

Focus Area 27: Tobacco Use

Objective 27-18a. Increase the number of States and the District of Columbia, Territories, and Tribes with sustainable and comprehensive evidence-based tobacco control programs. Target = 51 states [State Data Source: State Tobacco Activities Tracking and Evaluation System (STATE System), CDC, NCCDPHP, OSH]

The mission of the California Department of Public Health (CDPH) Tobacco Control Section (TCS) is to improve the health of all Californians by reducing illness and premature death attributable to the use of tobacco products. Through leadership, experience and research, the TCS empowers statewide and local health agencies to promote health and quality of life by advocating social norms that create a tobacco-free environment.

In November 1988, California voters approved the California Tobacco Health Protection Act of 1988, also known as Proposition 99 (Prop 99). This referendum increased the state cigarette tax by 25 cents per pack and added an equivalent amount on other tobacco products. The new Prop 99 revenues were earmarked for programs to reduce smoking, to provide health care services to indigents, to support tobacco-related research, and to fund resource programs for the environment. The money is deposited by using the following formula: 20 percent is deposited in the Health Education Account (HEA); 35 percent in the Hospital Services Account; 10 percent in the Physician Services Account; 5 percent in the Research Account; 5 percent in the Public Resources Account; and 25 percent in the Unallocated Account (Revenue and Taxation Code 30124). The HEA funds both community and school-based health education programs to prevent and reduce tobacco use and is jointly administered by the CDPH/TCS and the California Department of Education (CDE). Currently, CDPH/TCS receives approximately two-thirds of the funding and CDE receives approximately one-third of the funding available in the HEA. The CDPH/TCS is responsible for supporting a statewide tobacco control program, one of the largest public health interventions of its kind ever initiated, nationally or internationally. CDPH/TCS provides funding for 61 Local Lead Agencies (LLA), competitively selected community-based organizations, a statewide media campaign, and an extensive evaluation of the entire California Tobacco Control Program (CTCP). The CDE administers school-based funding to grades 4-8 based on an allocation method and to high schools through a competitive grant program.

The enabling legislation for Prop 99 includes Assembly Bill (AB) 75 (Chapter 1331, Statutes of 1989), AB 99 (Chapter 278, Statutes of 1991), AB 816 (Chapter 195, Statutes of 1994), AB 3487 (Chapter 199, Statutes of 1996), Senate Bill (SB) 99 (Chapter 1170, Statutes of 1991), SB 960 (Chapter 1328, Statutes of 1989), SB 493 (Chapter 194, Statutes of 1995); the annual State Budget; H&S Code, Sections 104350-104480, 104500-104545; and the Revenue and Taxation Code, Sections 30121-30130. The enabling legislation, the various codes, and

the annual State Budget, provide legislative and funding authority for programs administered by CDPH/TCS to:

- Conduct health education interventions and behavior change programs at the state level, in the community and in other non-school settings;
- Apply the most current research and findings; and
- Give priority to programs that demonstrate an understanding of the role community norm change has in influencing behavioral change regarding tobacco use.

For more information on California's tobacco control program, please visit:
<http://www.cdph.ca.gov/programs/Tobacco/Pages/default.aspx>

and the CDC's State Tobacco Activities Tracking and Evaluation (STATE) System Web site at: <http://apps.nccd.cdc.gov/StateSystem/index.aspx>

For more information on Healthy People 2010 objective 27-18a, please visit:

<http://www.healthypeople.gov/Document/HTML/Volume2/27Tobacco.htm>

And the DATA2010 Web site at: <http://wonder.cdc.gov/data2010/>