

Tobacco Control Update  
*National Cancer Advisory Board*  
*February 6, 2008*

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Chief

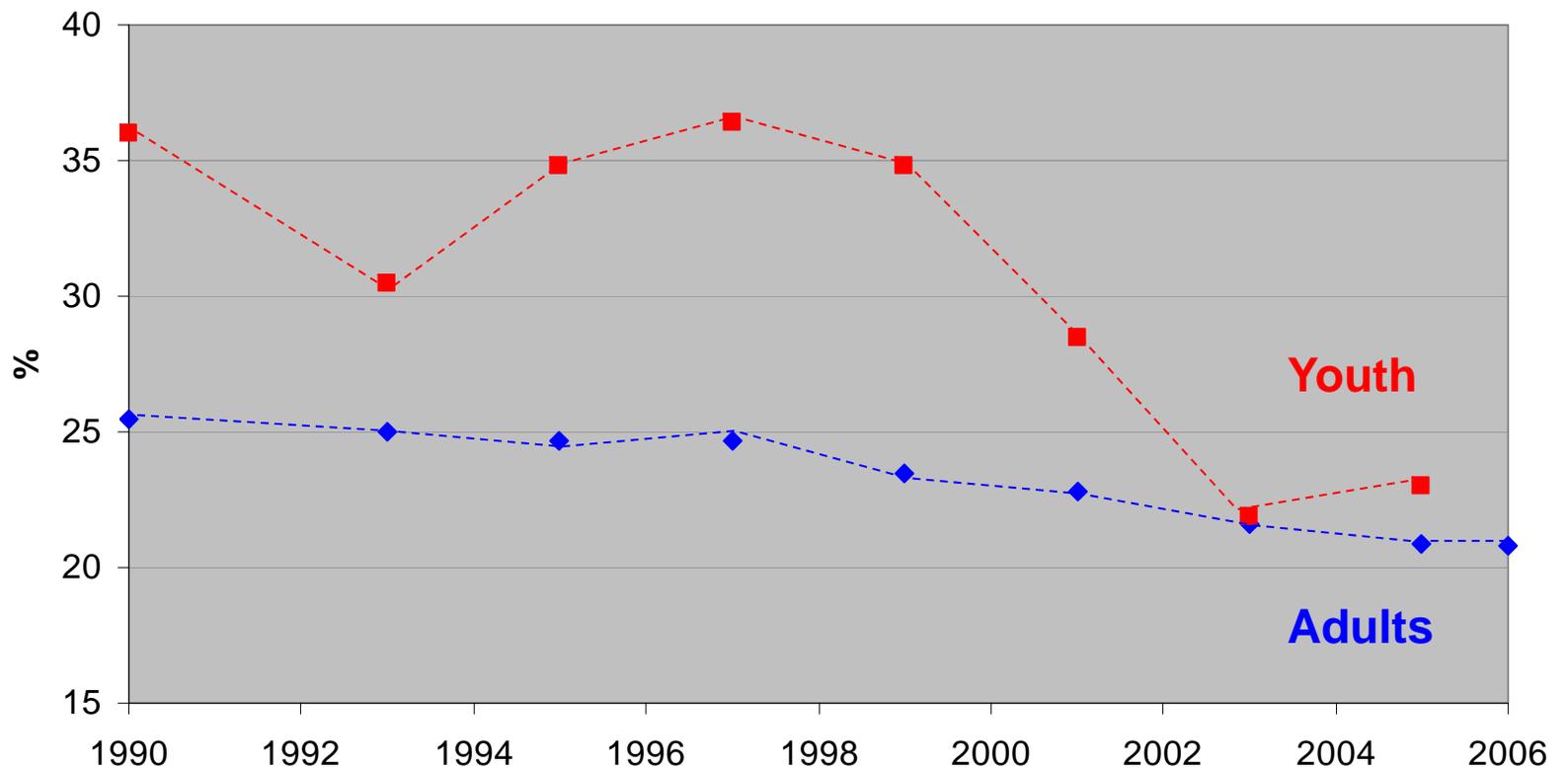
Tobacco Control Research Branch

Behavioral Research Program

Division of Cancer Control and Population Sciences



# Current Cigarette Use Among U.S. Adults and High School Students, 1990-2006



Source: Adults: National Health Interview Surveys, Selected Years  
Youth: National Youth Risk Behavior Survey





# Secondhand Smoke: Millions Remain Exposed

- Secondhand smoke exposure fell by 70% from 1988-91 to 2001-02; however, 43% of U.S. nonsmokers are still exposed
- ~ 60% U.S. children remain exposed
- ~ 30% of U.S. indoor workers are not covered by smoke-free workplace policies

## The Health Consequences of Involuntary Exposure to Tobacco Smoke

A Report of the Surgeon General



Department of Health and Human Services

**Source:** USDHHS. *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General—Executive Summary*. USDHHS Services, CDC, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006

# The Changing Market: New Tobacco Products

- Cigarette companies have expanded into selling smokeless tobacco products and cigarette alternatives
- Tobacco pouches
  - (e.g., Taboka, Snus)
- Modified cigarettes
  - (e.g., Omni, Quest)
- Tobacco lozenges
  - (e.g., Ariva)
- Cigarette Alternatives
  - (Waterpipes, Heating Systems, Bidis, Kreteks)



# New Advertising: Smokeless Tobacco for Smokers



**Enjoy tobacco  
inside the office?  
You bet.**

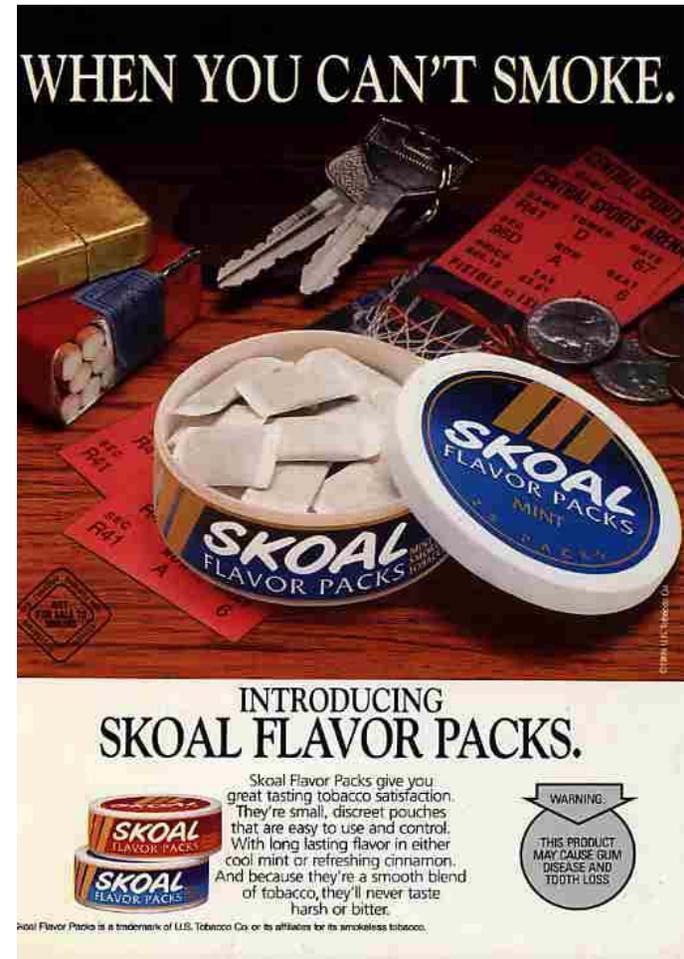
Enjoy tobacco the smoke-free way with Copenhagen<sup>®</sup> or Skoal<sup>®</sup>. Copenhagen offers legendary natural tobacco flavor, while Skoal comes in a variety of great tasting flavors that are sure to satisfy. They also make it easy to enjoy tobacco on your own terms. Try a rich satisfying pinch of long cut, or easy-to-use pouches. So maybe it's time to find your solution – and leave the smoke behind.

**Break from the pack.™**

WARNING: THIS PRODUCT MAY CAUSE GUM DISEASE AND TOOTH LOSS.

Visit [TrySmokeless.com](http://TrySmokeless.com) for more info and savings.

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**WHEN YOU CAN'T SMOKE.**

**INTRODUCING  
SKOAL FLAVOR PACKS.**

Skoal Flavor Packs give you great tasting tobacco satisfaction. They're small, discreet pouches that are easy to use and control. With long lasting flavor in either cool mint or refreshing cinnamon. And because they're a smooth blend of tobacco, they'll never taste harsh or bitter.

WARNING: THIS PRODUCT MAY CAUSE GUM DISEASE AND TOOTH LOSS.

Skoal Flavor Packs is a trademark of U.S. Tobacco Co. or its affiliates for its smokeless tobacco.

# Tobacco Control: Focus on Young Adults

- Young adults still at risk for smoking initiation
  - One year after high school graduation, 25% of 12th grade never smokers had started smoking
- Some young adults at far higher risk.
  - Non-college educated vs. college-educated counterparts - 30% vs. 14%
- >60% of young adults in inner city Baltimore smoke cigarettes
  - sale of single cigarettes “loosies” contributes to the problem
- Quitting early in life allows avoidance of many hazards of tobacco use
  - Young adults just as likely as older smokers to try to quit, but less likely to use pharmacotherapy -18% vs. 32%

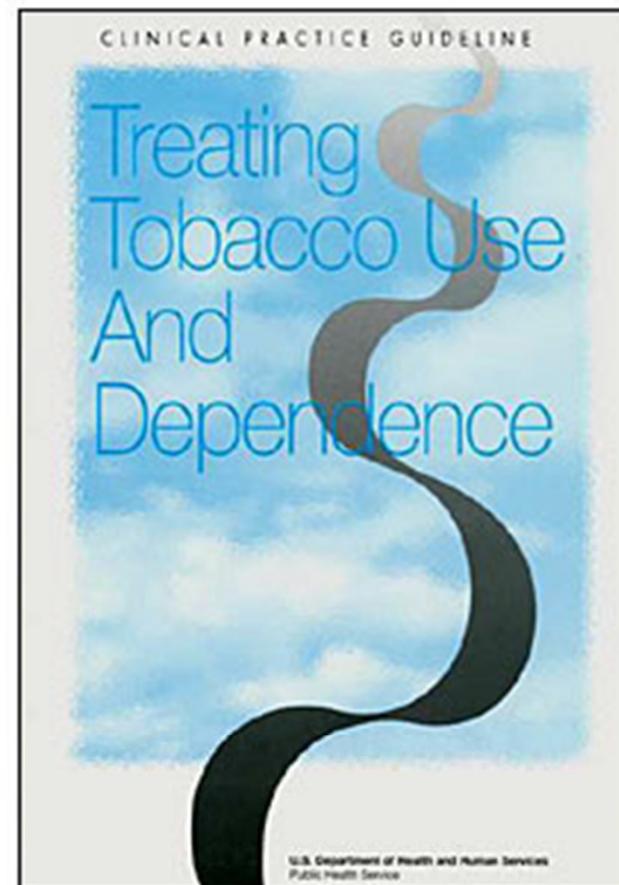
American Journal of  
**PUBLIC HEALTH**  
August 2007

How RJ Reynolds Reframed the Image of Little Cigars | Supporting Action Against the Tobacco Industry | **YOUNG ADULT TOBACCO CESSATION** | Smoking Among Poorly Educated Young Adults With Diabetes | Where Should Tobacco Control Focus Its Attention? | Tobacco Cessation Treatments Among Young Adult Smokers | Underground Economic Response to a Large Cigarette Tax Increase | The Rise and Fall of Tobacco Control Media Campaigns



# U.S. PHS Clinical Practice Guidelines: Treating Tobacco Use and Dependence

- 2008 update of guidelines published in 1996 and 2000
- Goal: to provide recommendations and strategies to assist clinicians and tobacco dependence treatment specialists
- 27 member panel, including AHRQ (lead agency) NCI, NIDA, NHLBI, CDC, RWJF, and American Legacy Foundation



Source: Fiore MC, Bailey WC, Cohen SJ, et al. *Treating Tobacco Use and Dependence*. Clinical Practice Guideline. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service. June 2000.

# Selected Scientific Collaborations: 2007

- Workshops
  - Tobacco and Young Low SES Women (December 2007)
  - Current Issues in Cigarette Smoking and HIV/AIDS (October 2007)
  - State and Community Tobacco Control Policy (April 2007)
  - Medication Development for Nicotine Dependence Workshop (January 2007)
- Special scientific journal issues
  - *Tobacco Control*  
Quitting Smoking is Easier with Help (December 2007)
  - *Health Care for the Poor and Underserved*  
Health Disparities Across the Cancer Continuum (November 2007)
  - *Addiction*  
Research on Tobacco-Related Health Disparities (October 2007)



# Tobacco Control Update: NCAB Presentations



## **Dorothy K. Hatsukami, PhD**

Director, Transdisciplinary Tobacco Use Research  
Center

University of Minnesota

Comprehensive Cancer Center

“Science and Future Research Directions for  
Reduced Nicotine Content Cigarettes”



## **Shu-Hong Zhu, PhD**

Professor, Family & Preventive Medicine

Reducing Cancer Disparities

University of California, San Diego

Comprehensive Cancer Center

“Tobacco Quitlines”