

# ***Social and Policy Perspective on Tobacco Use***



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Tobacco-Related Cancer Incidence and Mortality*

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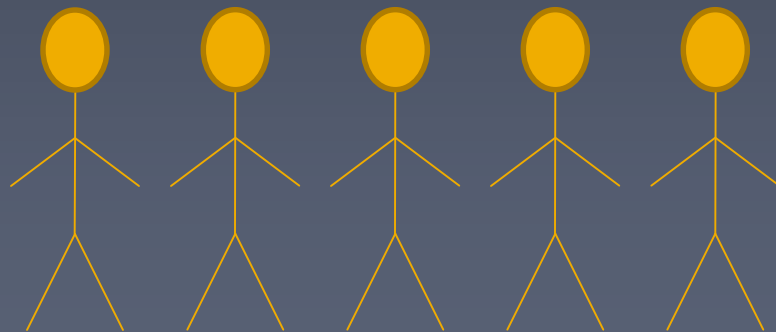
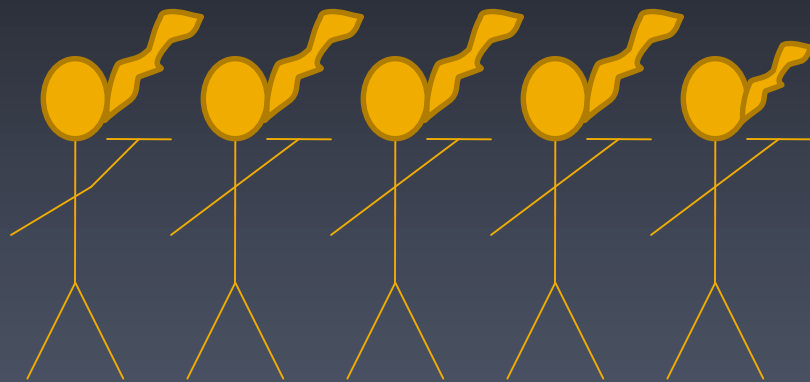
# Coverage

1. A (brief) consideration of social change re smoking
2. Policy interventions & their effects
3. Why evidence-based policies
  - a. *Are essential*
  - b. *Will not be enough*

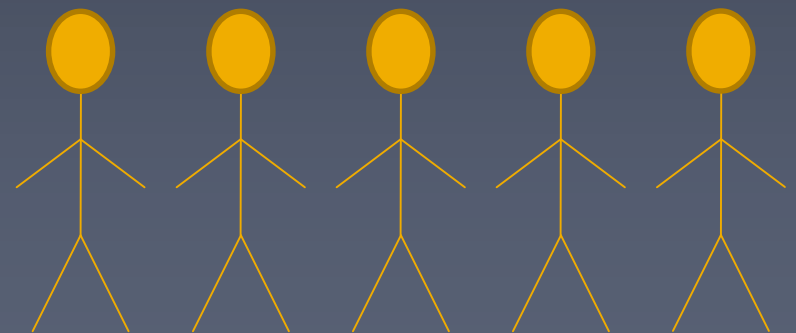
# Social change

180° change in attitudes and norms

# Then...

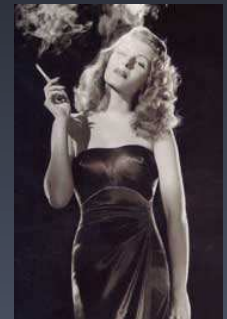


# Now...

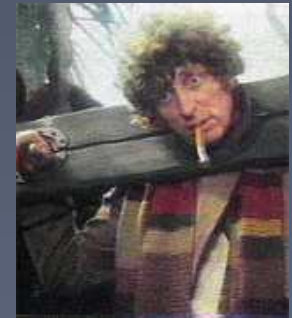


# Cultural position of smoking has changed dramatically

Then...



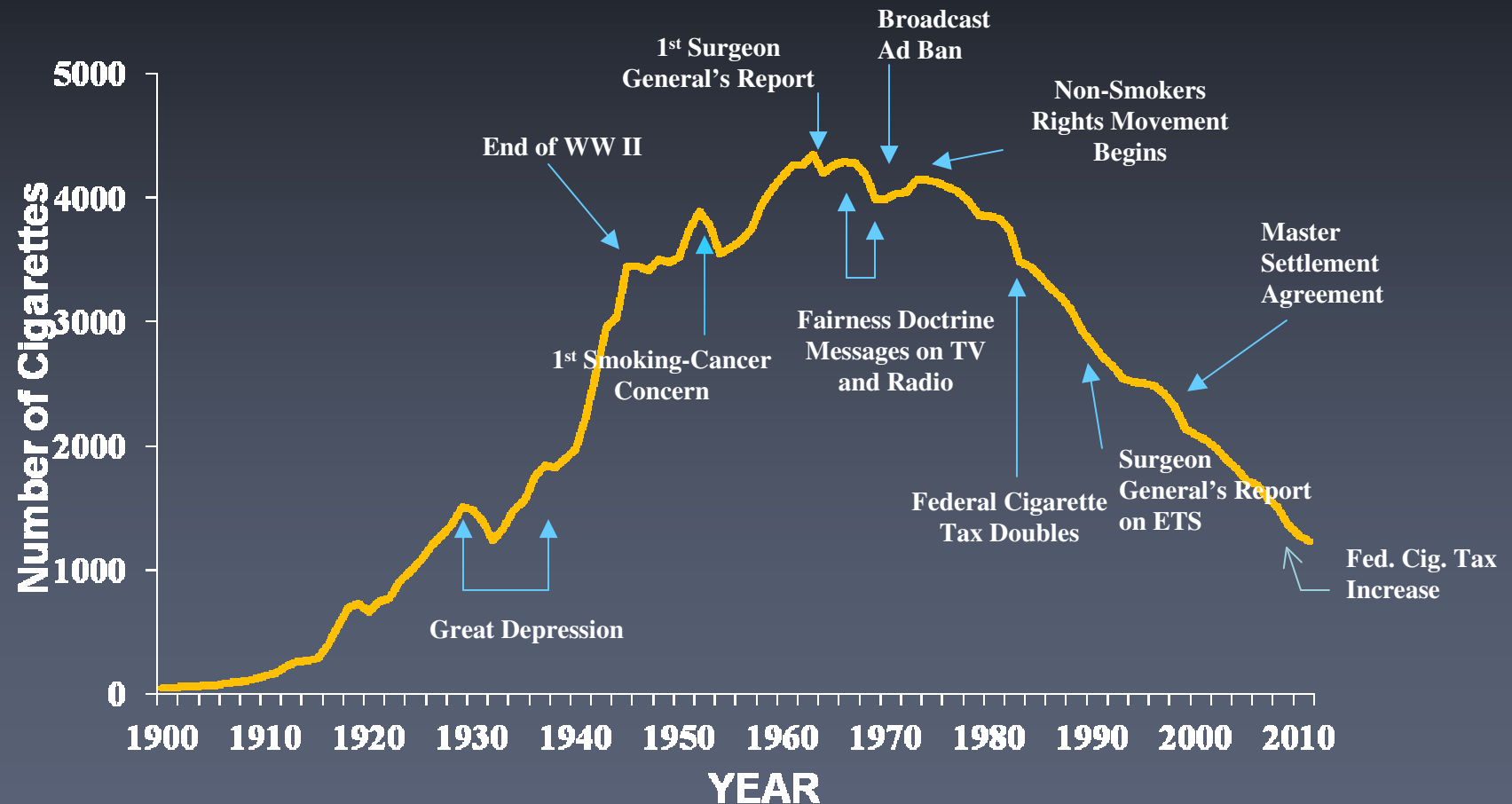
Now...



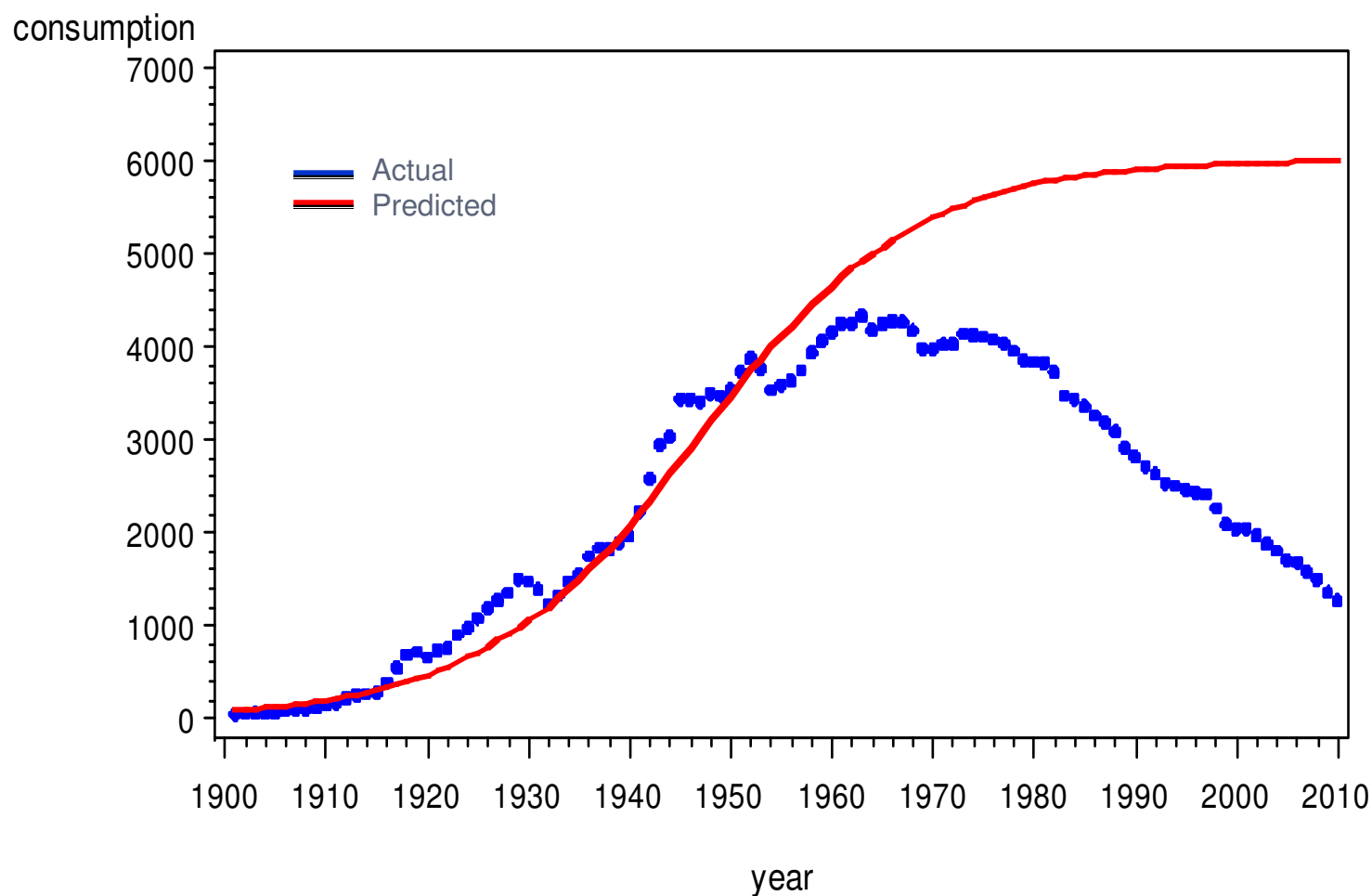
# What has produced this major behavioral – & cultural – change?

1. Science → new knowledge
2. Effective transmission to public
3. Origins of social/norm changes & behavior change
  - n First among high education pop*
4. Then “virtuous cycle”:
  - n Policy*
  - n Begets more norm & behavior change*
  - n Begets more policy (etc.)*

# Adult per capita cigarette consumption, U.S., 1900-2011



# Actual adult per capita cigarette consumption and “predicted” in absence of antismoking campaign, U.S., 1900-2011





# Health consequence

Since 1964, > 5 million premature deaths averted in U.S. as a result of campaign-induced decisions to quit smoking or not to start. On average, 15-20 year gain!

- n Greatest public health success story of last 50 years*
- n Greatest remaining burden of preventable death and illness*

# Types of policy interventions

## n Information & education

- n *Reports of the Surgeon General; warning labels; school health education; media anti-smoking campaigns*

## n Incentives

- n *Tax increase*

## n Laws & regulations

- n *Ad ban; smoke-free workplace laws; sales to minors & PUP laws*

# Intervention effectiveness

## Effective

1. Info & education
2. Tax
3. Clean indoor air laws, policies
4. Counter-advertising
5. Ad bans
6. Comprehensive TC programs

## Not effective

1. School health ed
2. Warning labels (*New ones?*)
3. Insurance differentials
4. Minors possession, use, & purchase laws
5. Sales to minors laws

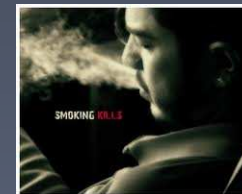
# Early years of anti-smoking campaign

## n Information & public education

### n *1964 Surgeon General's report & media coverage*

n 15% decline in cig sales first 3 months

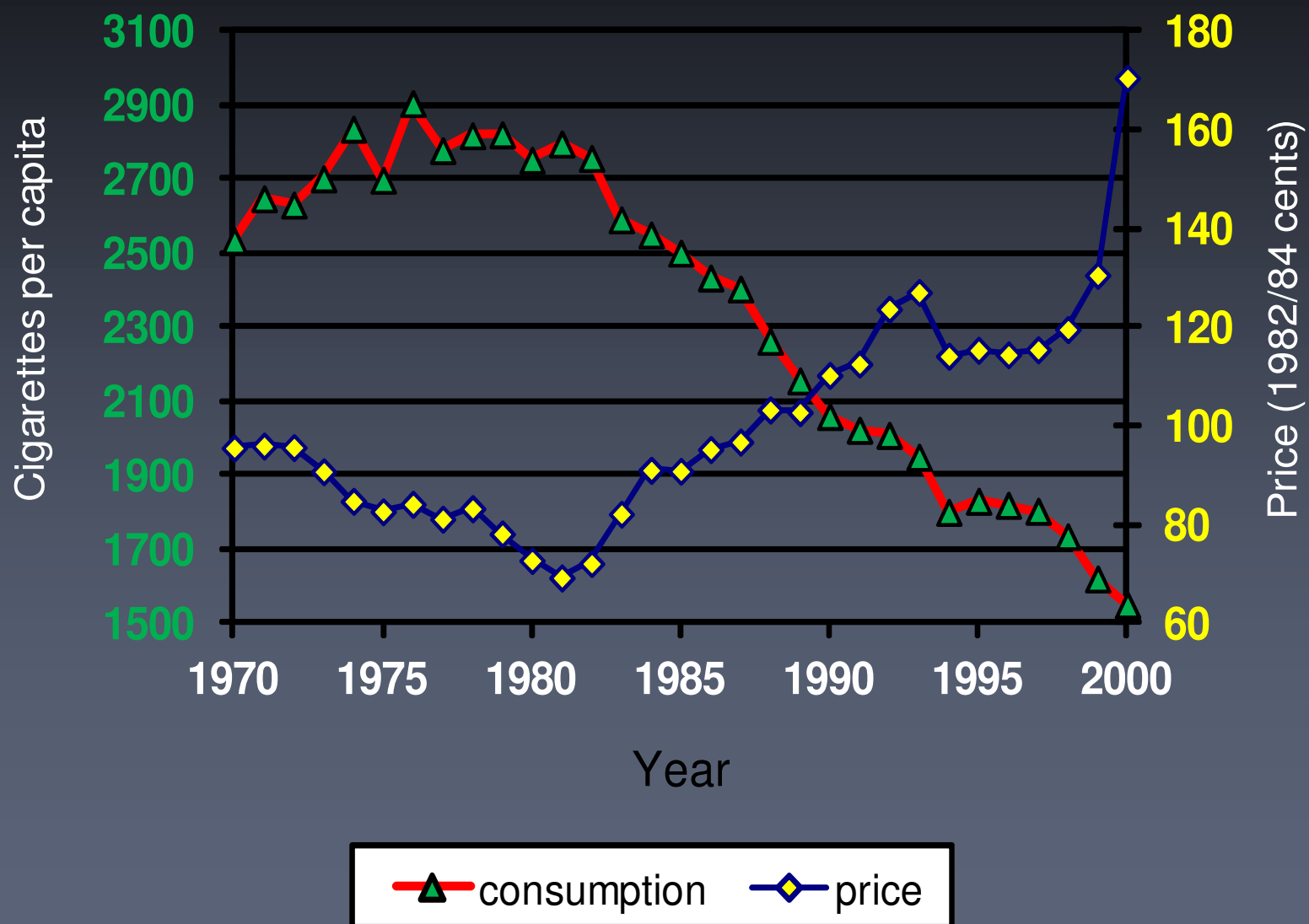
### n *Fairness Doctrine ads*



## n Tax increases, 1964-71



# Real cigarette prices & per capita consumption, US, 1970-2000



# Effects of tax/price increase

- n Price elasticity of demand = -0.3 to -0.5  
(10% price increase → 3-5% demand decrease)
  - n *Half prevalence, half cigs/day*
- n Low-income smokers more price responsive than high-income smokers  
(implications for health disparities)
- n Children 2-3 times more price responsive than adults

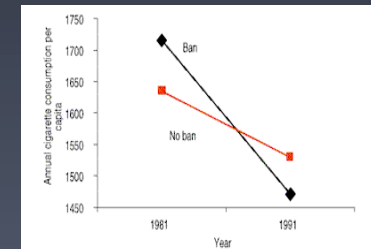
# Effects of smoke-free air laws

*(≈ 30 states and 30 countries)*

- n Reduce worker exposure (80-95%)
- n Increase quitting (3%)
- n Decrease daily consumption
- n Decrease employer costs
- n Decrease AMIs

# Advertising & counter-ads

n Restrictions on advertising & promotion



n Counter-advertising





# What doesn't work (well...and now)?



- n School health ed (as administered)
- n Sales-to-minors and PUP laws

# What may or may not work?

- n Warning labels
  - n *Current ones don't work*
  - n *New ones?*



# Aggregate impacts of TC in US

- n Dramatic...but over time
- n But the problem isn't solved

# Persistence of smoking

- n 20% remain smokers
- n 70% want to quit
- n 50% try each year
- n 2.5% (or fewer) *succeed*

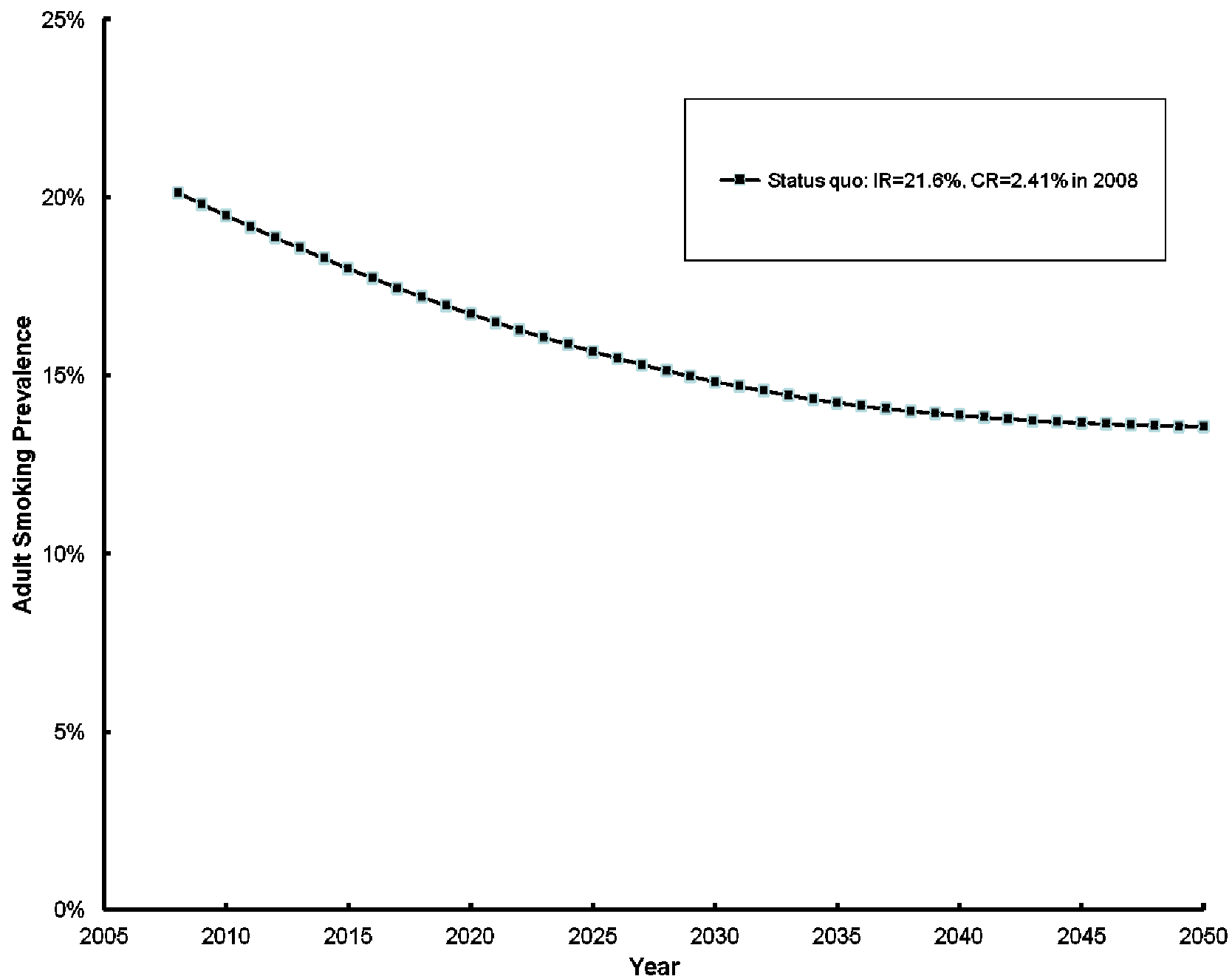
# The big problem re smoking: Remaining smokers different

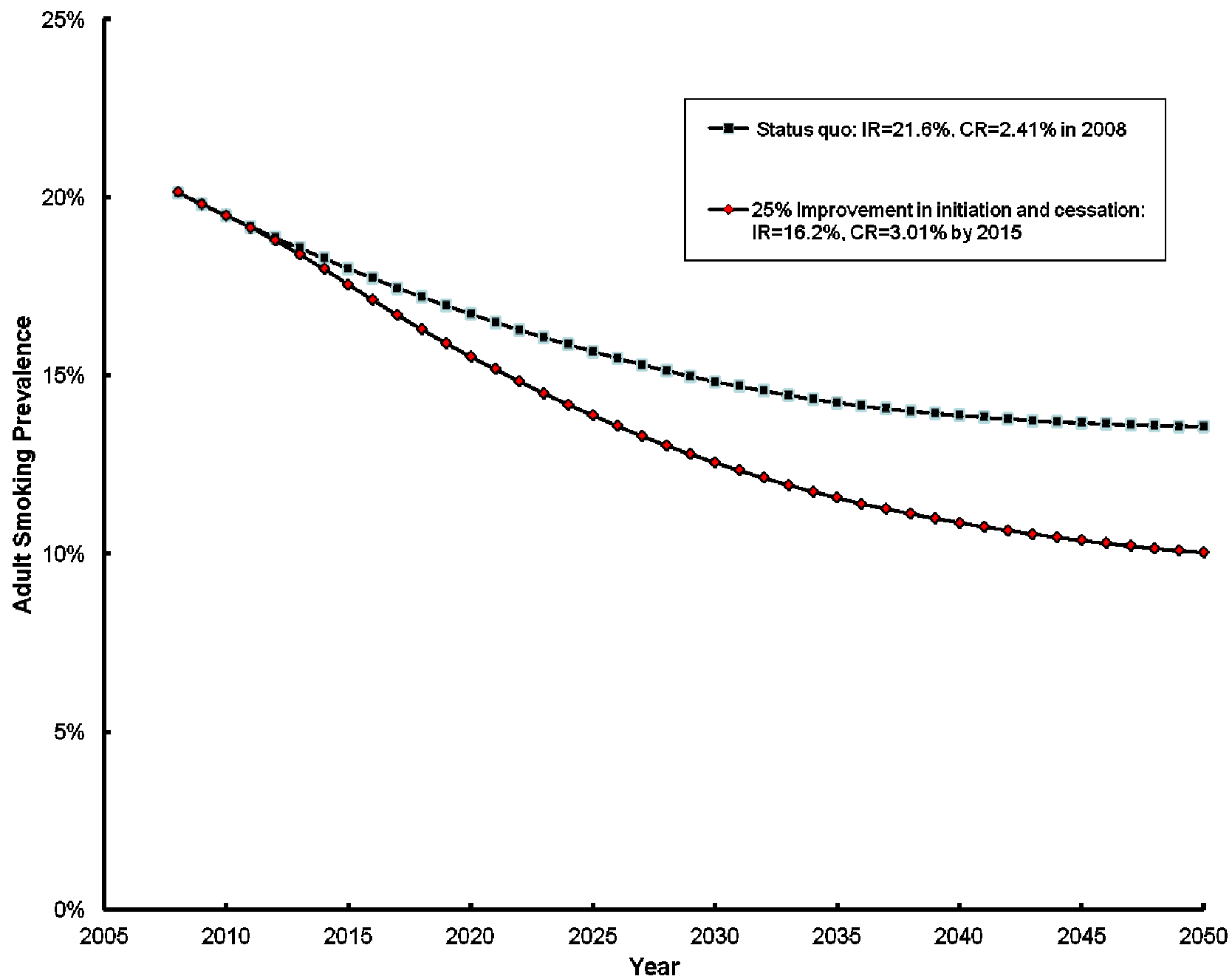
- n Heavily addicted (Hard core?)
- n Low SES
  - n *< 10% college grads smoke*
  - n *Some blue collar pops. > 30%*
- n  $\approx 1/2$  have mental illness or substance abuse co-morbidity
  - n *Self medicating?*
- n *Some may not want to quit*



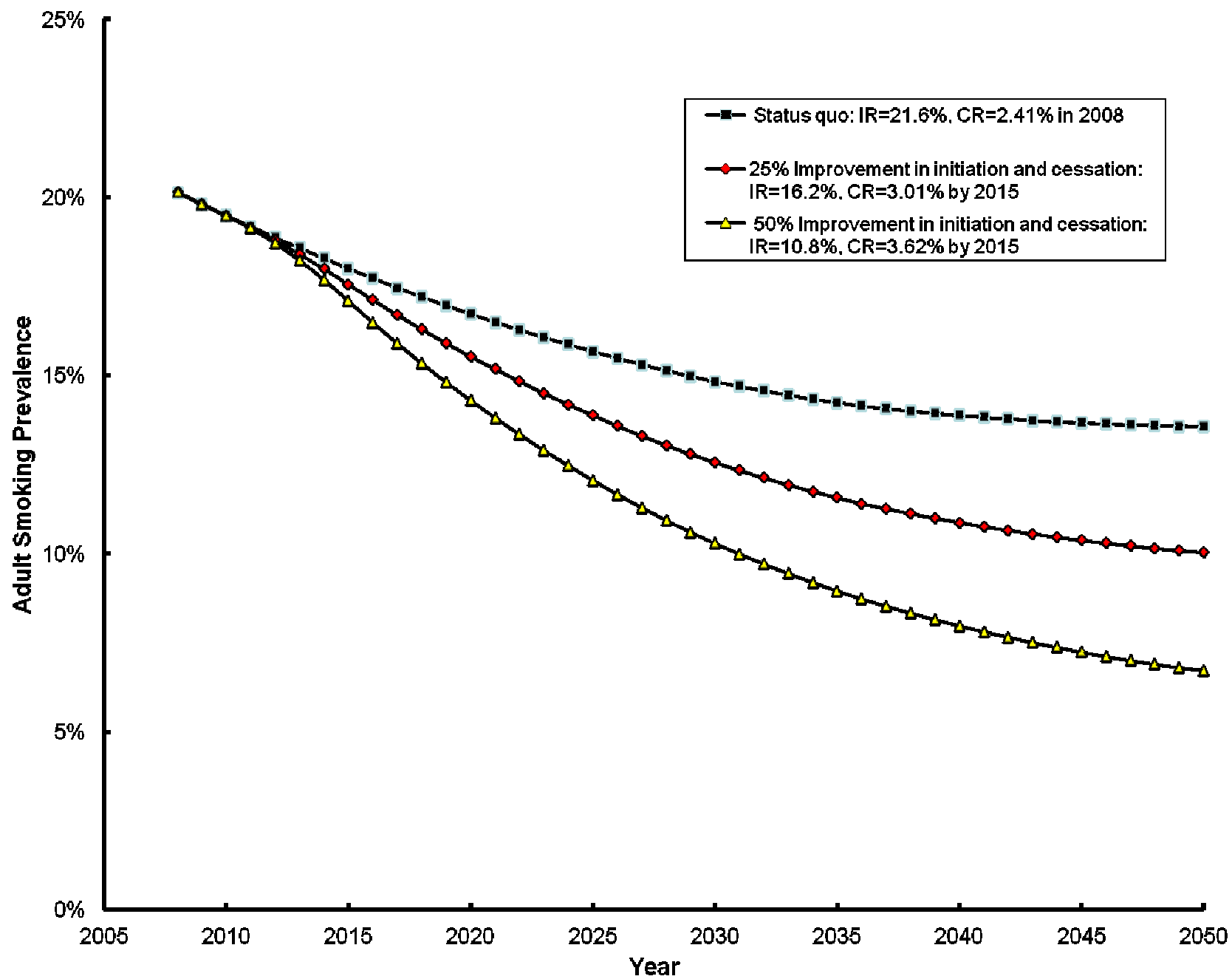
# Where is smoking headed?

- n Concern re adult prevalence being flat 2004-2009 (*but dropped 2010*)
- n Concern re slowness of decline









# Where do we go from here?

## Likely near-future directions

- n More states go smoke-free
  - n *Within  $\approx 5$  years, nearly all states will be smoke-free*
- n Cigarette excise tax increases – states (and perhaps federal...several years hence)
- n U.S. smoking prevalence  $\downarrow$  to 14.5-17% by 2020 (19.3% in 2010)

# Policy innovations

n Novel *outdoor* smoking restrictions

n *Public parks and beaches (NYC)*



n *Entire university campuses (Univ. of Michigan)*



n *Cars with kids inside*



# Policy innovations (cont'd.)

- n Product regulation (with new FDA authority)
  - n *Plain packaging*
  - n *Restrictions on marketing of some new products; approval of novel treatments*
  - n *Approval of a true nicotine inhaler?? (E-cig?)*

# Policy innovations (cont'd.)

- n End game policies
  - n *Govt. control of supply/sales*
    - n “Sinking lid” on availability
  - n *Prohibiting possession of tobacco for people born after (e.g.) 2000*
  - n *Licensing smokers*
  - n *Reducing nicotine to non-addicting levels*
  - n *Eventual prohibition, or “prohibition lite” (banning combusted tobacco products)*

# **Tobacco control is health policy...and cancer control**

- n 6-10% of U.S. health care costs
- n Greatest behavioral determinant of morbidity and mortality
- n Greatest behavioral determinant of health disparities
- n Leading cause of cancer death in men and women – and most avoidable

# Thank you

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