



National View of State & Local Tobacco Control and Future Possibilities




Brick Lancaster, MA, CHES
Chief, Program Services Branch
Office on Smoking and Health

"Best of the West" Coalition for Tobacco-Free Arizona
5th Annual Conference
September 5, 2007
Phoenix, AZ




SAFER • HEALTHIER • PEOPLE™




Objectives

- Highlight CDC Office on Smoking and Health goals and priorities for state and local programs
- Discuss current and future opportunities and challenges



"Never go alone."


Sun Zu
The Art of War





CDC Vision

- Healthy People in a Healthy World - Through Prevention



OSH Vision Statement

- A world free from tobacco related death and disease




OSH Mission Statement

- As the lead federal agency for comprehensive tobacco prevention and control, CDC/OSH develops, conducts, and supports strategic efforts to protect the public's health from the harmful effects of tobacco use



Goal Areas

- Prevent tobacco use initiation among youth and young adults
- Promote tobacco use cessation among adults and youth
- Eliminate exposure to secondhand smoke
- Identify and eliminate tobacco-related disparities



OSH Strategic Priorities 2008

- Promote sustainable science-based tobacco control programs at CDC recommended levels
- Smokeless Tobacco



Major Areas National Tobacco Control Program

- Funding 50 states, DC, seven U.S. Territories
- Funding 49 states, DC, five U.S. Territories for tobacco quitline supplemental
- Six National Networks
- Seven Tribal Support Centers



Tobacco Control Overview

Opportunities

- 2008 MSA balloon payment
- 2006 Surgeon General's Report on Second Hand Smoke
- Updates to Best Practices
- FDA Regulation



MSA Balloon Payment 2008

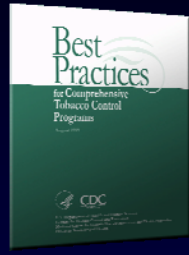
- States need to be aggressive if eligible
- Partners: TA meeting on strategies



SGR and Secondhand Smoke Policies



Best Practices



- Evidence-based
- Provided:
 - A blueprint for program components
 - Funding formulas to implement them
- Result:
 - States restructured programs
 - Programs that are comprehensive, sustainable, and accountable are effective



FDA Regulation



- Legislation still in committee
- Restrict advertising and access for youth
- Change warning labels
- Eliminate pre-emption of local regulation of promotion
- Establish standards for products (pre-emption)
- Require FDA analysis and review of existing and new products (pre-emption)
- Work with lab (NCEH) and partners (e.g. NCI) to provide technical assistance



Tobacco Control Overview

Challenges

- Sustaining funding for tobacco control programs
- New products—including smokeless tobacco products
- Stalled progress in decreasing prevalence
- Continued disparities in tobacco use



Sustained Funding

- Perception problem is “solved”
- Tobacco branded as “old news”
- Competing priorities



New Smokeless Products



Smokeless Tobacco

Major Impact

- It could:
 - Lead to foregoing cessation to switch to smokeless
 - Lead to relapse among former smokers
 - Encourage initiation
 - Lead to concurrent tobacco use

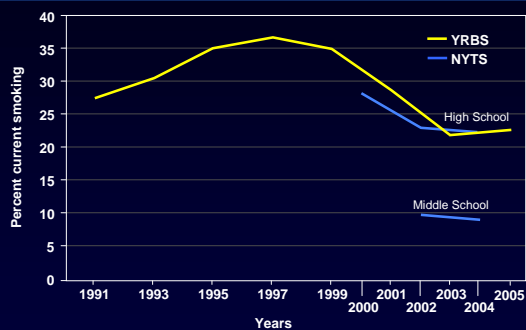


Smokeless Tobacco Concerns

- Known human carcinogen
- Don't know true smokeless risks
- Have a proven "harm reduction" strategy: comprehensive tobacco control programs



National Youth Rates



Factors Slowing Decline in Youth Rate

- Smoking still glamorized in films
- Reductions in funds for tobacco-use prevention and control
- Tobacco industry advertising increase
- Tobacco industry promotions kept prices lower



Disparities in Tobacco Use



2007 - 08 Priorities

- Fund at new Best Practice estimates
- Comprehensive smoke-free policies
- Comprehensive programs: not product substitution
- Price strategies
- Hold tobacco industry accountable



Competing Priorities & Limited Fiscal Resources

- Preparing for urgent threats
- Confronting urgent realities



Introducing
The fabulous Dancing Silos



Effective Intervention: We Know What Works



Mohan Singh Health Promotion and Education Wisdom

- "A healthy person is one who has not been adequately researched"



Best Practices 2007



- Funding formulas not revised
- Funding estimates increasing by 20-30%
 - Cost of living
 - Population
 - Smoking prevalence
 - School enrollment



Best Practices 2007



- Community Interventions
 - Community Programs
 - Youth (Schools and Enforcement)
 - Statewide Programs
 - Chronic Disease Programs
- Media
- Cessation Interventions
- Surveillance/Evaluation
- Administration/Management



Disparities

- Costs captured in multiple budget categories
- Community Programs
 - Fund local organizations to reach diverse populations
 - Support participation in coalitions
- Media
 - Use culturally appropriate messages and targeted media channels
- Cessation
 - Develop culturally appropriate and translated materials
 - Provide access to multi-lingual quitline counselors
- Administration and Management
 - Fund multi-cultural organizations and networks
 - Support participation in strategic planning



Environmental Change

- The environment in which tobacco is used, produced, and marketed needs to be changed in order to reduce tobacco use.
- Policy plays a significant role in promoting environmental change.



Realities

- If you are born, you are at risk to die
- An ounce of prevention is a ton of work




10 Keys to Success

- Trust
- Empowerment
- Culture and History
- Focus on Underlying Causes
- Community Investment & Expertise
 - Trusted Organizations
- Community Leaders
 - Ownership
 - Sustainability
- Hope



MURAL DYSLEXIA



THANKS!



Brick Lancaster, MA, CHES
Chief, Program Services Branch
CDC Office on Smoking and Health

blancaster@cdc.gov
www.cdc.gov/tobacco
www.smokefree.gov



The findings and conclusions in this presentation are those of the authors and do not necessarily represent the views of the U.S. Department of Health and Human Services or the Centers for Disease Control and Prevention.

