Opportunities for Youth to Leverage National Tobacco Control Initiatives

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Smoking and Health
A Report of the Surgeon General

1964
Before 1964
National Tobacco Control Initiatives

- *Tips from Former Smokers*
- *2014 50th Anniversary Surgeon General’s Report*
- *2012 Surgeon General’s Report on Youth and Young Adults*
- And.....E-cigarettes!
Tips From Former Smokers Campaign

Shawn never thought he would get sick from smoking, now he breathes through a stoma. For National Men’s Health Month, watch and share Shawn’s story to educate men in your life about the dangers of tobacco use:
http://youtu.be/ud9SOAwqLs

A Tip From a Former Smoker

DO YOUR HEART A FAVOR. QUIT SMOKING.

Like · Comment · Share

310

Marlar Min, World No Tobacco Day and 69 others like this.

Newsweek

Bloomberg Businessweek

After a stroke from smoking, get used to losing your independence.

A Tip From a Former Smoker

Smoking causes immediate damage to your body. For Suzy, it happened lived stroke that caused her stroke. To connect for help, call 1-800-QUIT-NOW.
Campaign Goals

- Build public awareness.
- Encourage smokers to quit.
- Highlight free cessation help (1-800-QUIT-NOW, CDC.gov/tips).
- Reduce exposure to secondhand smoke.
Effect of the first federally funded US antismoking national media campaign

Tim Maftei, Keri C Davis, Robert L Alexander Jr, Terry F Feltsheer, Rebecca Brinell

Summary
Background Every year, smoking kills more than 5 million people globally. Including 440000 in the USA, where the long-term decline in smoking prevalence has slowed. The US Centers for Disease Control and Prevention (CDC) delivered a national, 3-month antismoking campaign called Tips From Former Smokers (Tips) that started in March 2012. In which hard-hitting, emotionally evocative television advertising was featured, depicting smoking-related suffering in real people. We aimed to assess the effects of the Tips campaign.

Methods We undertook baseline and follow-up surveys of nationally representative cohorts of adult smokers and non-smokers. The national effect of the Tips campaign was estimated by applying rates of change in the cohort before and after the campaign to US census data.
Amanda

- She knew smoking was bad during pregnancy, but she didn't really believe it could hurt her or her baby. Amanda's baby was born 2 months early.

See Amanda's story here:
In this bilingual TV ad, Brett and Felicita advise people not to smoke if they want to keep their teeth and their smiles.

See their stories here:
She was very active and enjoyed the outdoors until she learned she had lung cancer.

See Rose’s story here:
http://www.cdc.gov/tobacco/campaign/tips/resources/videos/rose-videos.html
Shawn

- He was in his mid-forties when a chronic cough and laryngitis turned out to be throat cancer. He finally quit smoking—but doctors were unable to save his larynx.

See Shawn’s story here:
http://www.cdc.gov/tobacco/campaign/tips/resources/videos/shawn-videos.html
The Grim Statistics

Between 1964 and 2014:

- Over 20 million Americans died because of smoking, including
  - 2.5 million nonsmokers
  - More than 100,000 babies

- Smoking is still the **leading cause** of preventable disease and death in the United States.
21st Century Tobacco Use

Between 2010 and 2014 smoking caused

- Nearly half a million premature deaths a year
- More than 87% of all lung cancer deaths
- 61% of all pulmonary deaths
- 32% of all coronary deaths
Smoking and Children

- Today about half of all children 3-18 years of age are exposed regularly to cigarette smoke.
- Every day over 3,200 kids try their first cigarette and another 2,100 youth and young adults become daily smokers.
- Nearly 9 out of 10 smokers started before age 18.

Photo credit: Trinketsandtrash.org
Smoking and Children

- Every adult who dies early because of smoking is replaced by **two new young smokers**.

- If they keep smoking, at least one of the two will also die early from smoking.
Smoking and Children

5.6 MILLION
CHILDREN ALIVE TODAY
WILL ULTIMATELY
DIE EARLY FROM SMOKING
IF WE DO NOT DO MORE
TO REDUCE CURRENT
SMOKING RATES

THAT'S EQUAL TO
1 CHILD
OUT OF
EVERY 13
ALIVE IN THE U.S. TODAY

OR

2 OF THE 27
CHILDREN
IN THE AVERAGE
3RD GRADE
CLASSROOM
The Costs of Smoking

- Annual smoking costs are more than $289 billion.
- We spend at least $132 billion in yearly medical care for adults.
- We lose at least $157 billion yearly in productivity costs when smokers get sick and die early.
What We’ve Learned

The Killer Cigarette

- Smoking risks are more deadly than 50 years ago.
- Smokers inhale over 7,000 chemical compounds.
- At least 70 CAUSE CANCER.

Cancer-causing Chemicals

- Formaldehyde: Used to embalm dead bodies
- Benzene: Found in gasoline
- Polonium 210: Radioactive and very toxic
- Vinyl chloride: Used to make pipes
What We’ve Learned

The Killer Cigarette

- Smoking causes disease in nearly every organ.
- Secondhand smoke kills 41,000 nonsmokers every year.
- There is no safe level of SHS exposure and NO SAFE CIGARETTE.
Smoking and Lung Cancer

- Today’s smokers are more likely to develop lung cancer than smokers 50 years ago.
- For male smokers today, lung cancer risks are double those in 1959; for female smokers, those risks are TEN TIMES higher!
- Lung cancer is the #1 cause of cancer death for men and women.
Health Findings

Conditions in **red** are new SGR findings
Smokers are sicker longer and more often

- More than 16 million Americans suffer from at least one disease caused by smoking.
- Smokers have more lung infections than nonsmokers.
- Smokers are admitted to hospitals more often than nonsmokers.
- Smokers miss more work than nonsmokers.
The Power of Nicotine Addiction

- Nicotine is the primary addicting drug in cigarettes.
- Nicotine keeps people smoking longer and that causes more damage to the body.
- Nicotine patches, gum, and lozenges are safe when used as directed.
The Dangers of Nicotine

- Data in several SGRs suggest that:
  - Nicotine may contribute to poor fetal lung development when pregnant women smoke – damage that lasts beyond childhood
  - Exposure to nicotine and other chemicals in cigarette smoke damages fetal brain development when pregnant women smoke
  - Nicotine exposure during adolescence may have lasting adverse effects on brain development
2014 SGR
If current smoking rates continue.....

https://www.youtube.com/watch?v=6dJ_vKN4h58
We Can Be Tobacco-Free

www.cdc.gov/tobacco

Materials and Support

Communications Materials

- Sample press release, Fact sheets, Plain language PowerPoint deck with talking points, Feature article
Digital/Social Media Products

- Buttons, banners, infographics, sample Tweets and Facebook posts
Digital/Social Media Products

- 5.6 Million PSA
- 5 video vignettes
- 3 podcasts
Video Products
Traditional Partners
Traditional Partners

Health Care Provider Organizations
Promoting SGR50 materials and messages

- e-blasts
- Standing OSH conference calls and webinars
- Individual outreach by OSH staff
- Social media activities: Photo-Sharing Initiative and Twitter Chats
Central sites for partners to access materials

INFO2014SGR50@CDC.GOV
Results: What Partners Did

E-Blasts, Blogs and Digital Newsletter Articles

The 2014 Surgeon General’s Report noted that the cell damage from smoking is the leading cause of preventable death in the United States. From the lungs to the liver - increased health consequences call for action towards a smoke-free generation.

Clearing the Air: EPA Secondhand Smoke Research Making a Difference

DISEASES AND HEALTH PROBLEMS

Institute of Medicine: Microbiolological Diseases

NATIONAL COUNCIL FOR BEHAVIORAL HEALTH

MENTAL HEALTH FIRST AID

HEALTHY MINDS. STRONG COMMUNITIES.

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Results: What Partners Did

Earned Media
Results: What Partners Did

Leveraging Health Observances
Results: What Partners Did

Webinars

ASTHO
NACCHO
Tobacco Control Legal Consortium
SNPhA
SmokeFree Partnership
KEEP IT SACRED
Research to Reality
Smoking Cessation Leadership Center
Results: What Partners Did

Incorporating SGR50 into Other Activities

State Leaders Urged to Support Tobacco Prevention Initiatives

WASHINGTON, D.C.,-- Thousands of kids across America are taking a stand against tobacco on March 19 as part of the 18th annual Kick Butts Day. More than 1,400 events are planned across the nation. (See below for a sampling of events.)

Organized by the Campaign for Tobacco-Free Kids, Kick Butts Day is an annual celebration of youth leadership and activism in the fight against tobacco. On Kick Butts Day, youth will encourage their peers to stay tobacco-free and educate their community about the tobacco industry's harmful marketing practices.

State of Tobacco Control 2019

Find Out
If Your State Made the Grade

This report grades states and the federal government on key policies that can help prevent the death and disease caused by tobacco use. Make a selection below to see your state's grade.
Undead urge smokers to kick the habit

- Providence, RI youth group takes on smoking
- Zombie walk through the city part of national Kick Butts Day
- Coverage – NBC 10

News
CADCA
Photo-sharing
Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General
Youth Engagement
Destiny
More Work to Do
Electronic Nicotine Delivery Systems (ENDS)
Electronic Nicotine Delivery Systems (ENDS)

Disposable  Rechargeable  Tank  Novelty
E-cigarette marketing

Stephen Dorff's Rise From the Ashes - Brought to you by blu Cigs
Their magazine ads feature rugged men ...
... and glamorous women
Sex Appeals

2012 Only Comes Once

MAKE THE SWITCH TO Blu ELECTRONIC CIGARETTES

This year, resolve to make the most of your opportunities by making the switch to Blu. With only five ingredients, Blu produces no ash, no smell, only vapor, which means it's perfect for restaurants, bars and your trip around the bases. You control the nicotine. You control when and where you want to smoke. The rest is up to her.

FLAVORS: Classic Tobacco, Magnificent Menthol, Cherry Crush, Yields Vanilla & Java Jolt

blucigs.com

Available Now at These and Other Fine Retailers

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.

Fin ad
Current e-cigarette use among students more than doubled between 2011 and 2012

**Current E-Cigarette Use*, National Youth Tobacco Survey, United States**

- **All Students**
  - 2011: 1.1%
  - 2012: 2.1%

- **High School**
  - 2011: 1.5%
  - 2012: 2.8%

- **Middle School**
  - 2011: 0.6%
  - 2012: 1.1%

*Current use is defined as use on one or more days in the last 30 days*

E-Cigarette Ever Use
2010-2011 (King et al, 2013)
State Prohibitions of E-Cigarette Sales to Minors—December 2013

Prohibited for 18 and under (n=23)

Prohibited for 19 and under (n=3)

No restriction (n=25)

Note: Washington, DC is included in the state count.
State Prohibitions of E-Cigarette Use in Certain Public Places—December 2013

No restriction (n=45)
Prohibited in certain public places (n=6)

Note: Washington, DC is included in the state count.
ENDS Health Effects

- Potentially harmful constituents in ENDS
- Nicotine exposure, with known health risks
- Potentially harmful ingredients in aerosol – secondhand exposure
- Poison risks, especially to children
ENDS Status

- April 2014 – FDA announced proposed extending regulatory authority to electronic cigarettes
- August 8, 2014 – end of public comment period on FDA proposal
ENDS Research Findings

- Inconsistent findings to date on whether they help smokers quit
- Evidence showing dual use of e-cigarettes and traditional cigarettes by both youth and adults – BUT
- No long-range studies on whether young e-cigarette users are transitioning to regular cigarettes
Youth Recommendations

Leverage proven strategies:

- Higher **excise taxes** reduce youth initiation – SGR50 says at least $10 per pack most effective

- High-impact **media campaigns** (*Tips*, FDA ads) discourage youth smoking – SGR50 says ads are needed 12 mo/year for 10+ years
Youth Recommendations

- Extend comprehensive smokefree indoor protections to 100% of the U.S. population

- Fully funded comprehensive statewide tobacco control programs support local efforts
SGR50 Recommendations

- Provide access to barrier-free proven tobacco use cessation treatment to all smokers who want it
- Expand cessation in primary and specialty care settings
- Effectively implement FDA’s authority for tobacco product regulation to reduce product addictiveness and harmfulness
For more information please contact Centers for Disease Control and Prevention
1600 Clifton Road NE, Atlanta, GA 30333
Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov    Web: www.cdc.gov

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.