The Changing Tobacco Landscape Countering New Threats

CA ranks in per pack tobacco tax







Raise the Tobacco Tax

5% of the cost of smoking



Low income High income

TEROC Recommends

Increase the tobacco tax by at least

Comprehensively regulate all tobacco products through taxation, licensure and controls

ALA Report Card CA funds tobacco prevention at only **18.6**% of CDC recommended

spending



increased need of leaders and champions for diverse populations

Enhance Tobacco Control Capacity



TEROC Recommends



Develop leaders and build community partnerships

TEROC Recommends

Identify alternate sources of



Maintain robust state, regional, and local partnerships to be agile and flexible

Objective 3

High income people have a faster decline in smoking than low income people



Achieve Health Equity

The **tobacco** industry promotes flavored tobacco products unfairly targeting specific communities



equity lens

Promote health equity, language access, and cultural competency



Train and fund priority populations to increase leadership

Implement health equity interventions: smoke-free policies; mass media; free cessation; and store zoning



Minimize Health Impact

E-Cigarette Boom

50% of e-cigarette poison control calls involve children under 6





Recommends

Close loopholes in California's smoke-free workplace law





of direct-funded charter schools are not certified as tobacco-free

Prevent Youth Initiation

of middle schoolers who try e-cigarettes have never smoked a cigarette

Increase Cessation



Kids who smoke are more likely to be victims of violence, harassment, and consider suicide

TEROC Recommends

Build tobacco control programs in underserved communities





Combat tobacco industry marketing of youth-enticing products

9 Objective



61% of smokers want to quit

of those who tried got help



attempts before tobacco users finally quit



People with mental illnesses smoke

of all cigarettes

TEROC Recommends

Boost quit attempts and expand availability of cessation aids





Engage healthcare providers and hospitals in helping patients quit

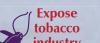
Minimize Tobacco Industry Influence

Tobacco companies spent in political contributions 2007 to 2012



The tobacco industry outspends tobacco control efforts 15 to 1

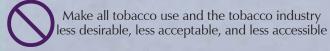




industry pending and activities

Encourage local policies that regulate the sale and marketing of tobacco

nfluence



TEROC Recommends