How to End the Death and Destruction from Tobacco in Three Quick and Easy Steps

Dr. Tim McAfee, MD, MPH

Director, CDC Office on Smoking and Health
Centers for Disease Control and Prevention
The Health Consequences of Smoking: 50 Years of Progress

A Report of the Surgeon General
Adult Per Capita Cigarette Consumption and Major Smoking-and-Health Events—United States, 1900-2013


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

- Pedal to the Metal
- Reduce Nicotine to Non-addictive Levels
- Local Sales Restrictions on Entire Categories of Tobacco Products
Tobacco Control Works – Let’s put the Pedal to the Metal

- **Major Conclusion:** “Since the 1964 Surgeon General’s report, comprehensive tobacco control programs and policies have been proven effective for controlling tobacco use. Further gains can be made with the full, forceful, and sustained use of these measures.”

- **Since 1964 tobacco control:**
  - Prevented over 8 million early deaths
  - Saved 157 million life years
  - Increased life expectancy by 30%
Pedal to the Metal

- Fully fund **comprehensive statewide tobacco control** programs at CDC-recommended levels
- Sustain high-impact **media campaigns** for 12 mo/year for 10+ years
- Raise **excise taxes** -- $10 per pack most effective
- Provide access to barrier-free proven tobacco use **cessation** treatment
Pedal to the Metal

- Implement tobacco product regulation to reduce product addictiveness and harmfulness
- Expand tobacco control and prevention research to increase understanding of the ever changing landscape
- Extend comprehensive smokefree indoor protections to 100% of the U.S. population
South Carolina
Tobacco Control Interventions are Underutilized

“Evidence-based tobacco control interventions that are effective continue to be underutilized and implemented at far below funding levels recommended by the Centers for Disease Control and Prevention.”
South Carolina

- High rates of adult prevalence
- Low cigarette tax (42nd)
- 50% of adults exposed to secondhand smoke in the past 7 days (37th) – strong local policies
Tobacco Industry is Outspending Prevention Efforts 18:1

- **State Tobacco Revenue (FY 2014 CTFK Report)**: $25 billion
- **Federal Cigarette Tax Revenues (2012 Tax Burden on Tobacco)**: $15.6 billion
- **Tobacco Industry Marketing & Promotion Spending (2011 FTC estimates)**: $8.8 billion
- **Total CDC-Recommended Spending Level (2014)**: $3.3 billion
- **State Tobacco Program Budgets 2014**: $481.2 million

Cigarettes: A “defective” and “unreasonably dangerous” product

- “The burden of death and disease from tobacco use in the United States is overwhelmingly caused by cigarettes and other combusted tobacco products; rapid elimination of their use will dramatically reduce this burden.”

Proctor RN. Why ban the sale of cigarettes? The case for abolition. Tobacco Control 2013;22:i27-i30
Reducing Nicotine Levels

FDA regulation to:

- Reduce nicotine content to make cigarettes non-addictive
- Make some or all tobacco products less appealing
- Establish standards for toxicant levels in tobacco products
“Other end game strategies which could involve greater restrictions on sales, particularly at the local level, including bans on entire categories of tobacco products, could significantly alter the strategic environment for tobacco control.”
'By Any Rational Means'

Westminster, Mass., Board of Health proposes ban on sale of all tobacco products

Published in CSP Daily News

WESTMINSTER, Mass. — The Westminster, Mass., Board of Health is proposing to ban the sale of all tobacco products and electronic nicotine delivering devices including electronic cigarettes, reported the National Association of Tobacco Outlets (NATO).

A hearing before the Westminster Board of Health on the proposed tobacco sales ban is scheduled for November 12, 2014.

In summary, the draft regulation cites the following medical and legal authorities in support of the ban:

- Health, disease and addiction concerns relating to the effects of tobacco.
- The "normalization" of smoking behavior through the use of e-cigarettes, as well as the possibility of "dual use" of cigarettes and e-cigarettes rather than cessation.
- Massachusetts Supreme Judicial Court ruling that the "right to engage in business must yield to the paramount right of government to protect the public health by any rational means."
- The ability of underage people to access tobacco products despite state laws prohibiting the sale of tobacco products to minors.
- Warning labels on e-cigarettes that concede health issues and that they are not intended to be cessation devices.
- Lab analysis conducted by the FDA showing that e-cigarette "cartridges that were labeled as containing no nicotine actually had low levels of nicotine present."

If the regulation passes, "all tobacco sales permits and/or nicotine delivery product sales permits shall expire on the designated date. "No new permits or renewal of existing permits shall occur after this date."

It also bans tobacco vending machines and states that "no person shall distribute, or cause to be distributed, any free samples of tobacco products."

Fines include $300 for the first violation, $300 and suspension of board of health-issued permits for seven days for the second violation within 24 months, $500 and suspension of board of health-issued permits for 30 days for three or more violations within 24 months; revocation of board of health-issued permits for further violations.

[Editor's Note: CSP Daily News does not necessarily endorse the opinions, assertions, conclusions or recommendations of any organization that it covers as news.]

KEYWORDS: cigarettes, electronic cigarettes
One.....Two.....Three

- Pedal to the Metal
- Reduce Nicotine to Non-addictive Levels
- Local Sales Restrictions on Entire Categories of Tobacco Products
THE NEXT 50 YEARS

If we could help every smoker to quit smoking and keep young people from starting in the first place, the results would be staggering.

- **1/2 million premature deaths** could be prevented every year.
- **$130 billion** in direct medical costs for smoking-related illness could be saved every year.
- **At least 88 million Americans** who continue to be exposed to the dangerous chemicals in secondhand smoke could breathe freely.
- **At least**
  - **5.6 million children** alive today who ultimately will die early because of smoking and their failure to reach their full potential.
  - **16 million people** already have at least one disease from smoking.
  - **1 out of 3 cancer deaths** in the country could be prevented.
  - **$156 billion** in taxes and health costs could be saved.
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.