



Module 5: Tobacco Use

Part 1: Introduction

Hello. I'm Dr. Rob Simmons, associate professor and Director of the MPH program at Thomas Jefferson University School of Population Health.

We're going to be talking about the tobacco control objectives and particularly three particular ones with Healthy People 2020.

I want to start out though to show you the slide of one of the basis of the evidence for tobacco. This is a slide from one of the first studies back in 1958 showing what you can see is a clear dose response relationship on smoking and mortality rates. This study and several others led to the first Surgeon General's report that indicated that the evidence of the cause and effect of tobacco use with health and, in this case, mortality.

A little bit of summary of what we're going to be covering. Tobacco use remains the single most preventable cause of disease, disability, and death in the United States. As a result of the widespread use of tobacco approximately 443,000 Americans die each year from tobacco related illness such as cancer, heart disease, etc., affecting over 1,200 lives each and every day. In addition to that, an estimated 49,000 of these are a result of second hand smoke exposure.

As far as our impact and how many people are smoking currently in the United States, the estimate is between 18% and 19% of all American adults, estimated to be about 46 million Americans are using tobacco products each day. As far as adult tobacco use, the Healthy People 2020 goal is 12% of the adult population. In addition to that, in our young people ages 12-17 an estimated 150 young Americans begin smoking on a daily basis. Clearly this is a major factor and prevention strategies we need to both reaching our young people to not begin to start smoking and helping them, and particularly our adults then to quit smoking as well.

The cost to our society is incredible and very large. Healthcare costs are estimated at \$96 billion each year, annually, and the total cost is estimated at \$193 billion, which includes lost productivity costs due to smoking related illnesses and disease.

This slide just shows you that there has been significant progress both with youth and adult smoking and some major changes. The base line of this graph is 1965, so it's just after the first Surgeon General's report in 1964. You can see a steady decline in tobacco use from 1965 through 2011. That's the green line.

As far as young people students from youth surveys, you can see a rise in 1990s but a significant decline going forward, especially in the last five to six years. You also notice that the level of that decline has been leveling off, understandably because there's fewer smokers and we still have a long way to go to reach our goals. The Healthy People 2020 goal is for youth at 16% and we're getting close to that. For adults it's 12% of tobacco use and still have quite a ways to go to get to that Healthy People 2020 goal by the end of the decade.



Public Health Learning Modules

Using **Healthy People 2020**
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ASSOCIATION FOR PREVENTION TEACHING AND RESEARCH

As you know Healthy People 2020 contains 20 major objective categories on tobacco control just itself. What we will be focusing on are three of the principle tobacco control categories that can significantly reduce tobacco use and tobacco smoke exposure. These include on cessation, increasing tobacco screening and cessation counseling in healthcare settings. Two, establishing smoke-free indoor air laws. Three, increasing federal, state, and local taxes on tobacco products. These will be addressed in following modules on tobacco control.