Making Healthier Choices
Easier Choices: Lessons Learned from Tobacco Control

2008 Symposium

Roshan Bastani, PhD
UCLA
School of Public Health
Jonsson Comprehensive Cancer Center
Division of Cancer Prevention and Control Research
Thursday, May 15, 2008
## Leading Cause of Deaths

**USA**

<table>
<thead>
<tr>
<th>Age</th>
<th>Disease</th>
</tr>
</thead>
<tbody>
<tr>
<td>35-44</td>
<td>Cancer</td>
</tr>
<tr>
<td>45-54</td>
<td>Cancer</td>
</tr>
<tr>
<td>55-64</td>
<td>Cancer</td>
</tr>
<tr>
<td>65-74</td>
<td>Cancer</td>
</tr>
<tr>
<td>75-84</td>
<td>Heart Disease</td>
</tr>
<tr>
<td>85+</td>
<td>Heart Disease</td>
</tr>
</tbody>
</table>
# US Leading Causes of Cancer Deaths

<table>
<thead>
<tr>
<th>Risk Factor</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>30%</td>
</tr>
<tr>
<td>Nutrition/Obesity</td>
<td>30%</td>
</tr>
<tr>
<td>Inactivity</td>
<td>5%</td>
</tr>
<tr>
<td>Family history of cancer</td>
<td>5%</td>
</tr>
<tr>
<td>Viruses and other biological agents</td>
<td>5%</td>
</tr>
<tr>
<td>Reproductive factors</td>
<td>3%</td>
</tr>
<tr>
<td>Alcohol</td>
<td>3%</td>
</tr>
<tr>
<td>Socioeconomic status</td>
<td>3%</td>
</tr>
<tr>
<td>Environmental pollution</td>
<td>2%</td>
</tr>
<tr>
<td>Ionizing/ultraviolet radiation</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Adapted from the Harvard Report on Cancer Prevention, 1996.
DISEASES CAUSED BY SMOKING

CANCERS
- Larynx
- Oropharynx
- Oesophagus
- Trachea, bronchus or lung
- Acute myeloid leukemia
- Stomach
- Pancreas
- Kidney and Ureter
- Colon
- Cervix
- Bladder

CHRONIC DISEASES
- Stroke
- Blindness, Cataracts
- Periodontitis
- Aortic aneurysm
- Coronary heart disease
- Pneumonia
- Atherosclerotic peripheral vascular disease
- Chronic obstructive pulmonary disease (COPD), asthma, and other respiratory effects
- Hip fractures
- Reproductive effects in women (including reduced fertility)

# DISEASES CAUSED BY SECOND-HAND SMOKE

<table>
<thead>
<tr>
<th>CHILDREN</th>
<th>ADULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brain tumours*</td>
<td>Stroke*</td>
</tr>
<tr>
<td>Middle ear disease</td>
<td>Nasal irritation, Nasal sinus cancer*</td>
</tr>
<tr>
<td>Lymphoma*</td>
<td>Breast cancer*</td>
</tr>
<tr>
<td>Respiratory symptoms, Impaired lung function</td>
<td>Coronary heart disease</td>
</tr>
<tr>
<td>Asthma*</td>
<td>Lung cancer</td>
</tr>
<tr>
<td>Sudden Infant Death Syndrome (SIDS)</td>
<td>Atherosclerosis*</td>
</tr>
<tr>
<td>Leukemia*</td>
<td>Chronic obstructive pulmonary disease (COPD)<em>, Chronic respiratory symptoms</em>, Asthma*, Impaired lung function*</td>
</tr>
<tr>
<td>Lower respiratory illness</td>
<td>Reproductive effects in women: Low birth weight; Pre-term delivery*</td>
</tr>
</tbody>
</table>

* Evidence of causation: suggestive
  Evidence of causation: sufficient

Principal Investigator
Roshan Bastani, PhD

Co-Principal Investigators
Antronette Yancey, MD, MPH
Annette Maxwell, DrPH
Beth Glenn, PhD

Project Director
Ritesh Mistry, PhD

Project Coordinator
Irene Pena, MA
Community-Based Cancer Prevention and Control Programs are Critical

Important to only implement programs that work

How do you know if a program is effective?

RESEARCH
Long Term Goal

Reduce cancer disparities in our diverse populations

University

Community
Thank You

Symposium Planning Committee

COMMUNITY

LINDA ARAGON
Los Angeles County Tobacco Control and Prevention Program

RIGOBERTO GARCIA
North East Valley Health Corporation

CAREY JANUARY
Girls Club Los Angeles

LORI KUNDRA
American Cancer Society

RUBEN RODRIGUEZ
Pueblo y Salud

DEBRA ROSEN
North East Valley Health Corporation

ZUL SURANI
National Cancer Institute’s Cancer Information Service

UCLA

Barbara Berman
Beth Glenn
Joyce Jones Guinyard
Felicia Hodge
William McCarthy
Ritesh Mistry
Minal Patel
Irene Peña

With assistance from:
Cynthia Antonio
Mona Auyoung
Alison Herrmann
Cathy Lang
Rosana Leos
Cynthia Mojica
Jenifer Tsui
Pam Willis