

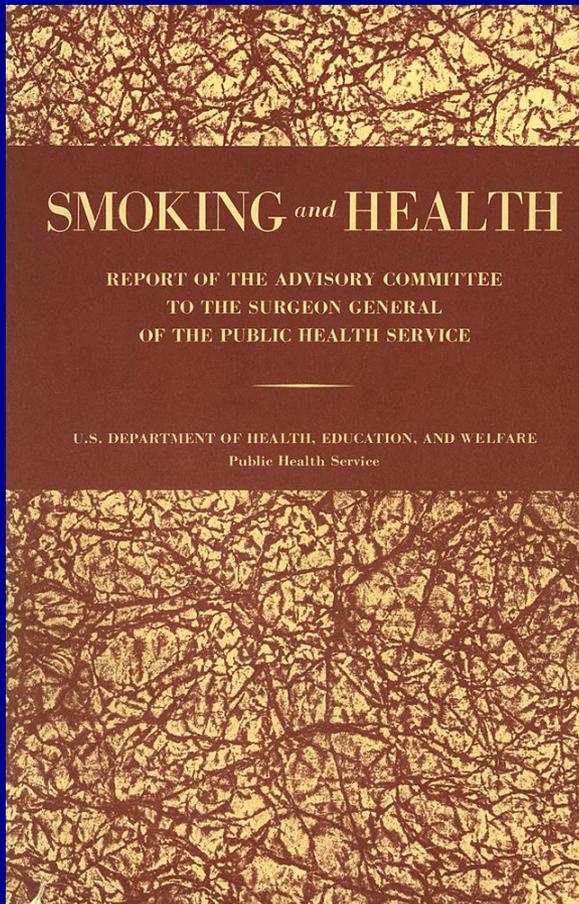
Championing Change: Approaching Societal Problems at Multiple Levels

Steven A. Schroeder, MD

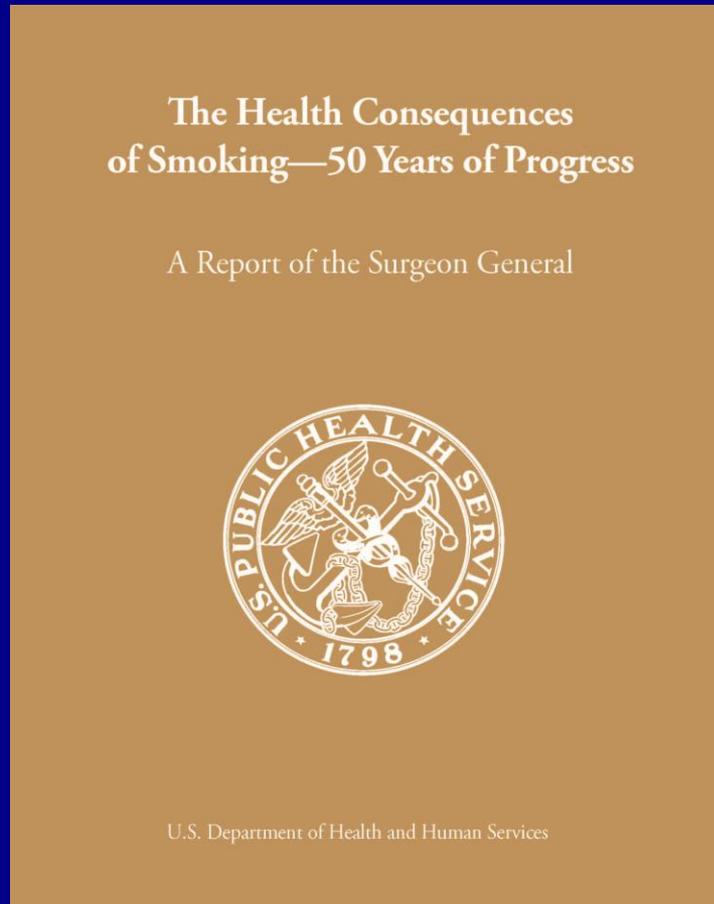
July 12, 2014

The Health Consequences of Smoking: 50 Years of Progress

A Report of the Surgeon General



1964



2014

JAMA[®]

Journal of the American Medical Association

1930
20,679^{*} Physicians say "LUCKIES are *less irritating*"

1943
Camel CIGARETTES TOBACCO

1941
The Journal of the American Medical Association
ISSUED WEEKLY BY ORDER OF THE BOARD OF TRUSTEES
Vol. 16, No. 5
PUBLISHED WEEKLY
Tobacco Smoking as a Possible Etiologic Factor in Bronchogenic Carcinoma
A Study of 36 Hospital and Clinic Cases
JAMES E. DOLL
PAUL A. HELLER, M.D.

1950
BRITISH MEDICAL JOURNAL
SMOKING CIGARETTES SEPTEMBER 30 1950
SMOKING AND CARCINOMA OF THE LUNG
PETER H. RAVEN
ROBERT DOLL, M.D. MRCGP
Member of the Royal Society, the Royal Society of Medicine
A. BRONKHILL, M.D. M.D.
Medical Research Council, London and the Royal Society, London, Member of the Royal Society of Medicine, London

1964
SMOKING and HEALTH
REPORT OF THE ADVISORY COMMITTEE TO THE SURGEON GENERAL OF THE PUBLIC HEALTH SERVICE
U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
Public Health Service

1966
Caution Cigarette Smoking May Be Hazardous to Your Health

1969
Come to where the flavor is. Come to Marlboro Country.

1985
VIRGINIA SLIMS
You've come a long way, baby.

1994
1994

2010
DON'T LET MINORS BUY TOBACCO. IT'S THE LAW.

2012
AMERICA'S MOST WANTED TOBACCO VILLAINS
THE USUAL SUSPECTS
TOP CIGARETTE & SMOKELESS TOBACCO BRANDS USED BY KIDS

2013
"I NEVER THOUGHT SMOKING WOULD DO THIS."
You can quit. Talk with your doctor for help.

2013
Smoke-free Laws for Bars, Worksites, and Restaurants

It's a New Era



Remember When

- Ashtrays out in every home?
- Smoking in airplanes?
- Tobacco companies sponsored news hours and ads barraged the airways?
- Nurses took frequent smoke breaks?
- Patients smoked in the bathrooms?

I do. We came a long way baby, but there is still much more to be done

RWJF and Tobacco Control, 1991-2003

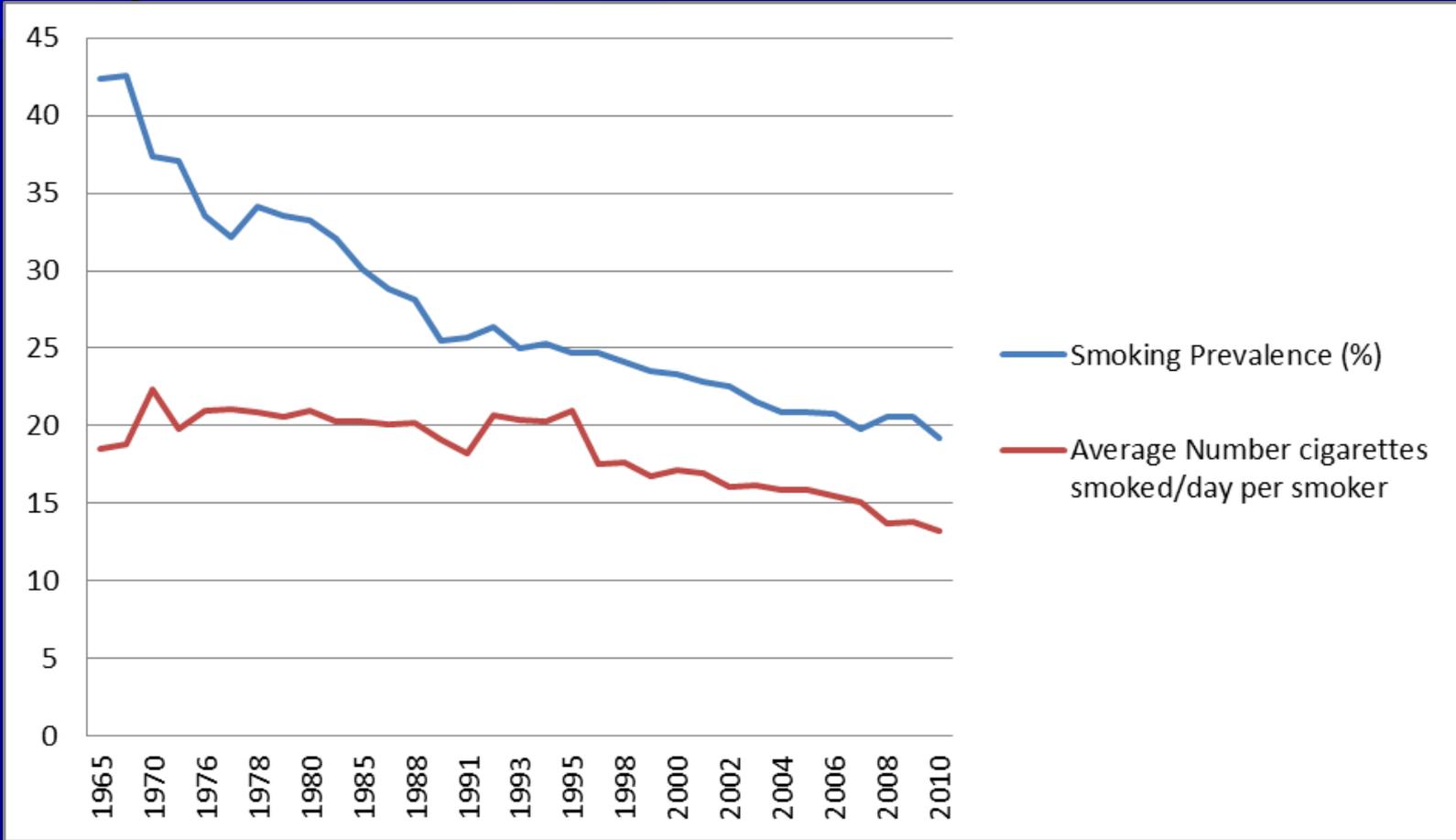
- First national foundation to address tobacco use
- Multiple strategies
- Find and support individual champions
- \$500 million in grants
- Smoking Cessation Leadership Center at UCSF, 2003-present

Tobacco's Deadly Toll

- 480,000 deaths in the U.S. each year
- 4.8 million deaths world wide each year
 - Current trends show >8 million deaths annually by 2030
- 42,000 deaths in the U.S. due to second-hand smoke exposure
- >16 million in U.S. with smoking related diseases
- 45.3 million smokers in U.S. (78.4% daily smokers, averaging 14.6 cigarettes/day, 2012)

Smoking Prevalence and Average Number of Cigarettes Smoked per Day per Current Smoker 1965-2010*

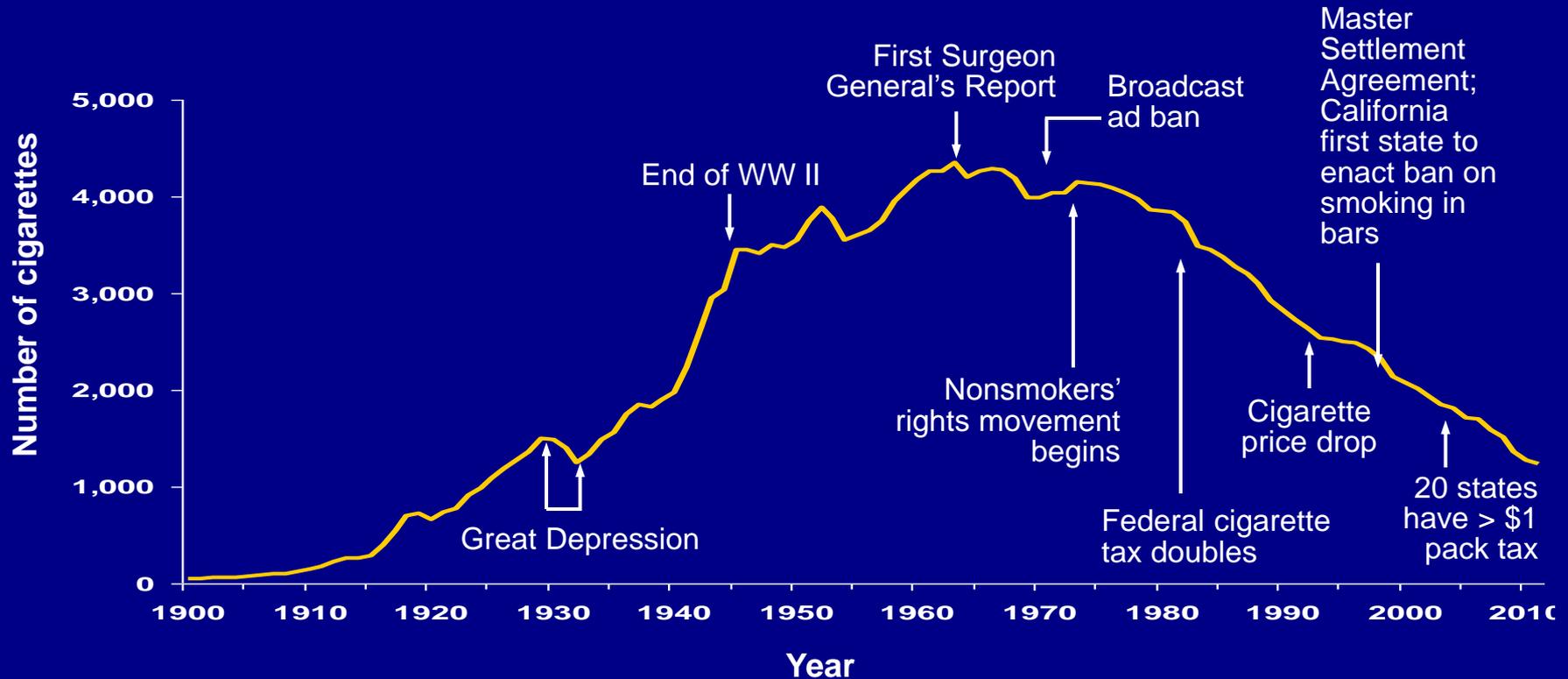
Percent/Number of Cigarettes Smoked Daily



* Schroeder, JAMA 2012; 308:1586

TRENDS in ADULT CIGARETTE CONSUMPTION—U.S., 1900–2010

Annual adult per capita cigarette consumption and major smoking and health events



Centers for Disease Control and Prevention. *MMWR* 1999; 48:986–993.

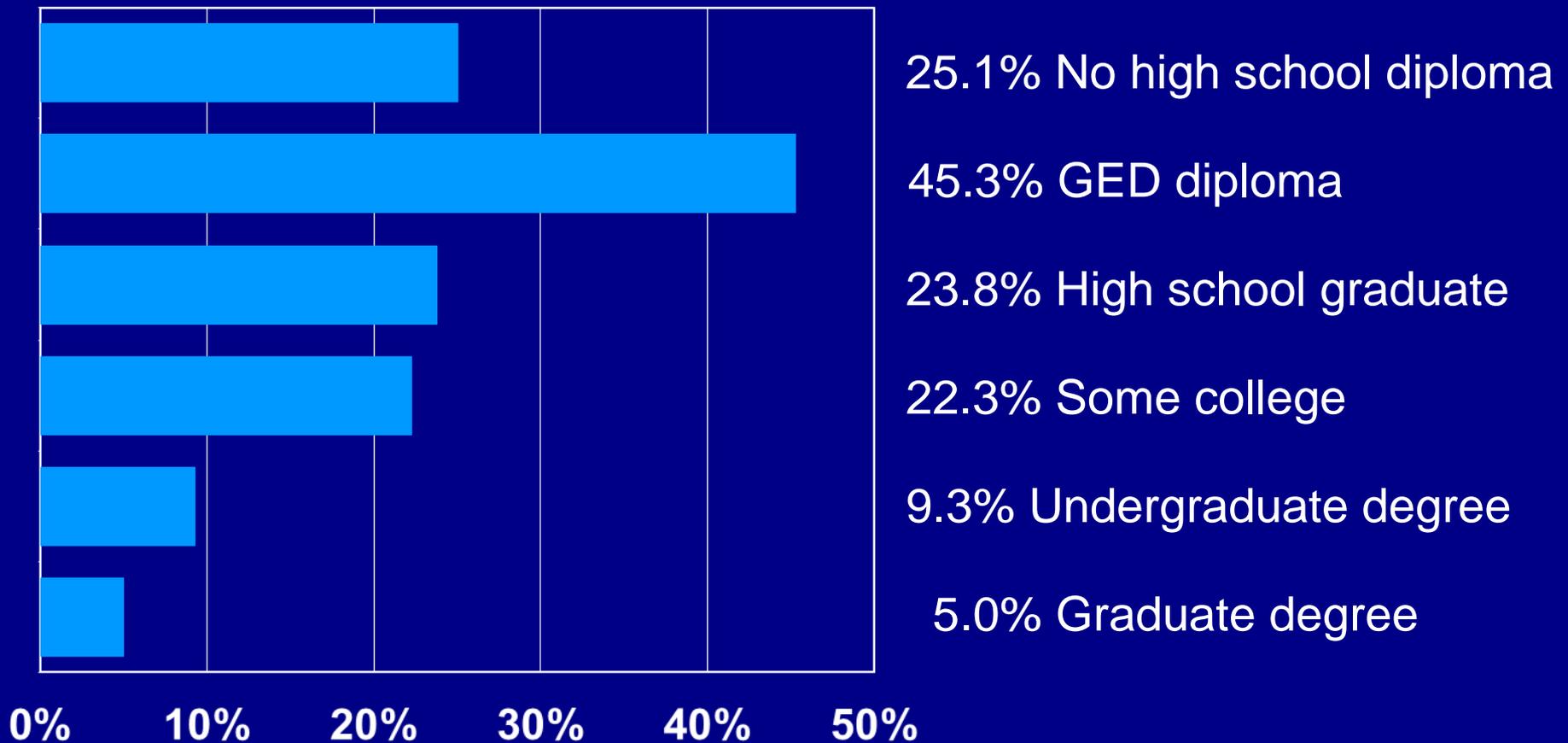
Per-capita updates from U.S. Department of Agriculture, provided by the American Cancer Society.

CDC. Consumption of Cigarettes and Combustible Tobacco – United States, 2000–2011. *MMWR*

2012; 61(30);565–9.



PREVALENCE of ADULT SMOKING, by EDUCATION—U.S., 2011



Smoking and Mental Illness: The Heavy Burden

- 200,000 annual deaths from smoking occur among patients with CMI and/or substance abuse
- This population consumes 40% of all cigarettes sold in the United States
 - higher prevalence
 - smoke more
 - more likely to smoke down to the butt
- People with CMI die earlier than others, and smoking is a large contributor to that early mortality
- Social isolation from smoking compounds the social stigma

Public Health Actions to Combat Smoking*

- 1951-2009—Federal excise tax
 - 1964—Surgeon General's Report
 - 1970—TV ads banned
 - 1973-present—local and state smoke-free ordinances
 - 1975-present—encroachments on giving cigarettes to military & selling them in VAs
- * All fiercely resisted by tobacco industry

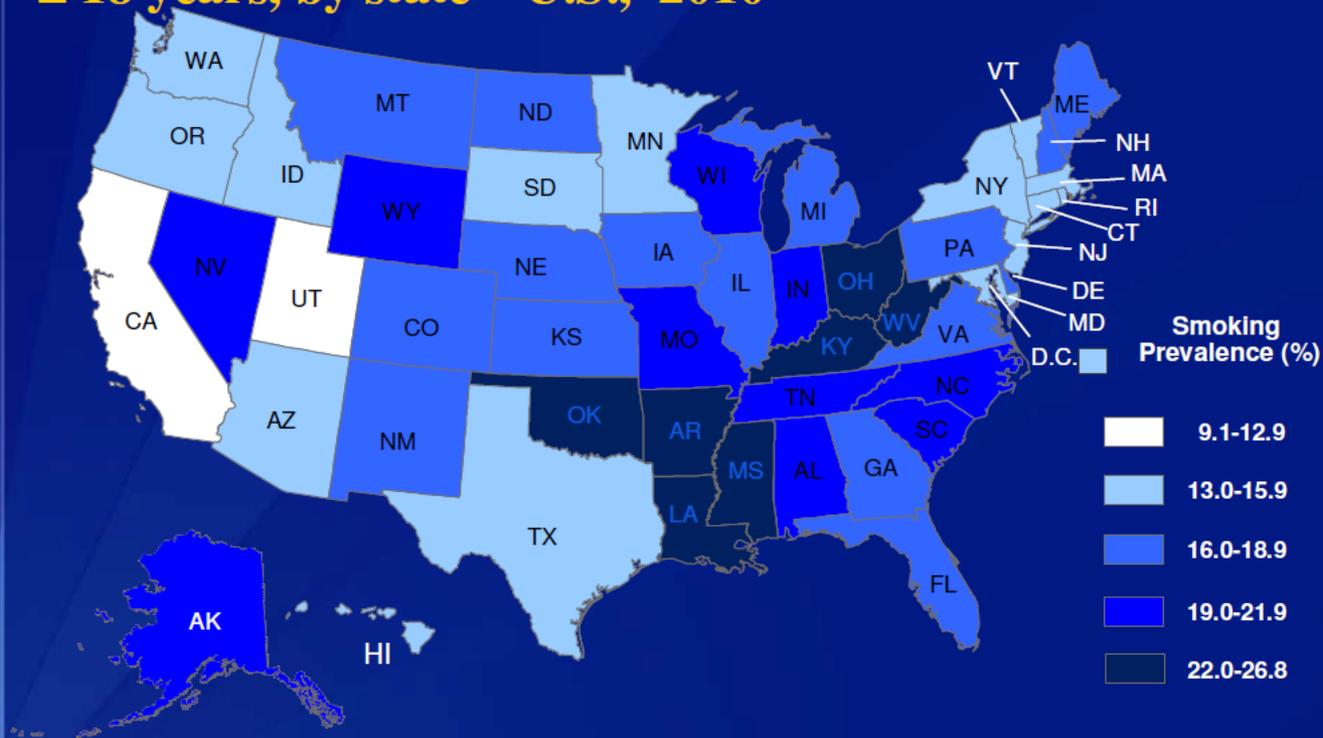
Public Health Actions (2)

- 1990—smoking banned in airplanes
- 1997—Clinton bans smoking in federal buildings
- 1998—Master Settlement Agreement results in \$209 billion payment to 46 states plus creation of Legacy Foundation, which produced the truth® campaign
- 2003—Bloomberg bans smoking in NYC bars and restaurants

Public Health Actions (3)

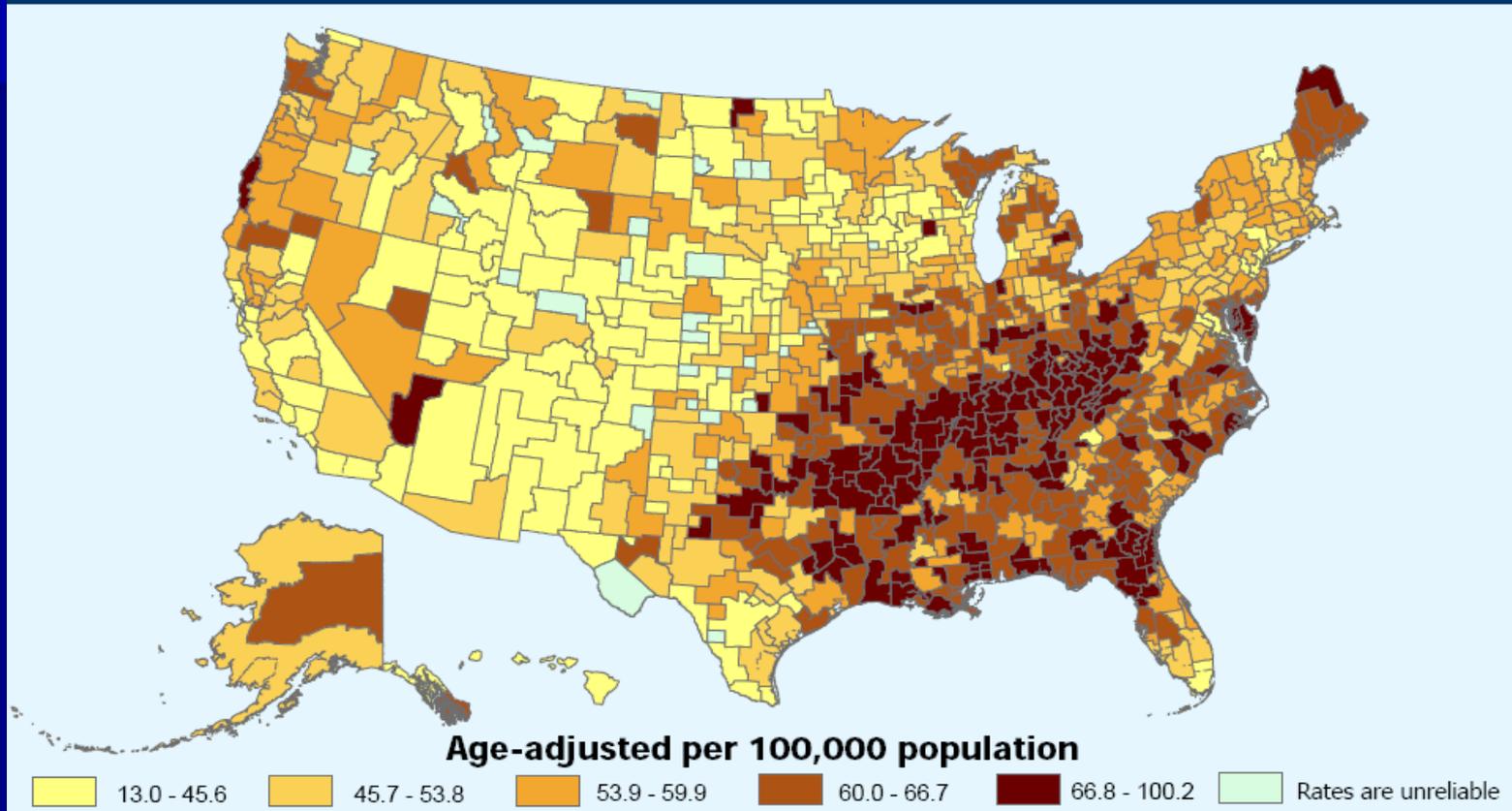
- 2004—establishment of national quitline
#: 1-800-QUITNOW
- FDA given regulatory authority
- These policy actions were spurred by:
 1. Scientific evidence about smoking and health
 2. Evidence about dangers of second hand smoke
 3. Evidence of tobacco industry duplicity
 4. Progressive de-normalization of smoking

Current cigarette smoking* among adults aged ≥ 18 years, by state—U.S., 2010



* Persons who have smoked at least 100 cigarettes in lifetime and currently report smoking every day or some days.
 Source: Behavioral Risk Factor Surveillance System (BRFSS)

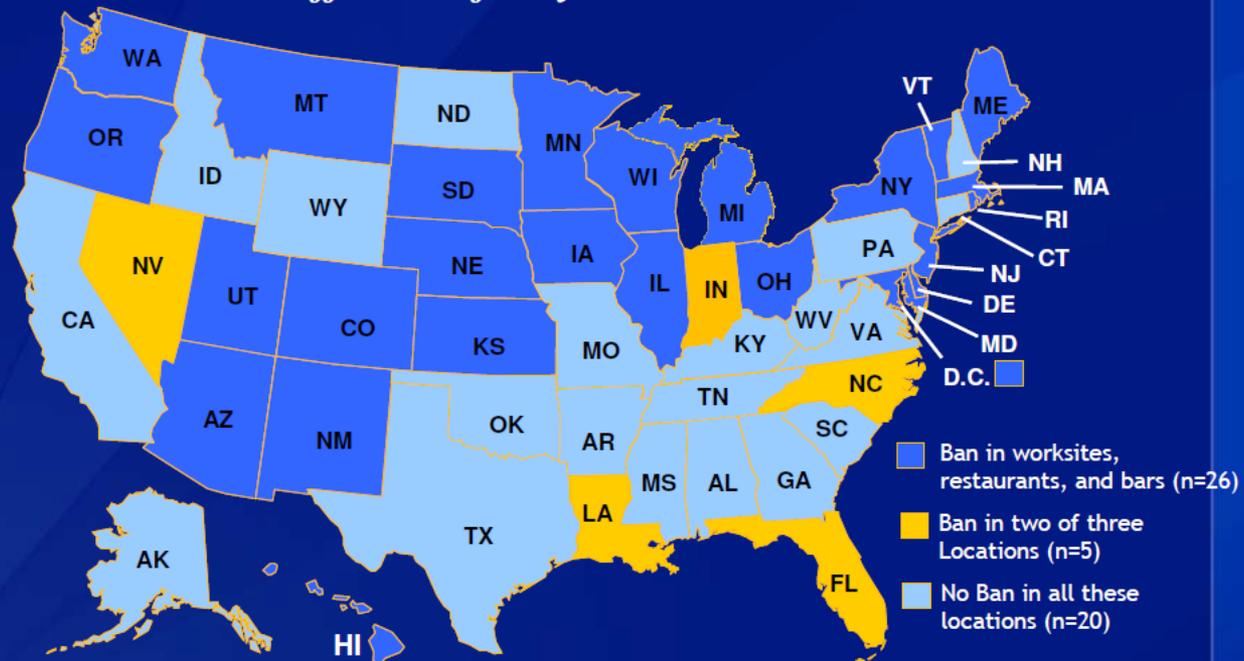
Lung Cancer Deaths 2003-2005



Source: National Vital Statistics System—Mortality, CDC, NCHS

State Smoke-Free Indoor Air Laws for Private Worksites, Restaurants, and Bars

Laws in effect as of July 2012



N=51

Source: Centers for Disease Control and Prevention. State Tobacco Activities Tracking and Evaluation (STATE) System.
Available at: <http://www.cdc.gov/tobacco/statesystem>.

*Note Indiana is effective in July 2012



WARNING: Cigarettes are addictive.

Tobacco use can rapidly lead to the development of nicotine addiction, which in turn increases the frequency of tobacco use and prevents people from quitting. Research suggests that nicotine is as addictive as heroin, cocaine, or alcohol.

The National Quitline Card

Take Control

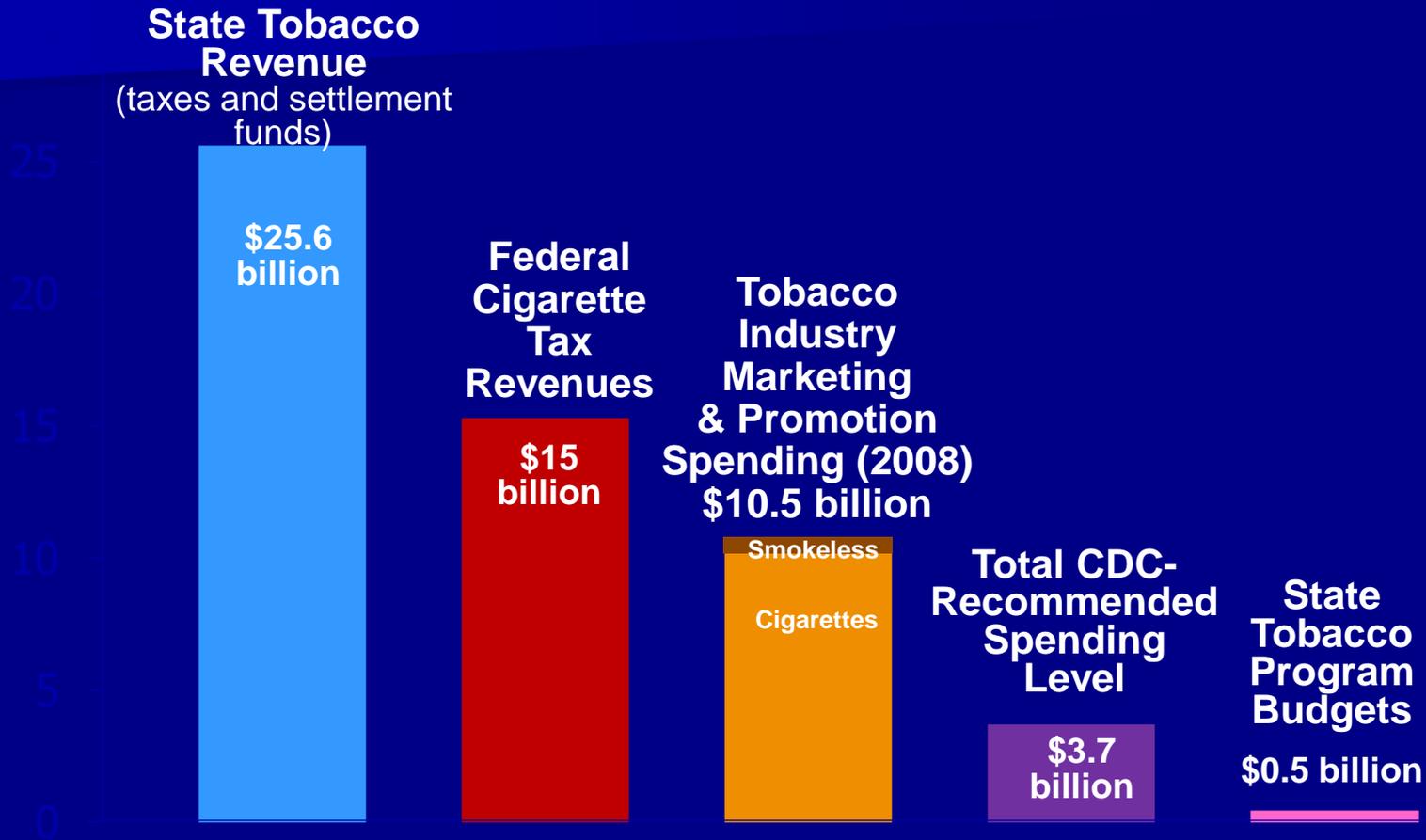
1-800-QUIT-NOW

Call. It's free. It works.

1-800-784-8669
www.smokefree.gov



Tobacco Industry is Outspending Prevention Efforts 23:1



Campaign for Tobacco Free Kids, Federal Trade Commission, American Heart Association American Cancer Society, American Lung Association, SmokeLess States National Tobacco Policy Initiative

Benefits of Tobacco Control in the United States, 1964-2012*

- 17.7 smoking-related deaths occurred
- 8 million such deaths prevented
- Preventing smoking-related deaths accounted for 30% of life expectancy gains during that period!
- People with mental illness did not benefit as much from these declines in smoking rates **

* *Holford* ; ***Cook : JAMA, 2014*

Tobacco Tipping Point?

- California 11.9% adult smoking prevalence in 2010
- 2012 national prevalence at modern low—18%!
- Smokers smoke fewer cigarettes
- Physician smoking prevalence at 1%
- CVS/Caremark stops selling tobacco products (2014)
- Navy proposing ban on tobacco sales (2014)
- Cigarette butt pollution as emerging concern

Tobacco Tipping Point (2)

- Higher insurance premiums for smokers
- Lung cancer deaths in women start to fall
- Increasing stigmatization of smoking
- National 2014 mass media campaigns—FDA, Legacy, and CDC
- Tobacco companies agreed to publish “corrective statements” — for newspapers, news websites, and air on prime-time TV (2014)

42%
1965 Smoking Rate



18%
2012 Smoking Rate



Less than **10%**
2024 Smoking Rate (Goal)



Some might call the progress since the 1964 Surgeon General's Report a victory. **We call it a good start.**

We've made great progress since the first Surgeon General's report on smoking and health was issued 50 years ago. But tobacco is still the No. 1 cause of preventable death. Our proven strategies are saving lives, and we won't stop until the death and disease caused by tobacco is finally extinguished.

Make Tobacco
HISTORY
Ending the epidemic for good.

Smoking Profile, 2014

- Physicians live in a non-smoking “gated community”
- Smoking now marginalized to the poor and the disadvantaged, plus some “young immortals”
- Thus tobacco control=social justice issue
- Tobacco industry fights domestic rear guard action while expanding overseas

Commonalities, Tobacco and Obesity*

- High prevalence
- Begins in youth
- 20th century phenomenon
- Major health implications
- Heavy and influential industry promotion
- Inverse link to social class
- Major regional variations
- Stigma
- Hard to treat
- Clinician antipathy

* Schroeder NEJM, 2007

Differences between Tobacco and Obesity*

- Clear cut definition?
- Is cessation an option?
- Chemical addiction (nicotine)
- Harm at low doses
- Harm to others (second hand smoke)
- Extensively documented industry duplicity

- * Schroeder, 2007 Shattuck Lecture, NEJM

Differences (2)

- Strong evidence base for treatment
- Successful counter-marketing campaigns
- History of successful litigation (MSA)
- Agricultural subsidies
- Taxation policies as incentives

Potential Obesity Policy Options (sample list)

- Stop subsidizing high energy fructose
- Subsidize other food production
- Reduce predatory marketing to kids
- Calorie counts on menus and packaged foods
- Physical activity-friendly neighborhoods and workplaces
- Sodas out of the public schools
- Restore PE in schools

Lessons from the Tobacco Wars

- Multiple strategies
- Act locally as well as nationally
- Physicians in forefront of the movement
- Shame the industries
- Mobilize individual champions (politicians, celebrities, clinicians)
- Bolster treatment options
- Beware of stigmatizing