

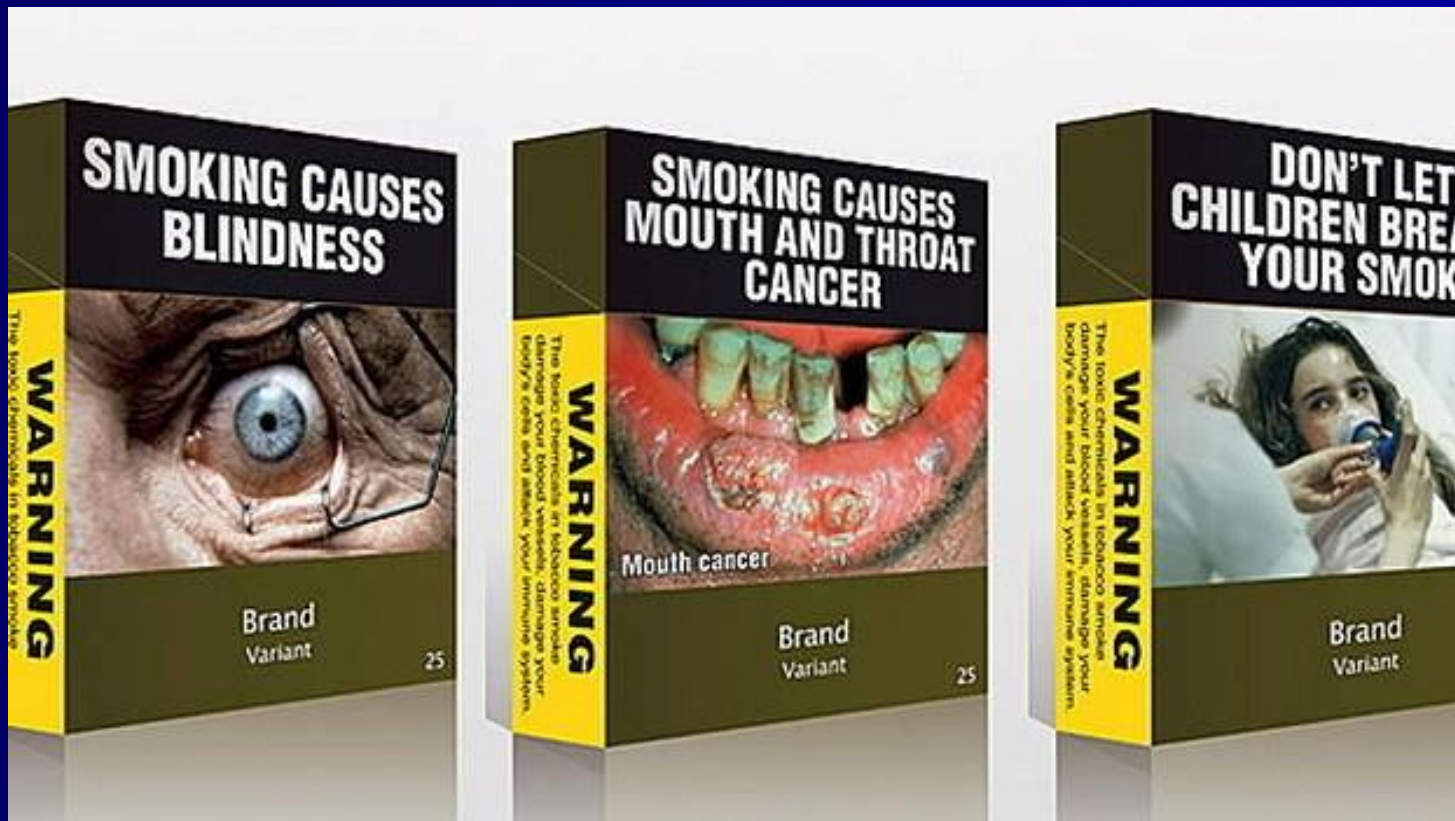
Tobacco Control: Big Fast Benefits

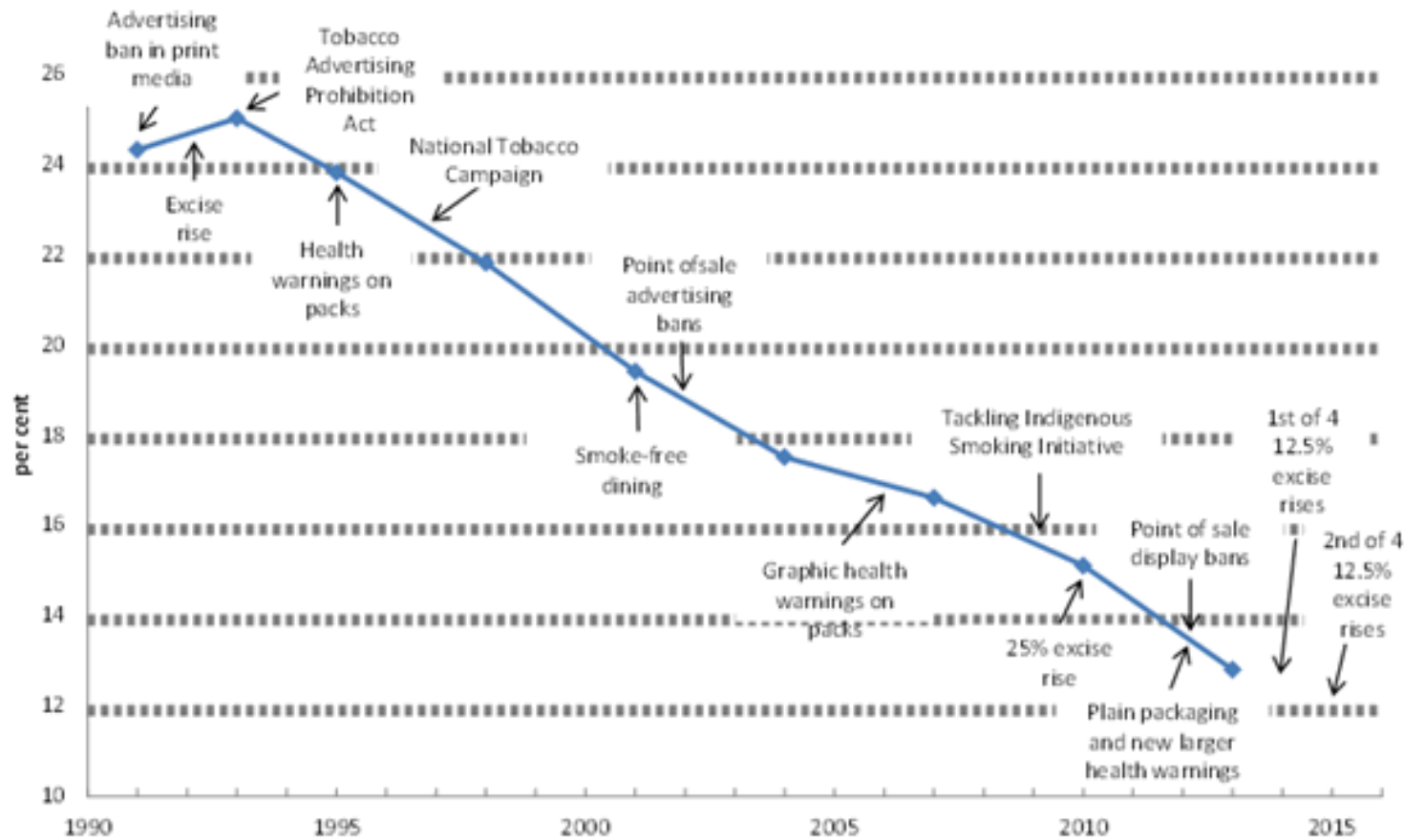
Stanton A. Glantz, PhD

Professor of Medicine

University of California San Francisco

Australia (December 2012)





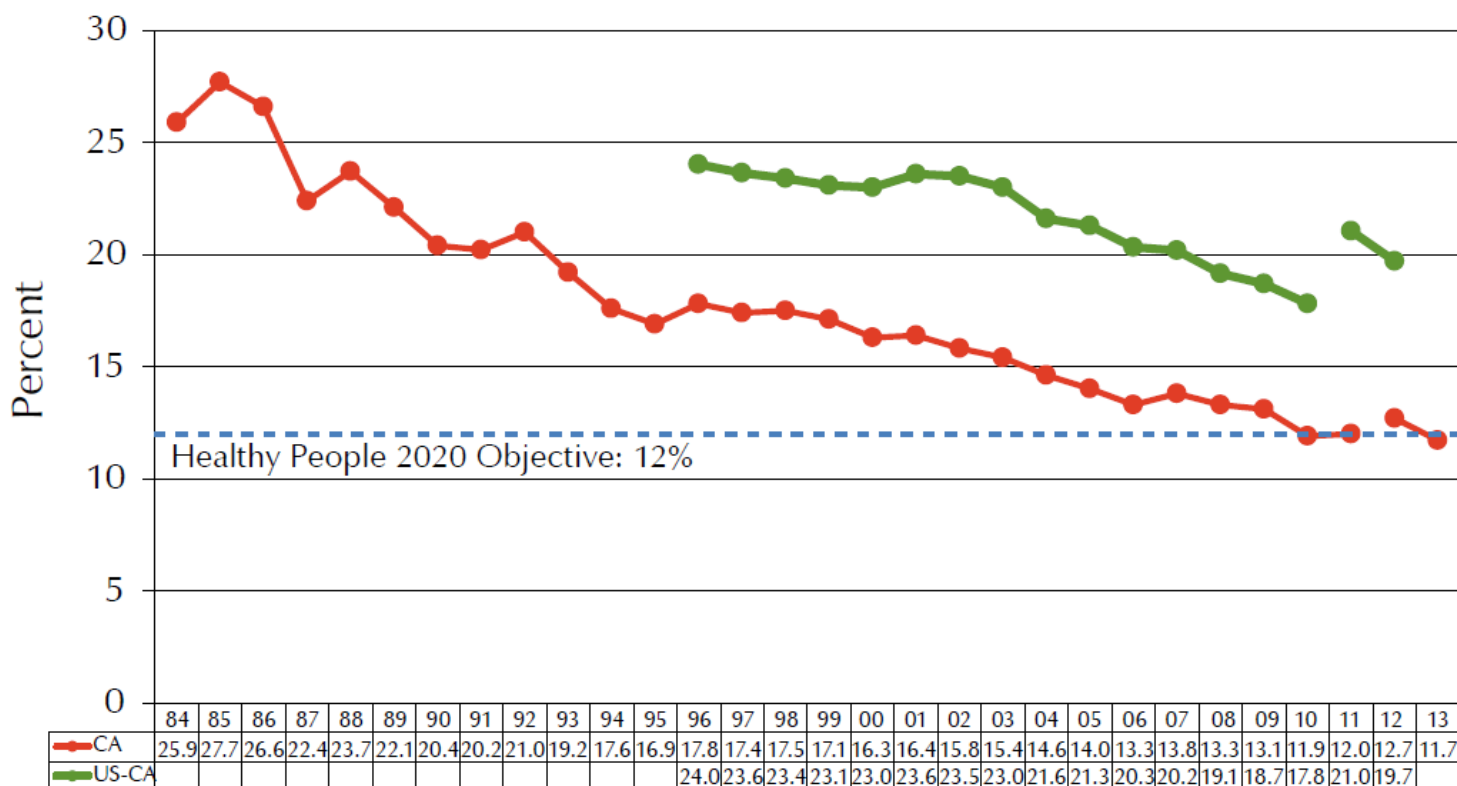
Australian Government, Department of Health 2015

The California Situation

- Low taxes (33rd in US)
- Few ad restrictions
- Weak, obsolete warning labels

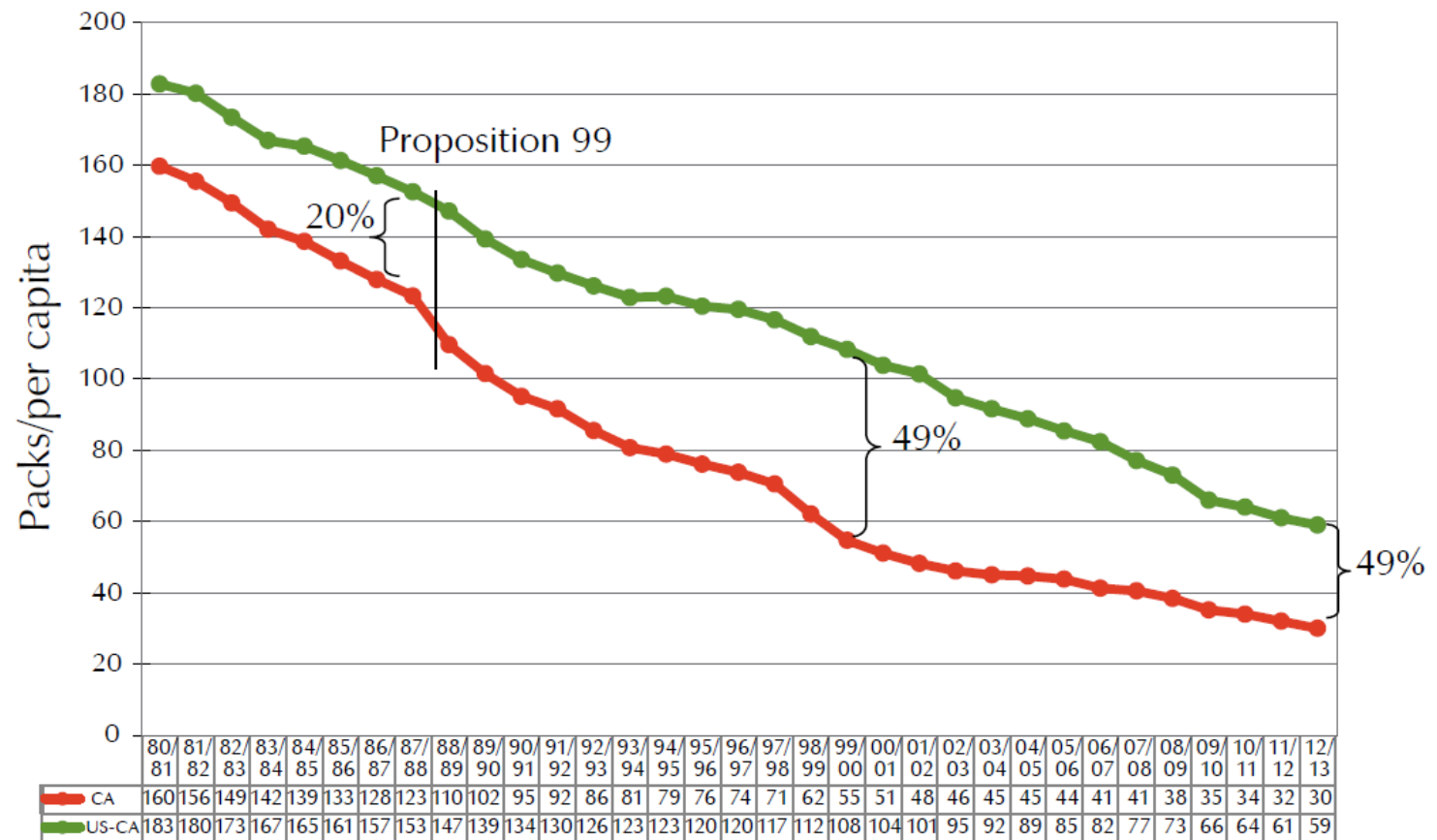
Accelerated prevalence decline

Figure 1. Smoking prevalence among California and U.S. California adults, 1984-2013



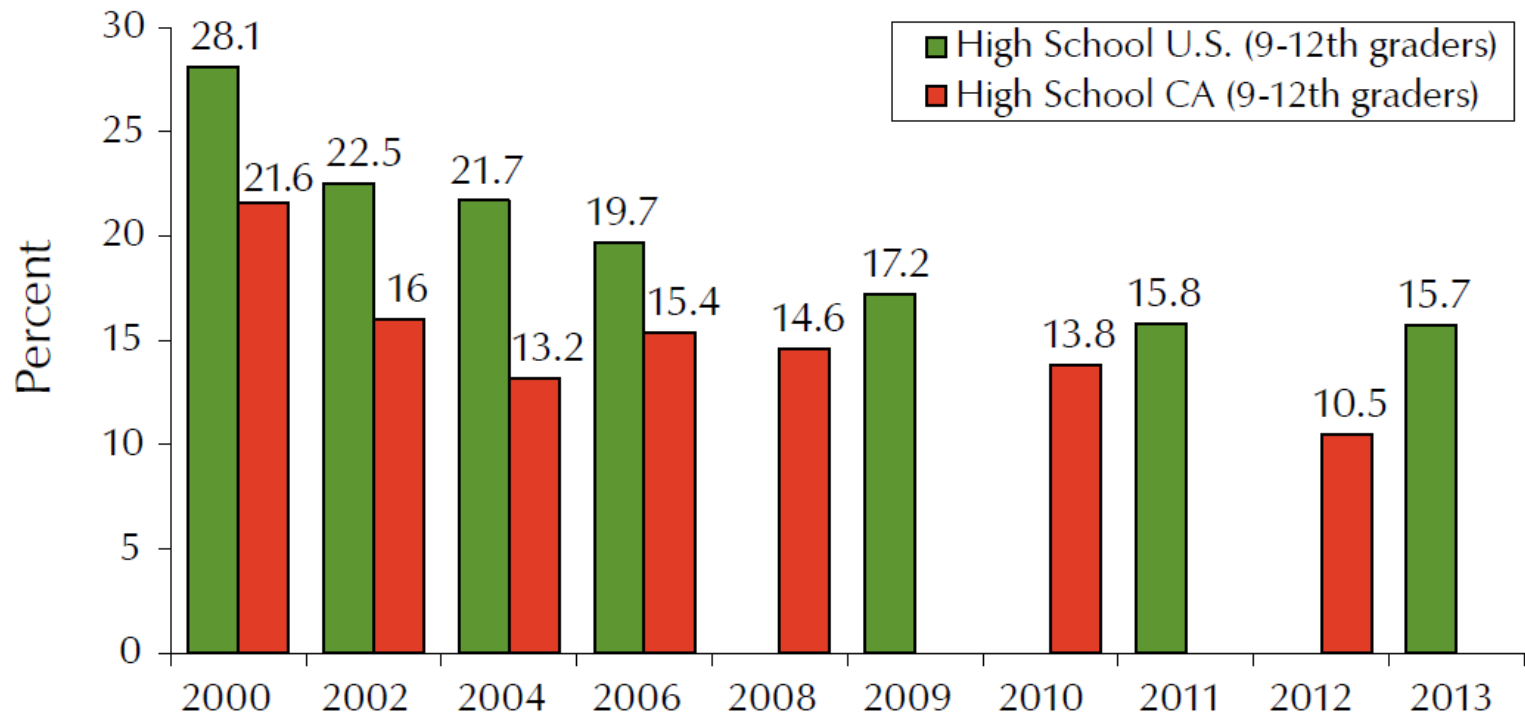
Accelerated consumption decline

Figure 2. California adult per capita cigarette pack consumption, 1980-2013



Lower youth smoking

Figure 3. 30-day smoking prevalence for California and U.S. high school (9th-12th grade) students, 2000-2013



The California Model

- Social norm change

A STUDY OF
PUBLIC ATTITUDES TOWARD
CIGARETTE SMOKING AND
THE TOBACCO INDUSTRY
IN 1978
VOLUME I
MAY 1978



The ROPER ORGANIZATION, Inc.

0000335

TIFL 0529465

BM RECD 790406 QRH

TIMN 210766

IMPLICATIONS OF THE FINDINGS

The original Surgeon General's report, followed by the first "hazard" warning on cigarette packages, the subsequent "danger" warning on packages, the removal of cigarette advertising from television and the inclusion of the danger warning in cigarette advertising were all "blows" of sorts for the tobacco industry. They were, however, blows that the cigarette industry could successfully weather because they were all directed against the smoker himself. While the overwhelming majority of the public has been convinced by the anti-smoking forces that smoking is dangerous to the smoker's health, this has not persuaded very many smokers to give up smoking.

The anti-smoking forces' latest task, however, is to persuade the

~~This we see as the most dangerous development to the viability of the tobacco industry that has yet occurred. While there is little sentiment for an out-~~

it.

~~This we see as the most dangerous development to the viability of the tobacco industry that has yet occurred. While there is little sentiment for an out-~~ right ban on smoking in public gathering places, there is already majority sentiment for providing separate facilities for smokers and non-smokers. As the anti-smoking forces succeed in their efforts to convince non-smokers that their health is at stake too, the pressure for segregated facilities will change from a ripple to a tide as we see it.

TITX 0000968

It is, of course, possible that once smokers and non-smokers alike experience all the inconveniences of separate facilities, people will become fed up

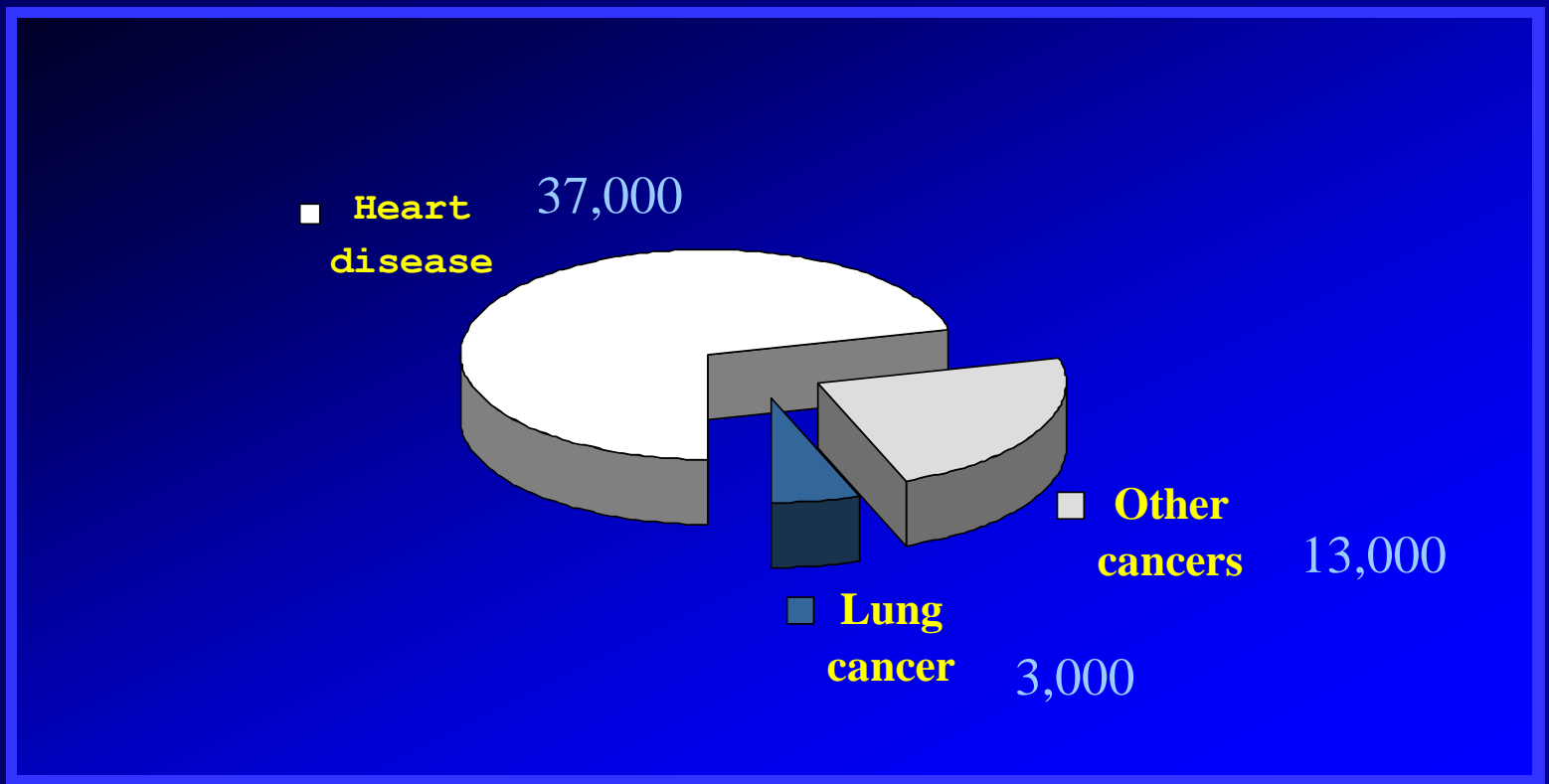
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The California Model

- Key messages
 - Secondhand smoke kills
 - Nicotine is addictive
 - The tobacco industry lies
 - Industry Spokesman



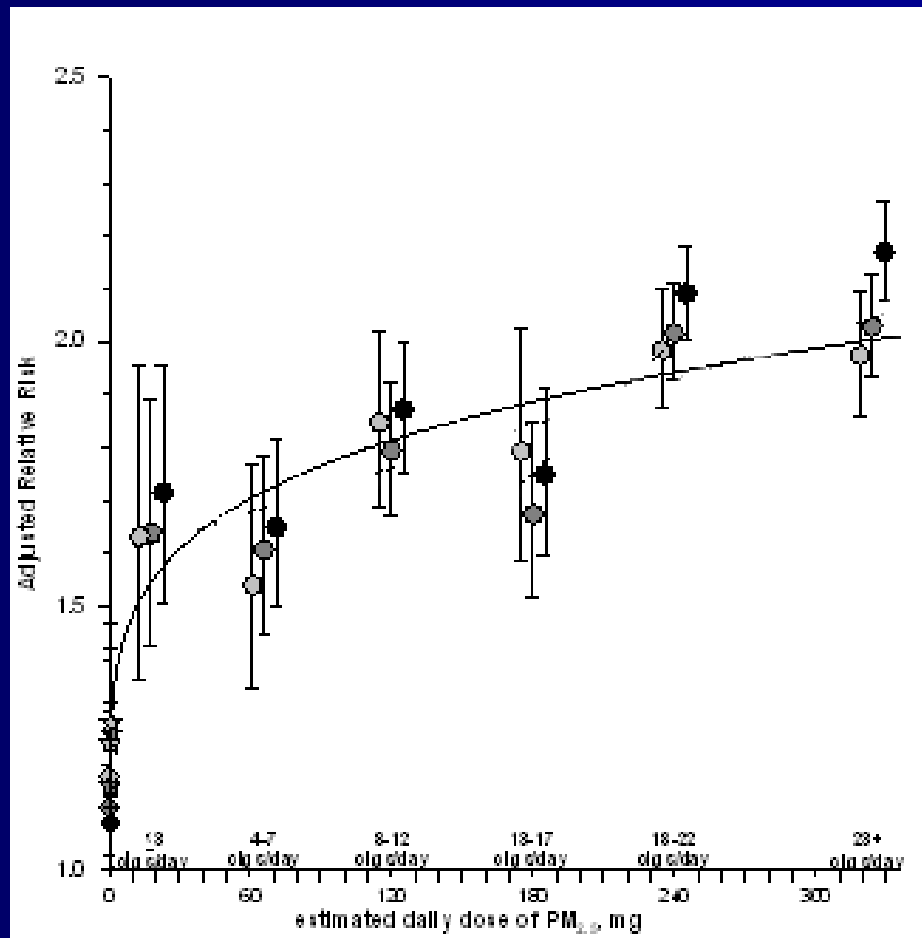
Deaths from Secondhand Smoke



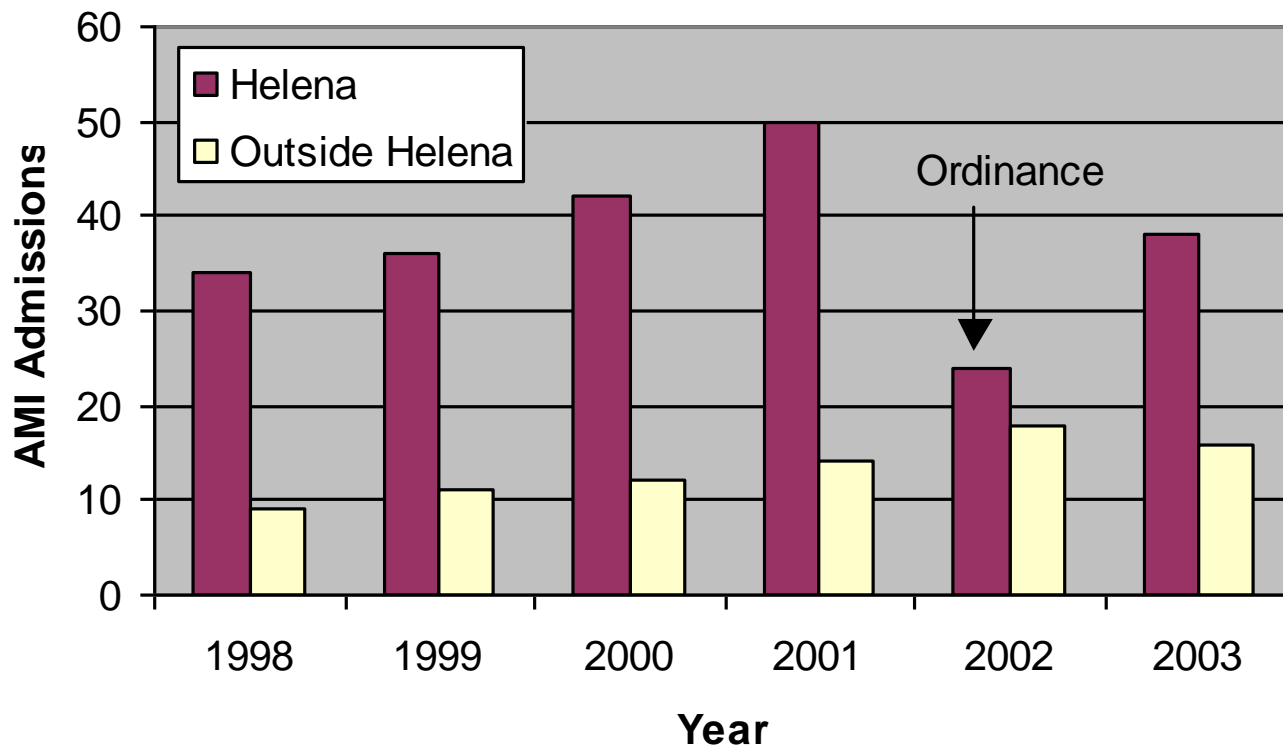
Heart Disease: Epidemiology

- About 30% increase in risk if married to smoker or work in smoking workplace

Nonlinear Dose-Response



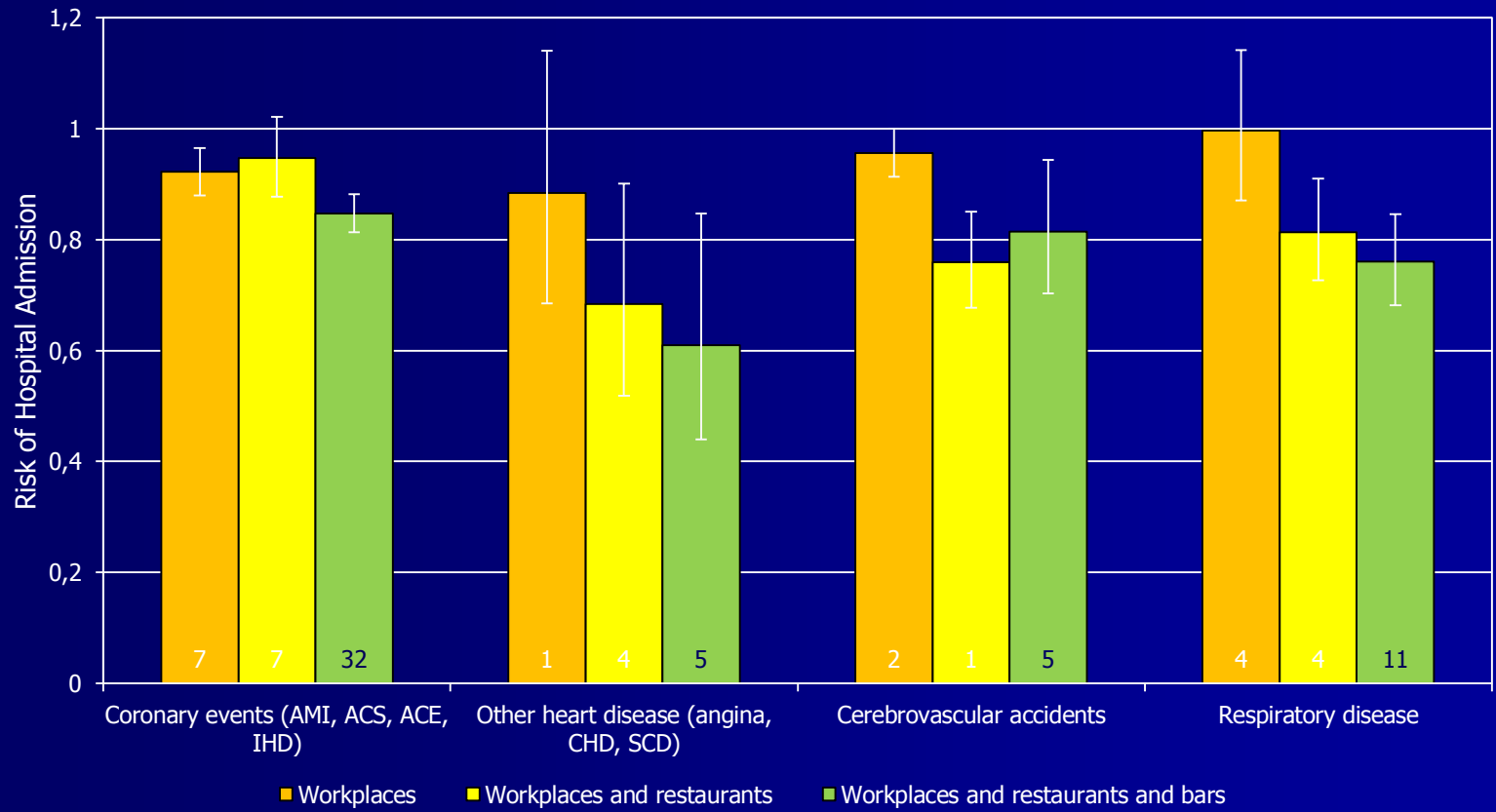
Significant Drop in AMI Admissions while Ordinance in Effect



Literature continued to build

- 43 studies of 33 laws
 - As of July 2012
- Many endpoints
 - Acute myocardial infarction
 - Angina, other heart disease
 - Stroke
 - Asthma
 - COPD
 - Other pulmonary

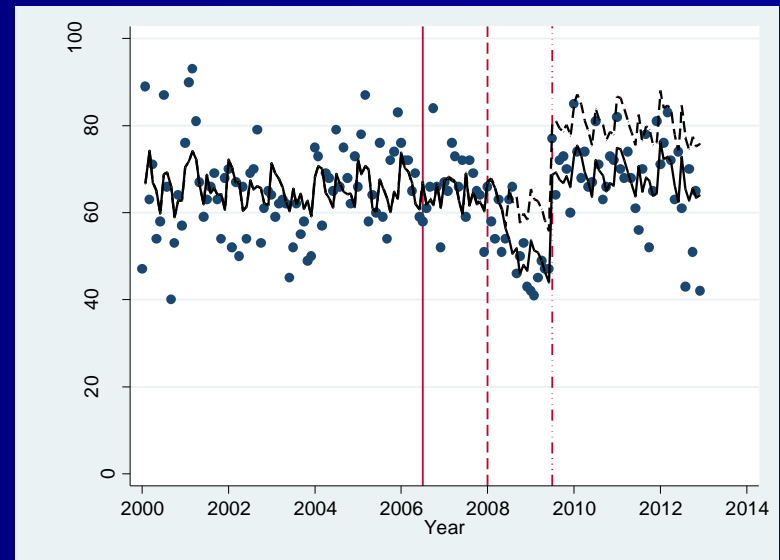
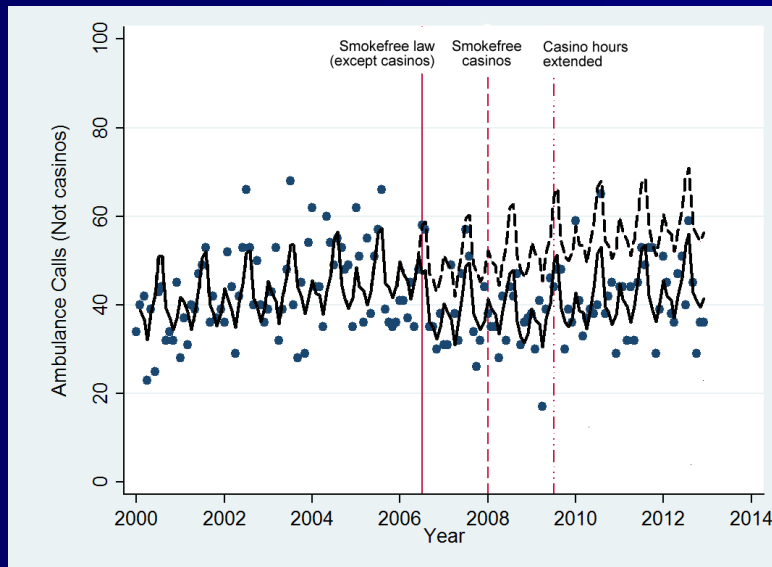
Stronger laws → Bigger effects



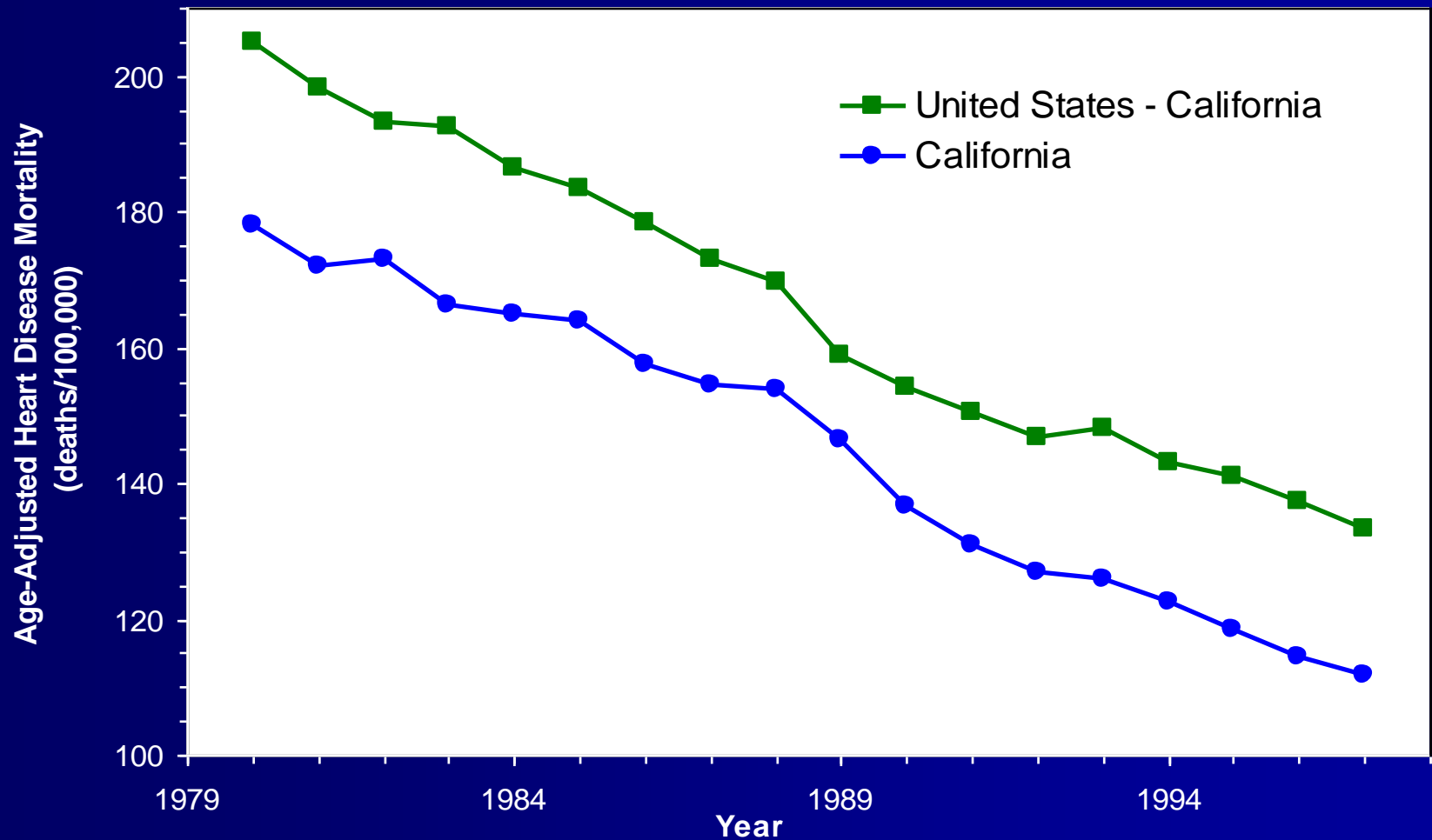
Also reduces

- Complications of pregnancy
- Neonatal complications

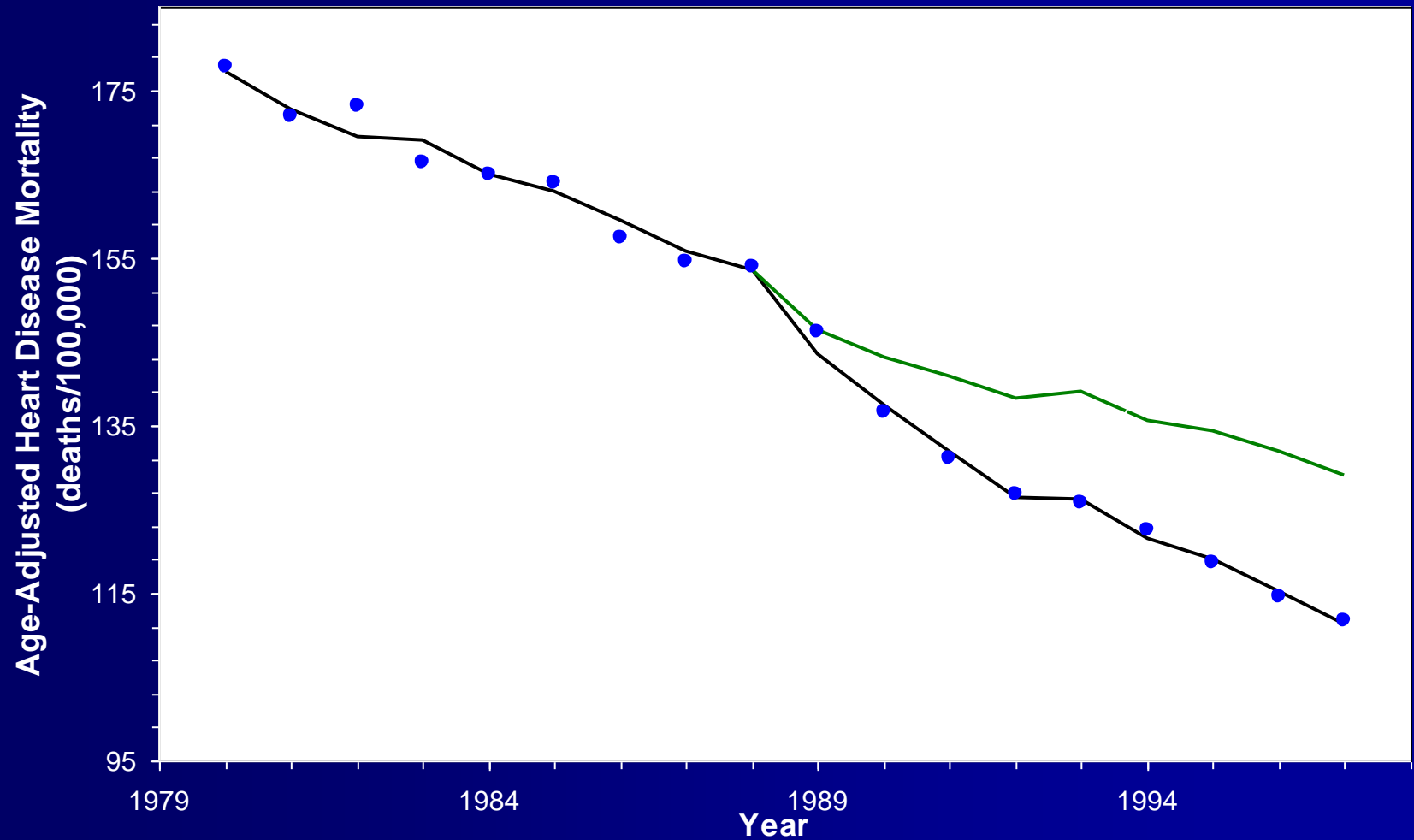
Ambulance calls



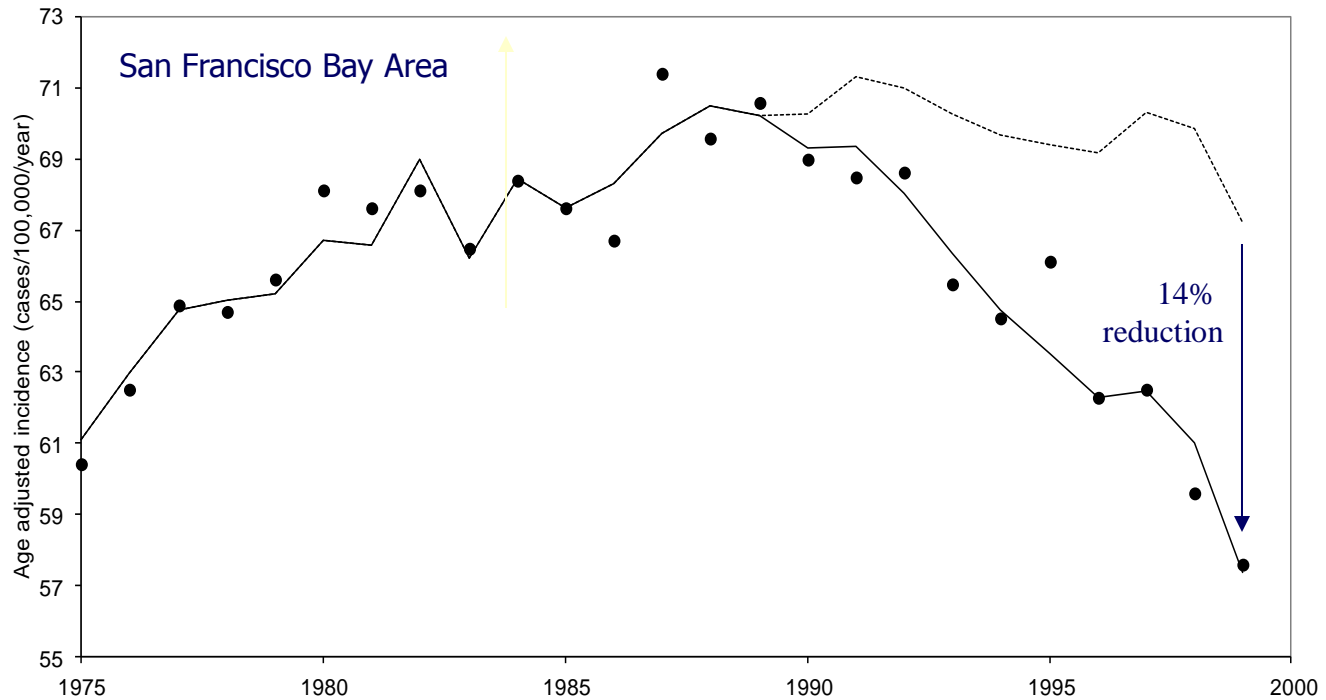
Heart Disease Mortality



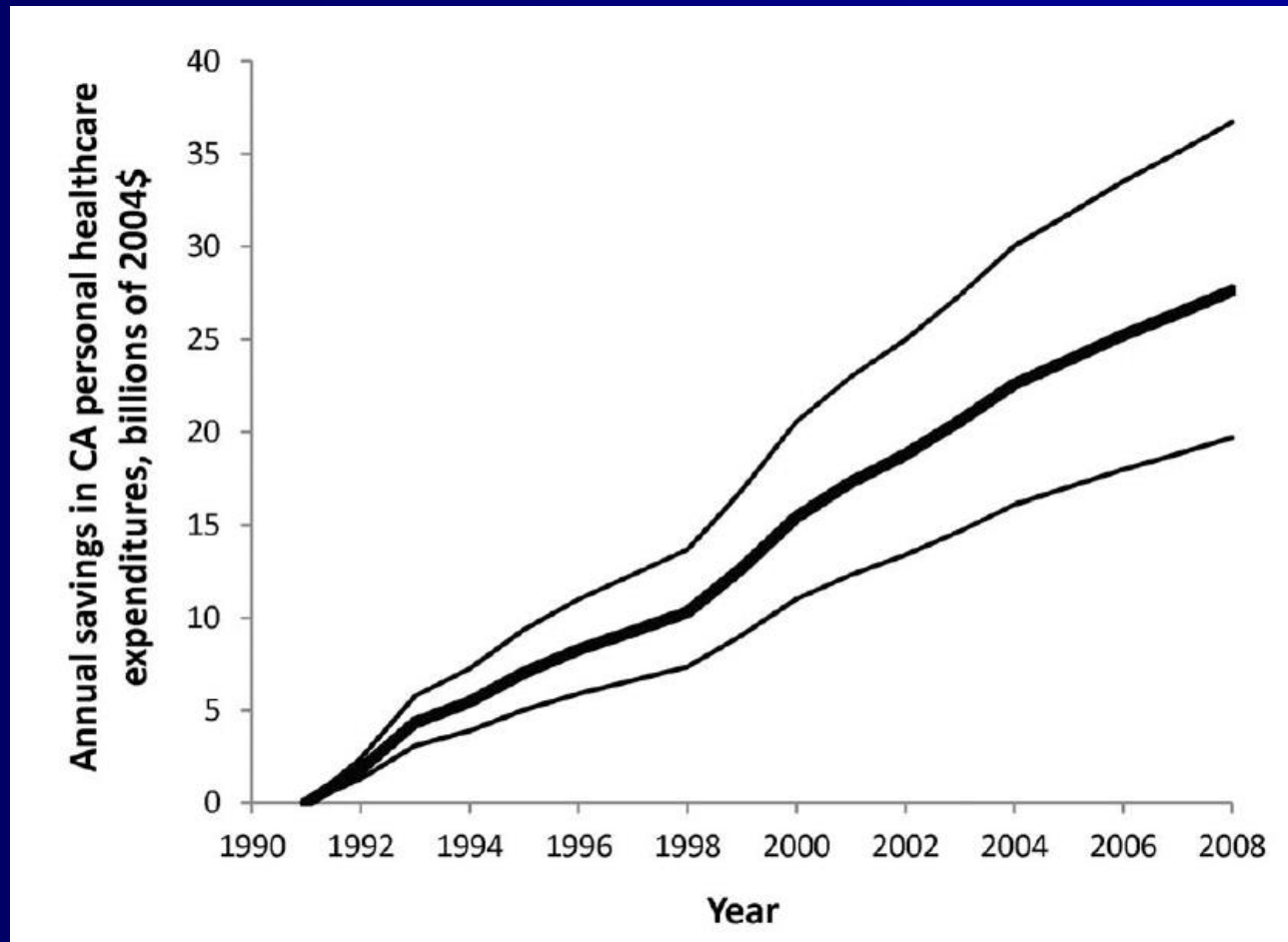
Effect on Mortality



Effect on Lung Cancer Incidence



Health Care Savings Attributable to CA Tobacco Control



1989 through 2008

- Tobacco Control Program cost \$2.4 billion
- Save \$243 billion in health costs
 - 12% of total health costs in 2008
- Reduced cigarette sales by 6.8 billion packs
 - Worth \$28.5 billion in to tobacco industry

The View from Afar ...

- A California Phenomenon
- Health fanatics
- Puritans
- Foreign to European (and other) traditions and sensibilities

Tobacco Issues 1989

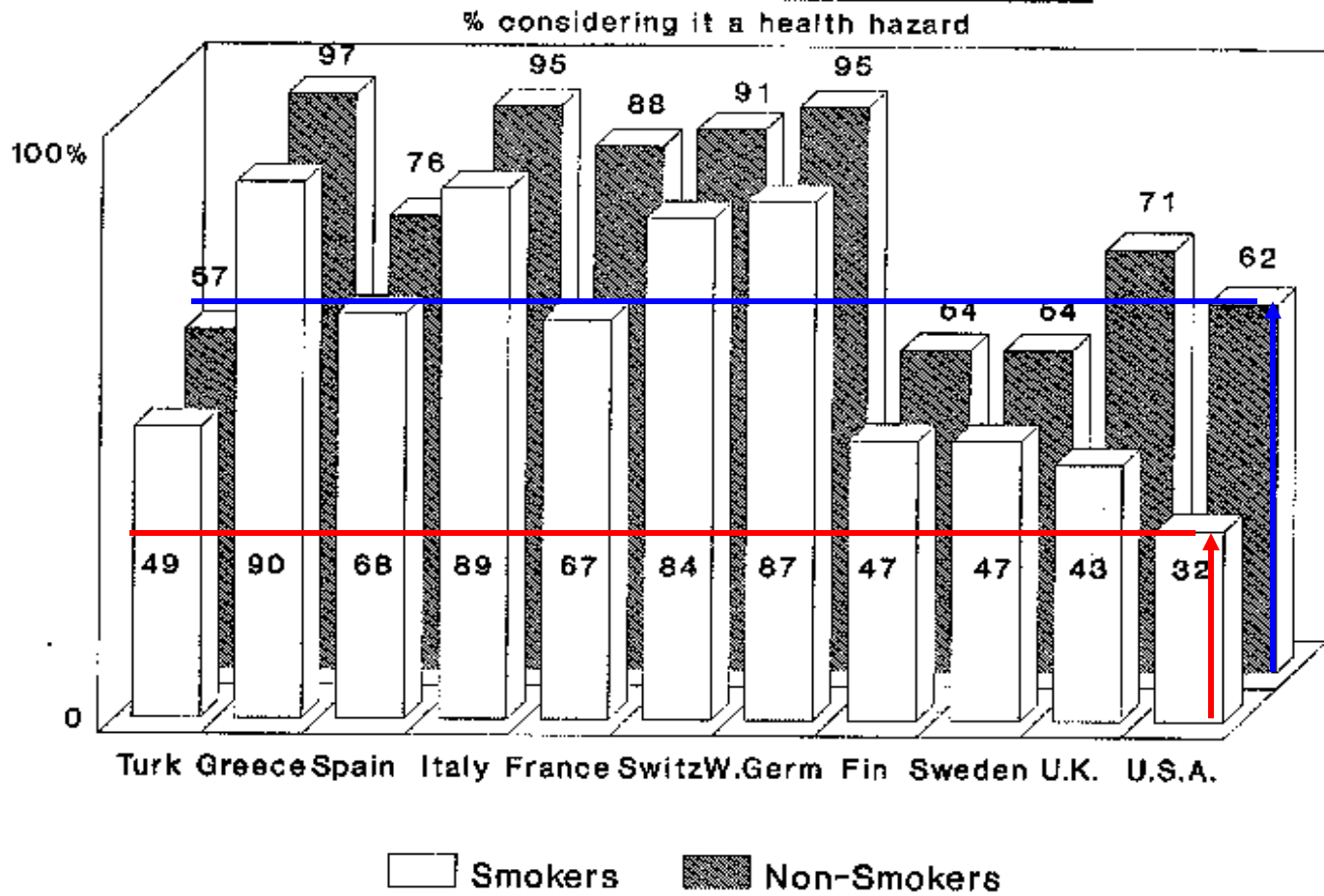
How Today's Smokers & Non-Smokers
in Europe Feel About Smoking Issues



Philip Morris International
October 1989

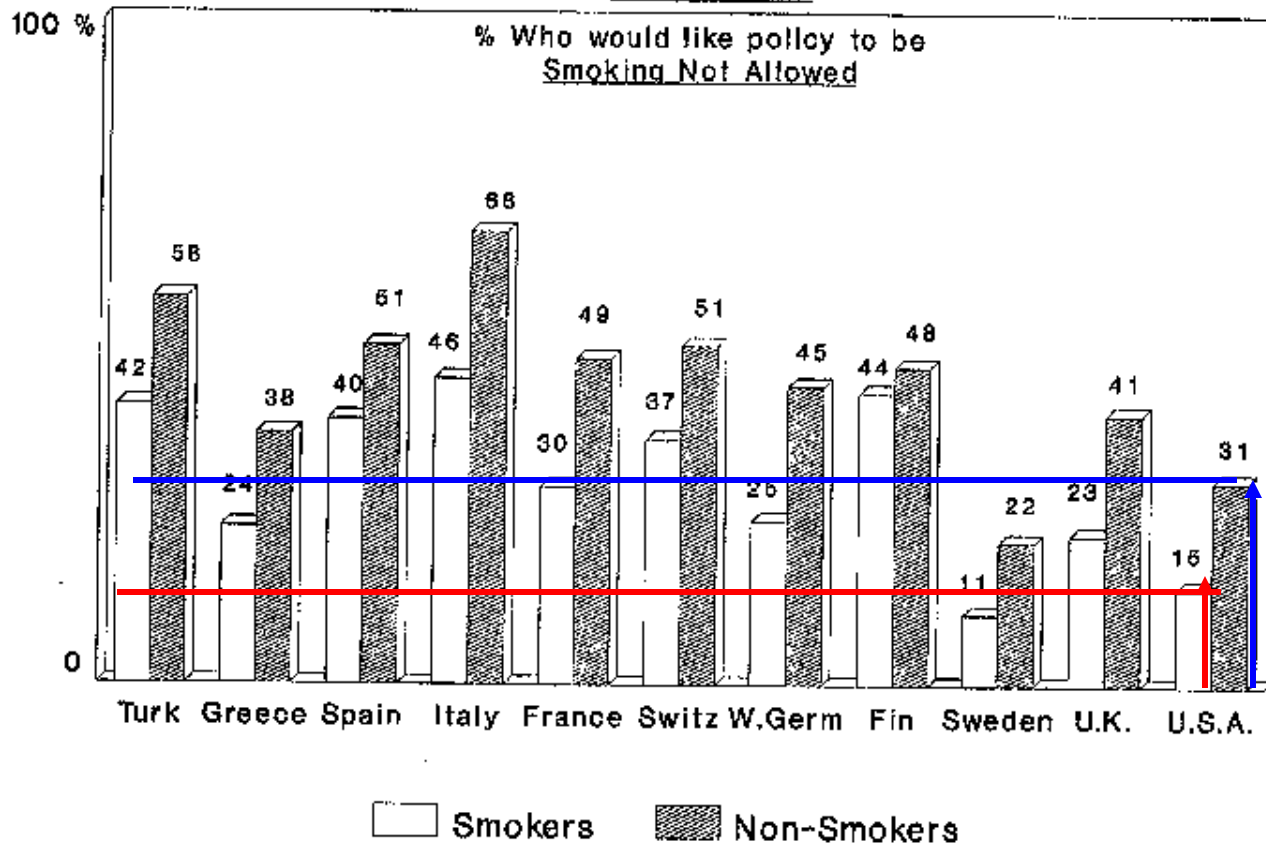
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Environmental Tobacco Smoke



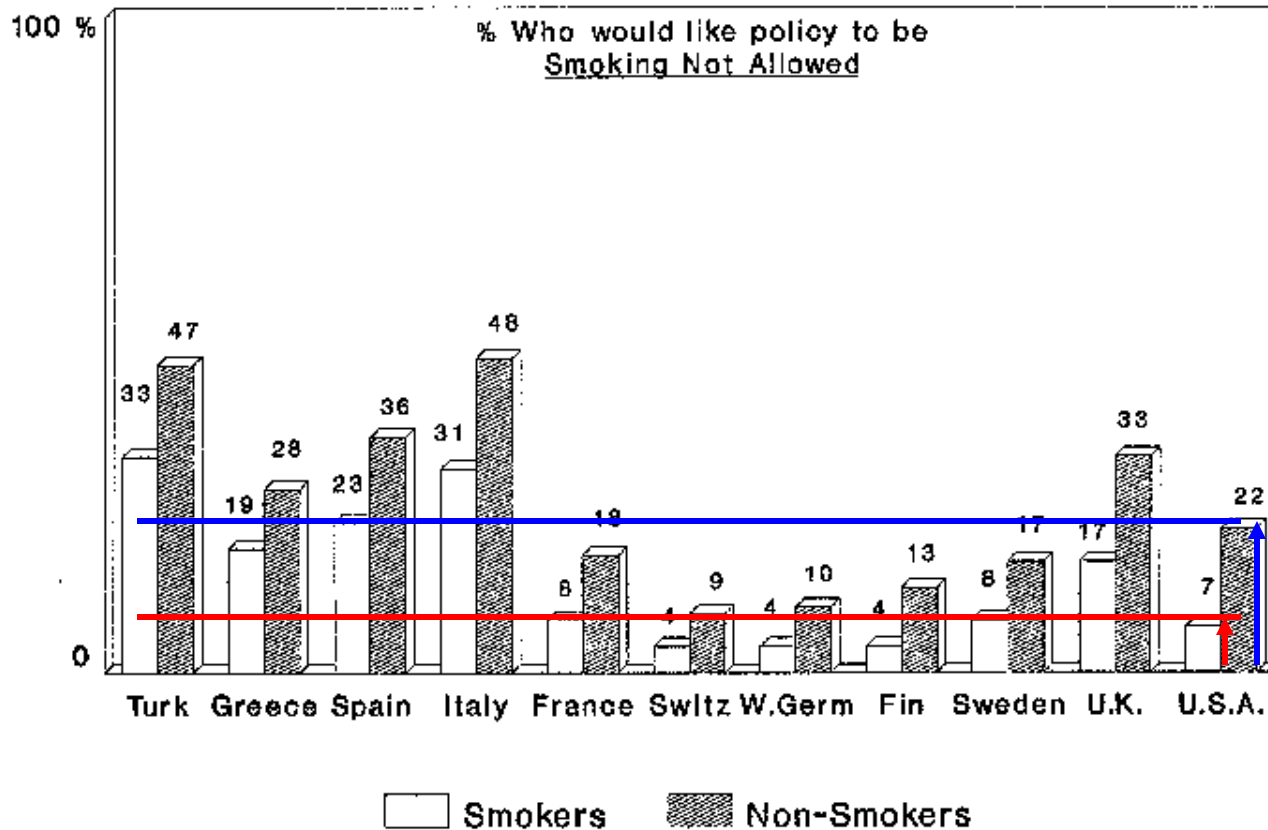
Public Smoking Restrictions Desired Accommodations

The Office



Public Smoking Restrictions Desired Accommodations

Restaurants



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Dr: PMag. r. ave

Philip Morris 1993

SMOKER ISSUES

MANAGING THE SOCIAL CLIMATE FOR TOBACCO USE

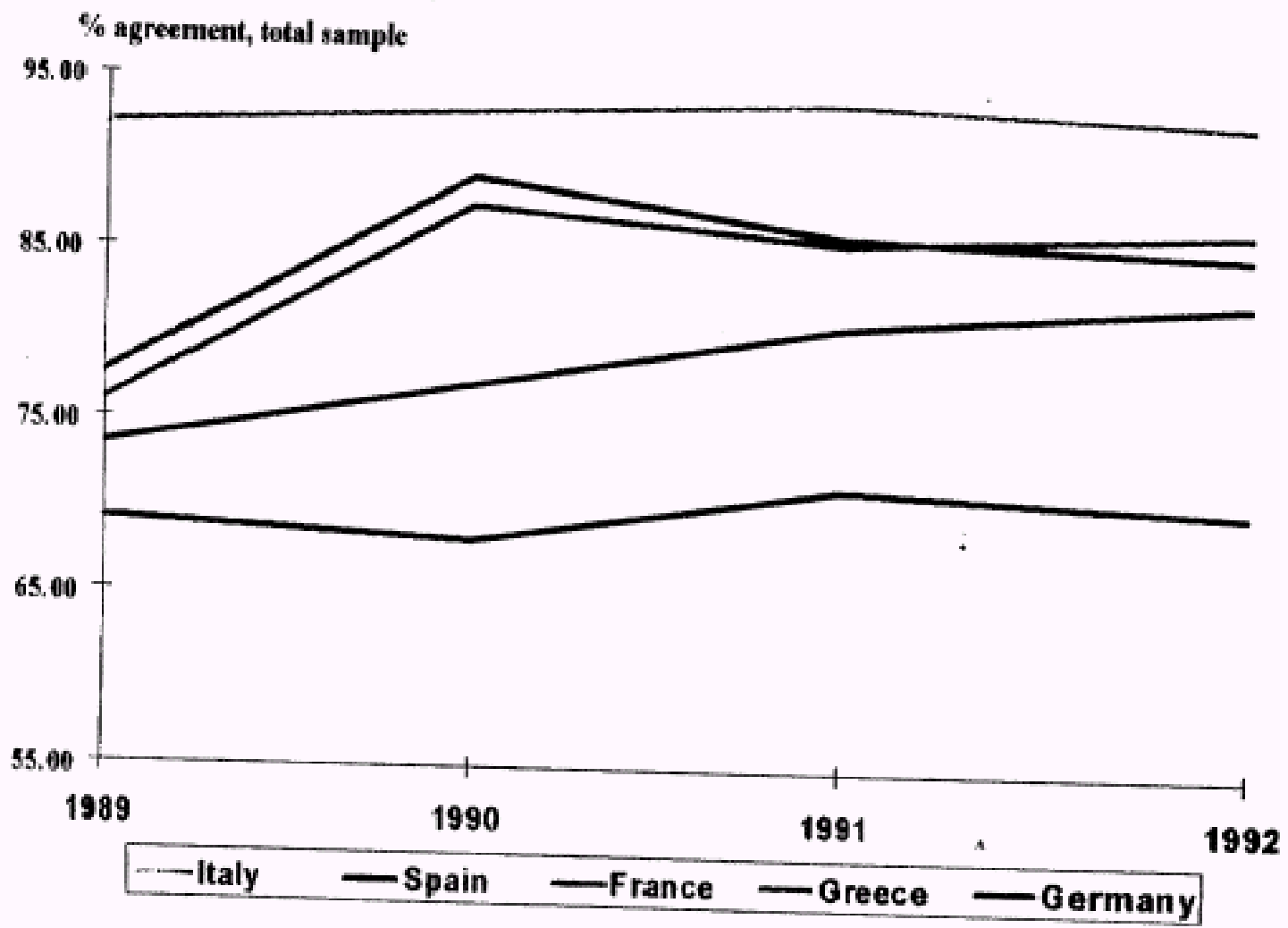
PHILIP MORRIS CO

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SMOKING BAN IN ALL PUBLIC INDOOR PLACES



PRINCIPAL PREMISE

FUTURE SALES VOLUMES (AND PROFITABILITY) OF PM TOBACCO OPERATIONS IN EUROPE WILL LARGELY DEPEND ON THE SOCIAL CLIMATE SURROUNDING SMOKING IN OUR MAIN MARKETS.

- ◆ **PM EEC/EEMA S&T CALCULATES THAT WORKPLACE BANS (LEGISLATED OR SPONTANEOUS) REDUCE CONSUMPTION BY AN AVERAGE OF 5-CIGARETTES PER DAY PER SMOKER.**
- ◆ **THE EFFECTS OF NEGATIVE LEGISLATION CAN BE MINIMIZED BY A TOLERANT SOCIAL CLIMATE (NORWAY)**
- ◆ **CONVERSELY, WHERE THE SOCIAL CLIMATE IS INTOLERANT, SALES VOLUMES DECLINE IRRESPECTIVE OF "SUCCESSFUL" LOBBYING AGAINST LEGISLATION (UNITED KINGDOM)**
- ◆ **LOWER SOCIAL ACCEPTABILITY FOR SMOKING LOWERS THE CONSUMER'S SOCIO-ECONOMIC PROFILE AND ENCOURAGES PRICE COMPETITION (SMALLER MARGINS)**

1993

THIRD PARTY (AVOIDANCE) STRATEGY: TRANSFORMING ETS DEBATE FROM HEALTH ISSUE (UN-WINNABLE) TO SOCIAL ISSUE (WINNABLE) .

CURRENT / POTENTIAL THIRD PARTY ALLIES

- ◆ **WORLD TOURISM & TRAVEL COUNCIL**
- ◆ **INTERNATIONAL FLIGHT ATTENDANTS' ASSOCIATION**
- ◆ **INTERNATIONAL HORECA; EUROTOQUES; HOTREC; INT. HOT. ASS.**
- ◆ **VARIOUS IN-MARKET HORECA ASSOCIATIONS**
- ◆ **CEC (EUROPEAN WHITE COLLAR UNION); ETUC (BLUE COLLAR)**
- ◆ **UNICE & VARIOUS IN-MARKET EMPLOYERS' FEDERATIONS**
- ◆ **VARIOUS IN-MARKET BLUE COLLAR UNIONS**

KEY: TAILORED "STAKE" IN DEBATE FOR EACH

1993

OTHER USEFUL STRATEGIES

- ✓ **THE NEGATIVE US EXAMPLE - POSITION HARSH BANS AS TYPICALLY AMERICAN EXTREMISM UNSUITED TO THE EUROPEAN MENTALITY/PHILOSOPHY (BROADCAST B-ROLLS ON US PURITANISM AND EUROPEAN TOURISTS)**
- ✓ **ENLARGE DEBATE TO DISCRIMINATION ISSUE - EUROPEAN ATTITUDES STILL TOLERANT HERE (MARKETABLE SURVEYS PLANNED FOR END-1993 AND 1994)**
- ✓ **SMOKERS' CLUBS: A MORE ACCEPTABLE SOURCE FOR INFORMATION/COMMENTS ON SMOKER/NON-SMOKER RELATIONS. BEST PROGRAMS (ITALY, GREECE, SCANDINAVIA) INJECT *HUMOR* INTO THE DEBATE.**

2501942772

1993

E-cigarettes

Lorillard
TOBACCO COMPANY



RAI Reynolds
American



Altria



Altria Group/ AP

Green
smoke®



BRITISH AMERICAN
TOBACCO

Imperial
Tobacco



參龍國際有限公司
Dragonite International Limited



Ecigs to quit

A TIP FROM A
**FORMER
SMOKER**

27 Year Smoker

Smoke and tobacco free for nearly 3 years thanks to vapor products and candy flavors.

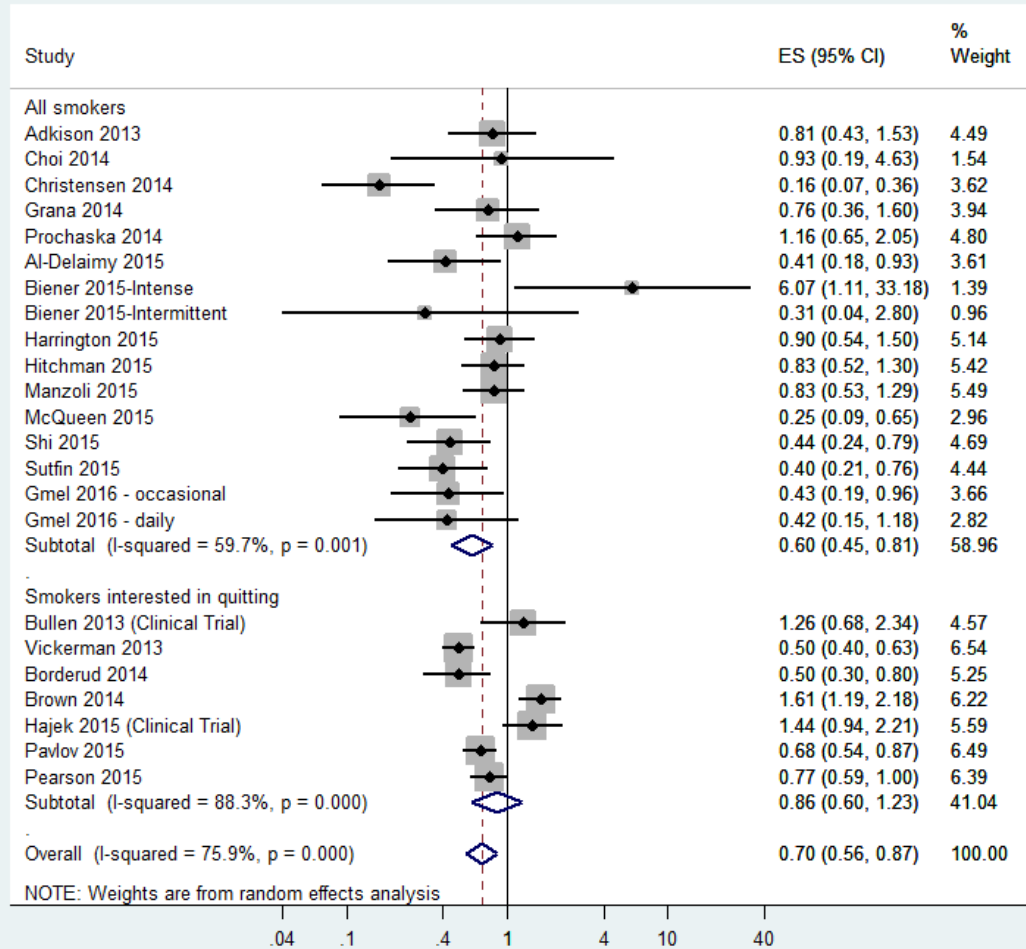
Stefan, age 43, California

Sick of being misled
By harmful propaganda?
Learn the truth about
big tobacco...



NOTBlowingSmoke.org
CASAA.org
[#NOTBlowingSmoke](https://twitter.com/NOTBlowingSmoke)
[#VapingSavedMyLife](https://twitter.com/VapingSavedMyLife)

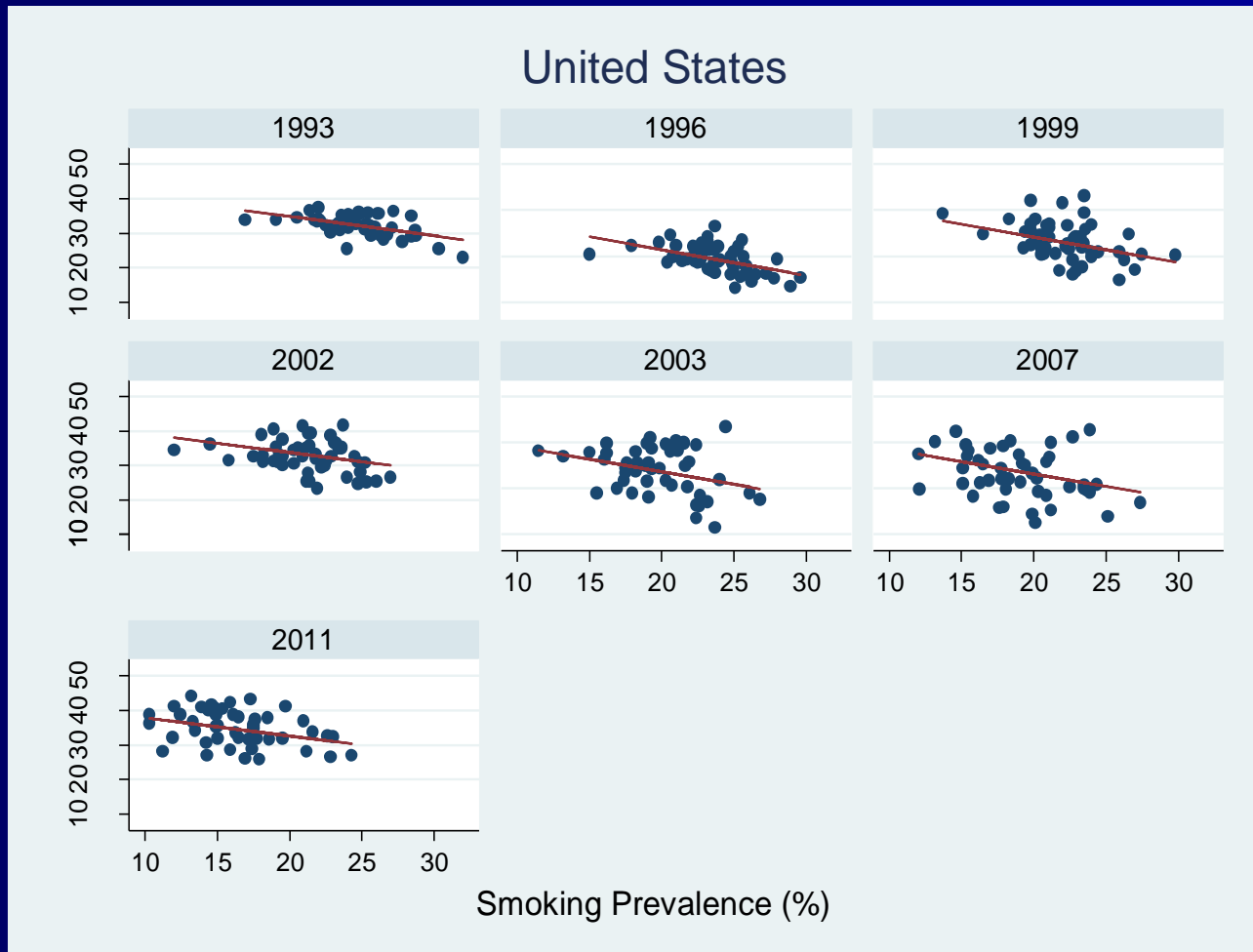
E-cigarettes = less quitting



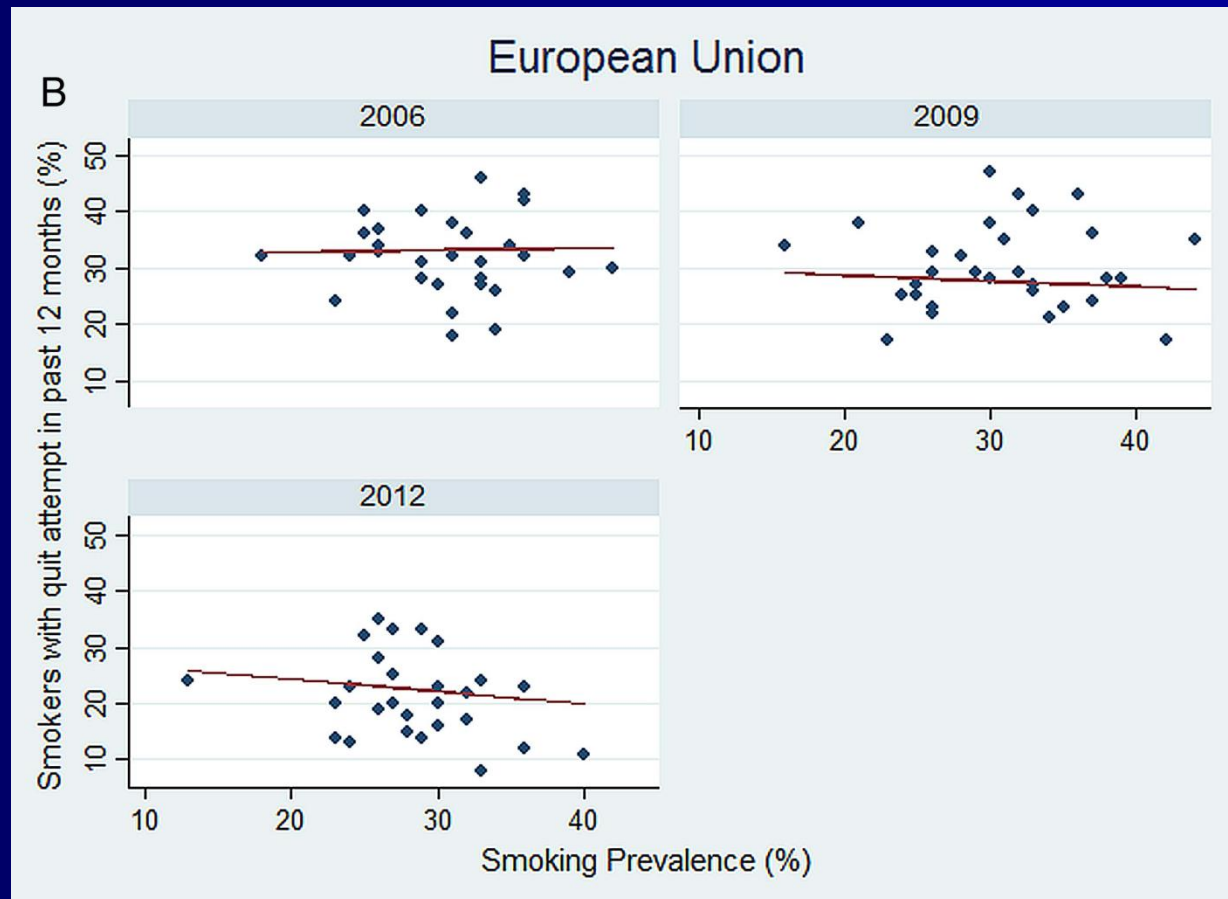
What about the hard core?

- People who can not or will not quit
- Expect as prevalence drops
 - Quitting drops
 - Cigs/day stays same or increases

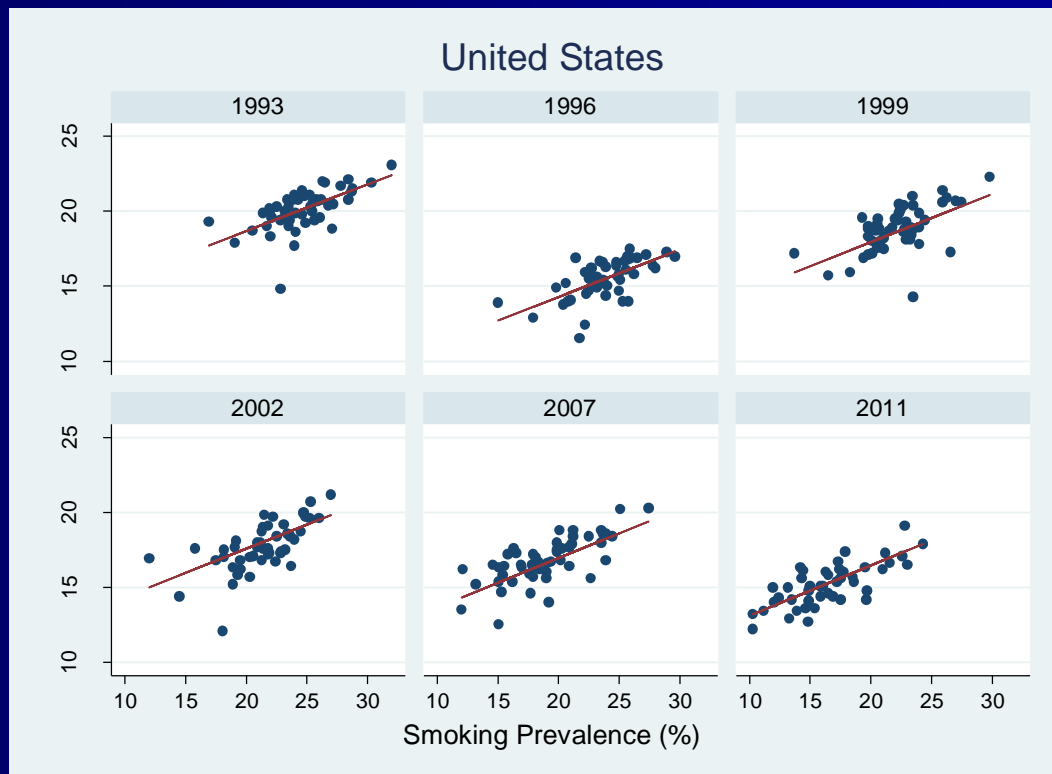
US: More quitting



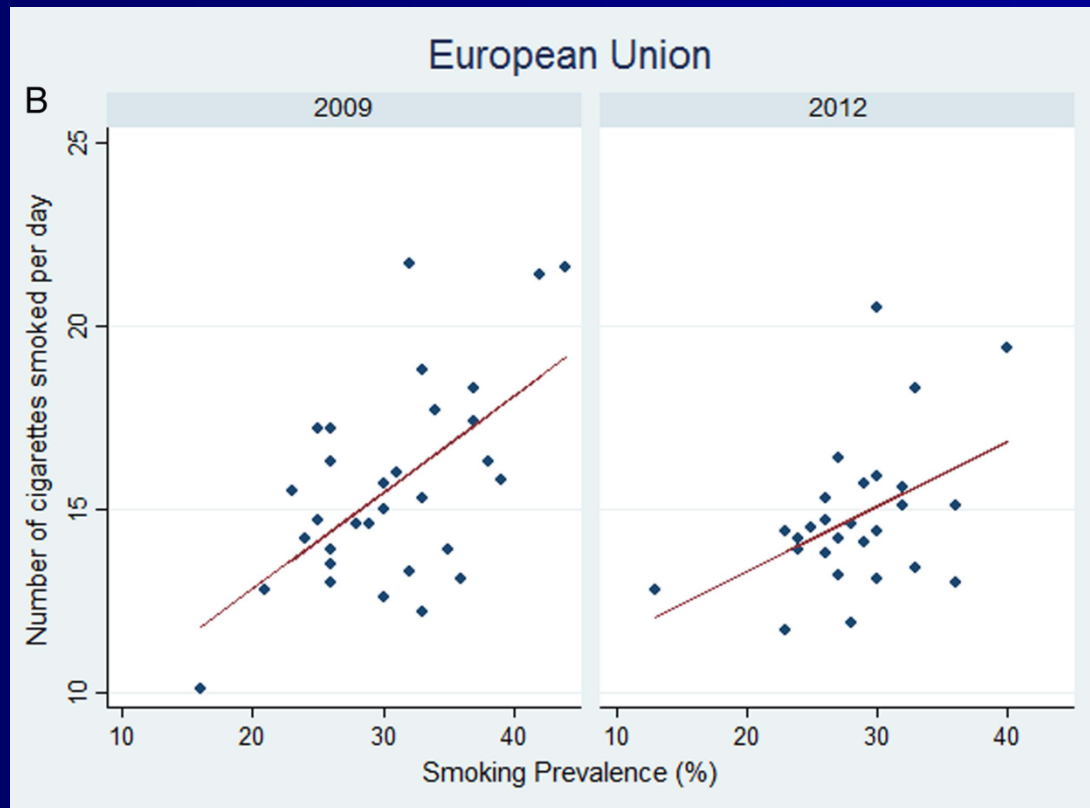
EU: More quitting



US: Lower consumption

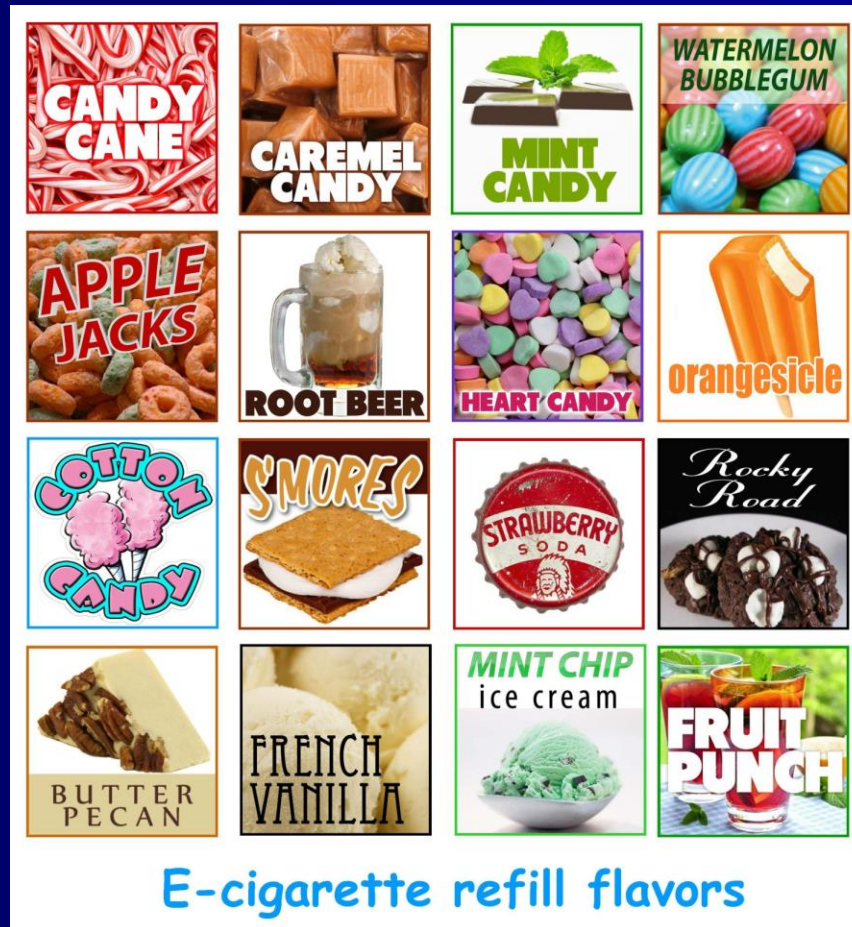


EU: Lower consumption

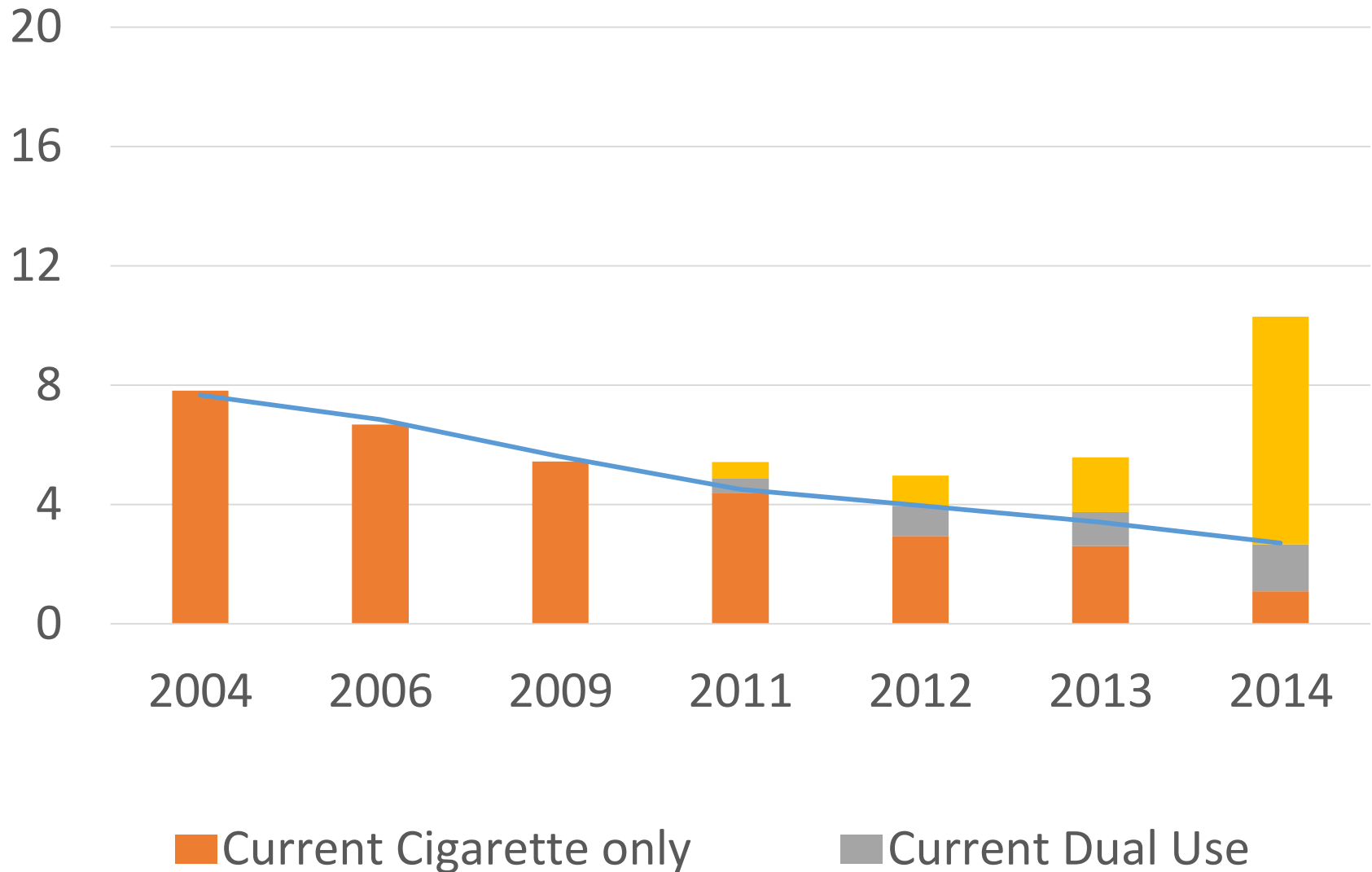


So softening not hardening

What about kids?



Current smoking/e-cigarette use (NYTS)



E-cig use predicts smoking

- Nonsmokers at baseline
- 1 year longitudinal follow-up
- Smoking at follow-up

Study	Place	Age	Odds of Smoking	
Wills	Hawaii	≈15	2.87	(2.03 - 4.05)
Primack	US	16-26	8.3	(1.2 - 58.6)
Leventhal	Southern California	≈14	2.73	(2.00 - 3.73)
Gmel	Switzerland	20 (male)	6.02	(2.81-12.88)
OVERALL			3.21	(2.33 - 4.43)

E-cigs likely to prolong tobacco epidemic

- Restoring social acceptability
- Depressing quitting among smokers
- Attracting kids to nicotine
 - Likely to progress to smoking
 - Even if they don't it's a bad thing

The bottom line

- Possible to get large rapid drops in smoking
- Immediate and substantial health benefits
- Immediate and substantial economic benefits