

Welcome to the California Tobacco Control Program!

The California Tobacco Control Program is a program of the California Department of Public Health. A leader for over 25 years, the California Tobacco Control Program works diligently to keep tobacco out of the hands of youth, help tobacco users quit, and ensure that all Californians can live, work, play, and learn in tobacco-free environments.

In 1989 when our program began, 1 in 5 adults smoked. Today, fewer than 1 in 8 adults smoke, a decline of more than 50 percent! California's efforts are credited with saving more than 1,000,000 lives and saving over \$134 billion in healthcare costs for the state.

Despite these accomplishments, tobacco use continues to take a terrible toll on individuals and families throughout the state. And, new tobacco products, especially e-cigarettes, are getting a new generation hooked on nicotine.

We invite you to get to know the California Tobacco Control Program -- our approach, accomplishments and challenges. California's local health departments, numerous community and state organizations, researchers and experts in delivering attention-getting messages and innovative health education programs work in this movement together to create a tobacco free California.

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