



The Surgeon General's Report and What We Can Do To Keep the Next Generation Tobacco-Free

**Texas Tobacco Conference
June, 2014**

**Matthew L. Myers
Campaign for Tobacco Free Kids**

42%
1965 Smoking Rate



18%
2012 Smoking Rate



Less than 10%
2024 Smoking Rate (Goal)



Some might call the progress since the 1964 Surgeon General's Report a victory. **We call it a good start.**

We've made great progress since the first Surgeon General's report on smoking and health was issued 50 years ago. But tobacco is still the No. 1 cause of preventable death. Our proven strategies are saving lives, and we won't stop until the death and disease caused by tobacco is finally extinguished.

JOIN THE FIGHT: TobaccoFreeKids.org

Make Tobacco
HISTORY
Ending the epidemic for good.



Make Tobacco **HIST****RY**

Ending the epidemic for good.

What are the Messages from the 2014 Report of the Surgeon General?

1. We have made historic progress – enough to talk about making tobacco caused death history.
2. Despite the progress the need for action is more urgent today than ever before. More people are dying than we knew before. Why: the continued actions of the tobacco industry
3. We have the tools to win – if we have the political will.
4. Unless we act now, history will ask why we failed to act in the face of so much information

Tobacco Control at the Beginning of 1994 in the US

30 Years after The Surgeon General's Report

- Youth smoking rates – over 36% and rising
- Stagnant adult smoking rates – over 25%
- Lack of public interest or concern
- Glacial change in public policy
- NO States were 100% smoke-free
- Only 3 states had meaningful tobacco control programs and there was still doubt if we really knew how to drive down youth smoking



Where We Are Now (2013)

- Adult smoking prevalence (2013): 18.1%
- Youth smoking prevalence (2013): 15.7%
- Federal Cigarette Tax Rate: \$1.01 per pack
- State Avg. Cigarette Tax Rate: \$1.54 per pack
- Number of Smoke-Free States: 30 + DC
- Most states have some level of prevention funding although not nearly enough
- Full authority for FDA to regulate sale, marketing and manufacture of tobacco products
- More than 8 million Americans saved from a premature tobacco caused death



A WAKE UP CALL

50 years of Progress, shows that cigarette smoking is even more hazardous than previously thought.

“the burden of smoking-attributable disease and pre-mature death and its high costs to the nation will continue for decades unless smoking prevalence is reduced more rapidly than the correct trajectory.”

The “current rate of progress in tobacco control is not fast enough. **More needs to be done.”**



The Risk from Smoking Has Actually Increased Over the Past Fifty Years

“[T]he **relative risk of dying** from cigarette smoking **has increased** over the last 50 years in men and women in the United States.” (p. 642)

“...today’s cigarette smokers – both men and women – have a **much higher risk for lung cancer** and chronic obstructive pulmonary disease (COPD) than smokers in 1964, despite smoking few cigarettes.” (Executive summary, p. 1)

The Increased Risk of Death is due to Changes in the Design and Composition of cigarettes

“Changes in the design and/or composition of cigarettes during the 1960s have increased the levels of tobacco-specific nitrosamines and other carcinogens in cigarette smoke.” (p. 177)

“... the increased risk of adenocarcinoma of the lung in smokers results from changes in the design and composition of cigarettes since the 1950s.” (p. 186)

“Above all, if the risk of lung cancer has increased with changes in the design and composition of cigarettes, then the potential exists to reverse that increase in risk through changes in design and composition.” (p. 186)

Isn't An Accident: Tobacco Companies Originally Caused and Now Perpetuate the Problem

“The tobacco epidemic was initiated and has been sustained by the aggressive strategies of the tobacco industry, which has deliberately misled the public on the risks of smoking cigarettes.” (Executive Summary, p. 7)

“Tobacco industry advertising and promotion cause youth and young adults to start smoking, and nicotine addiction keeps people smoking past those ages.” (Executive summary, p. 13)

“... the root cause of the smoking epidemic is also evident: the tobacco industry aggressively markets and promotes lethal and addictive products, and continues to recruit youth and young adults as new consumers of these products.” (p. 871)



The Good News: It Doesn't Have to Happen

There are “evidence-based strategies that can rapidly drop youth initiation and prevalence rates to single digits....” (p.872)

The report reviews, “a broad range of well-defined and effective interventions proven to reduce adult smoking rates if implemented and sustained at funding levels consistent with CDC’s recommended levels.” (p. 872)

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THE STATE TRIFECTA



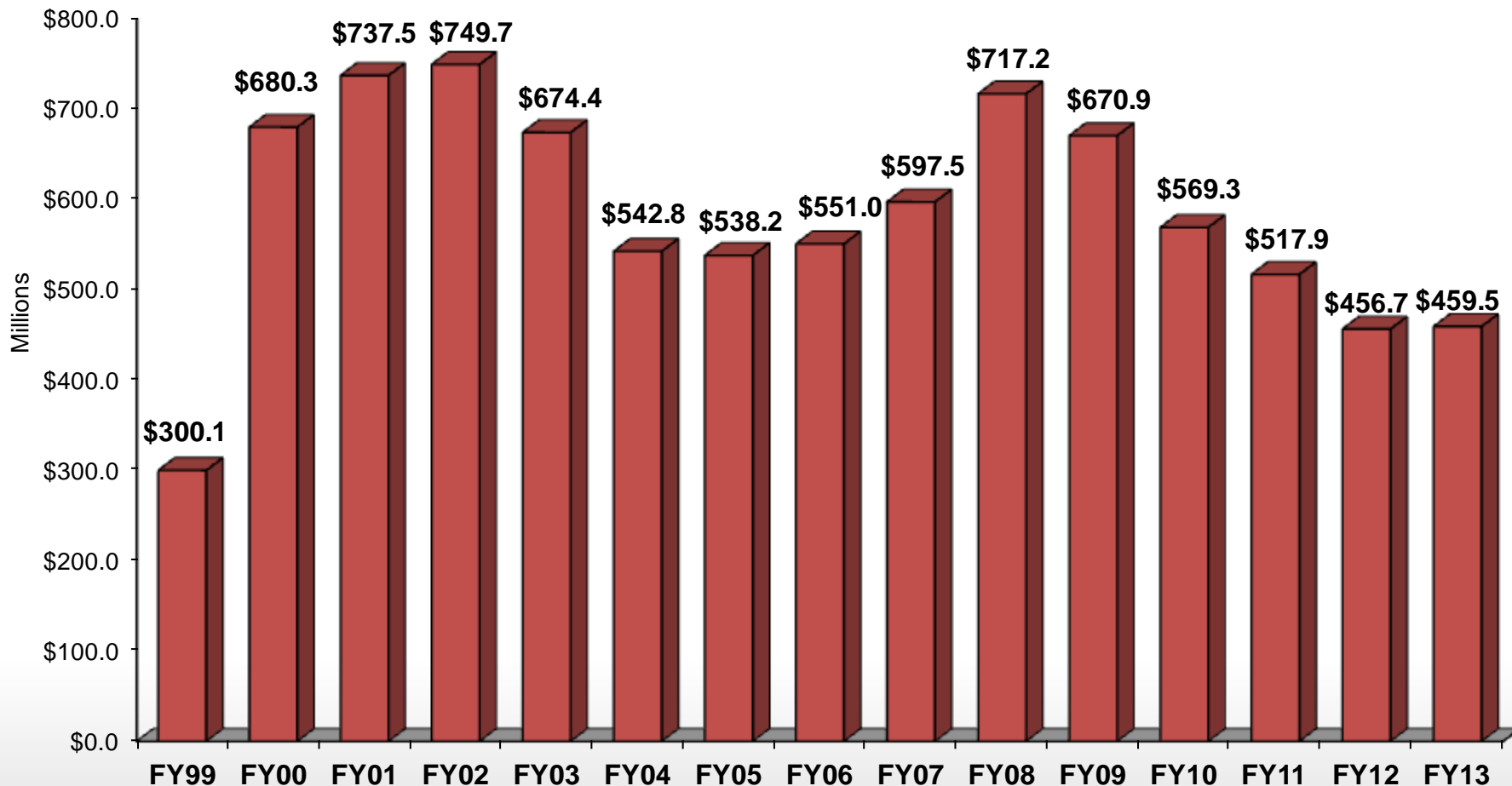


It Is Proven: Tobacco Prevention Programs - When They are Funded!

“Since the 1964 Surgeon General’s report, comprehensive tobacco control programs and policies have been proven effective for controlling tobacco use. Further gains can be made with the full, forceful, and sustained use of these measures.”

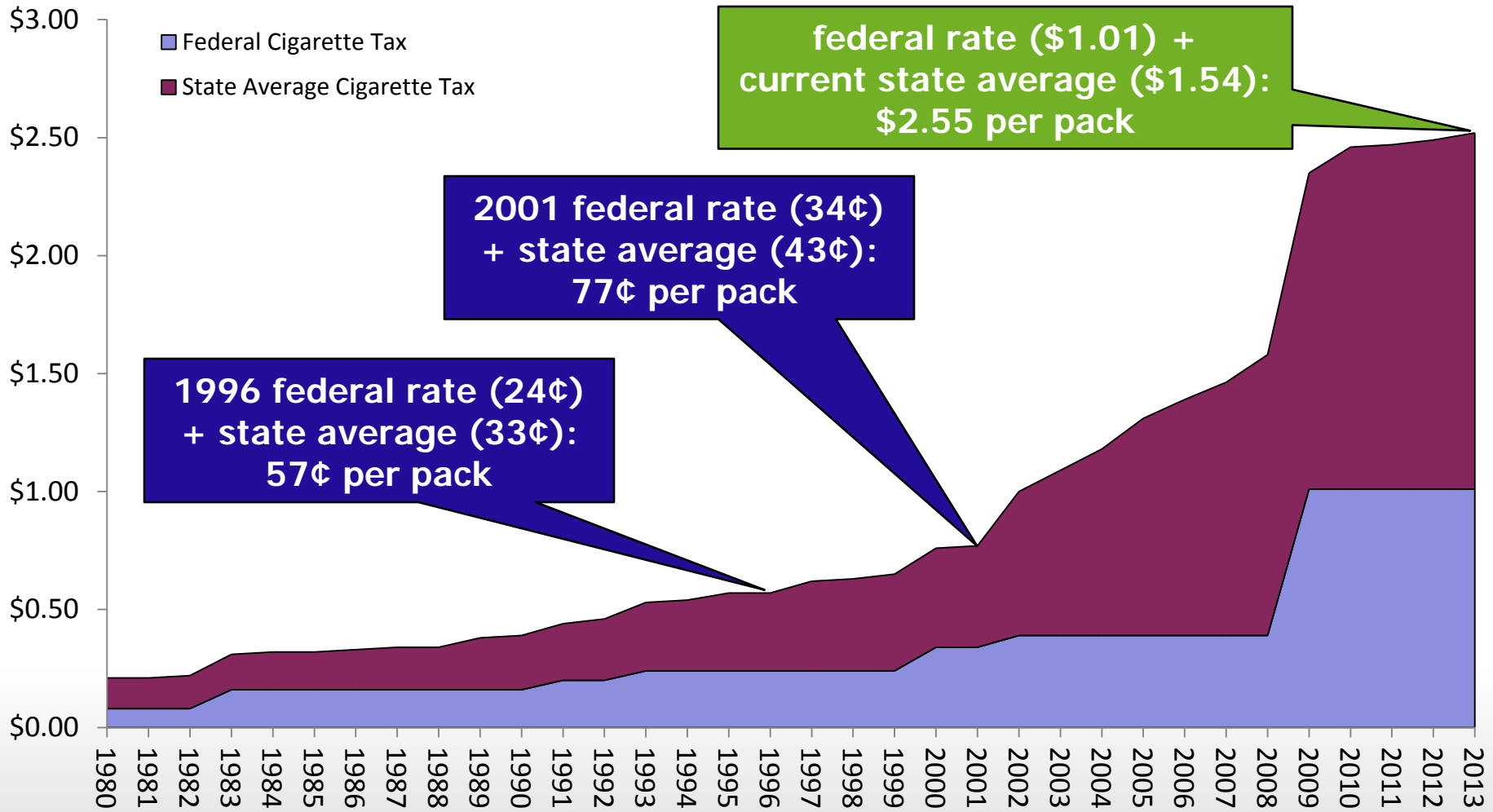
“States that have made large investments in comprehensive tobacco control programs have seen larger declines in cigarettes sales than the nation as a whole, and the prevalence of smoking among adults and youth has declined faster, as spending for tobacco control programs has increased.”

State Tobacco Prevention Spending, FY1999 - FY2013



Only 3 states – AZ, CA and MA - spent any money on tobacco prevention prior to 1999. Settlement payments to states began in 1999. All states were receiving payments by 2001. Funding amounts only include state funds.

Federal Cigarette Excise Tax + Average State Cigarette Tax



**federal rate (\$1.01) +
current state average (\$1.54):
\$2.55 per pack**

**2001 federal rate (34¢)
+ state average (43¢):
77¢ per pack**

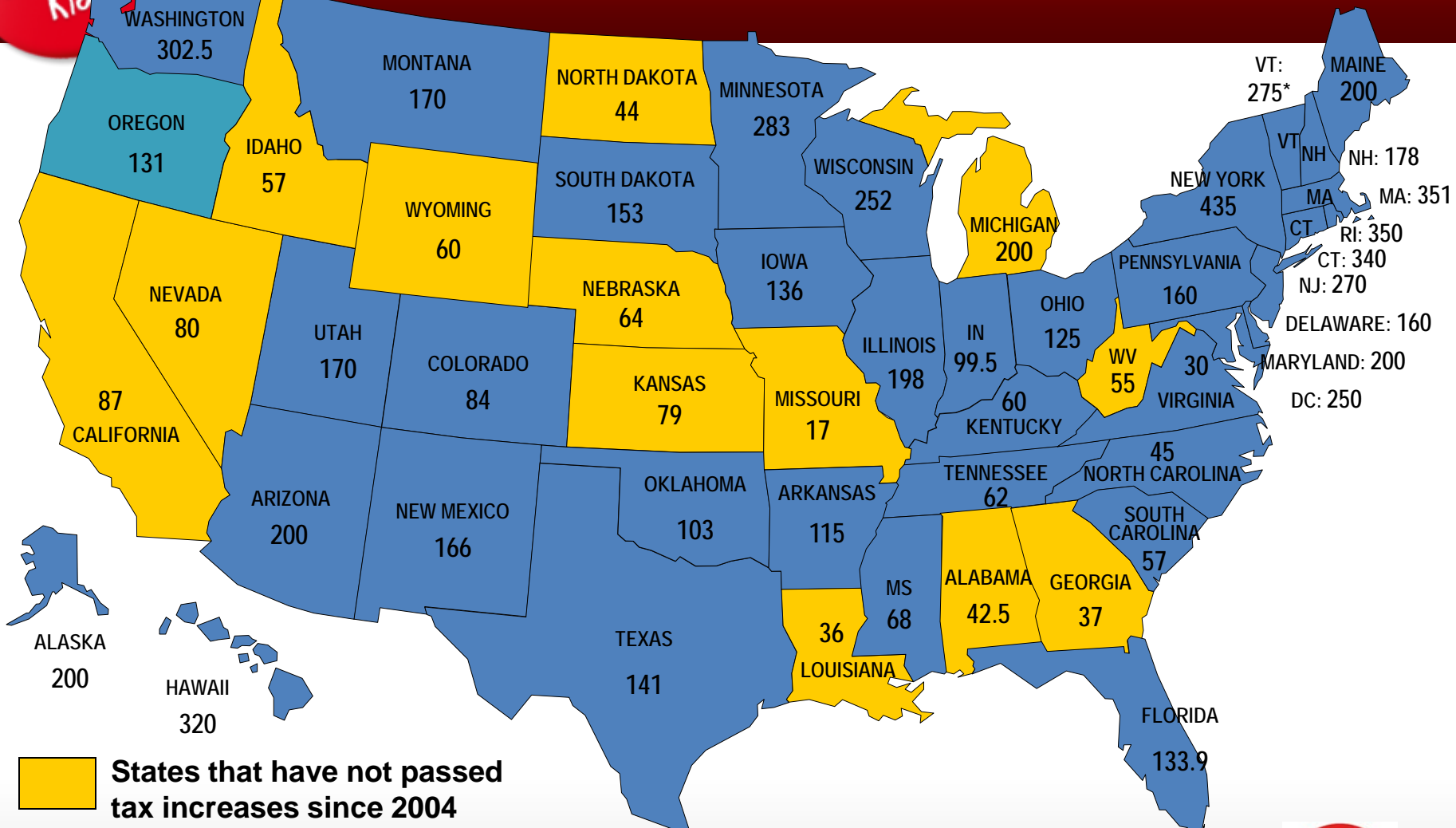
**1996 federal rate (24¢)
+ state average (33¢):
57¢ per pack**

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Cigarette Tax Rates

(cents per pack)

State Average is \$1.54 Per Pack



 States that have not passed tax increases since 2004

 States that have passed or implemented a cigarette tax increase since 2004

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June 2014

* VT's increase to \$2.75 per pack effective 7/1/2014.



Smoke-Free Air Save Lives and Are Widely Popular

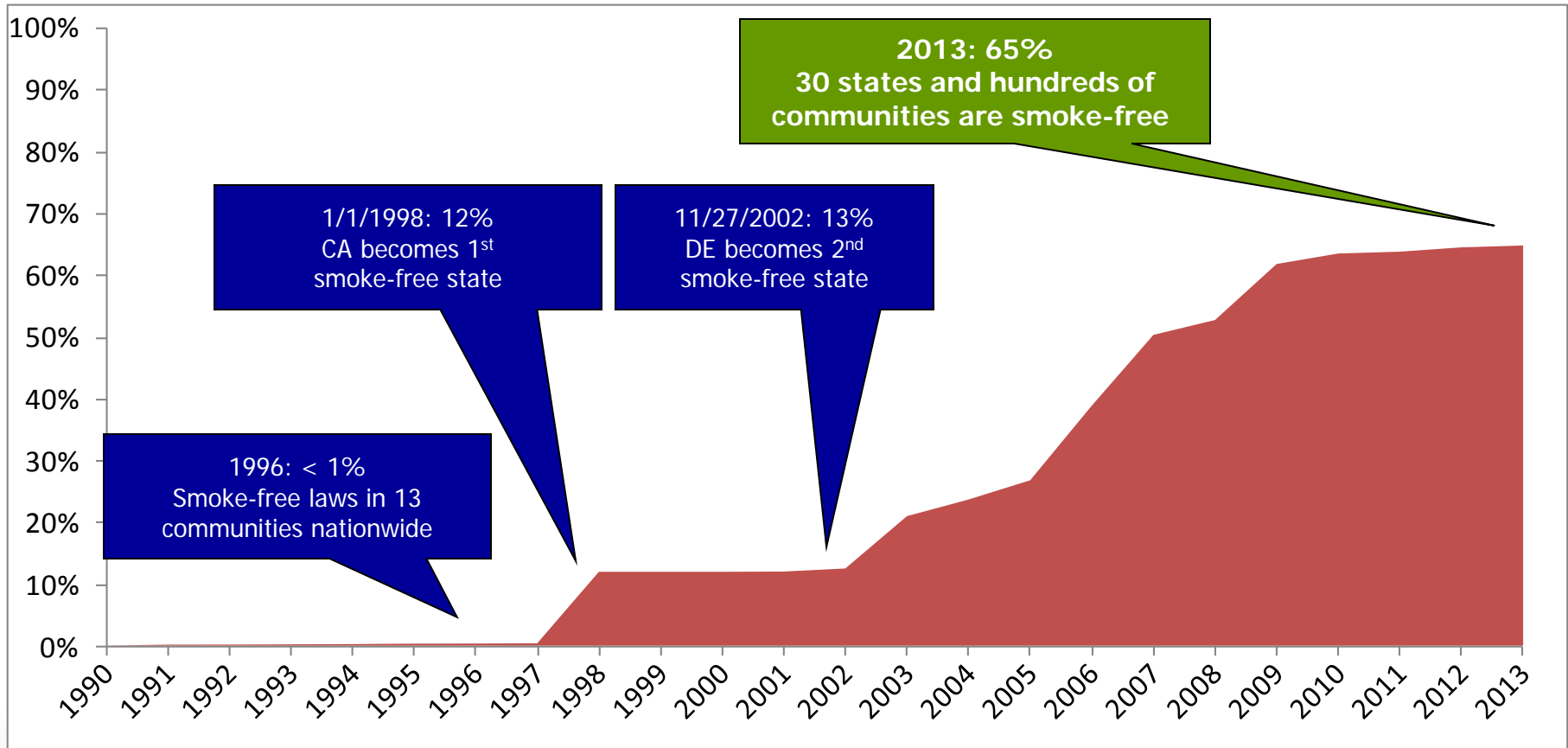
“Smoke-free legislation at the state and local levels is a key component of a comprehensive tobacco control strategic.” (p. 792)

“Today, the adverse health effects of exposure to secondhand smoke are well understood, and firm causal conclusions have been reached on its risk to the health of nonsmokers.” (p. 777)

In one of the Report’s ten major conclusions, the Surgeon General found that “Exposure to secondhand tobacco smoke has been casually linked to cancer, respiratory, and cardiovascular diseases, and to adverse effects on the health of infants and children.” (p. 7)

Percent of Population Covered By Smoke-Free Laws (Restaurants & Bars)

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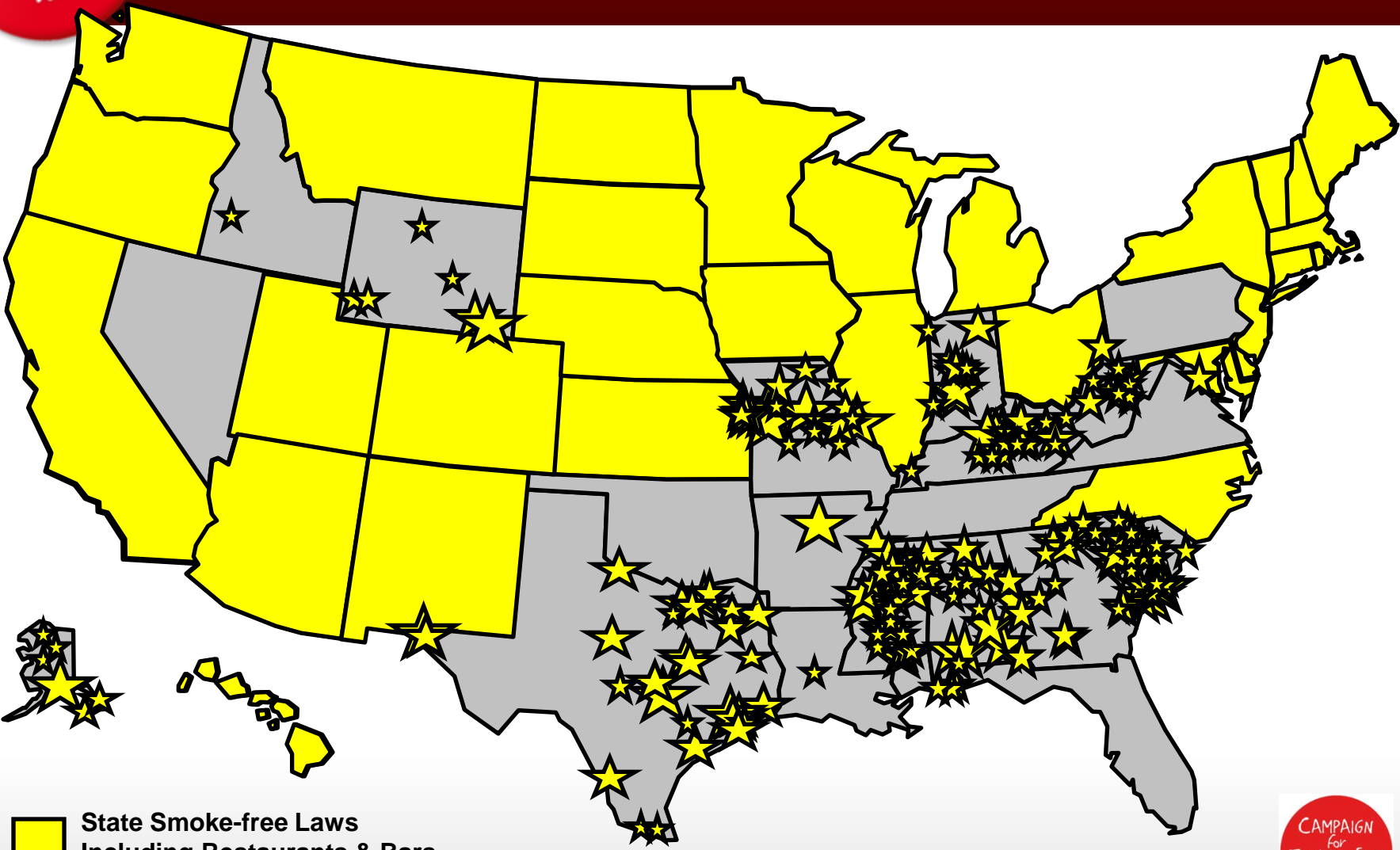




Source: American Nonsmokers' Rights Foundation

Includes state and local laws passed as of July 8, 2013

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Smoke-Free Restaurant and Bar Laws 30 States Are Smoke-free



-  State Smoke-free Laws Including Restaurants & Bars
-  Local Smoke-free Laws Including Restaurants & Bars

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November 2012

www.tobaccofreekids.org



New Tools and the FDA

The Potential of the FDA – Extraordinary but only if it is exercised boldly and wisely

- Forcefully enforce the current rules
- Cover All tobacco products – and prevent the marketing of e-cigarettes from eroding our progress
- Product standards
- Warning Labels
- A rational nicotine policy

FDA's Success requires Our Active Involvement

TV personality Jenny McCarthy for blu eCigs

...



blu eCigs 2013 TV Commercial: "Freedom" featuring Jenny McCarthy for blu Electronic Cigarettes

306 views

Like About Share Add to

<https://www.youtube.com/watch?v=A5rBDwliN8E>



Scientific tests prove Lucky Strike milder than any other principal brand!

These scientific tests, confirmed by independent consulting laboratory, prove Lucky Strike mildest of 6 major brands tested!

MARLENE DIETRICH says:
"I smoke a smooth cigarette—Lucky Strike!"

Let your own taste and throat be the judge! For the rich taste of fine tobacco — for smoothness and mildness . . .
THERE'S NEVER A ROUGH PUFF IN A LUCKY!

L.S./M.F.T. — Lucky Strike Means Fine Tobacco
So round, so firm, so fully packed—so free and easy on the draw

http://tobacco.stanford.edu/tobacco_main/main.php

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... and glamorous women

These ads feature today's equivalents of the Marlboro Man and the Virginia Slims woman, depicting e-cigarette use as masculine, sexy or rebellious. E-cigarette ads have appeared in magazines that reach millions of teens, including *Rolling Stone*, *Sports Illustrated*, *InStyle* and *Us Weekly*.

SMOKE IN STYLE
With blu Electronic Cigarettes

Freedom never goes out of fashion. Control when and where you want to smoke with blu electronic cigarettes. blu produces no tobacco smoke and no ash, only vapor, making it the ultimate accessory and the smarter alternative to regular cigarettes. Step out in style with blu.

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blu

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*Introducing the World's First Smart Pack (Online Only)

18+ ID required. | blu ecigs are not a smoking cessation product and have not been evaluated by the Food and Drug Administration, nor are they intended to treat, prevent or cure any disease or condition.

In 1904, Mrs. George Hubbard found a clever way to sneak a cigarette while her husband still got the attention he demanded.

You've come a long way, baby.

Philip Morris Inc. 1999
8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Feb '85.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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Sports Illustrated

Zoom In



**SLIM. CHARGED.
READY TO GO.**

**AVAILABLE
NATIONWIDE!**

Visit us at blucigs.com/store-locator

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... and music festivals

For decades tobacco companies used sponsorships of sports and entertainment events, especially auto racing and music festivals, to promote cigarettes to huge audiences, including kids. Cigarette sponsorships are now banned, but e-cigarette brands have auto racing sponsorships of their own.

NOT FOR SALE TO MINORS

blu ELECTRONIC CIGARETTES
PRESENTS

electric lounge

MARCH 14-16, 2013 • 418 E. 6th St. • AUSTIN, TX

thursday	friday	saturday
DAY NOON - 7:30 DIM MAK presented by KEYS N KRATES WILL BRENNAN THE DEATH SET SCANNERS NEW IVORY BONES DJ SET	DAY NOON - 6PM FUTURE CLASSIC/ BOND MUSIC presented by FLUME RAC CLASSIXX MITZI BICEP VICEROY GROUNDISLAVIA	DAY NOON - 7:30PM OM RECORDS/ LAVISH HABITS presented by BODY LANGUAGE VOLTA BUREAU FRENCH HORN REBELLION MYSTERY SKULLS GOLDROOM GIRAFFAGE NANOSAUR SEATRAFFIC
NIGHT 8PM - 1AM FIREPOWER presented by DATSIK DELTA HEAVY BARE NOIZE MAYHEM GETTER SUB ANTEX	NIGHT 9PM - 1AM STYLES & COMPLETE TEAM BAYSIDE HIGH TERRY URBAN SILVER MEDALLION BENZI	NIGHT 9PM - 1AM SHINY TOY GUNS DJ SET featuring <i>Guest Host</i> CHRUB D.VELOFED **SPECIAL GUEST**

Note that space is limited, 21+ and line ups subject to change.

MEDIA AND SUPPORTING PARTNERS

ALIBI 40,000 | the RPM network | creative allies | thissongisick | digitlove | BULLETIN

Come and listen to the most famous names in jazz. Some time this year, somewhere near you, they'll be playing and singing their unforgettable sounds. Don't miss them.

KOOL JAZZ FESTIVAL

KOOL JAZZ FESTIVAL, 1982

Washington D.C.	May 29-31
San Diego	May 29-June 5
Atlanta	June 4-11
Philadelphia	June 9-17
Philadelphia	June 15-20
Atlanta	June 21-27
Hampton, Va.	June 24-27
New York	June 25-July 1
Washington	July 12-18
St. Paul	July 12-17
San Francisco	July 16-Aug 1
Philadelphia	July 17-23
Providence, RI	Aug 11-17
Chicago	Aug 19-Sept 5
Tulsa	Sept 1-6
New Orleans	Sept 17-23
Houston	Sept 18-23
St. Louis	Sept 23-29
San Francisco	Sept 24-30
Los Angeles	Oct 4-10

There's only one way to play it.

King, 16 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method. "tar", 1.1 mg. nicotine av. per cigarette by FTC method. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

Vintage of the 1950s
Security Market

They use cartoons

The web site for Blu e-Cigs has featured a cartoon pitchman named "Mr. Cool." It was reminiscent of the Joe Camel cartoon character that so Effectively marketed cigarettes to kids in the 1990s.



WE CANNOT WAIT ANOTHER 50 YEARS !

- WE KNOW WHAT WORKS – EVEN AS WE EXPLORE NEW APPROACHES
- WE HAVE PROVEN WE KNOW HOW TO ACHIEVE IT
- WE HAVE THE PUBLIC ON OUR SIDE

Why don't we do what we know works?

Tobacco is not just a health issue but a political AND social battle: THE KEY IS POLITICAL WILL – IT DOESN'T JUST HAPPEN. WE MUST CREATE IT



A Story Summed Up in 5 Simple Sentences

1. We face a genuine human tragedy if we don't act, act now and act decisively?
2. Tobacco caused deaths are preventable because we know how to reduce tobacco use.
3. The tobacco epidemic was caused by and is sustained by the actions of the tobacco industry
4. This is about real people because the action we propose translates into lives saved.
5. This is the time to act because where we have had political leadership, we have succeeded.