The American Cancer Society’s Center for Tobacco Control: Supporting Efforts to Combat the Tobacco Epidemic

Clifford E. Douglas, J.D.
Vice President, Tobacco Control
Director, ACS Center for Tobacco Control

May 23, 2016
Tobacco Control: A Story of Remarkable Progress

• In the last half century, lower smoking rates have saved about 8 million lives in the U.S.

• Average adult life expectancy has increased by about 10 years, almost 1/3 of which – about 3 years – is directly due to lower smoking rates

We’ve Come a Long Way
A Very Long Way
However ... A Great Challenge Remains

- Since 1964, cigarette smoking has killed more than **20 million Americans**, including **2.5 million nonsmokers** and more than **100,000 babies**
- Today 40 million adults (16.8% as of 2014) in the U.S. smoke cigarettes
- Smoking causes **480,000 deaths** per year, and more than 16 million Americans live with a smoking-related disease
- Tobacco costs the U.S. **$132.5 billion** in health care expenditures and **$156.4 billion** in lost productivity ($150.7 billion for smokers; $5.7 billion from secondhand smoke exposure), for a **total economic impact of $288.9 billion per year**

Smoking Causes 30% of All Cancer Deaths

Smoking Still Kills More Americans than All of these **Combined**

- AIDS
- Car crashes
- Heroin
- Homicide
- Alcohol
- Fires
- Cocaine
- Suicide
No decline in overall youth tobacco use since 2011

Source: Centers for Disease Control and Prevention and Food and Drug Administration, Tobacco Use Among Middle and High School Students — United States, 2011–2015. (April 14, 2016)
Three Populations Smoke at Highest Rates in U.S.

- Those with low socioeconomic status (>8 million smokers below poverty level)
- The least educated (>22 million smokers with a high school education, or less)
- Those with co-morbid mental health or addictive disorders (as many as half of all regular smokers)
“The burden of death and disease from tobacco use in the United States is overwhelmingly caused by cigarettes and other combusted tobacco products; rapid elimination of their use will dramatically reduce this burden.”
Nicotine = The Vector of the Epidemic

- Cigarettes and other forms of tobacco are addicting.
- Nicotine is the drug in tobacco that causes addiction.
- The pharmacologic and behavioral processes that determine tobacco addiction are similar to those that determine addiction to drugs such as heroin and cocaine.
Addiction is Not an “Accident of Nature“

Tobacco Manufacturers Manipulate Nicotine Content & Delivery with the Intent to Addict

- Reconstituted Tobacco
- Blended Tobacco
- Ammonia Chemistry
- Filter Technology
- Ventilation Technology
- Genetic Engineering
- Psychoactive Additives
• **Vision**: Accelerated reduction of tobacco use and elimination of tobacco-related cancers and death

• **Purpose**: To strengthen ACS’s effectiveness, domestically and globally, by pursuing a more coordinated, comprehensive approach to our tobacco prevention and control work

[ACSTobaccoCenter@cancer.org](mailto:ACSTobaccoCenter@cancer.org)
Introducing the ACS Center for Tobacco Control

• The Center’s overarching priority is to combat tobacco-related disparities in communities suffering from higher tobacco use rates and disproportionate incidence of tobacco-caused morbidity and mortality, such as:

  • Low socioeconomic status (SES)
  • Behavioral and substance abuse disorders
  • Lesbian, gay, bisexual, and transgender (LGBT)
  • Racial/ethnic minorities
  • Homeless
The Center Supports Evidence-Based Policy

- Increasing tobacco taxes
- Implementing smoke- and tobacco-free policies
- Providing comprehensive funding for state tobacco control programs
- Expanding support for and access to proven tobacco-cessation treatment

- Raising the minimum age of purchase to 21
- Effectively addressing e-cigarettes and other new electronic nicotine delivery systems (ENDS)
Collaborations with Partners, 2016

- **The University of California, San Francisco (UCSF) Smoking Cessation Leadership Center:** On reducing tobacco use among smokers with mental health and substance abuse disorders

- **The Tobacco Control Legal Consortium:** To address tobacco use in homeless populations and support tobacco control efforts in state and local communities across the U.S.

- **Harvard University’s Chan School of Public Health:** To help develop the evidence base needed for effective implementation of the U.S. Department of Housing and Urban Development’s proposed smoke-free rule for public housing authorities across the U.S.
> As of April 4, 2016, at least **1,483 campuses are 100% smoke-free** indoors and outdoors, with no exemptions, including residential housing facilities

> Of those, **1,137 have a 100% tobacco-free policy**, and **837 do not permit the use of e-cigarettes** anywhere on campus

> The campuses with comprehensive tobacco-free policies include public and private institutions ranging from large, well-known universities to community colleges, historically black colleges and universities (HBCUs), faith-based institutions, and vocational schools.

At a Glance

100% Smoke-Free Campuses

May-05 to Now
ACS’s New Tobacco-Free Generation Campus Initiative (TFGCI)

• The Center for Tobacco Control at ACS received $3.6 million grant from the CVS Health Foundation to create 100% smoke- and tobacco-free college and university campuses

• The Center created the **Tobacco-Free Generation Campus Initiative** (TFGCI) to carry out this program

• TFGCI features a grant program, a cessation support component, and assessment capacity

The TFGCI Grant Program

- TFGCI will give grants of $10K-$20K to 125 colleges during 2016-2018
- Will also provide technical assistance and other resources to grantees and other schools seeking guidance
- **19 target states**
  
  Alabama    Arizona    California  
  Connecticut    Illinois    Indiana  
  Louisiana    Massachusetts    Michigan  
  New Jersey    N. Carolina  
  Ohio    Pennsylvania  
  Rhode Island  S. Carolina    Tennessee    Texas  
  West Virginia
Global Focus

• ACS is also expanding its global tobacco control efforts, emphasizing low- and middle-income countries, to complement other major efforts.
ACS’s Global Cancer Organization Tobacco Tax Campaign

• UN General Assembly Sustainable Development Goals (SDGs) (adopted September 2015): Overall health goal to reduce premature mortality from NCDs by one-third by 2030. **Tobacco control is included for first time, with SDGs calling for 30% relative reduction in adult smoking prevalence by 2025**

• Given urgency of new SDG goal, ACS is launching **5-year campaign** to leverage relationships with cancer organizations in other parts of the world where we have existing programs and partnerships, highlighting critical importance of increasing tobacco excise taxes

• ACS will provide ongoing technical assistance & expert review (e.g., helping countries counter challenges concerning illicit trade, an often-used excuse not to raise taxes

• **Goal:** Strengthen understanding in global cancer community of power of tobacco taxation to reduce smoking prevalence, empowering cancer organizations to lead campaigns to enact sustained and meaningful tobacco tax increases in their countries
ACS’s Global “All of Me” Program

- ACS is developing a program called “All of Me,” to integrate education regarding women’s cancers
- Focused on working with primary and maternal & reproductive health care settings to support education for women on cervical and breast cancer prevention and early detection opportunities
- Will also encourage these first-line providers to incorporate evidence-based tobacco cessation treatment (e.g., the “five 5 As”) into interaction with patients
- We are just getting these programs under way - stay tuned!

Note: With these global programs, ACS is not a direct funder, but will seek funds to support our partners.
Please Stay in Touch

ACS Center for Tobacco Control
ACStobaccocenter@cancer.org

Tobacco-Free Generation Campus Initiative (TFGCI)
tfgci@cancer.org

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American Cancer Society
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