

Tobacco Talk

Low income and rural populations targeted by tobacco industry

The low socio-economic status (SES) population in California is defined as individuals with low-education, low income and low opportunities for education and income advancement. The many diverse cultural populations among the low SES population are targeted by the tobacco industry with ethnic-specific media messages that appear at small convenience stores and corner markets. Smoking prevalence for the low SES population in California was 18.6% in 2008—over three times higher than that of the high SES population (5.7%). Despite the decrease in smoking prevalence in California in

the last 20 years, smoking prevalence for the low SES population has declined slower than that of the high SES population over time.

Lower educated individuals are almost twice as likely to die and lower income individuals are 1.5 times as likely to die from lung cancer and COPD, even after adjusting for age, race/ethnicity, sex and smoking status.

Rural residents in California appear to be vulnerable to tobacco use. High School students in rural areas had higher smoking rates than those in urban areas (16.4% versus 14.7%).

Inside this issue:	
Spotlight on Youth	P. 2
Cessation Success: Quit early and often	P. 3
Taxpayers subsidize movies with smoking	P. 3
Tobacco News Briefs	P. 4



No time to let up! Life-saving tobacco control programs pitted against deadly tobacco industry

In terms of financial resources, the Tobacco Industry spends \$825 million on advertising, price discounting and marketing expenditures in California annually.¹ California only spends 17 percent of what the Centers for Disease Control and Prevention recommends that the state should spend on a comprehensive tobacco control program. (\$92 million compared to the recommended \$441.9 million)²

In terms of state budget impact, tobacco use costs California \$18.1 billion in health care costs and lost productivity annually.³ From 1989 to 2004, the California Tobacco Control Program saved the state \$86 billion in health care costs.⁴

In terms of impact upon Californians' lives, smoking kills more than 35,000 Californians each year.³ The California Tobacco Control Program and its locally funded programs have saved more than one million lives in California over the past 20 years.⁵

Protect California's life-saving investments; slippage will mean gains for the Tobacco Industry. This is not the time to let up!

¹California tobacco industry expenditures calculated as proportion of U.S. cigarettes consumed. The information was gathered from the Federal Trade Commission Cigarette Report of 2006, issued 2009.

²Campaign for Tobacco-free Kids, American Heart Association, American Cancer Society Action Network, American Lung Association and Robert Wood Johnson Foundation. *A Broken Promise to Our Children: The 1998 Tobacco Settlement 12 Years Later*. November 2010.

³Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC). Available at <http://apps.nccd.cdc.gov/sttesystem/>.

⁴Lightwood JM, Dinno A, Glantz SA. Effect of the Tobacco control Program on Personal health Care Expenditures. *PLoS medicine* 2008. Volume 5, Issue 8, e178. August 2008.

⁵California Tobacco control Program, <http://www.cdph.ca.gov/HealthInfo/news/Pages/NR2009-25-Tobacco.aspx>.



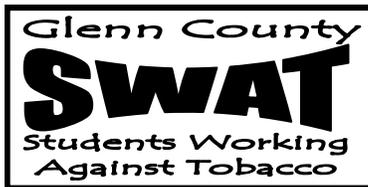
Spotlight on Youth



Left: A group of 30 SWAT students from Hamilton, Orland and Willows high schools participated in Youth Quest 2011 at the State Capitol in Sacramento April 4.



Above: Jesenia Contreras, Ana Hernandez, Janice Thor and Roopinder Virk, were one of seven teams of SWAT students in Glenn County that conducted store compliance observations and educational presentations in February.



Left: Willows SWAT students produced an anti-drug and -tobacco play, "The Empty Chair", which they performed for freshmen at Willows and Orland high Schools.



Above standing: Miranda Bailey, Rebekah Allen, Tyler Fisher, Ismael Leal, Gene Smith. **Front:** Alisha Hill, Michaela Biggs, William Storz, Julian Olvera and producer/director Jessica Adhin.



Upper right: Julian Olvera, Marisa La Blue, Andrew Rodriguez, Jessica Adhin, and Mrs. Pam Adhin educated and played the Tobacco Catch Ball with attendees at the Family Fun Day in Willows April 9. **Right:** Hamilton SWAT members Maria Ruiz and Lupe Abarca helped out at the Glenn County Fair in May. **Left:** Hamilton SWAT members Primavera Leyva, Lupe Abarca, Lisa Puente, Maria Ruiz, Diana Rodrigues and Alyssa Wofford gave a Smoke-free Movies presentation to the Orland Odd Fellows and Rebekahs in May and presentations to the Hamilton Elementary Parent Teacher Organization in March and the Children's Interagency Coordinating Council in April.



SWAT students scour Orland parks for butt litter

A group of Orland High School SWAT students participated in a park clean up event in April, with the goal of removing cigarette butts from city parks. The students combed Vinsonhaler Park, Lely Aquatic Park,

and Lollipop Land, picking up cigarette butt litter from around bleachers, benches, walkways, and the playground area. In less than 90 minutes, the students had collected roughly 250 cigarette butts.

volunteering to help protect the environment."

SWAT is working with the American Lung Association in California on Fresh Air Orland, a project to encourage Orland city leaders to adopt a smoke-free parks policy to reduce secondhand smoke exposure and reduce cigarette butt litter. The SWAT students will eventually share the cigarette butts that were collected with the Orland City Council and ask them to ban smoking in all Orland parks.



"We are very proud of these high school students using their free time to help clean up what is left behind by people who smoke in the parks," says American Lung Association Project Director Shelly Brantley. "Cigarette butts end up in waterways and chemicals from cigarette filters leach into the soil. So these students were

California taxpayers subsidize film companies that encourage teen smoking!

State public funds are given to film production companies in the form of tax breaks to entice them to make movies in those states to bring in added revenue. California's film subsidy program (up to \$100 million per year) went into effect in 2009 to counteract other states that were poaching film productions from the traditional center of movies in Hollywood, CA. Last year, states spent \$830 million for movies with smoking, most rated PG-13. States also spent \$719 million to fight smoking this year. It is a contradiction to spend

taxpayer money on films that promote smoking to youth, while at the same time spending money on health programs to prevent tobacco use. Film subsidy programs can be changed to make *films with smoking ineligible* for subsidies! There would be exceptions for films with tobacco images that accurately depict the negative health consequences of tobacco use or the tobacco use of a real historical person (e.g., Britain's King George VI in *The King's Speech*).

Cessation success: quit early, often and keep on quitting!

Apparently, it's the quantity rather than the quality of quit attempts that leads to a final and successful tobacco quit, according to a report by the California Department of Public Health's Tobacco Control Program, *Creating Positive Turbulence, A Tobacco Quit Plan for California*. Analysis of California data showed that it takes an average of 14 quit attempts for folks that do not use quit aids and 12 attempts for folks that do utilize quit aids. Since the difference between smokers that use quit aids and those who don't isn't significant—the emphasis should be

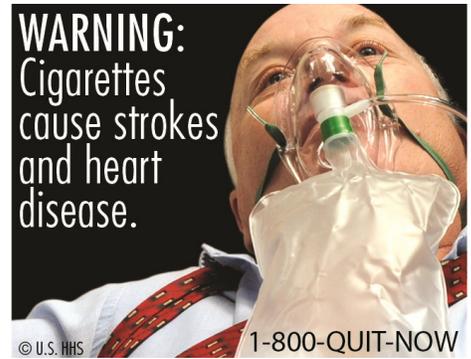
upon encouraging quit attempts and normalizing relapse. When quitters make a quit attempt, they get on what the report calls a "Quit Machine" and cycle from daily smoking to non-daily smoking to non-smoking and in most cases, back to smoking again. Rather than suffering feelings of guilt and failure, the smoker should know that relapse is a part of the process and the more attempts made, the more likely and sooner permanent success will come. Lack of access to quit aids such as nicotine replacement items (skin patch, gum, nasal spray, inhaler) or prescription medications (Zyban or

Chantix) should not be a deterrent to quitting. Just get on the quit machine and keep on cycling those quit attempts!



Tobacco News Briefs

- ◆ **FDA Cigarette Warning labels.** Beginning September 2012, the FDA will require larger, more prominent cigarette health warnings on all cigarette packaging and advertisements in the United States. These warnings mark the first change in cigarette warnings in more than 25 years and are a significant advancement in communicating the dangers of smoking. The introduction of these warnings is expected to have a significant public health impact by decreasing the number of smokers, resulting in lives saved, increased life expectancy, and lower medical costs. Calling the 1-800-Quit-Now number from California will route callers to the California Smokers' Helpline, 1-800-NO BUTTS. To view samples of the 9 approved labels, go to:
<http://www.fda.gov/TobaccoProducts/Labeling/CigaretteWarningLabels/default.htm>



- ◆ **“Smoking will put you in the poorhouse”** is another warning message that should be on tobacco packaging according to a June 21 Time-Moneyland article by Brad Tuttle. Mr. Tuttle calculated that using \$4.80 (could be more or less depending on the state) as an average cost of a pack of cigarettes, a pack a day habit will cost about \$1,752 a year. If that amount were saved annually over 30 years, it would add up to about \$130,000 using 5% interest. CDC estimates the total economic cost of smoking (health care and lost productivity) is \$10.47 a pack and states that “cigarette smoking is responsible for hundreds of billions of health-related economic costs annually”.
<http://moneyland.time.com/2011/06/21/one-more-cigarette-warning-to-add-smoking-will-put-you-in-the-poorhouse/#ixzz1Q1VP9Xfw>

Tobacco Free Glenn County Coalition Newsletter

Glenn County Public Health
240 N. Villa Avenue
Willows, CA 95988

Phone: 530-865-6735
Fax: 530-865-8793



Chair: April Hine
Co-Chair: Dolores Vasquez
Editor: Sharon Lazorko
Contributor: Christina Roberts

This newsletter was made possible by funds received from the Tobacco Tax Health Protection Act of 1988 - Proposition 99 - under contract #10-11 with the California Tobacco Control Program of the California Department of Public Health.



Mark your calendars!

The next quarterly Tobacco Free Glenn County Coalition meeting is set for September 30, 10:00—11:30 a.m.

Orland Public Health Office, Parkside Building, 1005 Railroad (Corner of Yolo and Railroad)

If you want to help reduce tobacco use and exposure to secondhand smoke in Glenn County, please join us!

For questions, please contact Sharon Lazorko, 865-6735 or slazorko@glenncountyhealth.net

SWAT

Congratulations to SWAT graduates Janice Thor, Thongsouk Thakhamphou and Victor Martinez of Orland High; Jessica Adhin and Ismael Leal of Willows High; and Jessica Thor and Richard Jaeger of Hamilton High! Have a wonderful summer! See the rest of you in the fall with more meetings and activities! Check Sharon's Facebook SWAT page for pix and announcements. (Sharon L Lazorko, Glenn County SWAT, Students Working Against Tobacco)