



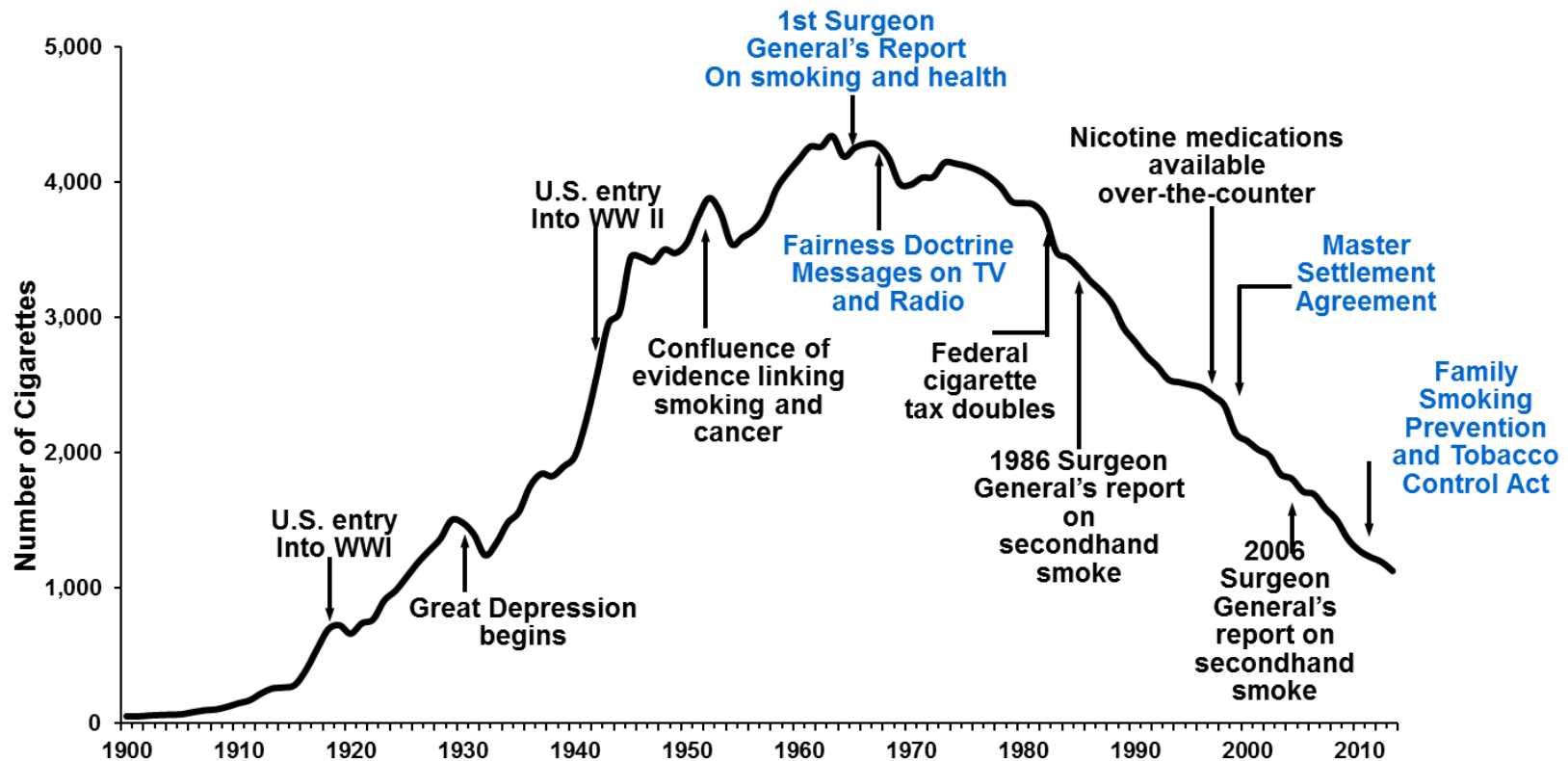
Tobacco Prevention and Control in the 21st Century

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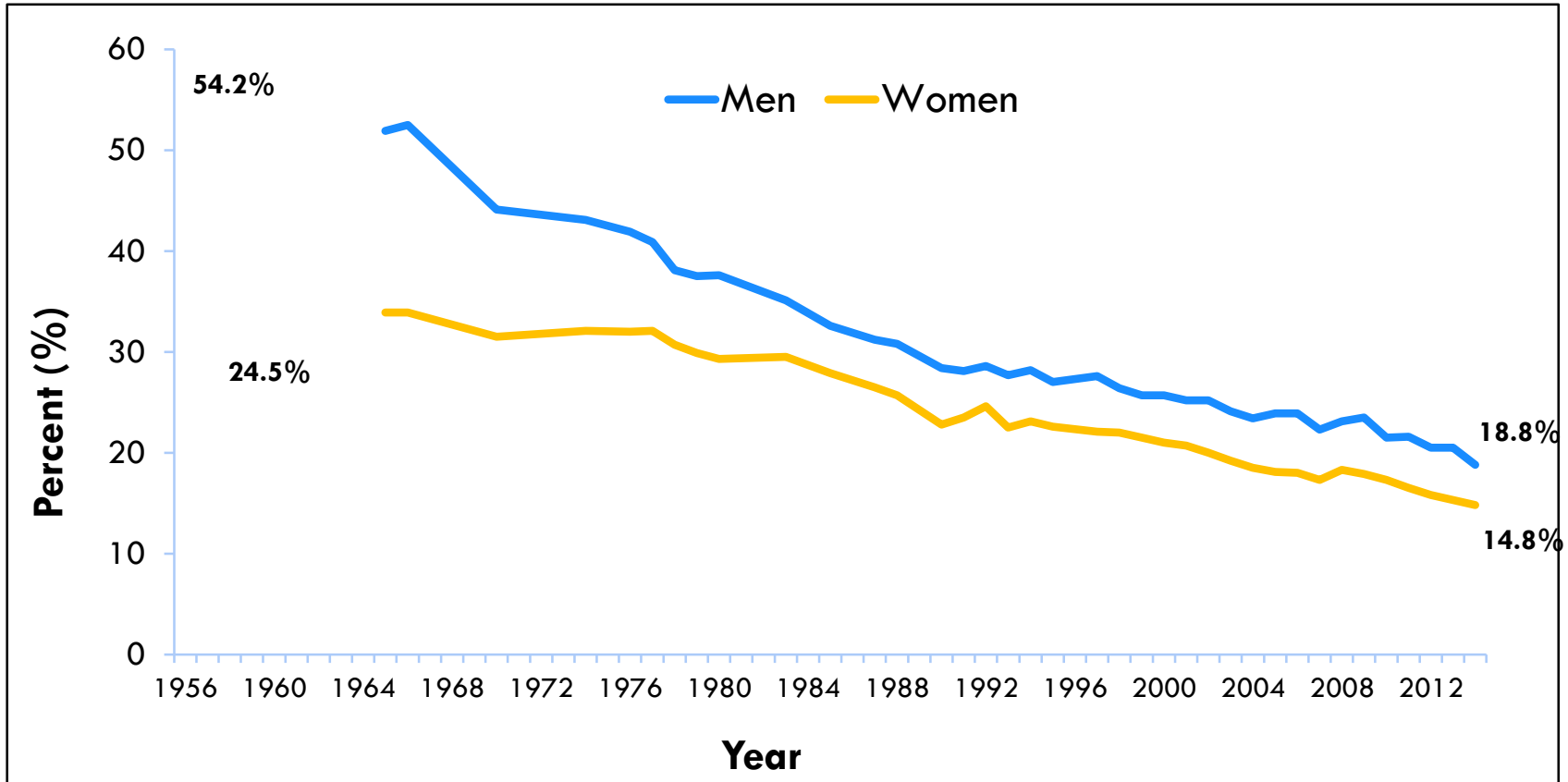
CENTERS FOR DISEASE CONTROL AND PREVENTION

Adult Per Capita Cigarette Consumption and Major Smoking-and-Health Events—U.S., 1900-2013



Sources: Adapted from Warner 1985 with permission from Massachusetts Medical Society, ©1985; U.S. Department of Health and Human Services 1989; Creek et al. 1994; U.S. Department of Agriculture 2000; U.S. Census Bureau 2013; U.S. Department of the Treasury 2013.

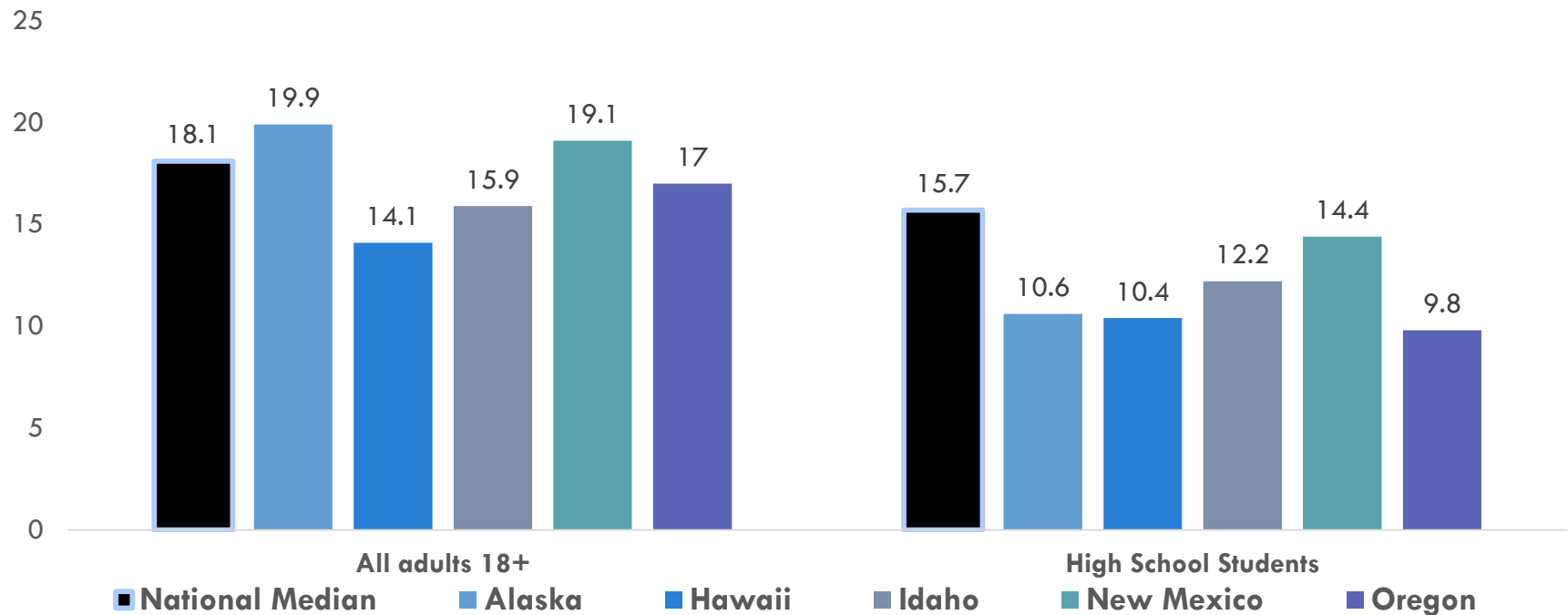
Current cigarette smoking among adults aged ≥ 18 years, by gender—U.S., 1955-2014



Note: Estimates since 1992 include some-day smoking.

Sources: 1955 data from Current Population Survey (CPS); 1965-2011 data from National Health Interview Survey (NHIS)

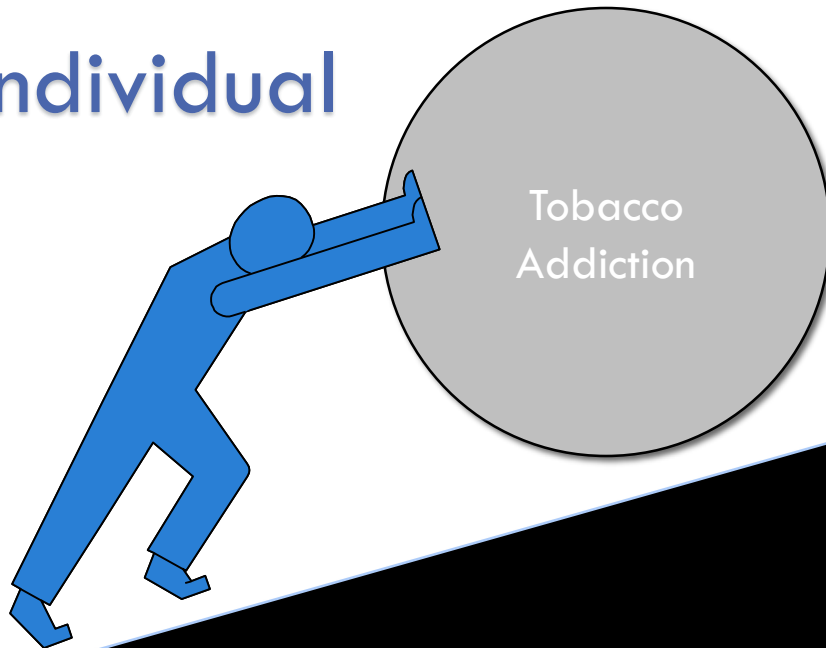
National and State Attendee Current Smoking Rates: Adults (2014) and Youth (2013)



2014 Behavioral Risk Factor Surveillance System, 2013 Youth Risk Factor Surveillance System. Oregon High School students data represents 11th graders and comes from the Oregon Healthy Teens Survey.

Changing the Cost-Benefit Calculus

Individual



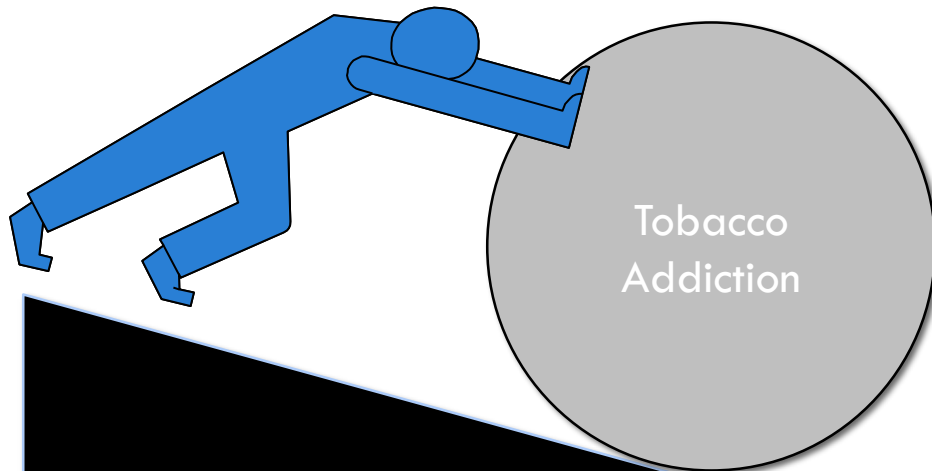
Tobacco
Addiction

- Tobacco easily accessible
- Smoking in public legal
- Unfettered advertising
- Poor access to cessation help
- Cigarettes designed to addict

Society

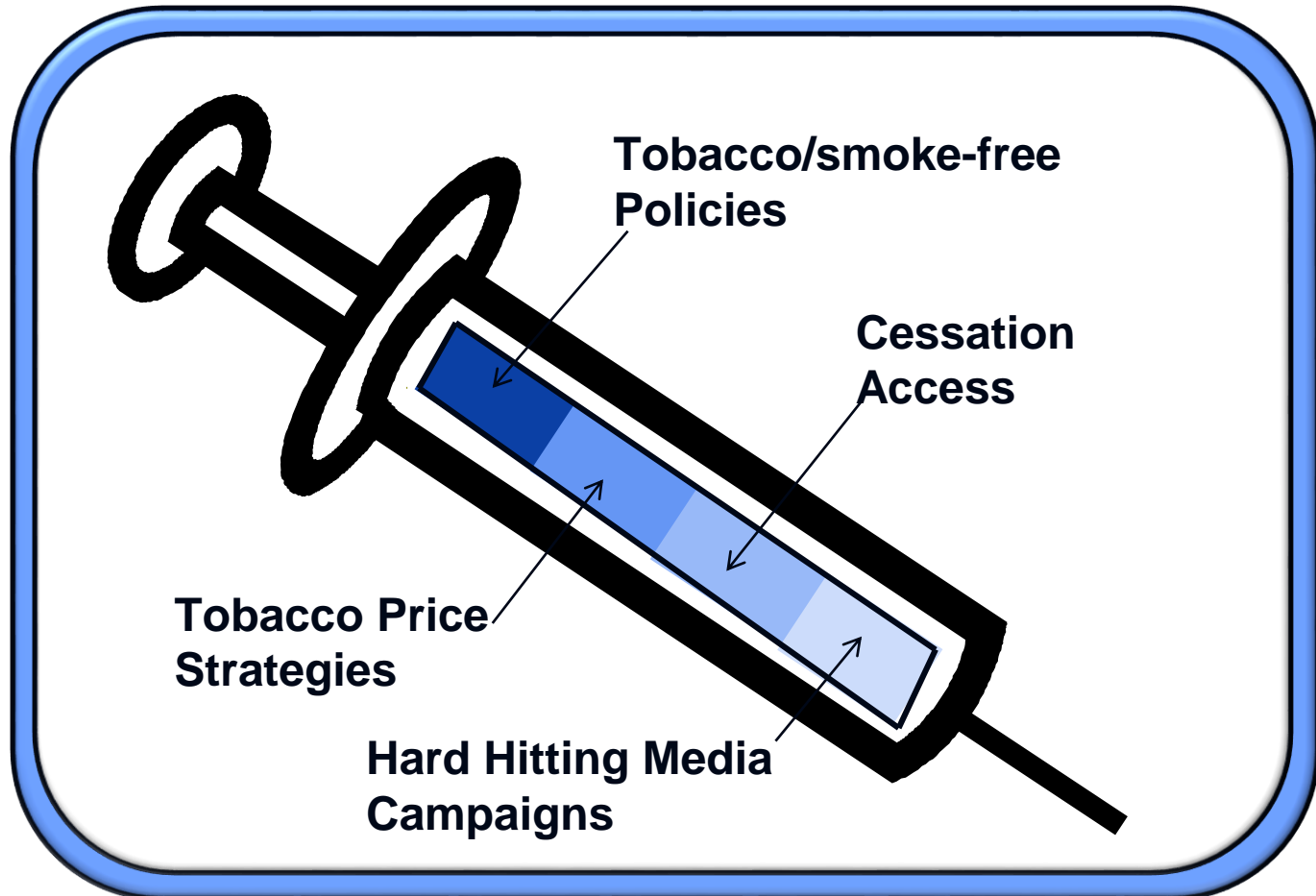
Changing the Cost-Benefit Calculus

Individual

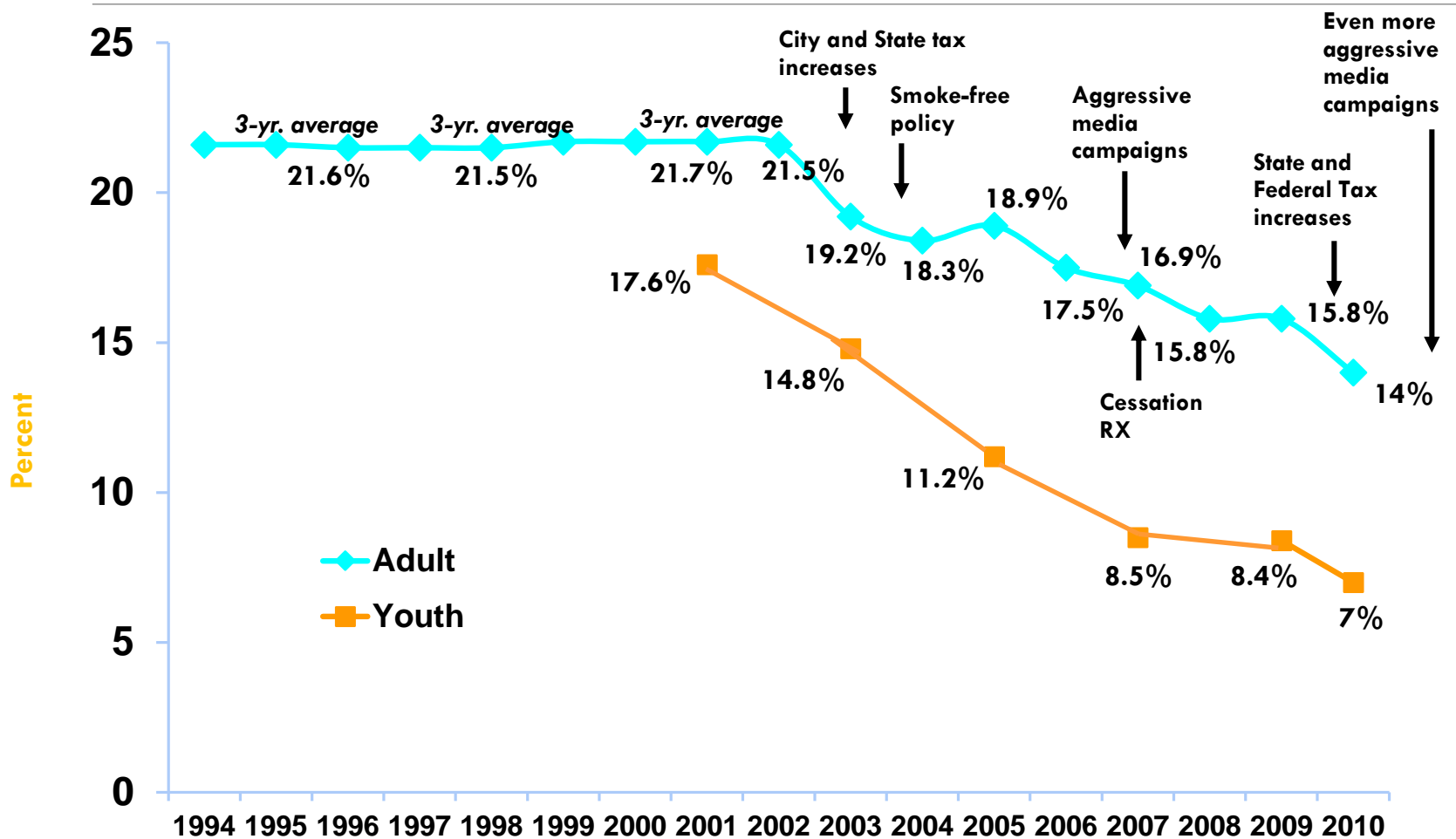


- Tobacco more expensive and less accessible
- Smoke-free policies
- Counter-marketing and promotion restrictions
- Easy access to help
- Cigarettes made less addictive

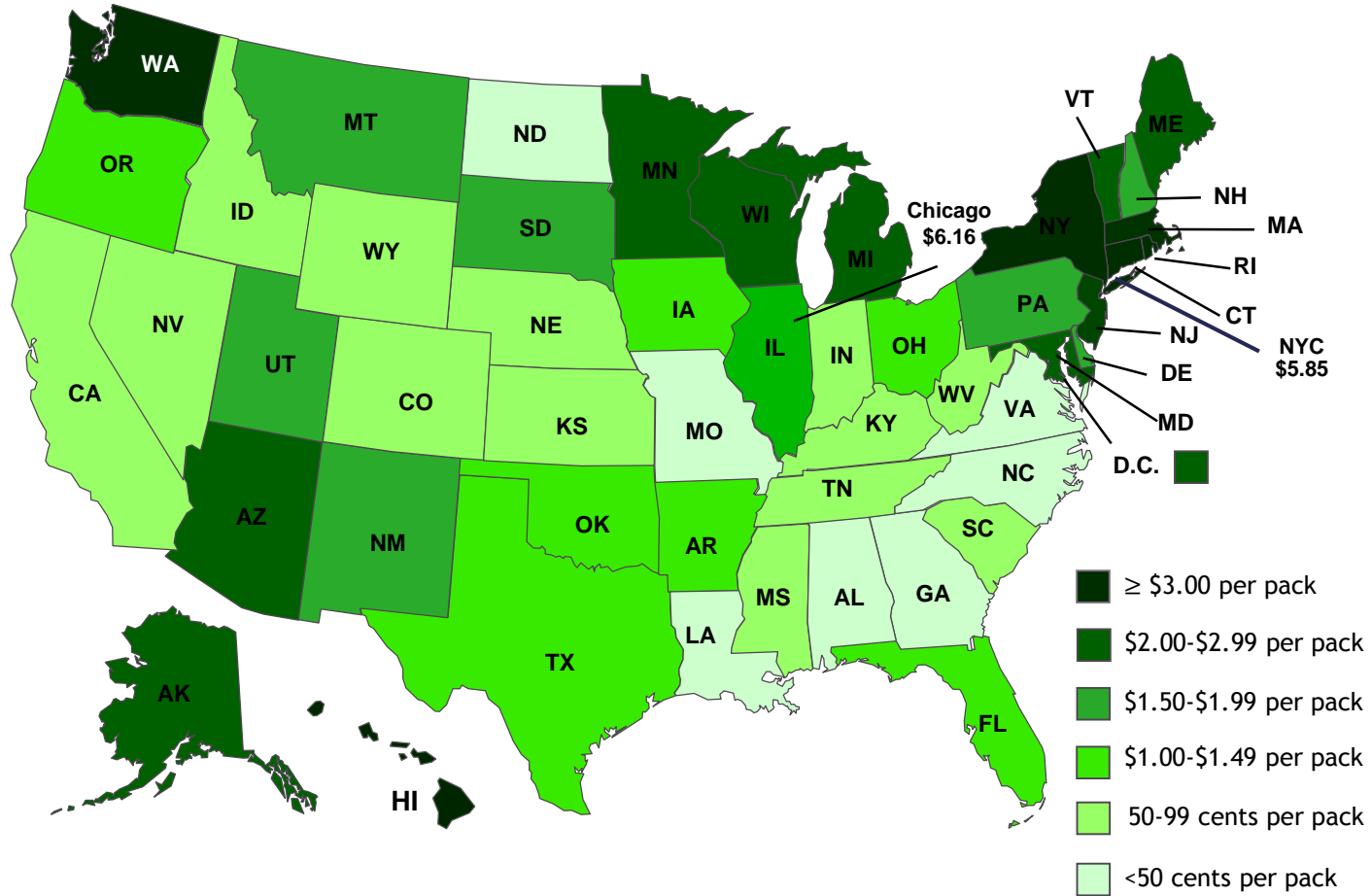
We Know What Works: Tobacco Control Interventions



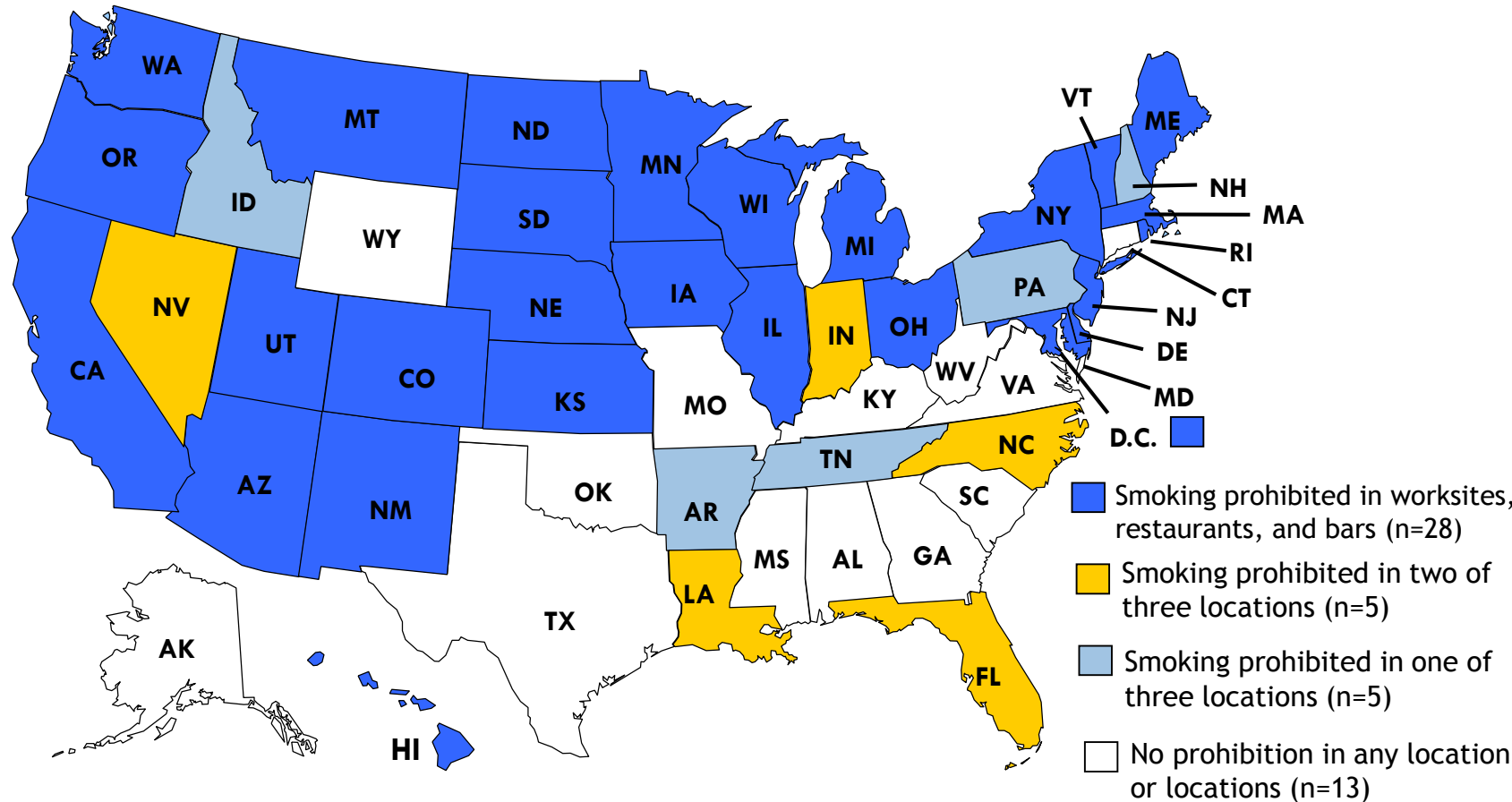
Immediate impact of policy change: smoking rates in New York city



Price Strategies: State Cigarette Excise Tax Rates –2015



Protecting Nonsmokers from Secondhand Smoke Exposure: Statewide Smoke-free Laws



Tips From Former Smokers Campaign

A TIP FROM A FORMER SMOKER



DO YOUR HEART A FAVOR. QUIT SMOKING.

Roosevelt, Heart attack at age 45
Virginia

Smoking causes immediate damage to your body. For Roosevelt, it caused his heart attack. Your heart attack risk drops as soon as you quit smoking. For free help, call 1-800-QUIT-NOW.



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A TIP FROM A FORMER SMOKER



Some of the reasons to quit smoking are very small.

Amanda, age 30, Wisconsin

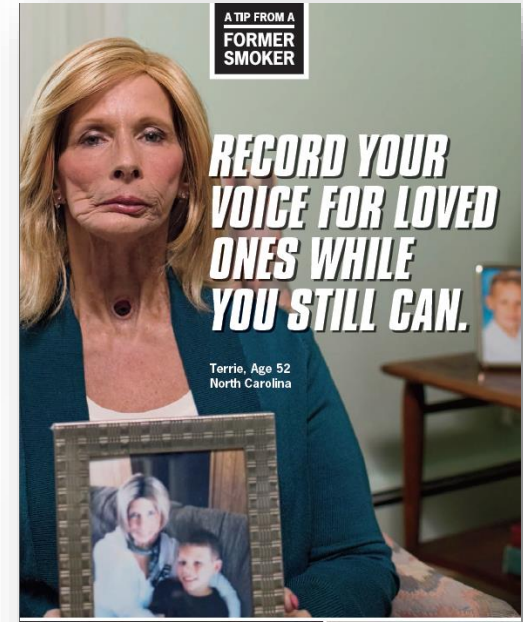
Amanda smoked while she was pregnant. Her baby was born 2 months early and weighed only 3 pounds. She was put in an incubator and fed through a tube. Amanda could only hold her twice a day. If you're pregnant or thinking about having a baby and you smoke, please call 1-800-QUIT-NOW.



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A TIP FROM A FORMER SMOKER



RECORD YOUR VOICE FOR LOVED ONES WHILE YOU STILL CAN.

Terrie, Age 52
North Carolina

Smoking causes immediate damage to your body. For Terrie, it gave her throat cancer. You can quit. For free help, call 1-800-QUIT-NOW.



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A TIP FROM A FORMER SMOKER



Jokes about having gas are funny. Until they find a tumor in your colon.

Julia, age 58, Mississippi

Julia smoked and got colon cancer. Having a colonoscopy saved her life. Doctors found her tumor and removed it the next day. Julia's near-death experience and pain are nothing to laugh about. Julia didn't know smoking causes colorectal cancer. Now you do. You can quit smoking. CALL 1-800-QUIT-NOW.



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Campaign Results

- Since 2012, more than 5 million smokers have attempted to quit because of the campaign and it is estimate is that more than 400,000 of those have quit for good.
- Prevented 17,000 premature deaths
- Cost per life year saved = \$393

A TIP FROM A FORMER SMOKER

It's easier to move forward when you're not short of breath.

Rebecca, age 57, Florida

Et quis exequi, nesci sitisiam ne fuga ius?
Vid quo molam non parat, volapfus, iactore,
illis constant' arenoviant' laboribus quatis.
Enast, at aut volor dolerimped' masin faga serant.
Parbasin atar, santar, vento quiscalam rimandi.

You can quit.

CALL 1-800-QUIT-NOW.

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Wrap-Up

- ❑ **We can end the tobacco use epidemic.**
- ❑ **We have the vaccine:**
 - Smoke-free policies
 - Price strategies
 - Hard-hitting media
 - Cessation access
- ❑ **Using the vaccine first is essential before expanding into additional interventions.**
- ❑ **Questions?**

Contact

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For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov



www.cdc.gov/tobacco



The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

