

10/7/11

Toward a Tobacco-Free California 2012 - 2014

Saving Lives,

Saving Money

D R A F T

Mission, Vision, Goal

Principles, Objectives, and Strategies

Mission, Vision, and Goal of Tobacco Control in California

Mission: To eliminate tobacco-related illness, death, and economic burden
Vision: A tobacco-free California
Goal: To achieve smoking prevalence rates in California of 10 percent for adults and 8 percent for high-school age youth by the end of 2014.

Principles for Tobacco Control in California

- Ensure implementation of comprehensive tobacco control throughout California.
- Continue and extend social norm change and population-based approaches to tobacco control.
- Address disparities to achieve health equity in populations disproportionately affected by tobacco-related diseases and death.
- Use evidence to guide decisions about tobacco control programs, education, and research.
- Set performance goals for tobacco control programs, research, and education to achieve positive outcomes for Californians and serve as models for other states and nations.
- Develop, maintain, and enhance training and mentoring to prepare and support professionals, academics, and advocates from all segments of California's diverse populations for present and future leadership across the tobacco control continuum.

Objectives and Strategies for 2012-2014

OBJECTIVE 1

Raise the Tobacco Tax to Maintain and Advance Progress toward a Tobacco-Free California

- Raise the tobacco tax by at least \$1.00 per pack of cigarettes with at least \$0.20 of the increase specifically designated for tobacco control, an equivalent tax on other tobacco products, and both increases indexed incrementally to inflation.
- Prohibit diversion of tobacco control funds and offset declines in funding from prior fund diversion and decreased cigarette consumption.
- Eliminate untaxed or low-taxed sources of tobacco such as military commissaries, internet stores, other states, and American Indian reservations
- Study the impact of tobacco tax increases on health improvement, lives saved, and cost savings; widely disseminate findings.

OBJECTIVE 2

Strengthen the Tobacco Control Infrastructure

- Increase communication, collaboration, and resource leveraging among traditional and new tobacco control partners.
- Build the capacity of state and local agencies, organizations, communities, coalitions, and health systems to develop, sustain, and contribute to comprehensive tobacco control in their jurisdictions.
- Conduct research and evaluation to inform tobacco control practice, to assess the effectiveness and benefits of tobacco control efforts, and to understand emerging problems.
- Sustain California's leadership in ending the global tobacco epidemic.

OBJECTIVE 3

Achieve Equity in All Aspects of Tobacco Control among California's Diverse Populations

- Incorporate equity and cultural competency standards in all tobacco control agencies, programs, processes, practices, and infrastructures.
- Promote adoption and enforcement of policies that decrease differences in tobacco-related health risks between the most and least advantaged groups.
- Increase the involvement, competency, and leadership of priority populations in tobacco control.
- Strengthen the capacity of agency personnel to reduce tobacco-related disparities.
- Conduct research and evaluation to reduce tobacco-related health disparities and measure progress toward achieving health equity.

OBJECTIVE 4

Minimize the Impacts of Tobacco Use on People and of Tobacco Waste on the Environment

- Regulate secondhand smoke as a toxic air contaminant.
- Remove exemptions and close loopholes in California's smoke-free workplace laws.
- Enforce existing tobacco-free laws and policies.
- Adopt and enforce additional policies to minimize secondhand smoke exposure and the impact of tobacco waste on the environment.
- Conduct research to advance knowledge about the harms of tobacco use.

OBJECTIVE 5

Prevent Tobacco Use Initiation

- Encourage collaborative community-school programs to prevent tobacco use.
- Increase the number of certified tobacco-free schools at all educational levels.
- Engage young people in all aspects of tobacco control.
- Build capacity for tobacco use prevention.
- Support research and evaluation to strengthen tobacco use prevention.

OBJECTIVE 6

Increase Tobacco Use Cessation

- Boost the number and frequency of quit attempts by tobacco users.
- Expand the availability and utilization of cessation aids and services.
- Engage healthcare providers in advising their patients to quit tobacco use.
- Promote tobacco use cessation through the media and multiple additional channels.
- Conduct research and evaluation to increase tobacco use cessation.

OBJECTIVE 7

Minimize Tobacco Industry Influence and Activities

- Monitor and expose tobacco industry spending and activities.
- Increase adoption and enforcement of state and local laws regulating the sale, distribution and marketing of tobacco products
- Support and enhance tobacco regulation by the Food and Drug Administration.
- Increase rejection of tobacco industry funding, sponsorships, partnerships, and educational materials.
- Make all tobacco use and the tobacco industry socially unacceptable.