

# The Changing Tobacco Landscape Countering New Threats

**Objective 1**

## Raise the Tobacco Tax

**TEROC Recommends**

- Increase the tobacco tax by **\$1**/per pack at least
- Comprehensively regulate all tobacco products through **taxation, licensure and controls**

**Tax**

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%**

**Objective 2**

## Enhance Tobacco Control Capacity

**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**

ALA Report Card **F**

CA funds tobacco prevention at only **18.6%** of CDC recommended spending

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

increased need of leaders and champions for diverse populations

**Objective 3**

## Achieve Health Equity

**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**

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

**Objective 4**

## Minimize Health Impact

**TEROC Recommends**

- Close loopholes in California's smoke-free workplace law
- Regulate secondhand smoke as a toxic air contaminant
- Enforce current laws

**Health Impact**

E-Cigarette Boom

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

Secondhand smoke workplace exposure: Young Adults **16.1%**, Low Income **19.1%**, Latino **24.3%**, African-Americans **17.1%**

**#1** littered item

**Objective 5**

## Prevent Youth Initiation

**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**

**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

**Objective 6**

## Increase Cessation

**TEROC Recommends**

- Boost quit attempts and expand availability of cessation aids
- Engage healthcare providers and hospitals in helping patients quit

**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

**Objective 7**

## Minimize Tobacco Industry Influence

**TEROC Recommends**

- Expose tobacco industry spending and activities
- Encourage local policies that regulate the sale and marketing of tobacco
- Make all tobacco use and the tobacco industry less desirable, less acceptable, and less accessible

**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