

The Changing Tobacco Landscape Countering New Threats

Objective 1

Raise the Tobacco Tax

CA 87¢
CA ranks **33rd** in per pack tobacco tax

\$1 tobacco tax increase
= \$3 billion in savings

The cigarette tax only covers **5%** of the cost of smoking

CA household smoking rates
Low income **20%** High income **8%**

TEROC Recommends

Increase the tobacco tax by **\$1**/per pack at least

Comprehensively regulate all tobacco products through **taxation, licensure and controls**

Tax

Objective 2

Enhance Tobacco Control Capacity

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

increased need of **leaders and champions for diverse populations**

Due to **lack of funds** tobacco control spending has dropped **75%**

TEROC Recommends

Develop **leaders and build community partnerships**

Identify alternate sources of **funding**

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

Capacity

Objective 3

Achieve Health Equity

High income people have a **3X** faster **decline in smoking** than low income people

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

Increased need for a **health equity lens**

TEROC Recommends

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

Health Equity

Objective 4

Minimize Health Impact

E-Cigarette Boom
Over **50%** of e-cigarette poison control calls involve children under 6

Young Adults	16.1%
Low Income	19.1%
Latino	24.3%
African-Americans	17.1%

Secondhand smoke workplace exposure

#1 littered item

TEROC Recommends

Close **loopholes in California's smoke-free workplace law**

Regulate **secondhand smoke as a toxic air contaminant**

Enforce current laws

Health Impact

Objective 5

Prevent Youth Initiation

90% of direct-funded charter schools are not certified as tobacco-free

20% of middle schoolers who try e-cigarettes have never smoked a cigarette

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

TEROC Recommends

Build tobacco control programs in underserved communities

Make **all schools tobacco-free** and engage youth

Combat tobacco industry marketing of **youth-enticing products**

Youth

Objective 6

Increase Cessation

61% of smokers want to quit

30% of those who tried got help

It takes **12-14** attempts before tobacco users finally quit

People with mental illnesses smoke **30%** of all cigarettes

TEROC Recommends

Boost **quit attempts** and expand availability of **cessation aids**

Engage **healthcare providers and hospitals** in helping patients quit

Cessation

Objective 7

Minimize Tobacco Industry Influence

Tobacco companies spent **\$64 million** in political contributions 2007 to 2012

The tobacco industry outspends tobacco control efforts **15 to 1**

Almost **90%** of young adults and kids can identify e-cigarettes

TEROC Recommends

Expose **tobacco industry spending and activities**

Encourage local policies that regulate the sale and marketing of tobacco

VOTE

Make all tobacco use and the tobacco industry less desirable, less acceptable, and less accessible

Influence