A Generation Changed: Twenty Years of Success in Reducing Tobacco Use in California

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California’s Tobacco Control Program Begins

1988—California voters pass Proposition 99. Tobacco tax increases from 10¢ to 35¢ per cigarette pack and earmarks 5¢ (20%) of the revenues for a tobacco control program.
Social Norm Change Cycle

For continued progress, the cycle must continue to press forward.

Apathy → Awareness → Concern → Attitudinal Shift → Social Concern → Social Norm → Expectation → Contentment

Stagnation in outcome results from not moving through the cycle and not pressing for new public health protections.
California Tobacco Control Program Allocation in Inflation Adjusted 2007 Dollars by Fiscal Year

Source: The California Consumer Price Index from the California Department of Finance.
Four Effective Strategies

**Strategies**
- Reduce Exposure to ETS and Tolerance to Exposure
- Counter Pro-Tobacco Influences
- Reduce Availability to Tobacco from Retail & Social Sources
- Provide Cessation Services

**Outcomes**
- Decrease Tobacco Consumption
- Decrease Tobacco Use Prevalence
- Decrease Youth Uptake of Tobacco
- Decrease Exposure to ETS
California Tobacco Control Program

Statewide Evaluation/Surveillance

Statewide Media Campaign

61 Health Department Projects & Community Coalitions

51 Community Non-profit Agency Projects

Statewide Infrastructure & Training & Technical Assistance Projects

- Technical Assistance Legal Center
- Center for Tobacco Policy & Organizing
- Tobacco Control Evaluation Center
- California Clean Air Project
- Capacity Building Network
- TECC Clearinghouse
- Cessation Quitline & Training Center
- California Youth Advocacy Network
- STAKE Youth Recruitment
Program Priorities

Event Sponsorship

Retail Environment

Smoking in the Movies

Free Sampling

Pharmacy Sales
Program Priorities

Smoke-free Multi-unit Housing

Secondhand Smoke in Casinos

Smoke-free Outdoor Areas
Smoking prevalence among California Adults, 1984-2006

Change in definition of smoking

Note change of smoking definition in 1996 that included more occasional smokers.

Source: California State Board of Equalization (packs sold) and California Department of Finance (population). U.S Census, Tax Burden on Tobacco, and USDA. Note that data is by fiscal year (July 1-June 30). Prepared by: California Department of Health Services, Tobacco Control Section, November 2007.
30-day smoking prevalence for California and U.S. high school (9th-12th grade) students, 2000-2006

Lung and bronchus age-adjusted cancer incidence rates, 1988-2004

Rates are per 100,000 and age-adjusted to the 2000 U.S. standard (19 age groups).
* The annual percent change is significantly different from zero (p<0.05).
Program achievements

• Basis for the 1999 and 2007 CDC Best Practices
• Achieved or are working on most of the 42 recommendations found in the Institute of Medicine’s *Ending the Tobacco Problem: A Blueprint for the Nation*
The future...

- Not only maintain, but build on success
  - Inflation is ravaging the Program
  - Tax increase?
- Continued policymaker education
- National issues
  - Changing administration
  - FDA legislation
- New products
The Magnitude of the Problem...

- The number of adult and youth smokers in California (~4 million) exceeds the population of the entire state of Oregon (3.6 million).
It’s About Beating Big Tobacco

It’s About Saving Lives
• Questions
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