



California Department of Public Health **TOBACCO CONTROL PROGRAM**

California Tobacco Control Mission Statement:

The mission of the California Tobacco Control Program (CTCP) 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, CTCP empowers statewide and local health agencies to promote health and quality of life by advocating social norms that create a tobacco-free environment.

Background:

In November 1988, California voters approved the passage of the Tobacco Tax and Health Protection Act of 1988, also known as Proposition 99. This initiative increased the state cigarette tax by 25 cents per pack and added an equivalent amount on other tobacco products. The new 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.

In 1990, CTCP was launched and is now the longest running and most comprehensive public health intervention of its kind, nationally or internationally. CTCP provides funding for 61 Local Lead Agencies, competitively selected statewide and community-based organizations, a statewide media campaign, research, and evaluation.

Program Description and Goals:

CTCP has maintained its focus and coherence by adhering to a “denormalization” strategy aimed at reducing the social acceptability of tobacco use and exposure to secondhand smoke in California communities.

CTCP and its funded projects focus on four priorities: 1) countering pro-tobacco influences in the community; 2) reducing exposure to secondhand smoke and increasing the number of smoke-free public spaces, worksites, schools, and communities; 3) reducing access and availability of tobacco products; and 4) increasing availability of cessation services. These priorities address key factors related to adult and youth tobacco use and are broad enough to encompass nearly all tobacco control activities.

Program Progress and Challenges:

California’s comprehensive tobacco control program is very successful. Since the passage of Proposition 99 in 1988, the annual number of cigarette packs sold in California dropped by more than 1.5 billion per year, from 2.5 billion packs in 1988 to 972,000 packs in 2011.

In addition, the adult smoking prevalence decreased by almost 50 percent between 1988 and 2011, from a prevalence rate of 22.7 percent to 12.0 percent in 2011. This dramatic rate of decline is the result of a coordinated effort by local programs and the statewide media campaign. However, there are still approximately 3.4 million current adult smokers and 200,000 youth smokers in California.

In California, the incidence of lung cancer is decreasing at more than three times the rate of decline for the rest of the United States. Despite CTCP's successes, tobacco use continues to take a terrible toll—physically, emotionally, and financially—on individuals and families throughout California, and across the nation. According to the Centers for Disease Control and Prevention, over 34,000 deaths were attributed to smoking in California in 2004. It is estimated the total cost of smoking in California was \$18.1 billion in 2004, which reflects direct costs of \$9.6 billion and indirect cost of \$8.5 billion (due to lost productivity from illness and premature deaths).

Websites:

California Department of Public Health, Tobacco Control Program
www.cdph.ca.gov/programs/tobacco

Tobacco Free California
www.TobaccoFreeCA.com

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