

# 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

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

**Influence**