

History of Tobacco Prevention and Control in Texas

A journey from producer to consumer to public health leader



- **Texas as a tobacco producer:**

- **Native Indians gathered and cured wild tobacco plants prior to the arrival of Spaniards in 1692**
- **Between 1824 and 1835, the Coahuila y Tejas government formally issued a grant for a tobacco plantation to be established in Texas**
- **Early settlers grew for personal consumption**
- **Commercial growing began 1890's in Montgomery County and spread to East Texas**
- **Production declined rapidly after 1910 when farmers realized that cotton was more profitable**

UNITED STATES PATENT OFFICE.

LEVI H. MILLER, OF DUBLIN, TEXAS, ASSIGNOR OF ONE-HALF TO WILLIAM P. ROSE, OF SAME PLACE.

TOBACCO SUBSTITUTE.

SPECIFICATION forming part of Letters Patent No. 448,925, dated March 24, 1891.

Application filed January 17, 1891. Serial No. 378,135. (No specimens.)

To all whom it may concern:

Be it known that I, LEVI H. MILLER, of Dublin, in the county of Erath and State of Texas, have invented certain new and useful
5 Improvements in Tobacco Substitutes; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it pertains to make and use it.

My invention relates to an improvement in tobacco substitutes; and it consists in the combination of ingredients, which will be more fully described hereinafter, and which may either be made into a powder or tablets,
15 as may be preferred.

The object of my invention is to produce a compound which is to be used by those addicted to chewing tobacco, and will completely destroy all desire for it, and thus enable them
20 to discontinue its use without any of the inconvenience or suffering which usually attends the giving up of tobacco by those accustomed to its use.

In preparing my compound I take of powdered gentian-root, one ounce; powdered licorice-extract, one ounce; powdered sassafras-bark, sixty grains; powdered prickly-ash bark, one-half ounce; powdered horse-radish root, sixty grains, powdered calamus-root,
25 sixty grains; powdered jaborandi-bark, sixty

grains. This mixture forms a powder, which must be dipped the same as snuff; but if it is desired to form the powder into a tablet for the use of those who wish to chew it, enough
35 of the extract of gentian will be added to the compound to form it into a thick paste, which is formed into tablets of any desired size, shape, or form.

Persons who have been in the habit of dipping snuff can dip the powdered compound,
40 while those who wish to chew it will use the tablet form.

The use of this compound entirely destroys all desire for tobacco and enables its use to be readily discontinued without any inconven-
45 lence.

Having thus described my invention, I claim—

A compound as a tobacco substitute, consisting of gentian-root, licorice extract, sassafras-bark, prickly-ash bark, horse-radish root,
50 calamus, and jaborandi-bark, in or about the proportions specified.

In testimony whereof I affix my signature in presence of two witnesses.

LEVI H. MILLER.

Witnesses:

C. W. TRAVIS,
J. S. GERGUMES.



- **Texas as a tobacco consumer:**

- Republic of Texas purchased tobacco as a ration to be issued to sailors in the Texas Navy and Army during the Texas Revolution.
- The State of Texas (pre-Civil War) purchased tobacco as a consumable for clients of the state's mental hospitals.
- The State of Texas (post-Civil War) listed tobacco as one of the commodities purchased by the state.



- **Texas moves into tobacco prevention and control in the 1890's**

- **Legislation making it illegal to sell tobacco to a minor under the age of 16**
 - For the next century, this law moved between criminal and civil statutes
- **Legislation adding tobacco questions to the test to become a certified teacher (but certification was not required to teach)**
 - Tobacco questions are *still* on the teacher certification tests as well as on the state student assessment exams.

Modern times...

1963



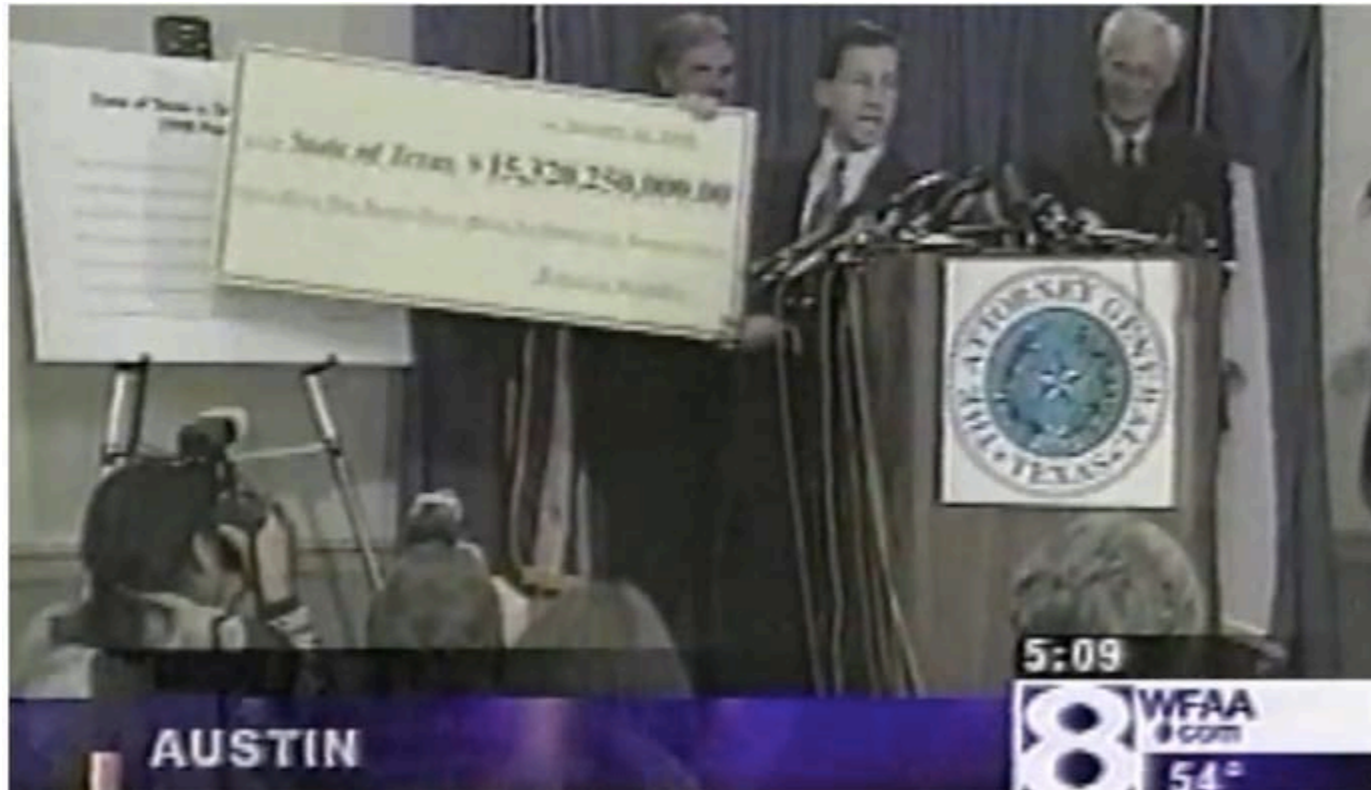
- **1990: Texas Department of Health creates Office of Tobacco Prevention & Control within Public Health Promotion Division**
 - Primary focus on public education and being a clearinghouse of information and resources
 - Received funding from Texas Cancer Council and Centers for Disease Control and Prevention so that by 1995 tobacco specialists were in all eight public health regions.
 - TDH became the first state agency with a tobacco-free property policy

- **1992 – Oklahoma Congressman Mike Synar passed federal legislation requiring states to:**
 - Have laws making it illegal to sell tobacco to anyone under **18**
 - Random inspections of tobacco retailers
 - Must have retailer violation rate of less than **20%**
 - Ties retailer violation rate to state funding for Substance Abuse Block Grant funds
 - First inspection was in **1995** – more than half of the retailers sold tobacco to a minor.
 - Administered by the Texas Commission on Alcohol and Drug Abuse, now **DSHS**

- **1995 – Texas Legislature makes it illegal for tobacco to be used on school campuses and at school events.**
- **1997 – Texas Legislature passes broad youth tobacco legislation**
 - Illegal to sell to anyone under 18
 - Illegal for anyone under 18 to possess tobacco
 - Requires retailers to have permits and train employees
 - Public education campaign
 - Comptroller of Public Accounts and TDH/DSHS responsible for administration of these statutes

Texas Game Changer

- **1998**



- **Comprehensive programming**

- Preventing initiation of tobacco use
- Preventing underage access to tobacco products
- Cessation services for those wanting to quit
- Reduce exposure to secondhand smoke
- Address tobacco related health disparities
- Maintain infrastructure to administer program



- **Coalitions funded to focus on “Triple Attack” of prevention, cessation and eliminating exposure to secondhand smoke**

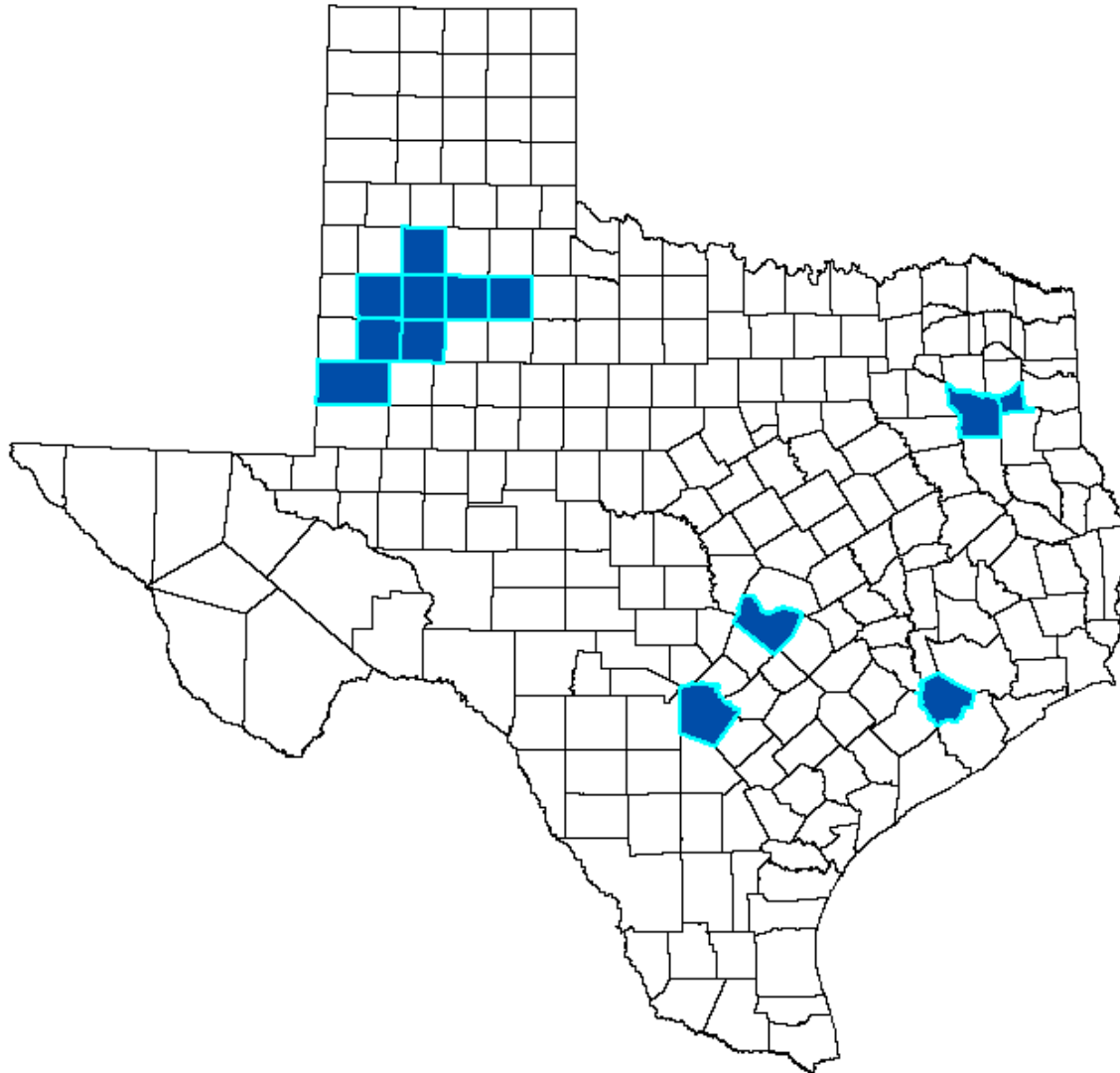
- Local initiatives supported by state resources
- Standardized media messaging
- Ongoing surveillance and evaluation at the local and state levels
- Focused on engaging the entire community, and sustainability of programs and coalition
- Outcomes showed gains greater than non-coalition areas in prevalence reduction and attempts to quit using state quitline



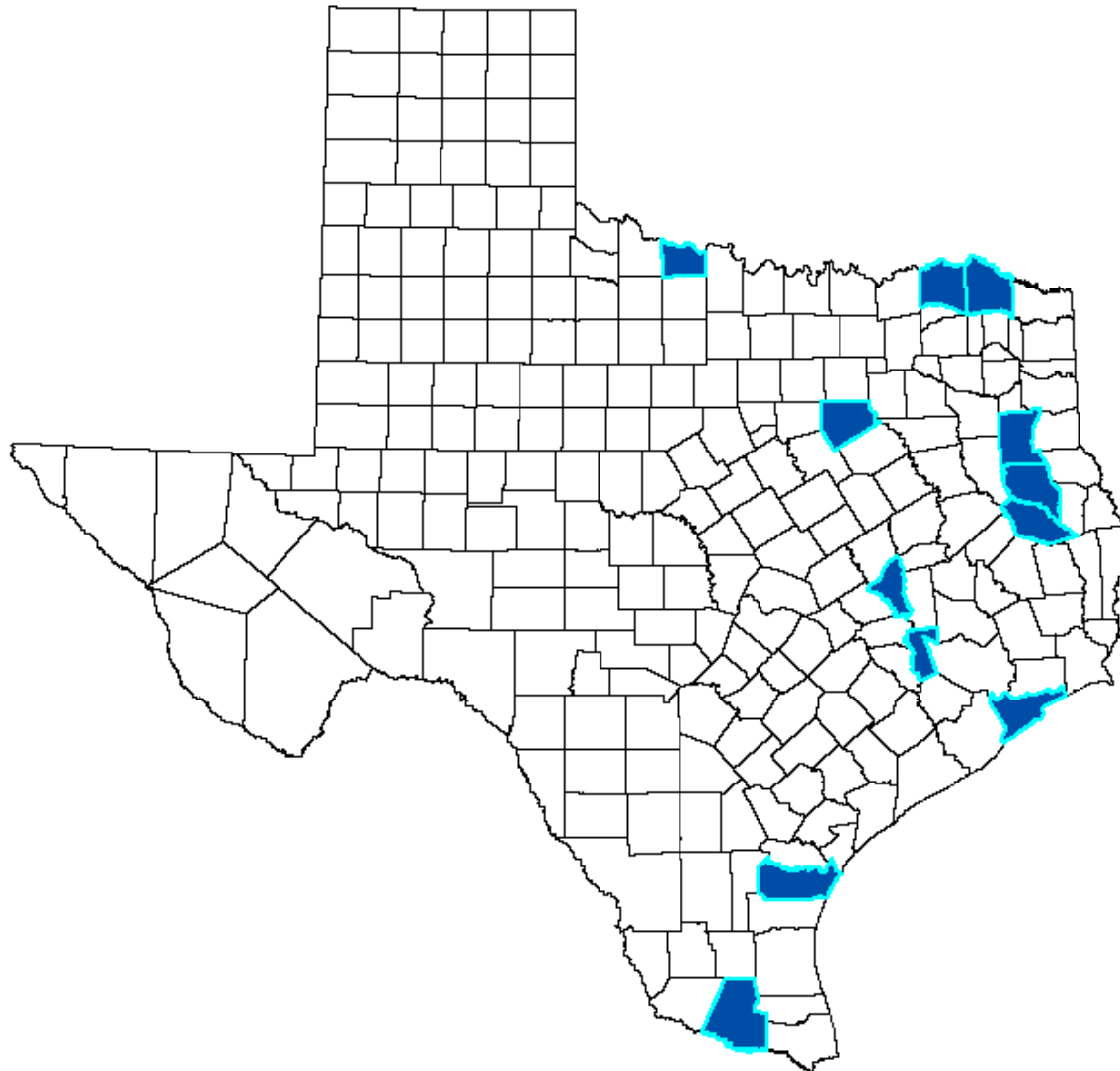
Comprehensive Area 2000-2007



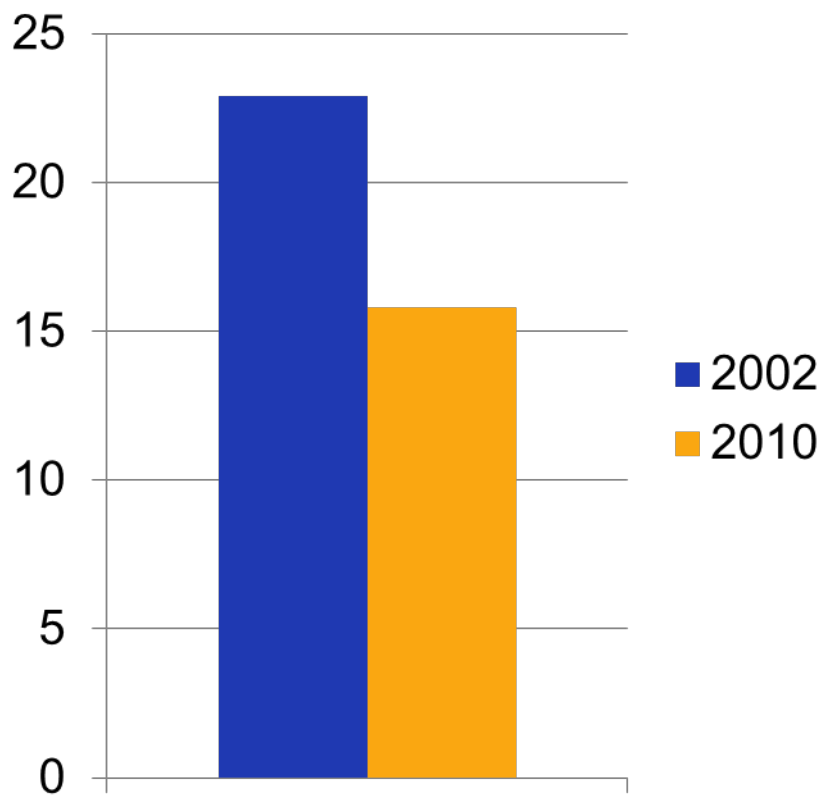
Comprehensive Areas 2008-2013



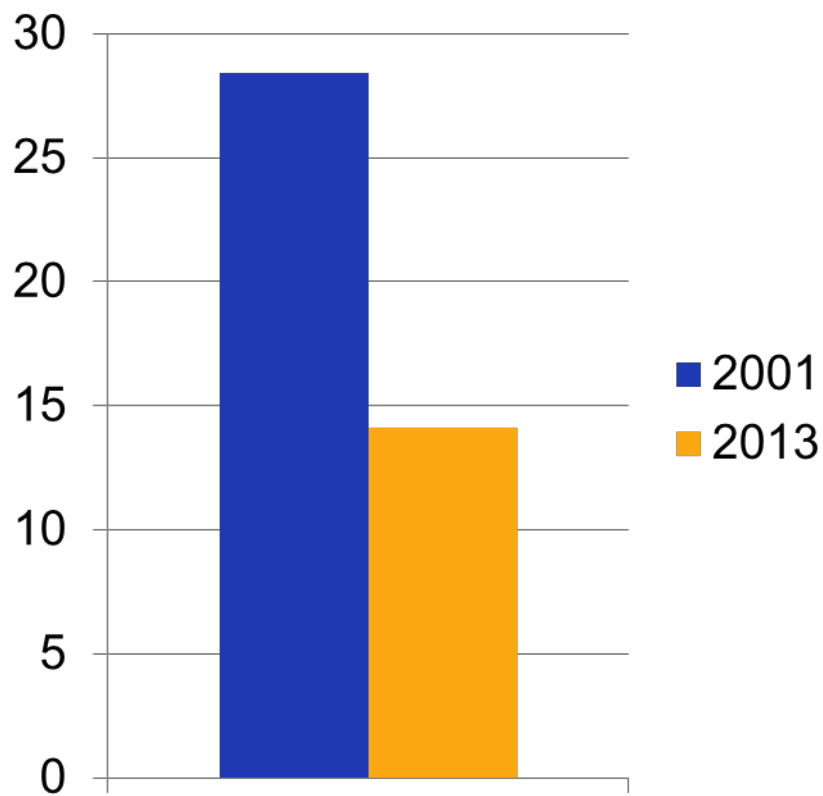
Comprehensive Areas 2014-2018



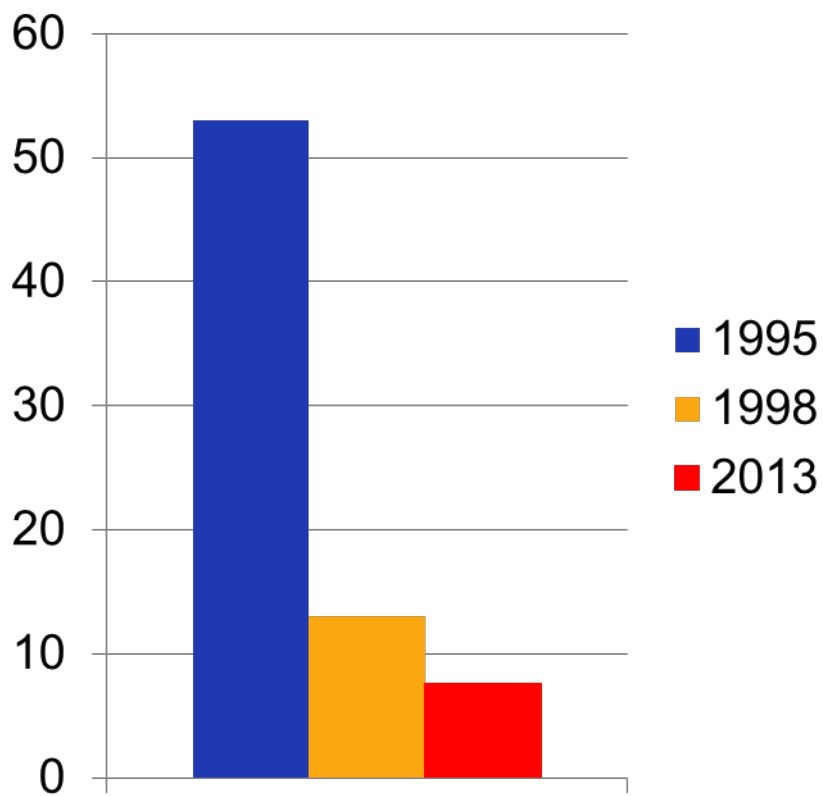
Adult Prevalence



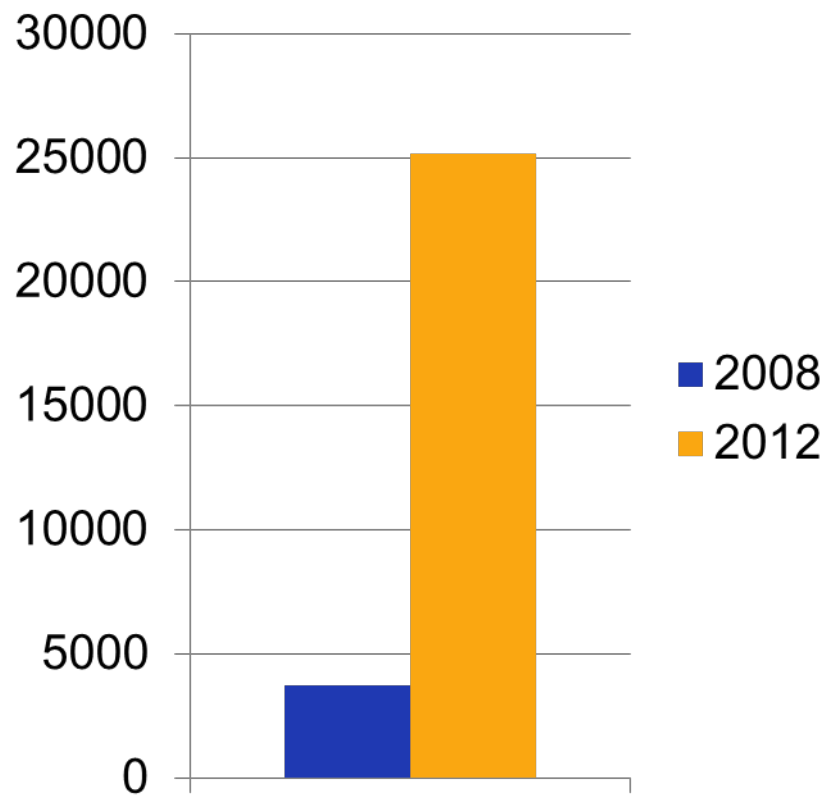
High School Prevalence



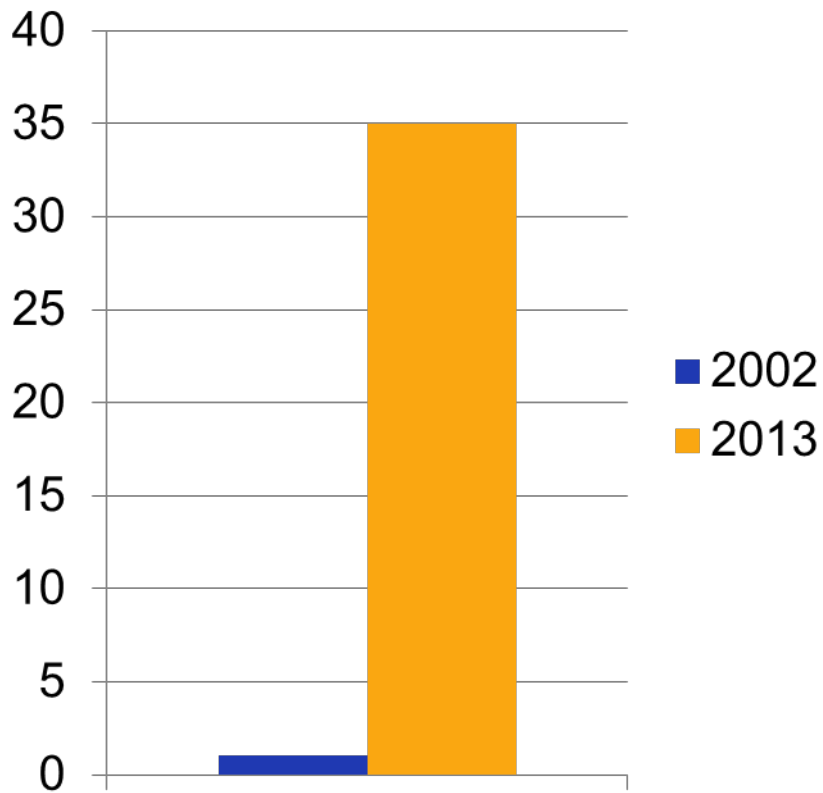
Synar Violation Rates



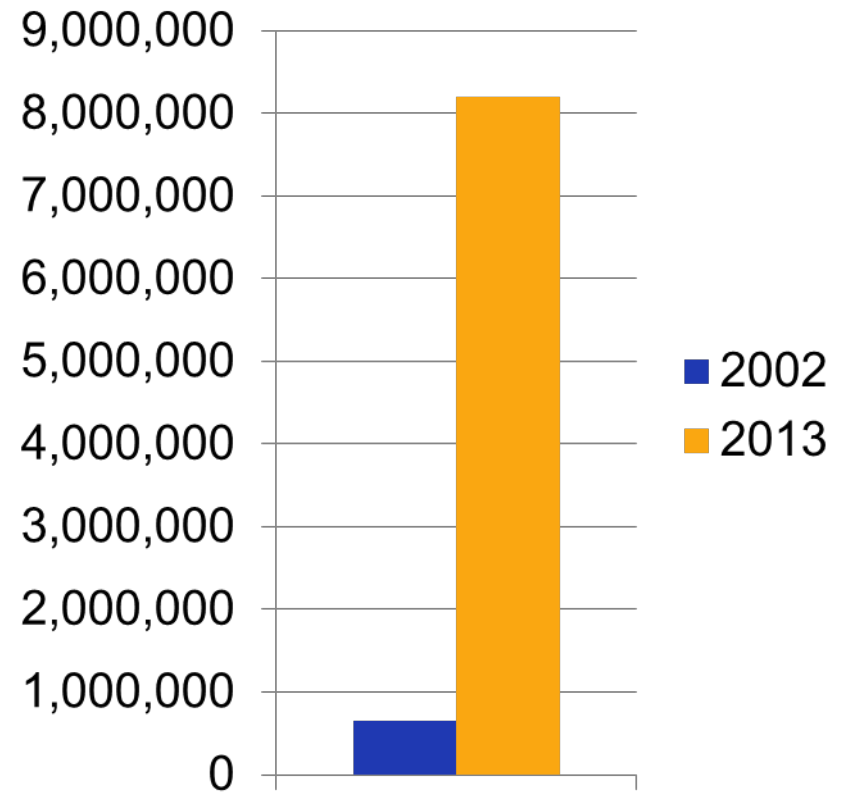
Quitline Calls



Number of 100% clean indoor air cities



Number of residents protected by 100% clean indoor air ordinances



Story behind the numbers





Thank You!

Barry Sharp, MSHP, MACM, MCHES
Manager

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