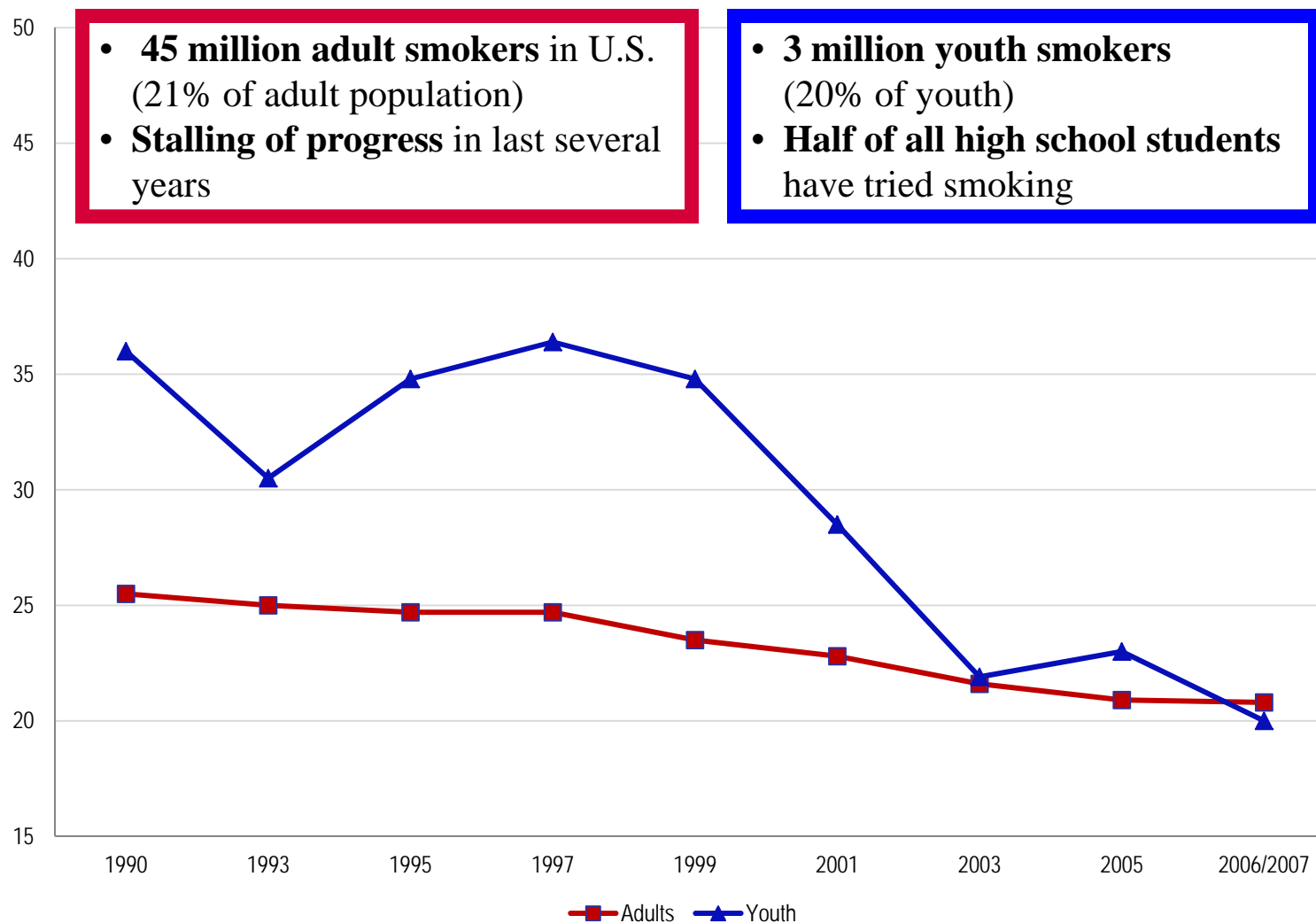


2009 Tobacco Control Update

Supplemental Materials
National Cancer Advisory Board
February 3, 2009

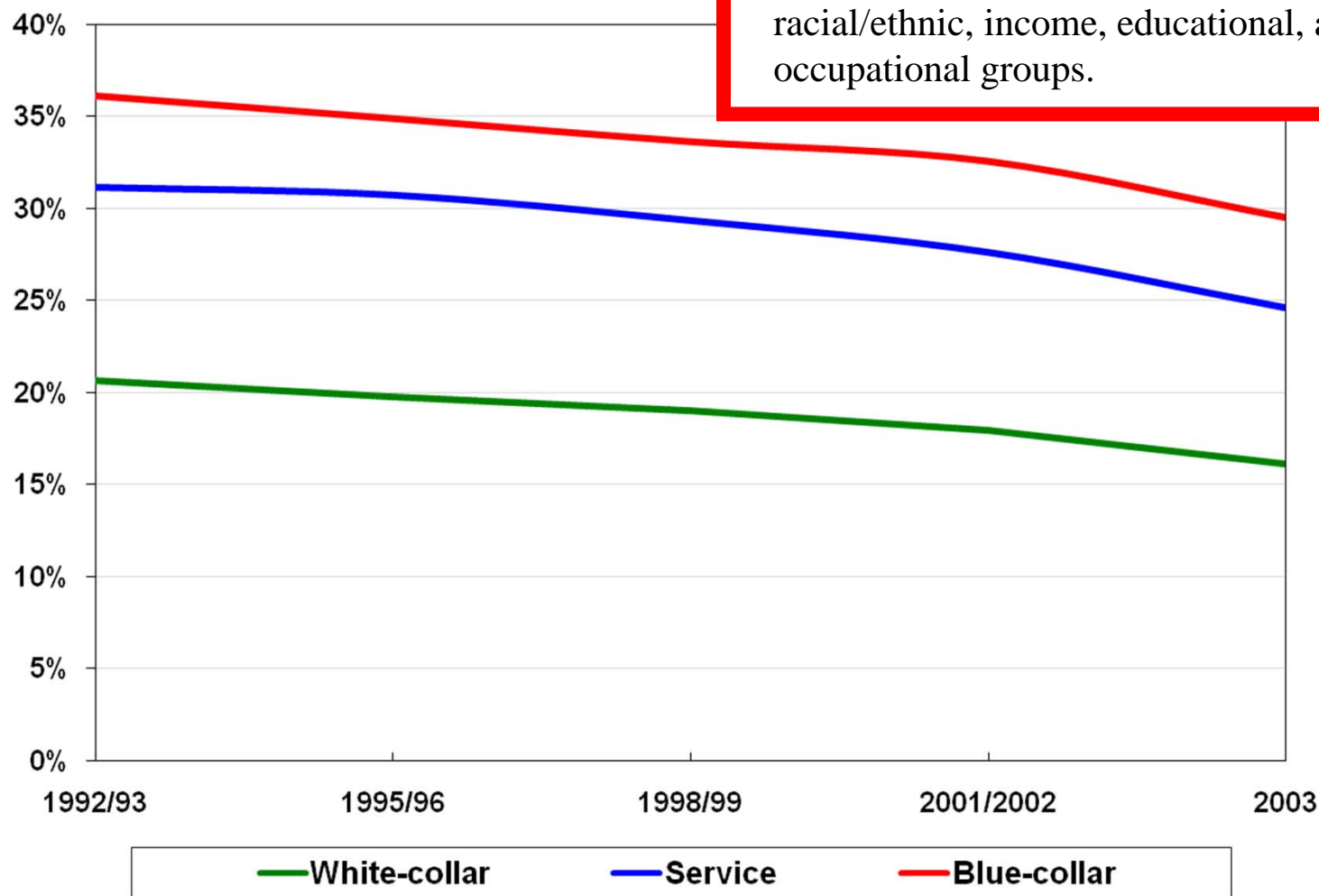
Cathy L. Backinger, PhD, MPH
Chief
Tobacco Control Research Branch
Behavioral Research Program
Division of Cancer Control and Population Sciences
National Cancer Institute

Current Cigarette Use Among U.S. Adults and High School Students, 1990-2007



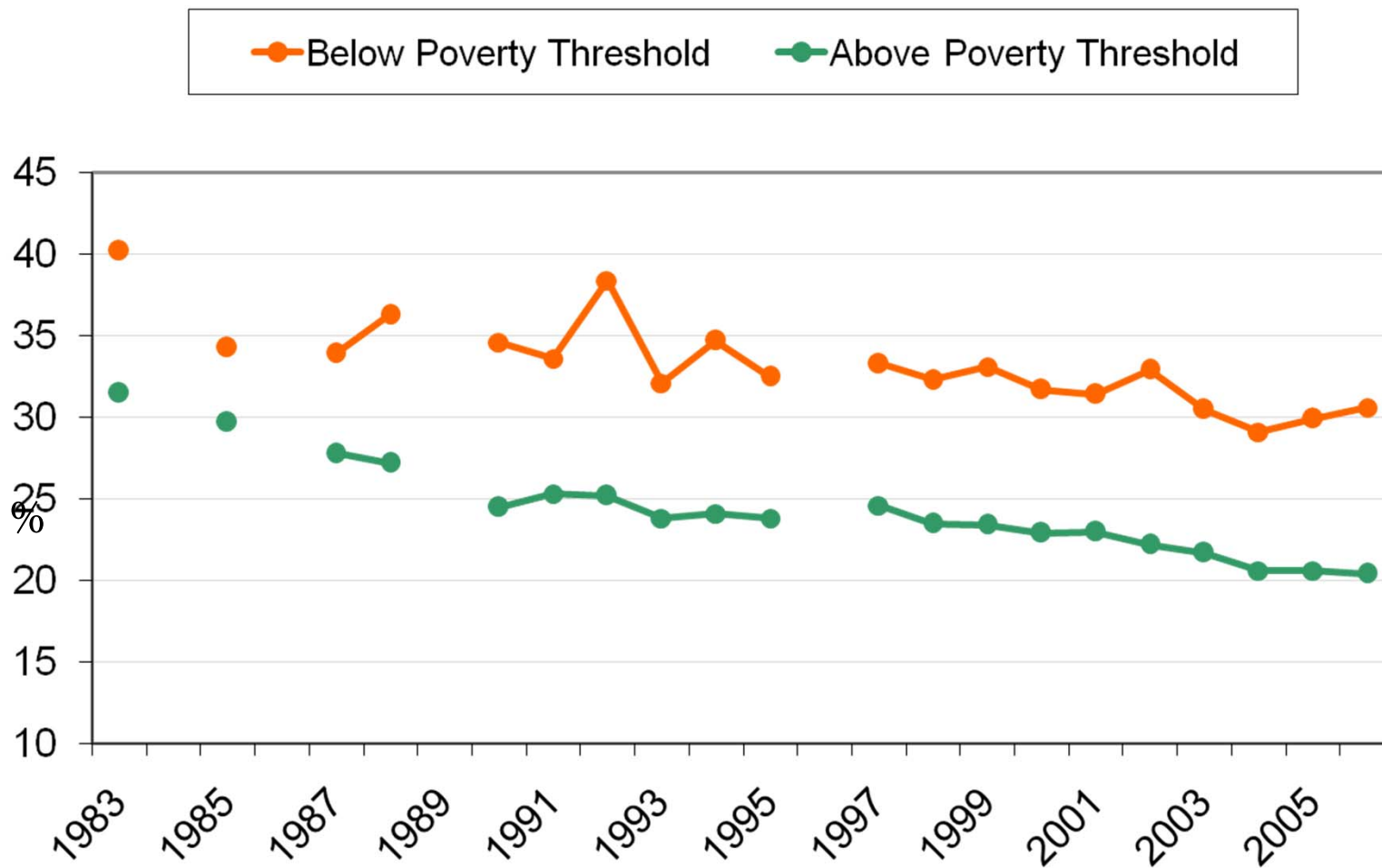
Source: National Health Interview Surveys, Selected Years (adults); National Youth Risk Behavior Survey, 1991-2007 (youth); 2007 National Household Survey on Drug Use and Health

Current Smoking among U.S. Adults By Occupation, 1992/93-2003



Source: Current Population Survey (CPS) - Tobacco Use Supplement (TUS), 1992/93-2003

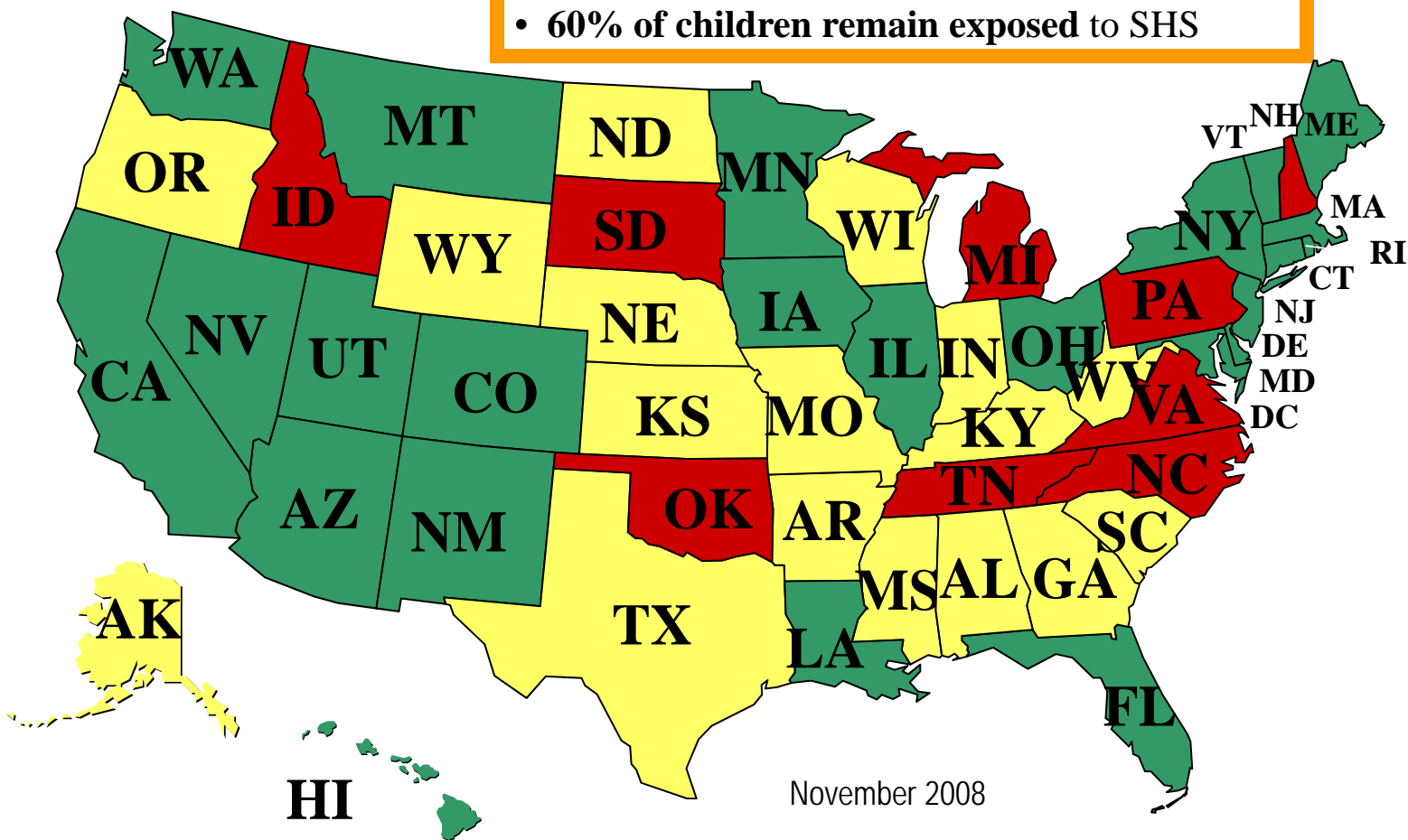
Current Trends Among U.S. Adults by Poverty Status



Source: National Health Interview Survey (NHIS), 1983-2006

Secondhand Smoke (SHS) Policies: Smokefree Jurisdictions in the U.S.

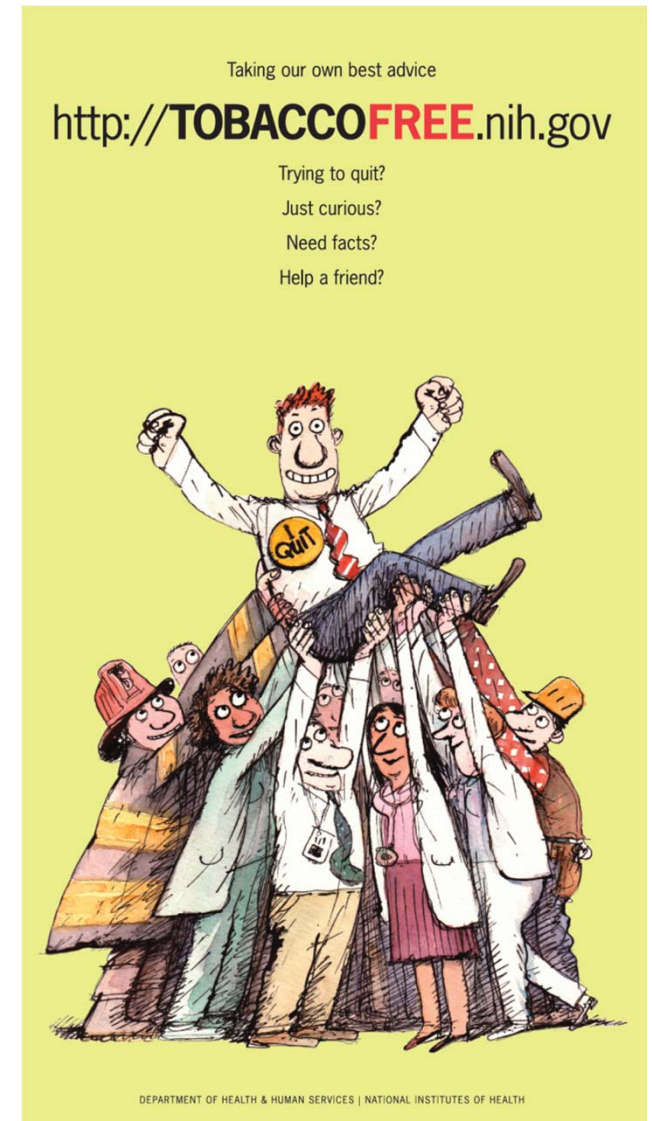
- 43% of U.S. population is still exposed to SHS in public places
- 60% of children remain exposed to SHS



Smokefree State (25)
 Partial Smokefree State (17)
 State with inadequate or no Smokefree Municipalities (9)

Tobacco-Free NIH

- On October 1, 2008, NIH announced its Tobacco-Free NIH initiative.
- The use of any tobacco product is prohibited on the NIH Bethesda Campus.
- Cessation resources are available to Federal employees and contractors.



CEO Cancer Gold Standard

- NCI is the first federal entity to be named a CEO Cancer Gold Standard organization by the CEO Roundtable on Cancer
- Commitment to the Five Pillars
 - Promoting and facilitating tobacco cessation
 - Adoption of a healthy diet and nutrition
 - Regular physical activity
 - Prevention, screening, and early detection
 - Access to quality treatment and clinical trials



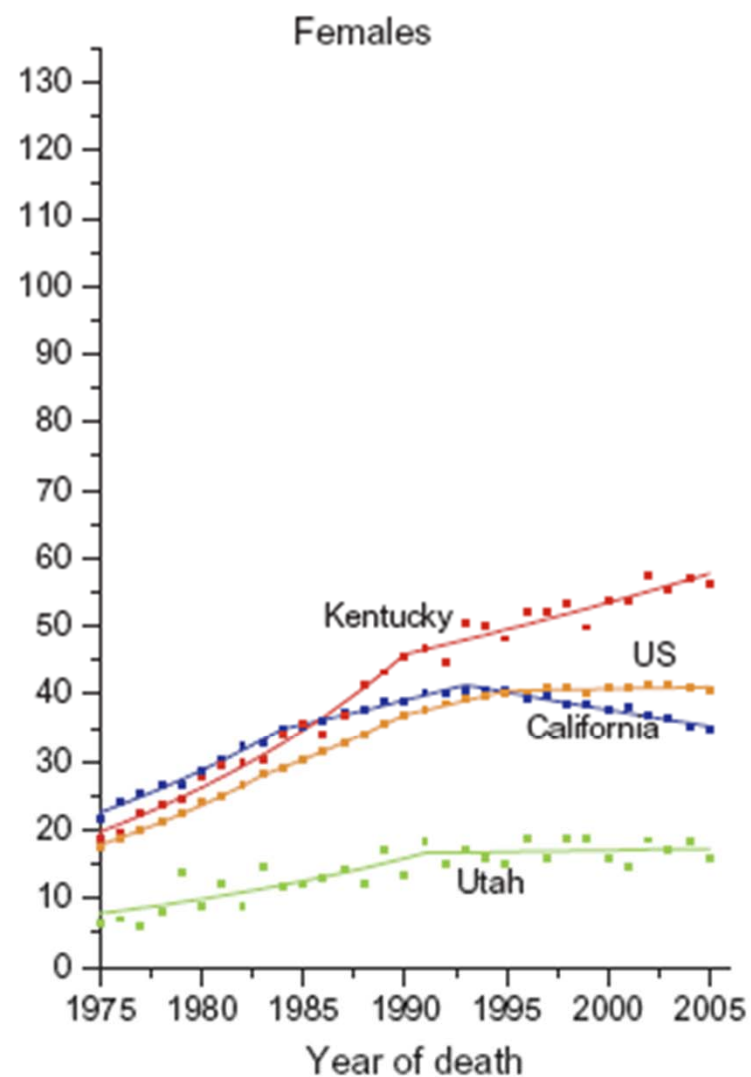
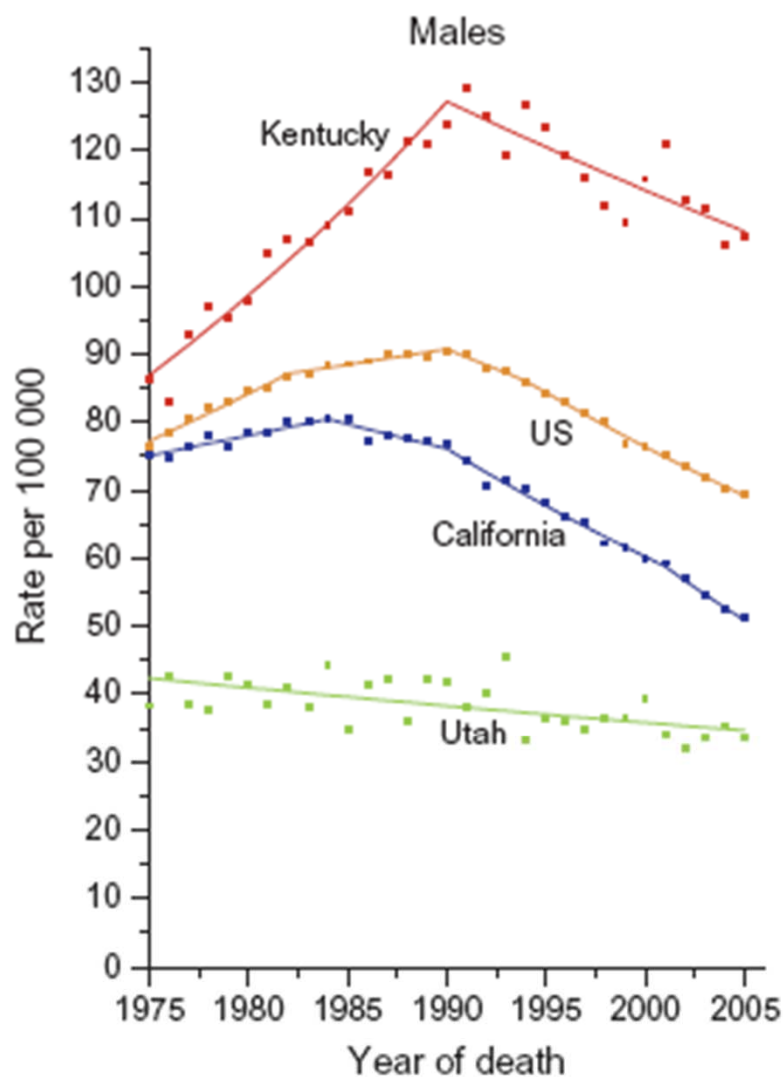
Annual Report to the Nation on the Status of Cancer, 1975-2005

Special section on lung cancer, tobacco use and control

Highlights

- Incidence and death rates for all cancers combined decreased for both men and women
- Wide variation in lung cancer incidence and death rates across states, attributed in part to:
 - State variation in smoking prevalence is an important factor
- Cigarette smoking accounts for about 30% of cancer deaths in the US.

Annual Report to the Nation: Trends in age-standardized lung cancer death rate



President's Cancer Panel 2007-2008 Annual Report

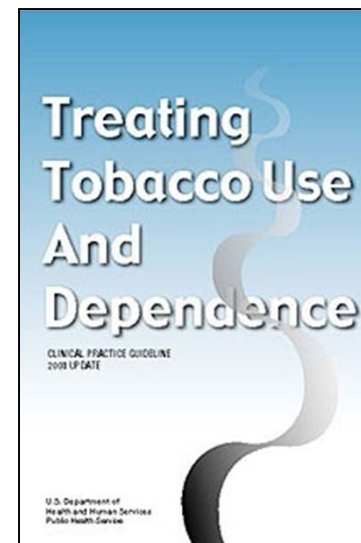
- Recommendation 1:
Preventing and treating cancer must become a national priority
- Recommendation 2:
All Americans must have timely access to needed health care and prevention measures
- Recommendation 3:
The scourge of tobacco in America must end



Public Health Service Clinical Practice Guidelines: Treating Tobacco Use and Dependence

Advance in Youth Cessation Treatment

- “Counseling has been show to be effective in treatment of adolescent smokers. Therefore, adolescent smokers should be provided with counseling interventions to aid them in quitting smoking.”



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.

NCI Tobacco Control Monograph, No. 19: *The Role of the Media in Promoting and Reducing Tobacco Use*

- Most current and comprehensive analysis of scientific evidence on the role of the media in encouraging and discouraging tobacco use
- First government report to present definitive conclusions that
 - there is a causal relationship between tobacco advertising and promotion and increased tobacco use; and
 - there is a causal relationship between exposure to depictions of smoking in movies and youth smoking initiation.
- Includes recommendations for research



New Tobacco Products and Marketing



B



D



E



Policy Update

- Framework Convention on Tobacco Control (FCTC)
 - 168 signatories; 162 parties have ratified the treaty
 - U.S. is a signatory, but has not ratified
- State Children's Health Insurance Program (SCHIP) Reauthorization and Expansion
 - Contains a provision to increase the federal cigarette tax by 61 cents
 - Passed the House (1/13/09); awaiting a vote in the Senate
- Legislation to grant U.S. Food and Drug Administration authority to regulate tobacco products
 - Pending vote in 111th Congress