

Corinne G. Husten, MD, MPH
Interim President
Partnership for Prevention

Tobacco Taxes: A Perfect Storm for Tobacco Cessation

Responding to the Tax Increase: Smoking Cessation Resources in Your State

April 8, 2009

About Partnership®



Who We Are

- Nonprofit, non-partisan national health policy organization
- Working to improve the health of all Americans by increasing the priority on disease prevention and health promotion

What We Do

- Develop, disseminate and advocate for science-based policies, practices, and programs
- Convene various sectors to address priority health concerns
- Leverage the workplace to improve health
- Translate evidence-based public health evidence and research into policy and practice

Partnership's Tobacco Activities

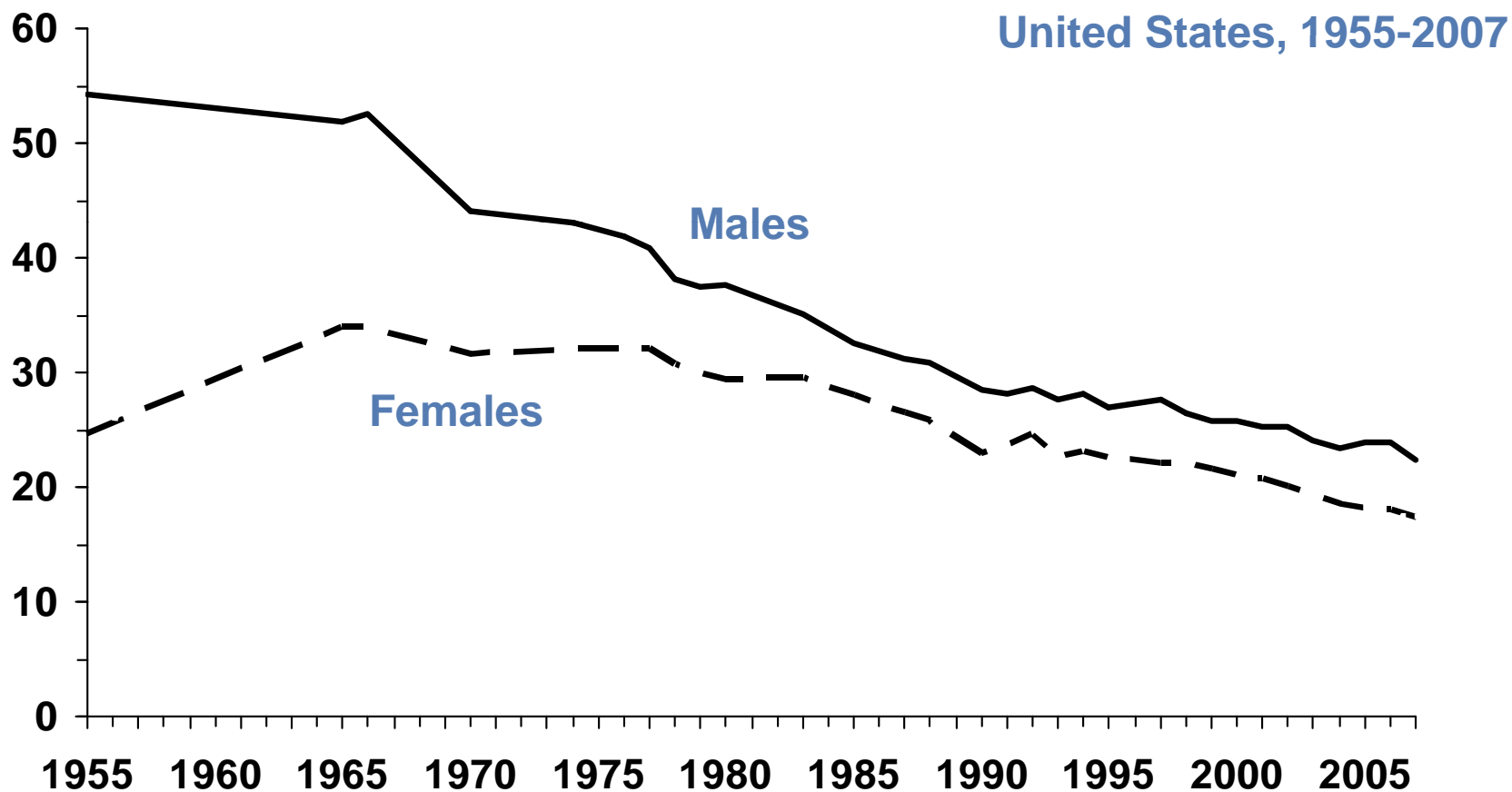


- Call for ACTION
- Action Guides:
 - Smoke-Free Policies*
 - Tobacco-Use Treatment in Healthcare Delivery Systems*
- Worksite Health Promotion
- Health Reform:
 - Clinical preventive services
 - Community preventive services

Tobacco is a MAJOR factor in the rising rate of chronic disease

- Over 440,000 deaths annually from tobacco related diseases
- Major risk factor in childhood asthma and other respiratory diseases when parents smoke

Cigarette Smoking* among Adults by Sex



*Estimates since 1992 include some-day smoking.

Sources: 1955 Current Population Survey; 1965-2006 National Health Interview Survey. 2007 figures are based on provisional early release data.

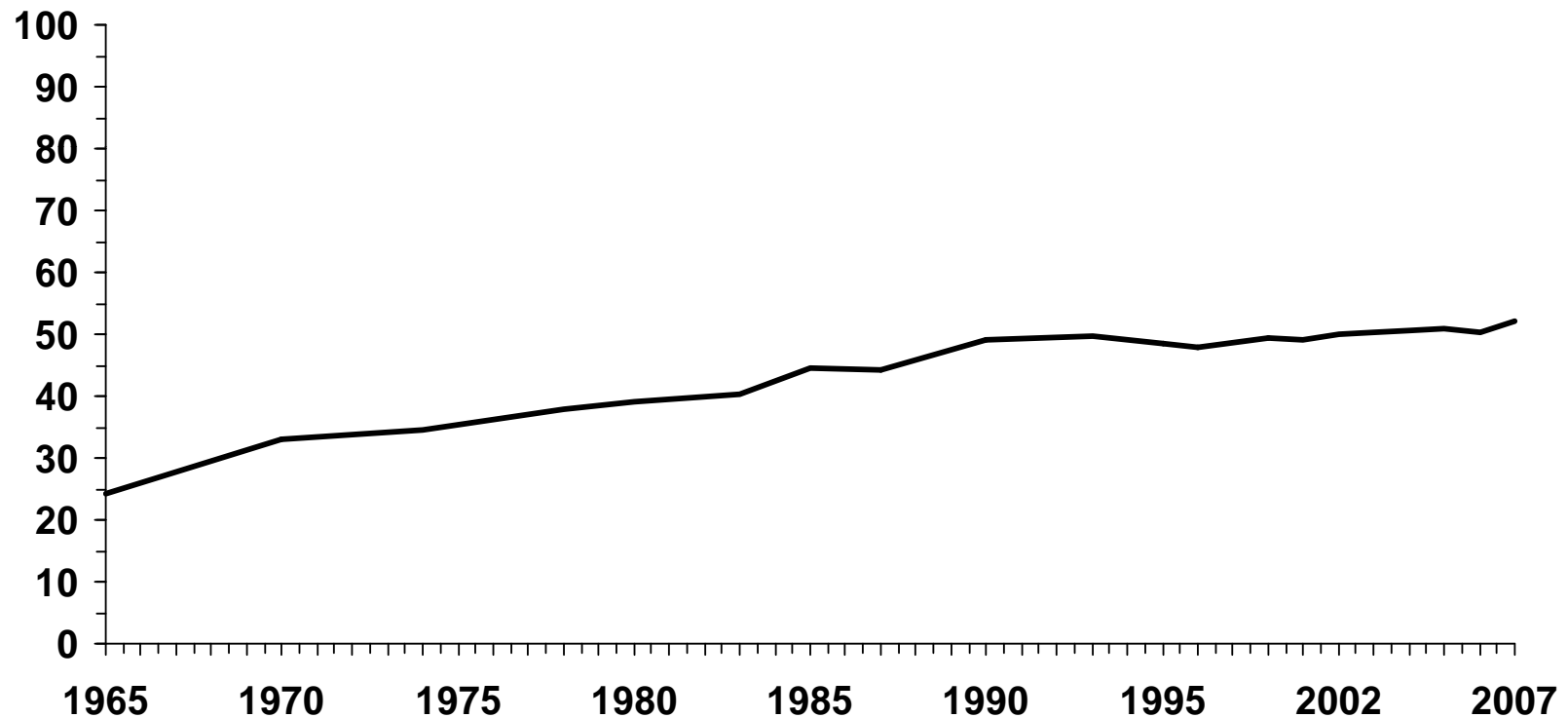
Tobacco cessation has major and immediate health benefits

- Increases life expectancy
- Reduces risk of lung and other cancers, heart attack, stroke, and chronic lung disease
- Single most important step tobacco users can take to enhance the length and quality of their lives

Percentage of Smokers (ages 18+) Who Have Quit*



United States, 1965-2007



Source: 1965-2007 National Health Interview Surveys

*Also known as "quit ratio"; estimates since 1992 incorporate some-day smoking

Sense of urgency needed

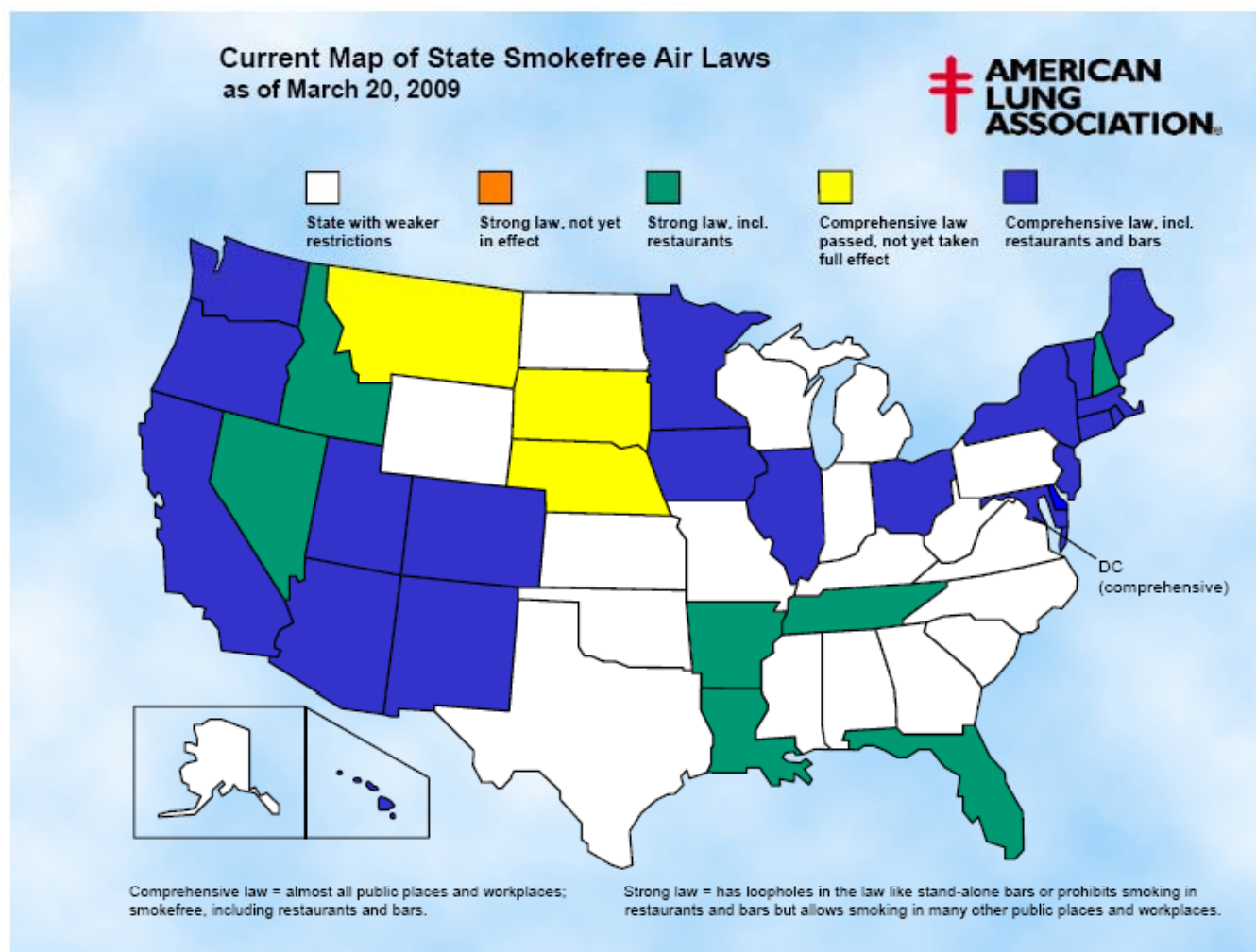
- ❑ If tobacco users can quit by age 30, their life expectancy is comparable to that of non-smokers.
- ❑ Motivation to quit is critical. Role of social marketing, taxes and smokefree laws play major roles in decision to quit AND stay tobacco free.
- ❑ Quitting is hard. Nicotine is an addicting drug. Most people need help to quit successfully. Effective treatments are available.



2009 – A Perfect Storm for Tobacco Cessation

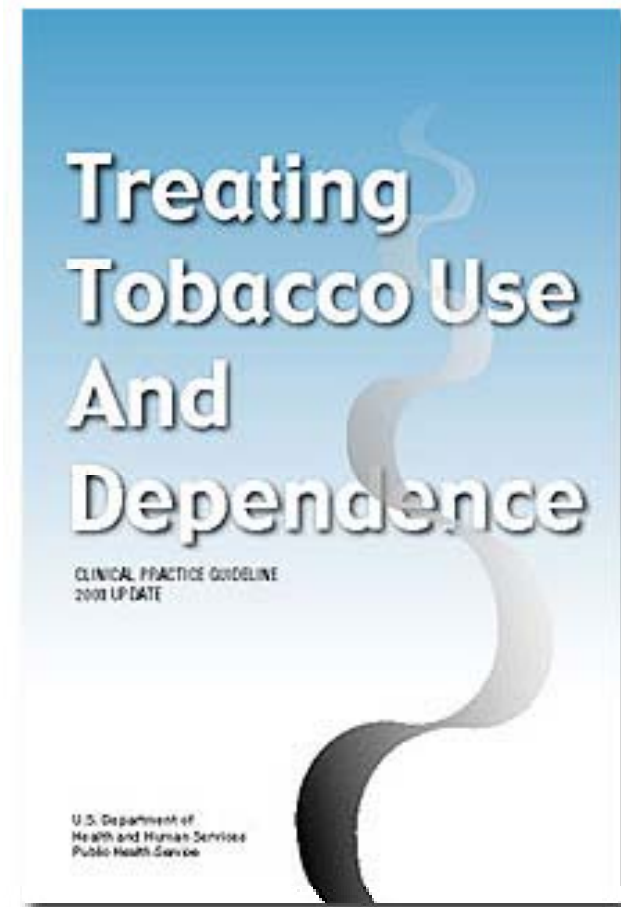
- Smokefree state laws
- More effective cessation therapies
- Increase in federal (and state) excise taxes
- Powerful cessation marketing campaigns

State Smokefree Air Laws

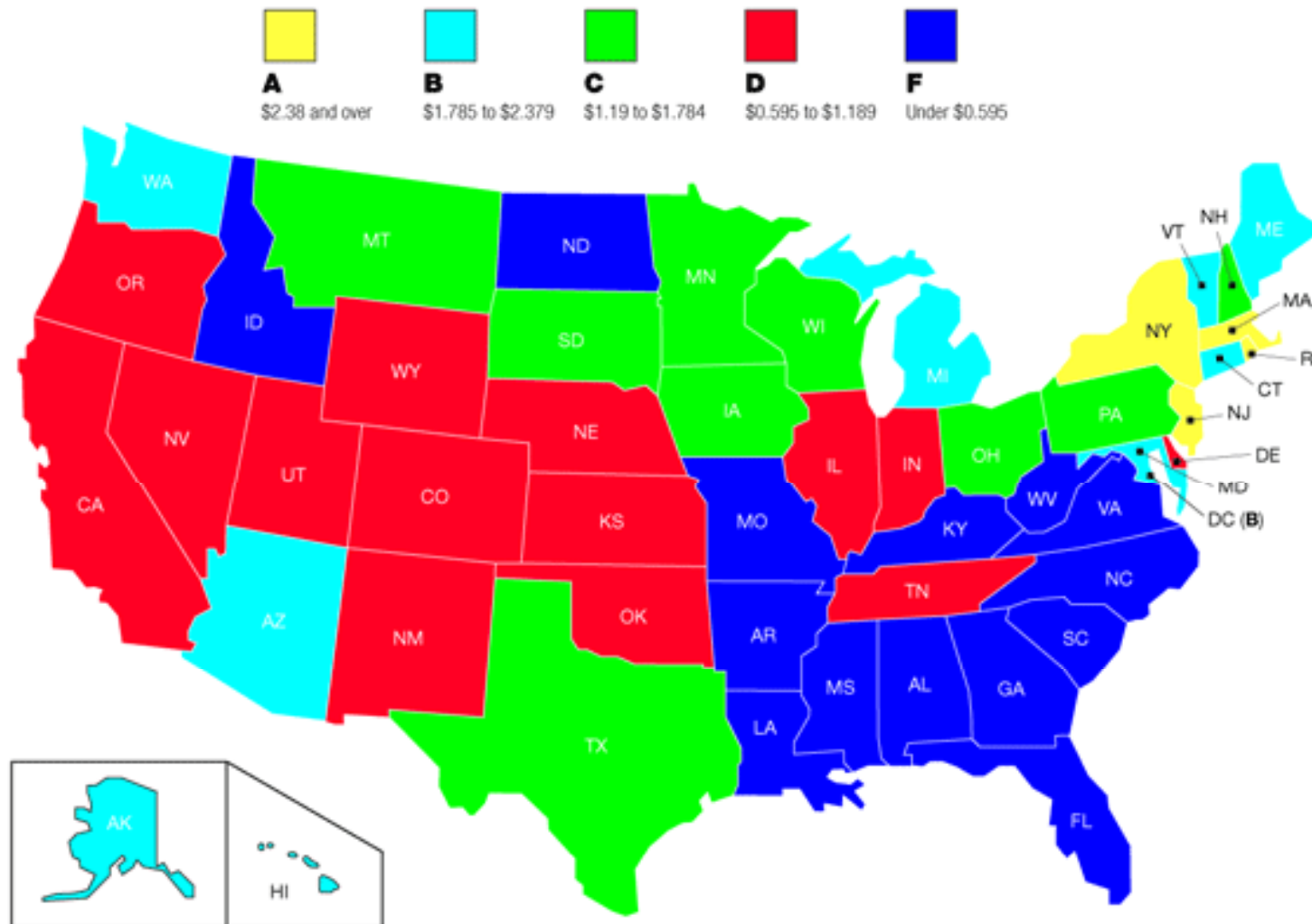


PHS Guideline

- ❑ Effectiveness increases with treatment intensity
- ❑ Quitlines more effective than abstinence alone
- ❑ Counseling and medications both increase cessation rates
- ❑ Tobacco cessation treatment is very cost-effective, even cost saving



Cigarette Excise Tax Rates (2008)



***Powerful cessation advertising
campaigns can help motivate
people to quit***

For example:

- New York City**
- Arkansas**
- Indiana**

NYC Department of Health

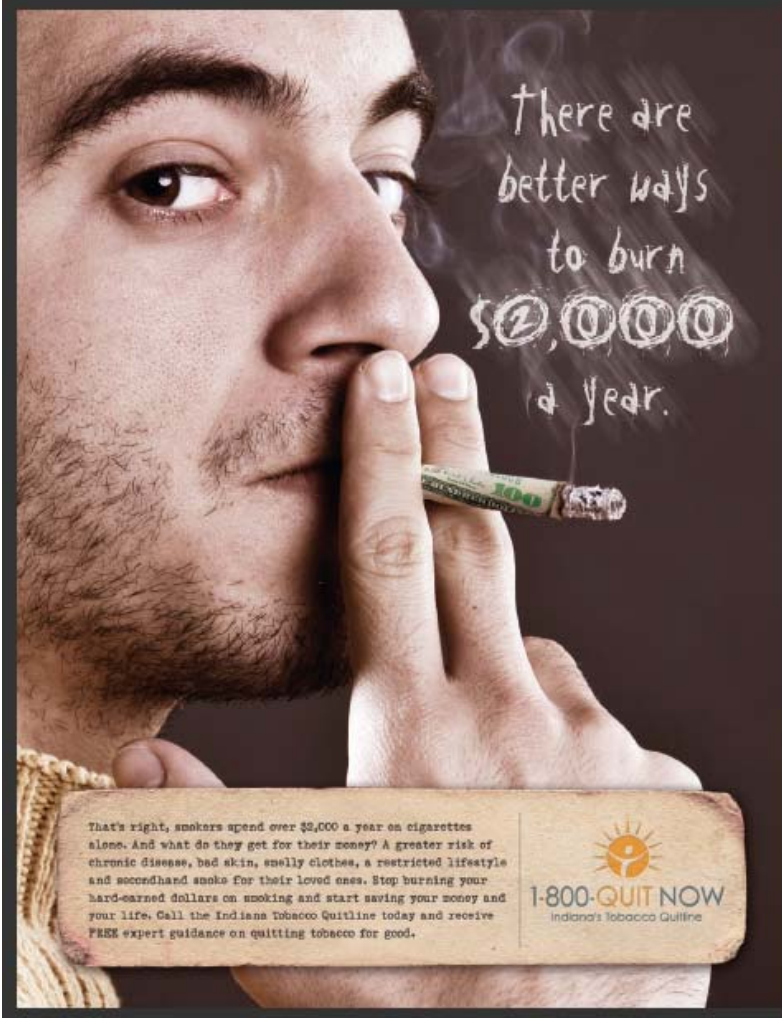


Indiana Radio Ad




Indiana Print Ad

That's right, smokers spend over \$2,000 a year on cigarettes alone. And what do they get for their money? A greater risk of chronic disease, bad skin, smelly clothes, a restricted lifestyle and secondhand smoke for their loved ones. Stop burning your hard-earned dollars on smoking and start saving your money and your life. Call the Indiana Tobacco Quitline today and receive FREE expert guidance on quitting tobacco for good.



There are better ways to burn \$2,000 a year.

That's right, smokers spend over \$2,000 a year on cigarettes alone. And what do they get for their money? A greater risk of chronic disease, bad skin, smelly clothes, a restricted lifestyle and secondhand smoke for their loved ones. Stop burning your hard-earned dollars on smoking and start saving your money and your life. Call the Indiana Tobacco Quitline today and receive FREE expert guidance on quitting tobacco for good.

 1-800-QUIT NOW
Indiana's Tobacco Quitline

Tobacco Control Funding is at Risk



Associated Press Writer
March 20 2009

Ex-health chief: NJ anti-smoking program faces cut

By ELI SEGALL

TRENTON, N.J. -- New Jersey may soon have a burst of smokers trying to quit, but a state program aimed at helping them could have less money and fewer resources.



News | 03/26/2009

Anti-smoking drive facing 20% cut in new budget

BY KENNETH LOVETT

State lawmakers are close to a budget deal to whack 20% from anti-smoking programs, sources said Wednesday night.

Is it time for a bold tobacco initiative?

- Should we accept a 20 percent smoking rate as success?
- Should we accept that 1,200 people die needlessly every day from tobacco?
- Can we do something about it... **You bet!**

Partnership's "Big Idea" for Stimulus Funding



Substantial proportion of stimulus funding for tobacco cessation

American Recovery and Reinvestment Act allocates \$650 million for prevention and wellness in FY2009-2010

Health Reform

- ❑ Coverage for clinical preventive services:
 - ❑ First dollar coverage for high value preventive services (includes tobacco use treatment)

- ❑ Increase funding for community preventive services

Additional Helpful Information

- ❑ American Legacy Foundation (EX-Campaign)
www.americanlegacy.org
- ❑ NORTH AMERICAN QUITLINE CONSORTIUM
www.naquitline.org

Corinne G. Husten, MD, MPH
Interim President
Partnership for Prevention
chusten@prevent.org
202-833-0009

www.prevent.org