

What Can We Learn From the Spread and Scale of Tobacco Control?

From Concept to Movement



Brian A. King, PhD, MPH

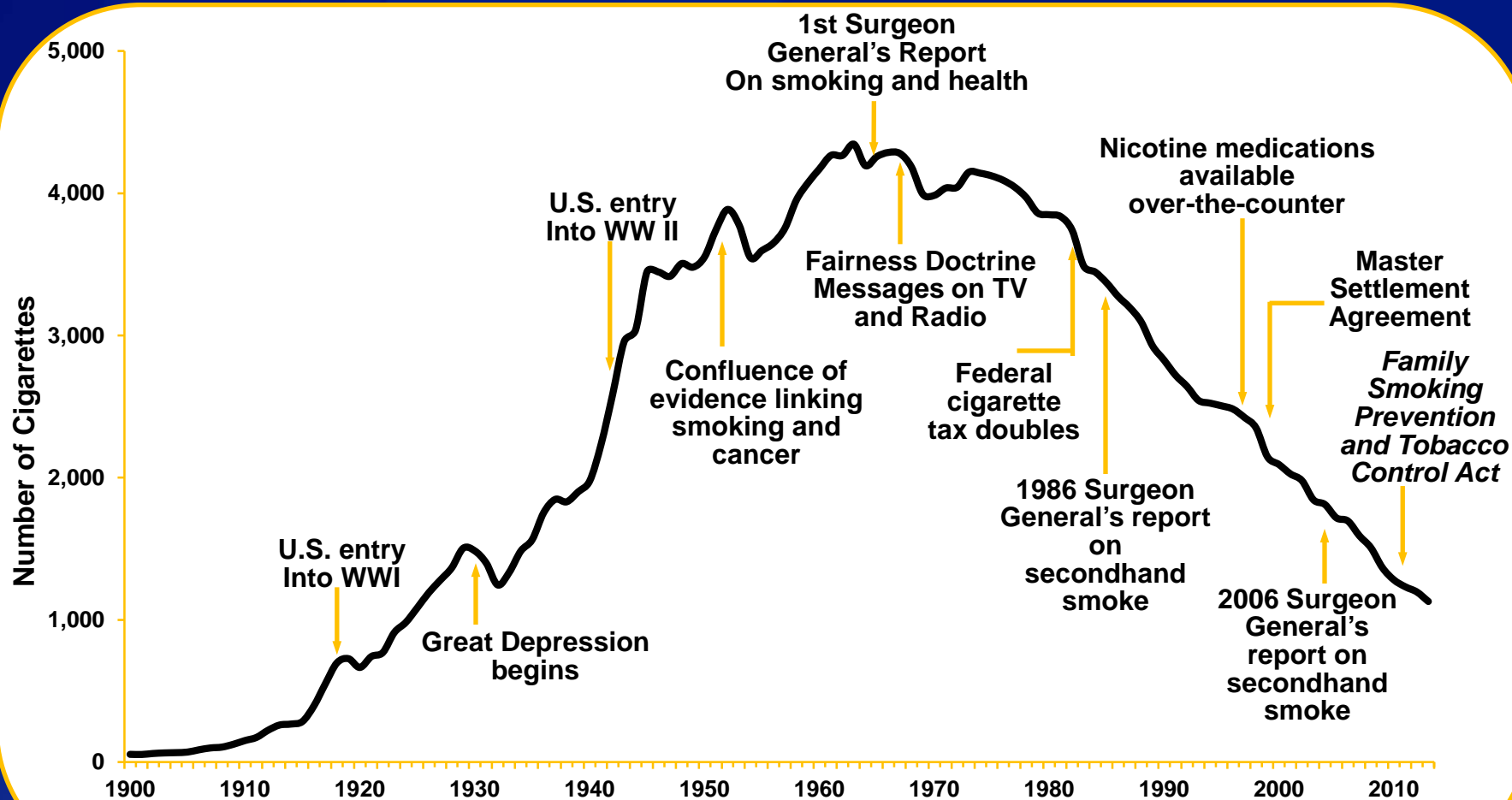
IOM Roundtable on Population Health Impact
Achieving Meaningful Population Health Outcomes: A Workshop on Spread and Scale
December 04, 2014

We Know What Works: Evidence Based Interventions

- Sustained funding of comprehensive programs
- 100% smoke-free policies
- Tobacco price increases
- Cessation access
- Hard-hitting media campaigns



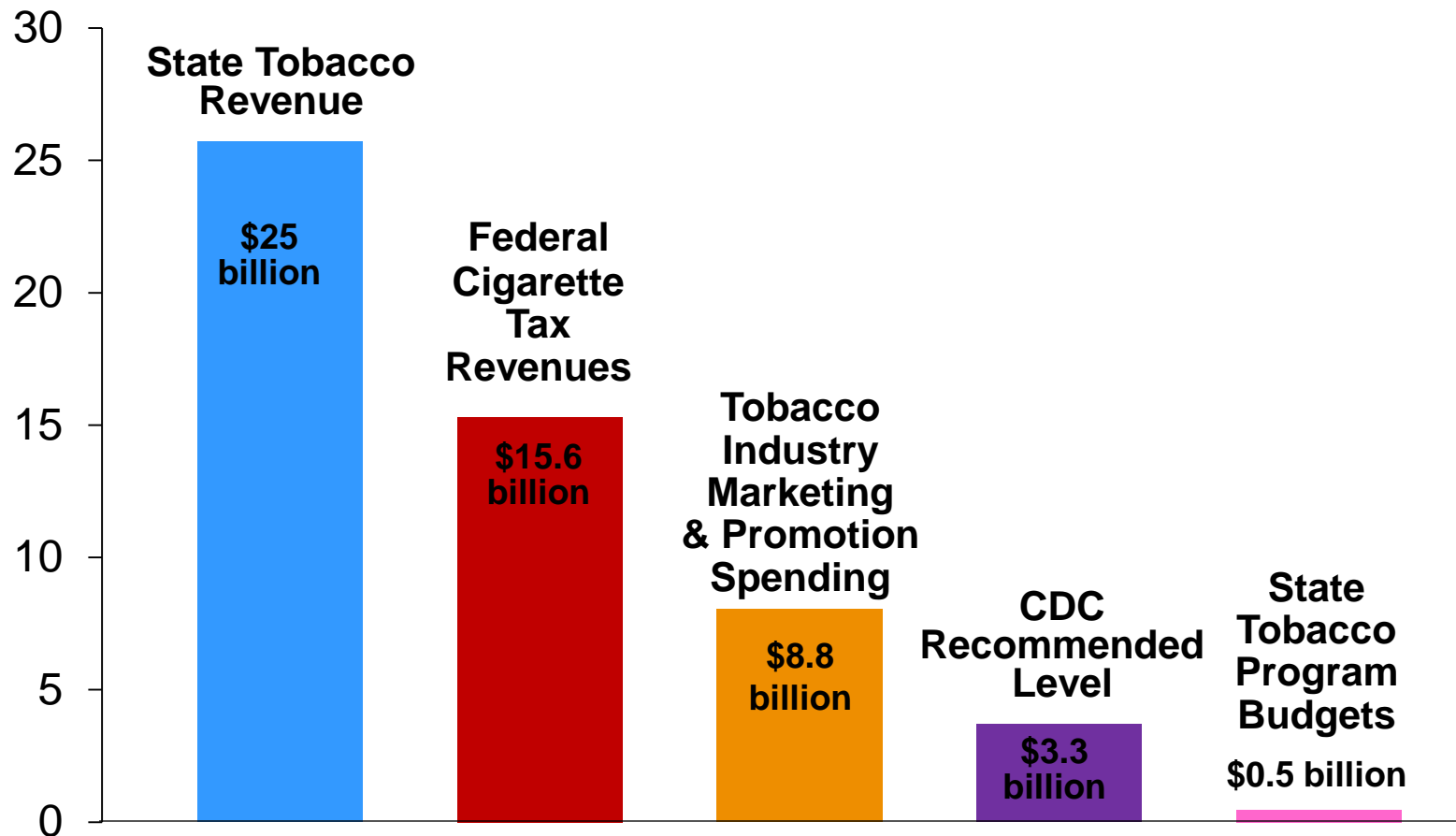
Adult Per Capita Cigarette Consumption and Major Smoking-and-Health Events—United States, 1900-2013



Sources: Adapted from Warner 1985 with permission from Massachusetts Medical Society, ©1985; U.S. Department of Health and Human Services 1989; Creek et al. 1994; U.S. Department of Agriculture 2000; U.S. Census Bureau 2013; U.S. Department of the Treasury 2013.

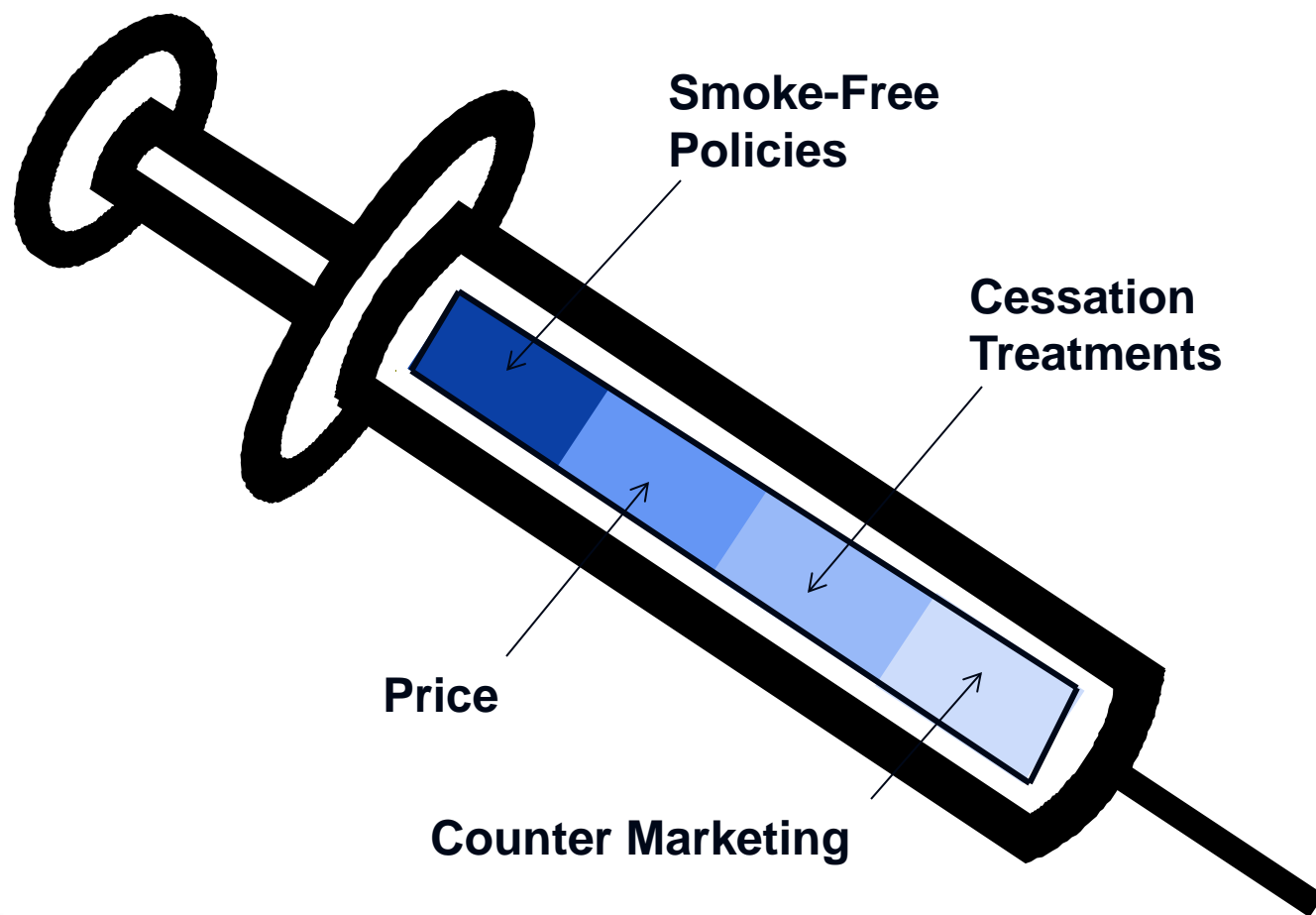
*Adults ≥18 years of age as reported annually by the Census Bureau.

Tobacco Industry is Outspending Prevention Efforts 18:1



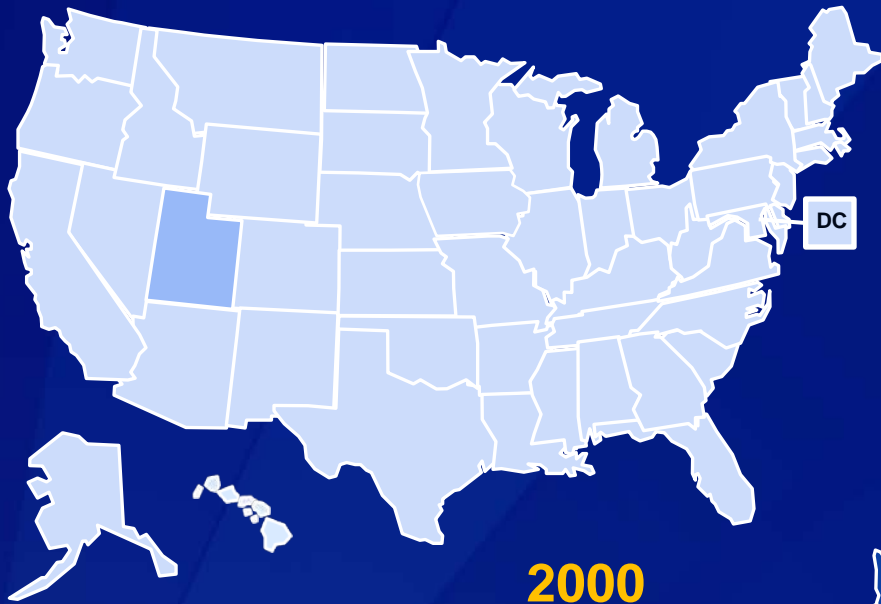
Source: Campaign for Tobacco Free Kids, Federal Trade Commission, 2012 Tax Burden on Tobacco Report, CDC's Best Practices for Comprehensive Tobacco Control Programs.

Evidence-Based Population Tobacco Control Interventions

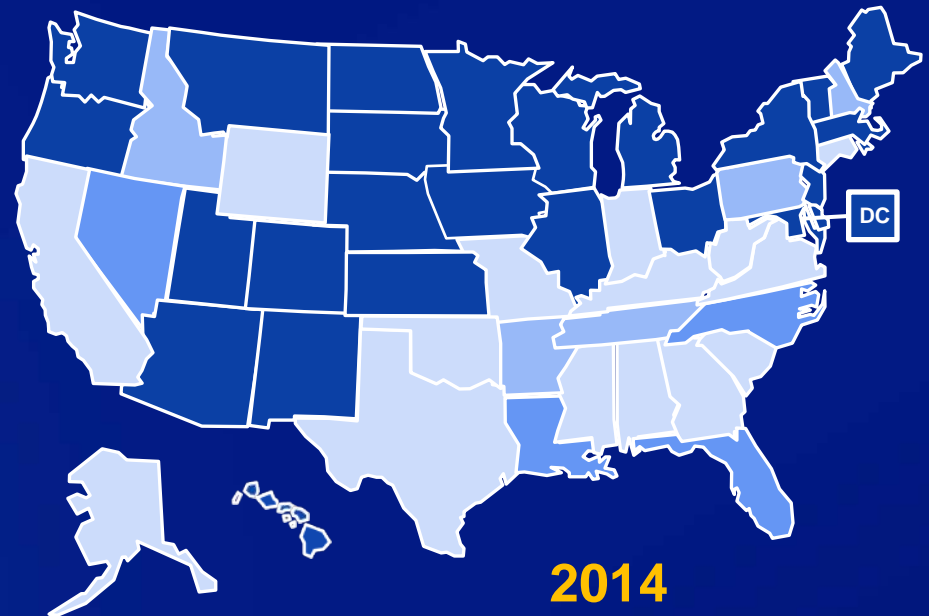


Comprehensive Smoke-Free Laws: United States

2000-2014



2000

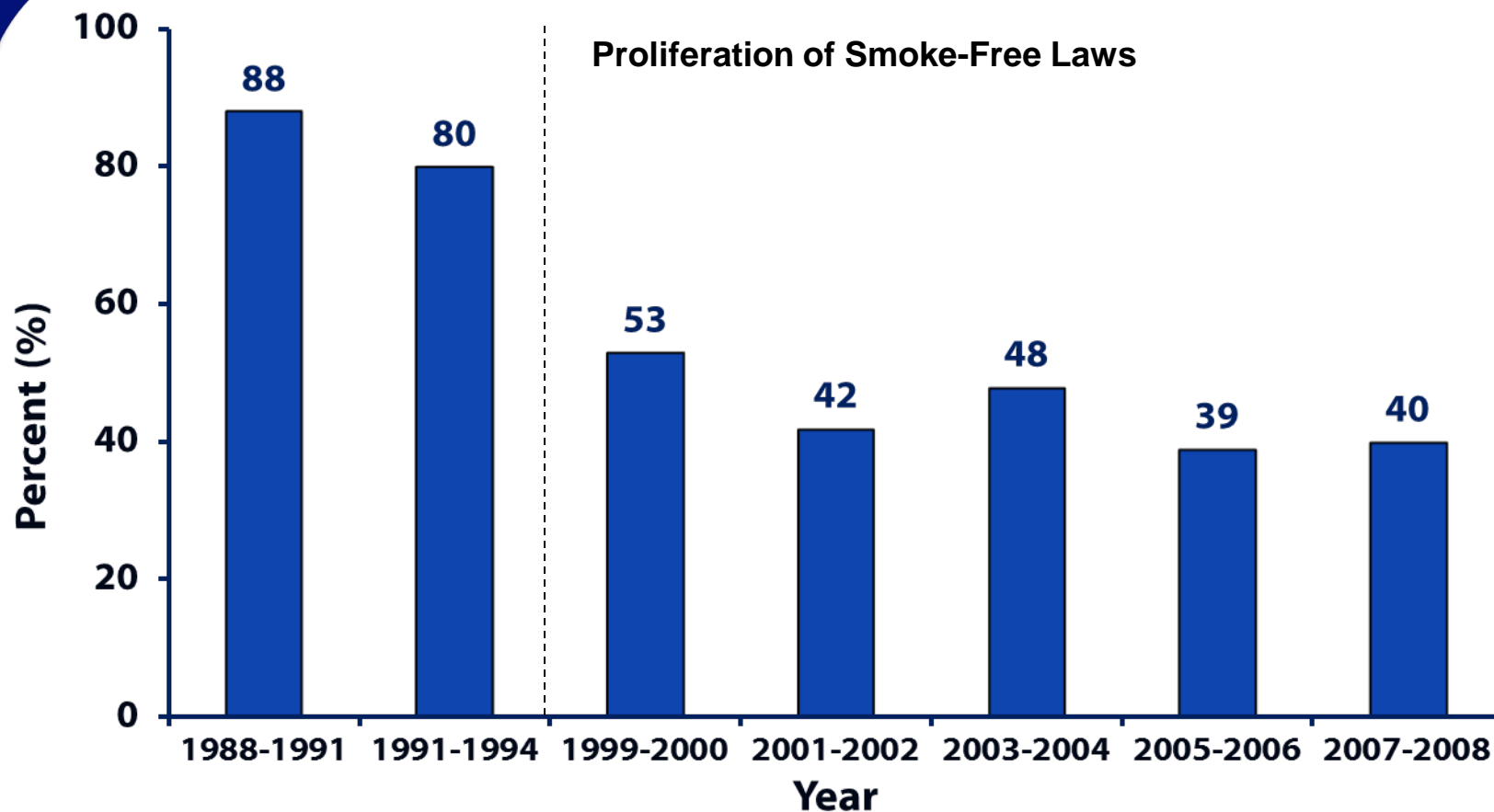


2014

Source: CDC STATE System

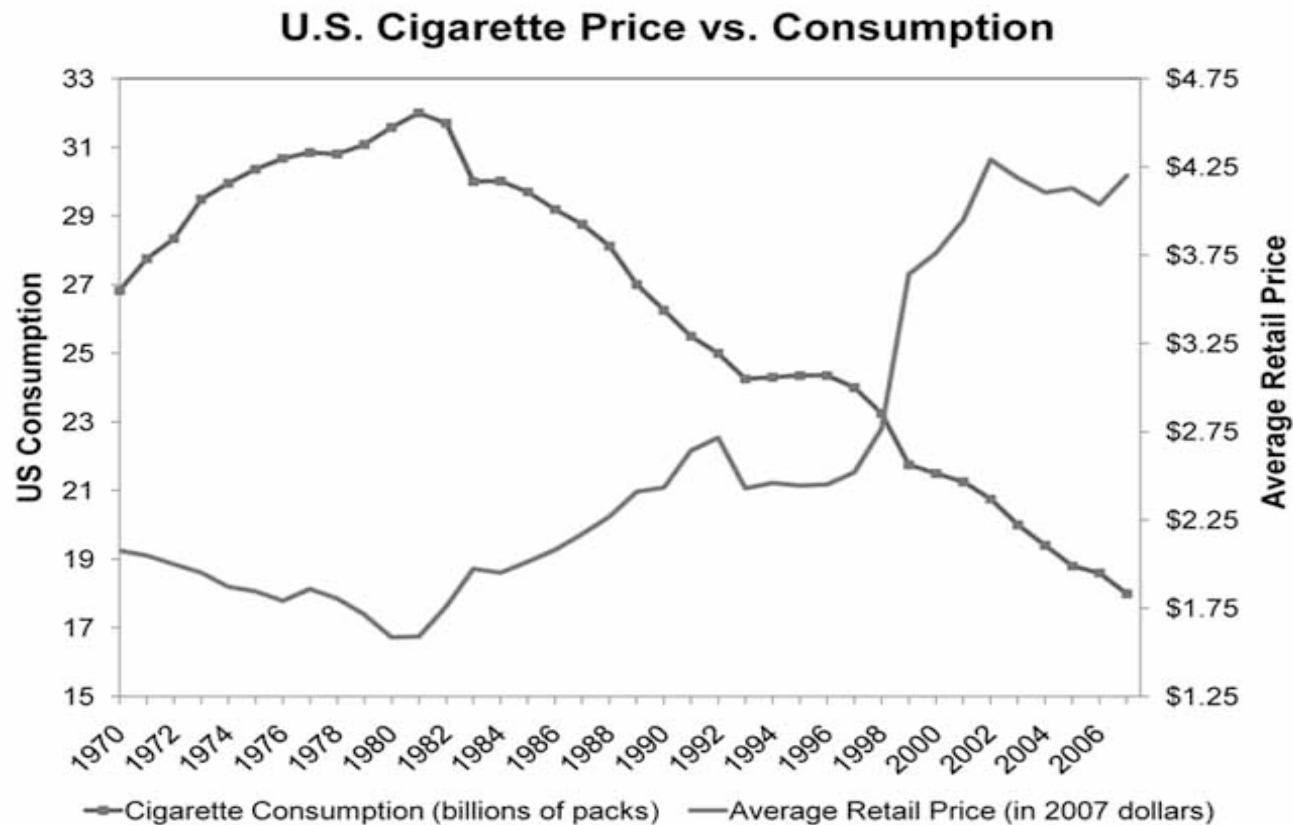


Percent of Non-Smoking U.S. Population Exposed* to Secondhand Smoke — NHANES, 1988-2008



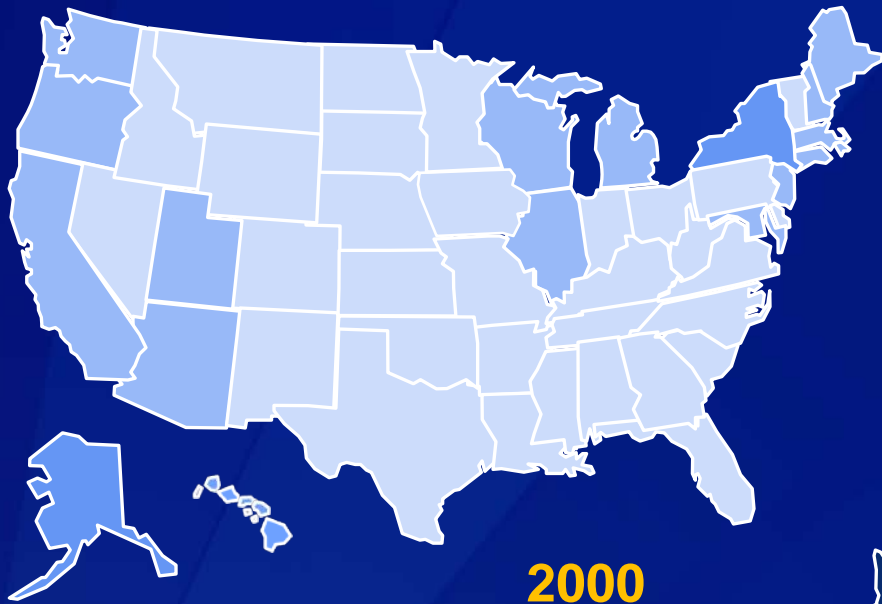
* serum cotinine ≥ 0.05 ng/ml

Increasing Tobacco Product Price is the Single Most Effective Method to Reduce Consumption

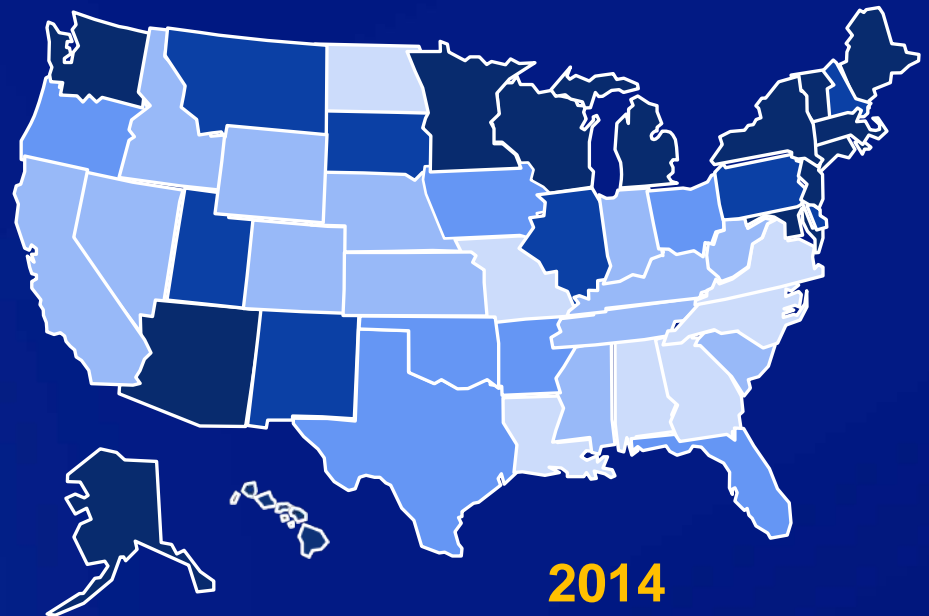


Cigarette Excise Taxes United States

2000-2014



2000



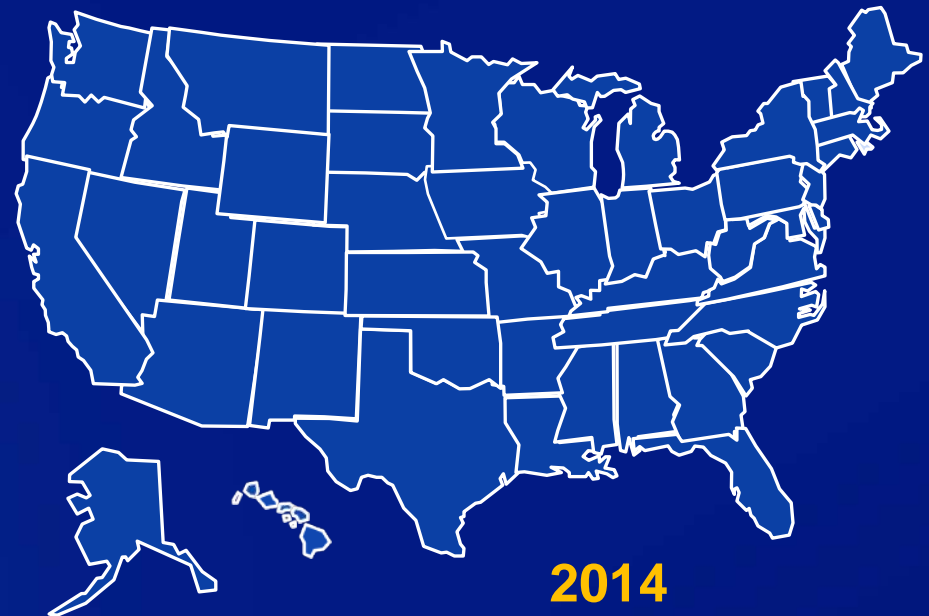
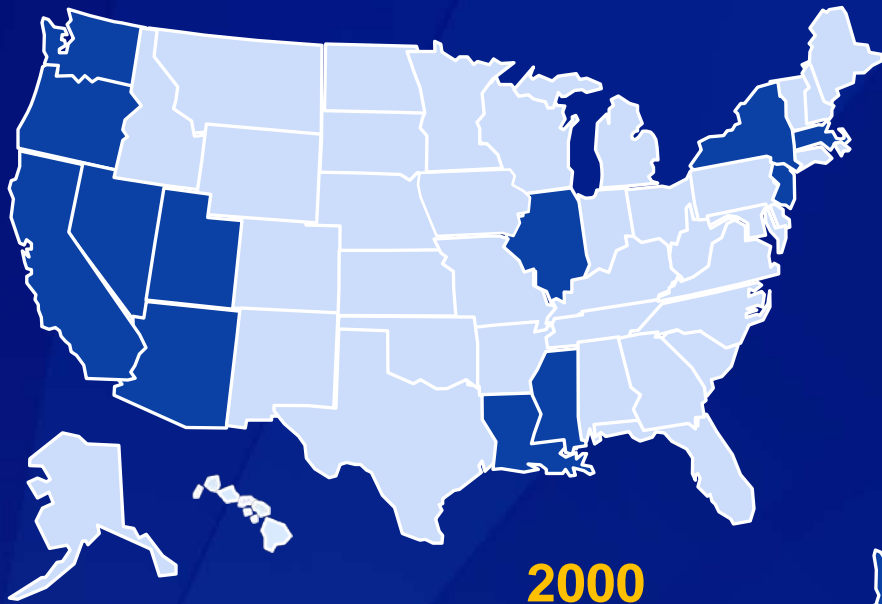
2014

Source: CDC STATE System



Tobacco Quitlines United States

2000-2014



Source: North American Quitline Consortium



No State Tobacco Quitline



State Tobacco Quitline

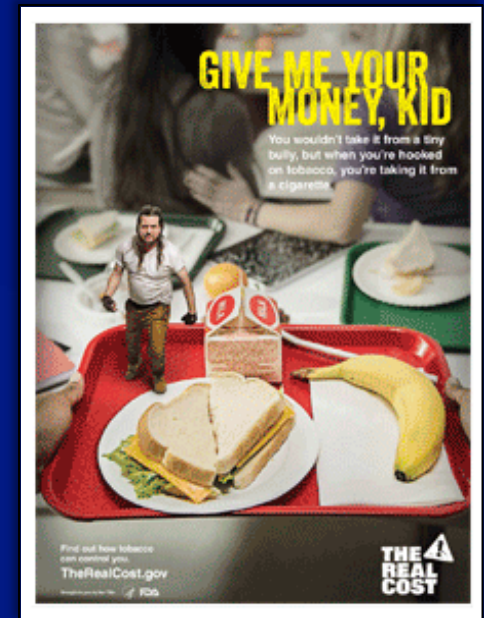
National Media Campaigns: Tips, Truth, The Real Cost



CDC



Legacy



FDA

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.