
- q Conduct and support national and international surveillance



SCR2000redtobcov



# 2012: Exciting Year

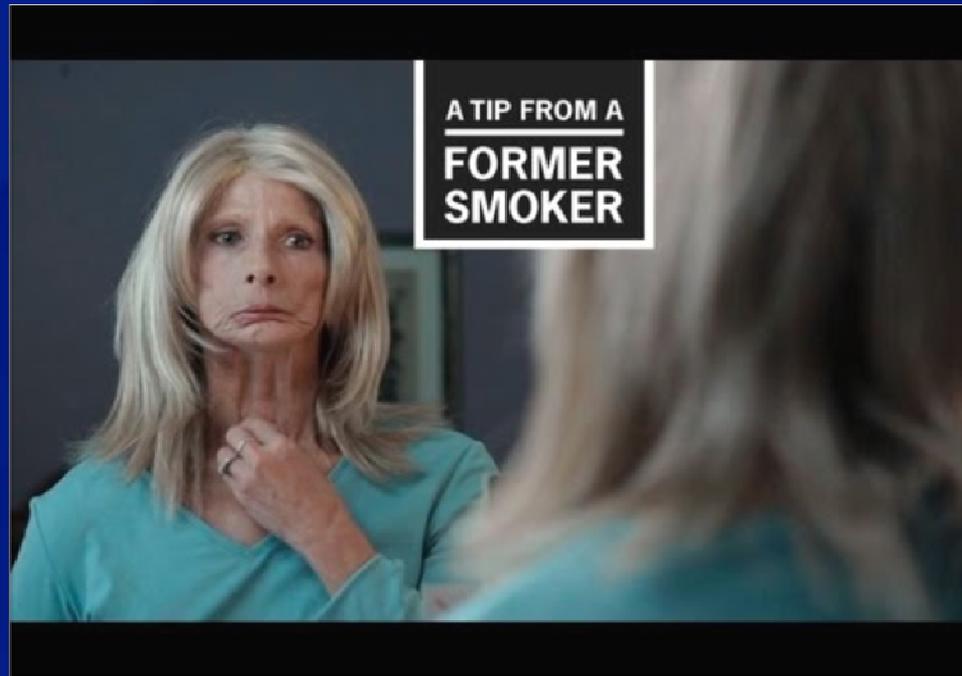
Preventing Tobacco Use Among  
Youth and Young Adults

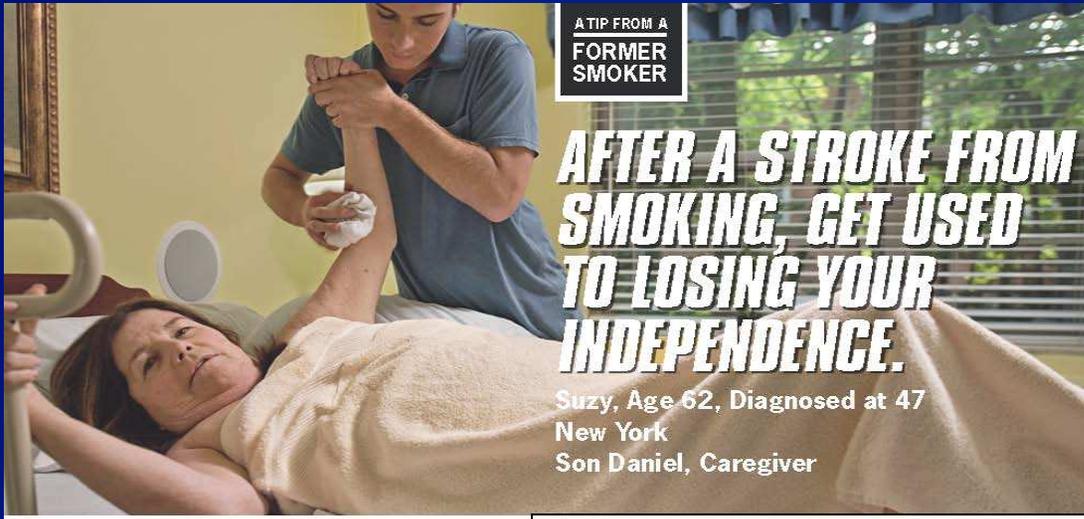
A Report of the Surgeon General



U.S. Department of Health and Human Services

[smokefree.gov](http://smokefree.gov)





A TIP FROM A  
FORMER  
SMOKER

## ***AFTER A STROKE FROM SMOKING, GET USED TO LOSING YOUR INDEPENDENCE.***

Suzy, Age 62, Diagnosed at 47  
New York  
Son Daniel, Caregiver

Smoking causes immediate damage to your health. For Suzy, it triggered blood clots that caused a stroke. You can quit. For free help, call 1-800-

# Tips From Former Smokers

## 2012 Surgeon General's Report



Smoking Decline in Young Adults Slowing, U.S. Report Finds -- Bloomberg

Teen tobacco "epidemic" shocks Surgeon General -- USA Today

Surgeon General: Nearly 4 Million U.S. Kids Still Smoke -- US News & World Report

Surgeon General declares youth smoking an 'epidemic' -- Reuters

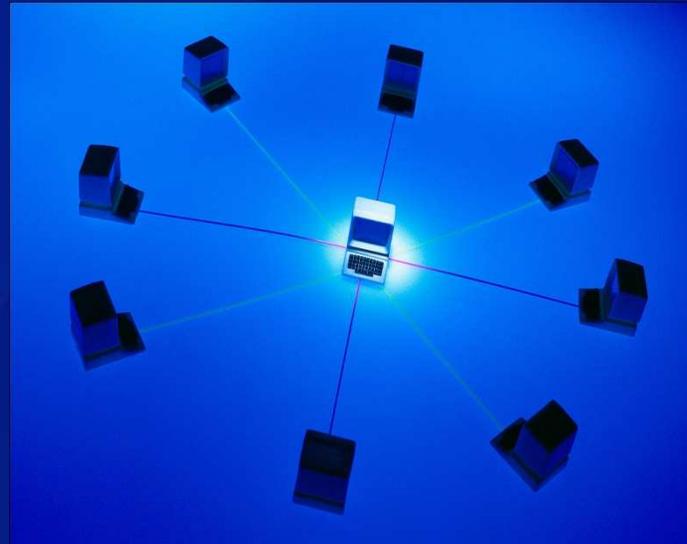
More work needed to stop youth tobacco use, U.S. Surgeon General says -- Associated Press

# **PROGRAM SERVICES BRANCH:**

## **NATIONAL TOBACCO CONTROL PROGRAM**



## Mission



**To encourage coordinated, national efforts to reduce tobacco-related diseases and deaths**

## Goals

- q **Eliminate exposure**
- q **Promote quitting**
- q **Prevent initiation**
- q **Identify and eliminate disparities**

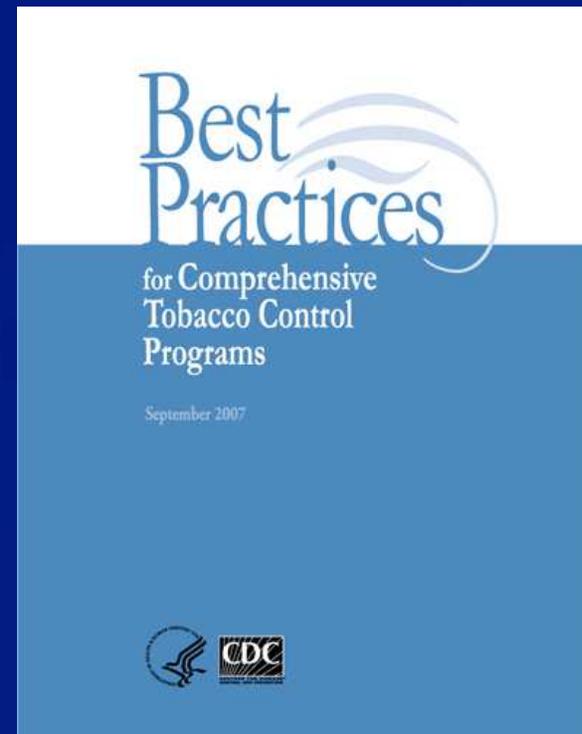


## **Our Awardee Network**

- q **OSH FY10 Funding - \$108 M**
- q **Support all 50 states, D.C. U.S. territories, tribes and six national networks**
- q **5-year cooperative agreements**
- q **OSH Project consultant for each grantee**
- q **Funding supports comprehensive programs that reduce tobacco use through evidence-based interventions**

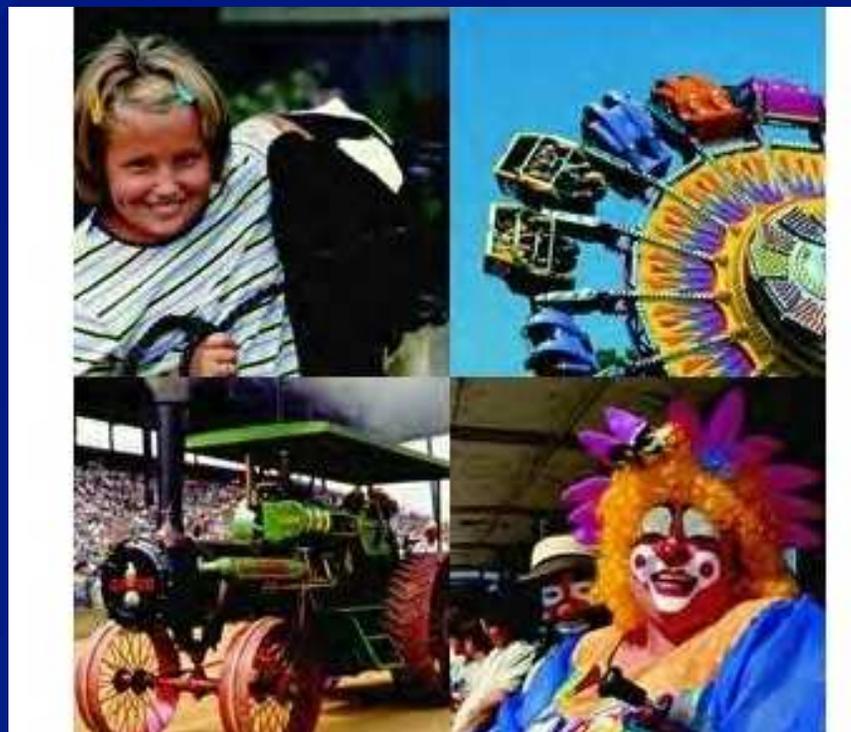
## Components

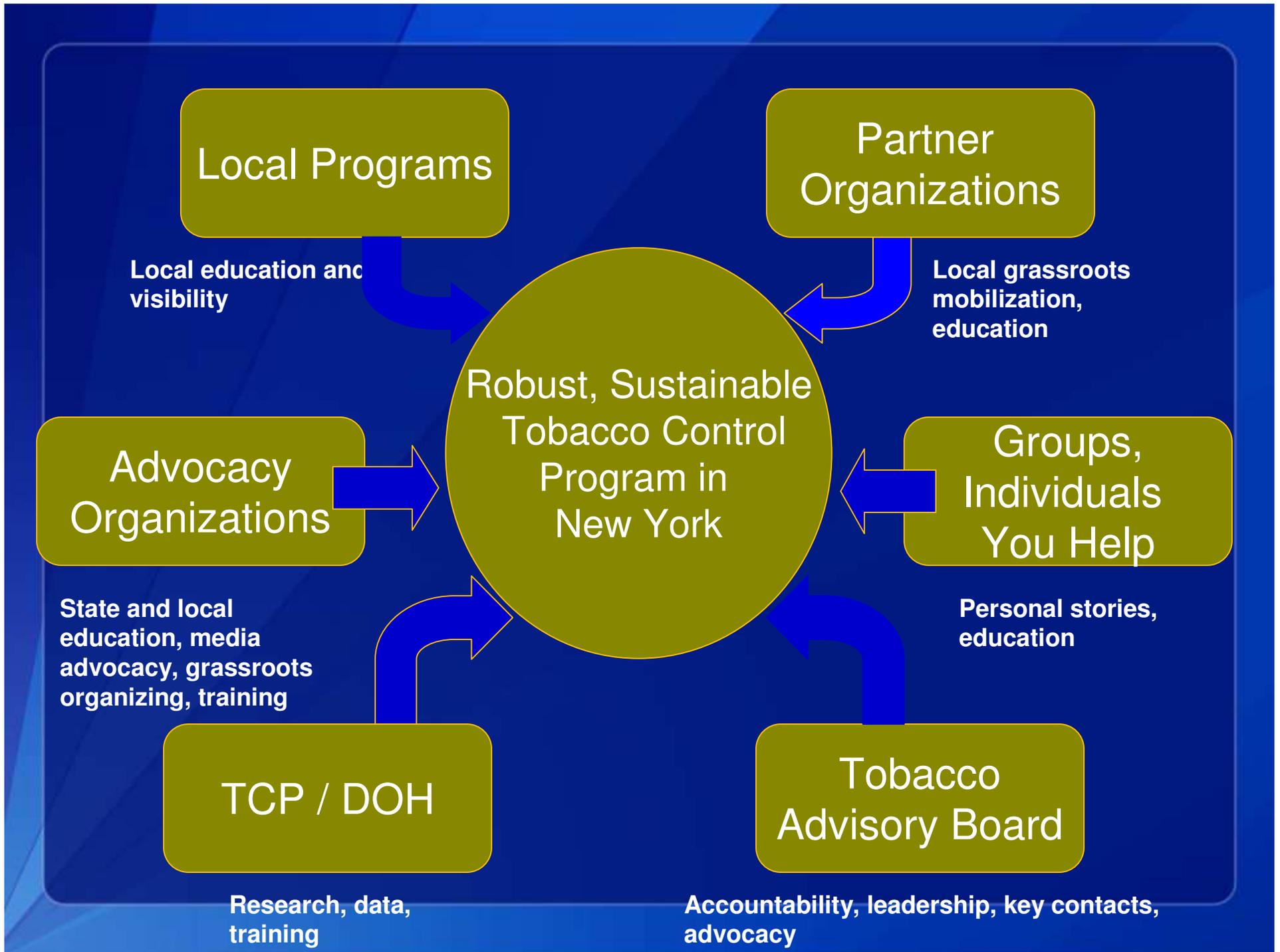
- q **State and Community Population Based Interventions**
- q **Cessation Systems Change and Population Approach**
- q **Health Communication**
- q **Surveillance/Evaluation**
- q **Infrastructure through Administration/Management**



## Strong Tobacco Control Programs

- q Policy-focused
- q Outcome driven
- q Document progress
- q Change social norms
- q Build strong infrastructures
- q Reach deep into the community





# Evidence-Based Interventions

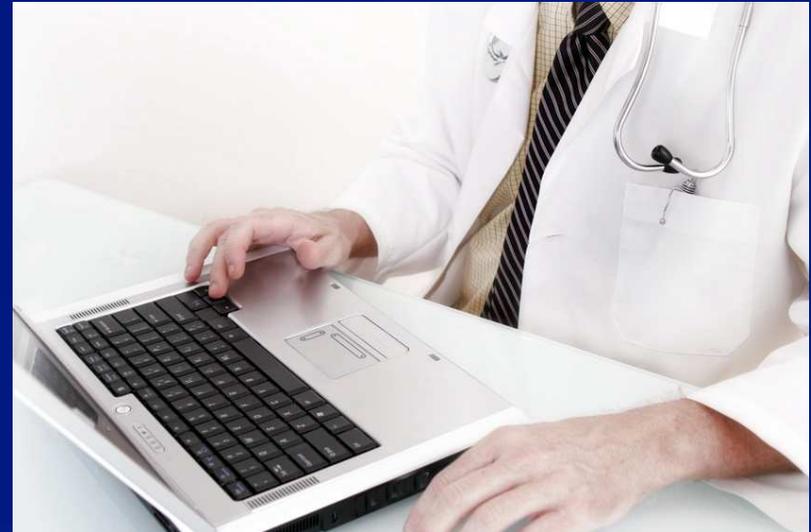
- q Sustained funding of comprehensive programs
- q Price increases
- q 100% smoke-free policies
- q Aggressive media campaigns
- q Advertising restrictions
- q Access to cessation assistance (systems change)
- q Deep community outreach



## So You Want To Get Involved!

### Help Tobacco Users Quit

- § Never Give Up!
- § 1-800-Quit-Now
- § EMR's
- § Office practices
- § Raise the price of tobacco
- § Help make your community's environment one where the default choice is not to smoke



## So You Want To Get Involved!



### Prevent Kids from Starting

- § Increase the price of tobacco
- § Make school campuses T.F.
- § Make your community S.F.
- § Restrict promotion and sale
- § Get involved in making movies free from smoking glamorization
- § Mobilize kids to change policy
- § Help the family quit!

# So You Want To Get Involved!

## Protect Your Community

- § Monitor tobacco industry promotion and marketing
- § Write Letters-to-the-Editor
- § Submit comments to the FDA
- § Testify at hearings
- § Pass resolutions
- § Educate your boards, councils, commissions



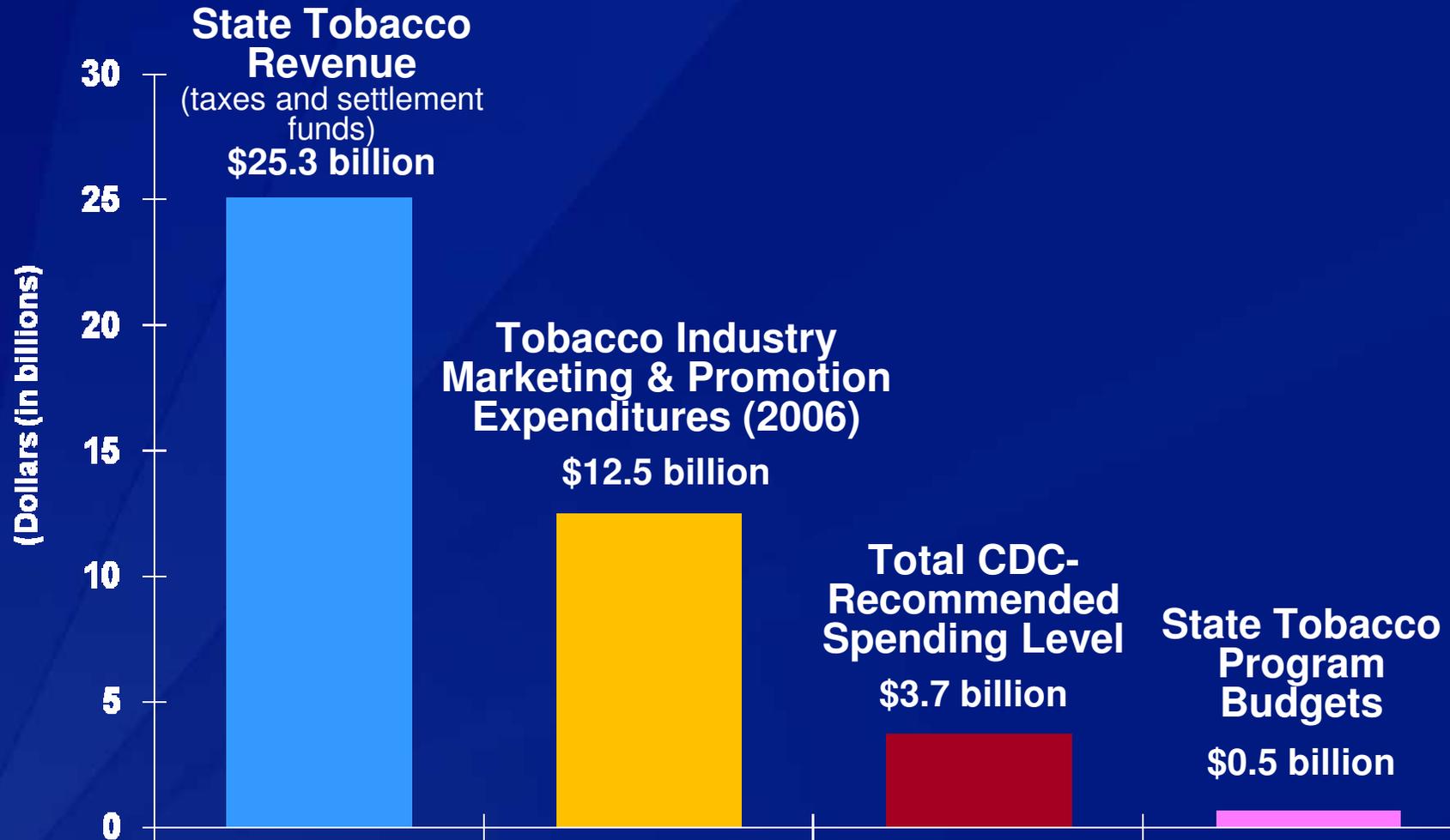
# Where Do I Get Help?







# Tobacco Industry is Outspending Prevention Efforts 24:1



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



# BUFFY MCKINNEY DAUGHTER

**NASSER  
HANNA  
MEDICAL  
ONCOLOGIST**



# MOLLY, NEW WIFE



For more information:

<http://www.cdc.gov/tobacco>

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