

MODULE 5: TOBACCO USE: PREVENTION, CESSATION AND POLICY

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# Tobacco Use: Prevention, Cessation and Policy

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**Public Health**  
Learning Modules

Using **Healthy People 2020**  
to Improve Population Health



ASSOCIATION FOR PREVENTION TEACHING AND RESEARCH



College of Health Professions  
and Social Work  
TEMPLE UNIVERSITY\*

Module 5: Tobacco Use

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# Part 1: Introduction



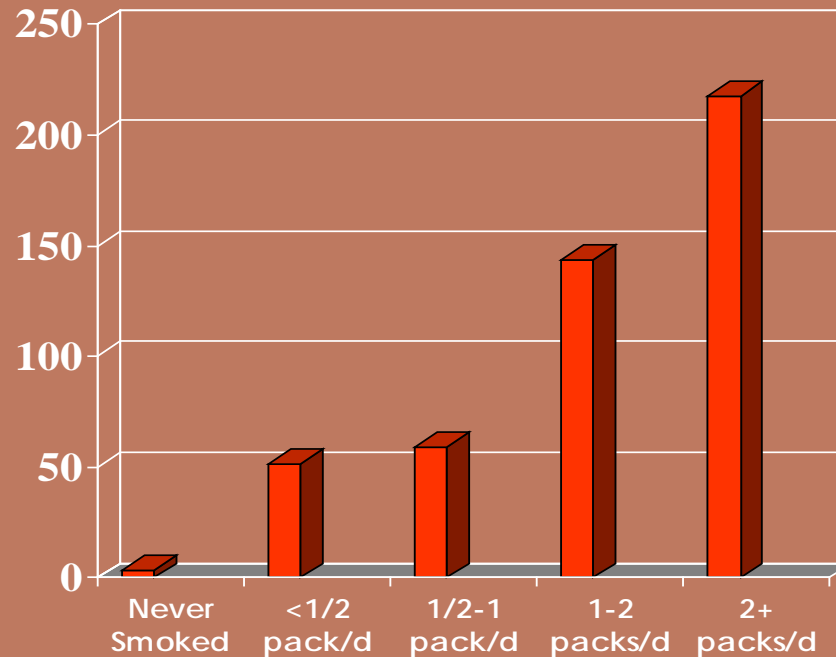
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# First Definitive Study in the US Linking Smoking and Mortality

## Smoking and Mortality Rate, U.S.

Mortality rate per 100,00 person-years



Results are from a 44 month follow up of 187,783 male veterans. 1964 Surgeon General's report on smoking and health. (Gordis, et al, 1958. JAMA 166:1294).

# Healthy People 2020 Tobacco Control Goal: Reduce Illness, Disability, and Death Related to Tobacco Use and Second Hand Smoke Exposure

- Tobacco use remains the single most preventable cause of disease, disability, and death in the United States.
- As a result of widespread tobacco use, approximately 443,000 Americans die from tobacco-related illnesses, such as cancer and heart disease, each year - over 1200 lives daily.
- An estimated 49,000 of these deaths are the result of secondhand smoke exposure.

# Healthy People 2020 Tobacco Control Goal: Reduce Illness, Disability, and Death Related to Tobacco Use and Second Hand Smoke Exposure

- An estimated 18-19% of all American adults, over 46 million smoke tobacco products every day. - HP 2020 goal of 12%
- An estimated 850 young people age 12 to 17 began smoking on a daily basis.
- Total annual public and private health care and lost productivity costs due to smoking is estimated at \$193 billion (\$96 Billion in health care costs).

<http://www.healthypeople.gov/2020/LHI/tobacco.aspx>

[http://www.cdc.gov/tobacco/data\\_statistics/index.htm](http://www.cdc.gov/tobacco/data_statistics/index.htm)

<http://www.cdc.gov/tobacco>

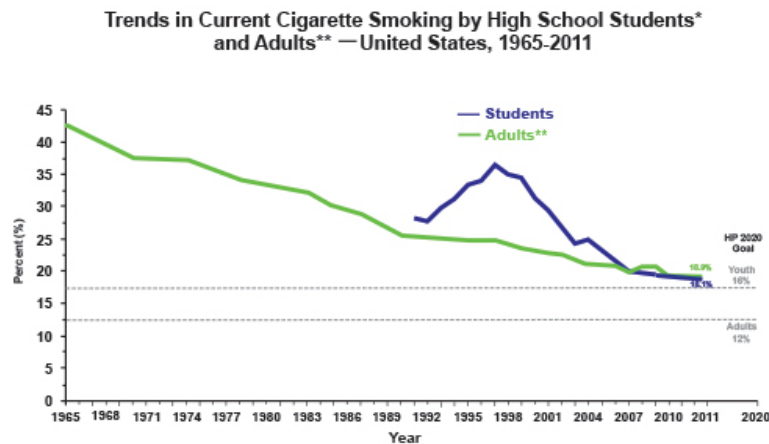
<http://www.cdc.gov/nchs/nhis.htm>

<http://www.tobaccofreekids.org/research/factsheets/pdf/0072.pdf>

# Healthy People 2020 Tobacco Control Goal: Reduce Illness, Disability, and Death Related to Tobacco Use and Second Hand Smoke Exposure

- Although tobacco use has decreased significantly over the past generation, it still remains a major public health problem and is the leading cause of premature death and illness in the U.S.

[http://www.cdc.gov/tobacco/data\\_statistics/tables/trends/cig\\_smoking/index.htm](http://www.cdc.gov/tobacco/data_statistics/tables/trends/cig_smoking/index.htm)



\*Percentage of high school students who smoked cigarettes on 1 or more of the 30 days preceding the survey (Youth Risk Behavior Survey, 1991-2011).  
\*\*Percentage of adults who are current cigarette smokers (National Health Interview Survey, 1965-2011).

# Healthy People 2020 Tobacco Control Goal: Reduce Illness, Disability, and Death Related to Tobacco Use and Second Hand Smoke Exposure

- Healthy People 2020 Contains 20 Major Objective Categories on Tobacco Control
- Three of the principal tobacco control categories that can significantly reduce tobacco use and tobacco smoke exposure include:
  - Increasing tobacco screening and cessation counseling in health care settings
  - Establishing smoke-free indoor air laws
  - Increasing federal, state, and local taxes on tobacco products
- These three tobacco control categories will be addressed in the following educational modules