Tobacco 101

Part One, Lesson One
Introduction to Tobacco 101
Welcome to TTAC’s Tobacco 101! Tobacco 101 is a self-guided tutorial that provides the information and resources necessary to understand why tobacco use is considered the #1 preventable cause of death in the US, as well as the evidence-based and promising strategies that can reduce tobacco’s toll. You can benefit from this course whether you are new to tobacco control and need an introduction to key topics, or are an experienced professional looking to refresh and update your knowledge.

Tobacco 101 was revised in the spring of 2013 to contain the latest information, resources, and tools available. The user-friendly self-guided format allows you to complete the tutorial at your own pace and explore the various external resources and tools as needed. Tobacco 101 is organized into two parts comprised of four lessons each. Optional review questions are offered at the end of each lesson to allow you to check your understanding of the content, try some of the resources, and reflect on how the information applies to your role in tobacco control.

You can start at the beginning and read through the course from beginning to end or simply select those sections that are of greatest interest.

Part 1: Introduction to Prevention and Control of Tobacco Use
  • Lesson 1: The Evolution of Tobacco Control
  • Lesson 2: Tobacco Use in the United States
  • Lesson 3: Impact of Tobacco Use
  • Lesson 4: Factors that Determine Tobacco Use

Part 2: Reducing the Problem of Tobacco Use
  • Lesson 1: Credible Tobacco Control Resources and Key Partners
  • Lesson 2: Tobacco Control Models
  • Lesson 3: Effective Tobacco Control Policies
  • Lesson 4: Strategies for Success

TTAC also provides tailored, on-site Tobacco 101 trainings for organizations who want to include it in conferences and workshops. To learn more, visit our website www.tacenters.emory.edu or contact us at tacenters@emory.edu.
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**PART 1:**
INTRODUCTION TO PREVENTION AND CONTROL OF TOBACCO USE

**LESSON 1**

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Lesson One Learning Objectives

Lesson One is about the evolution of the field tobacco control. At the end of this lesson, you should be able to:

1. **Describe the evolution of the tobacco control movement.**
   The movement did not happen overnight, but evolved over time. We will take a close look at how that happened during the past century.

2. **Explain how events in U.S. history affected tobacco use.**
   Certain events had a profound effect on tobacco production, tobacco advertising, tobacco prevalence, and social norms related to tobacco use.

3. **Describe how tobacco use emerged as a public health problem.**
   As research into the effects of tobacco use grew, so too did awareness of the adverse health effects of tobacco on the body. We will look at how research expanded and knowledge increased during the last century.
Early History of Tobacco in the Americas

Tobacco has been in America for centuries. The tobacco plant is native to Central and South America and was brought to North America – to Virginia- in the 16th and 17th centuries to be grown for commercial tobacco products, including cigarettes, pipe tobacco, and cigars.

Native Americans viewed tobacco as sacred. Traditionally, tobacco was offered as a gift to the spirits in ceremonies and prayers. Tobacco was also used for medical purposes. The Mayans smoked tobacco for such varied conditions as asthma, bites and stings, bowel complaints, chills, fever, convulsions, nervous ailments, sore eyes, skin diseases and urinary ailments.

Today, the tobacco plant is one of the most profitable commercial products of all time, and it is used in all regions of the world.

For Further Information... about sacred tobacco use among Native Americans, visit:

• The National Native Network’s Keep It Sacred website http://www.keepitsacred.org/network/
• The South Dakota Native American Community Toolkit http://doh.sd.gov/Tobacco/PDF/NAtoolkit_CommWEB.pdf
Overview of Tobacco Use in the United States

### Adult Per Capita Cigarette Consumption, 1900-2011

- **In 1900,** per capita cigarette consumption was 54 cigarettes per year.
- **At the height of the tobacco epidemic in the early 1960s,** the per capita consumption was 4166 cigarettes per year.
- More recently, in 2011, per capita cigarette consumption is 1232 cigarettes per year.

Sources: Centers for Disease Control and Prevention and United States Department of Agriculture

This graph shows the per capita cigarette consumption among adults in the United States for each year from 1900 to 2011. The per capita consumption represents the amount of cigarettes smoked each year divided by the total population of the United States that year, giving an average number of cigarettes smoked per adult for each year.

Clearly, adult smoking has gone up and down during the past century. There is an obvious overall increase from 1910 until 1970, and then a decline ever since then. If you look closely, you can see that in some years smoking dropped dramatically.

Many historical events during the last several decades influenced tobacco use in the United States, shaping this graph. We will take a closer look at each event and how it affected tobacco consumption throughout the remainder of this lesson.

**For Further Information**... about adult tobacco use in the United States, read this *Morbidity and Mortality Weekly Report* from the Centers for Disease Control and Prevention that describes tobacco use among adults up to the year 2005:

[http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5542a1.htm](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5542a1.htm)
Evolution of Tobacco Control: 1910-1945

From the early 1900’s through 1945, several events occurred that increased the consumption of tobacco in the United States. Some of these events, and how they affected tobacco consumption, are described below:

**United States enters World War I (1917)**
War usually causes a sharp upsurge in tobacco use, and World War I was no exception. Part of the remarkable growth in cigarette smoking from 1910 to 1930, which includes the war years, was because women began smoking.

**Great Depression (1929– early 1940s)**
The tobacco industry was one of the only industries to make a profit during the Great Depression. Tobacco was cheap to produce, and the demand for tobacco products increased as people lost work or came back from war.

**United States involvement in World War II (1941-1945)**
As part of the World War II war effort, President Roosevelt made tobacco a protected crop. Cigarettes were included in GIs’ rations, and tobacco companies sent millions of free cigarettes to GIs. Tobacco use was so fierce that a shortage developed and, by the end of the war, cigarette sales were at an all-time high.

![Graph showing Adult Per Capita Cigarette Consumption, 1900-2011](image)
Evolution of Tobacco Control: 1946 - 1970

Starting in 1950, research regarding tobacco’s health effects began to emerge, justifying the beginnings of tobacco control policies in the 1960s and 1970s. Read about some of the events that affected tobacco consumption in the United States from 1946 through 1970 below:

**First reports linking smoking and cancer (1950)**
Three important epidemiologic studies published in leading medical journals showed the first powerful links between smoking and lung cancer.

**Surgeon General’s Report (1964)**
The release of the 1964 Surgeon General’s Report linking smoking and lung cancer is a significant event in tobacco control. It had conclusive data on the health risks of smoking, and it cleared the way to raise the public’s awareness of the dangers of tobacco use. However, behavior change takes time, and we did not see a significant decline in tobacco use until 1973. Click [here](#) for an overview of the Report’s findings, or click [here](#) to download the Report in its entirety.

**Fairness Doctrine messages on broadcast media (1967)**
In 1967, the Federal Communications Commission (FCC) ruled that the Fairness Doctrine applied to cigarette commercials, and that radio and television stations must devote hundreds of millions of dollars’ worth of broadcast time to free antismoking messages. The doctrine required equal time for antismoking commercials as for paid pro-tobacco commercials, which caused a boom in compelling, free, public service antismoking commercials.

**United States bans broadcast advertisements for cigarettes (1970)**
In April 1970, the U.S. Congress passed the Public Health Cigarette Smoking Act, which banned all radio and television advertising of cigarettes. The ban on advertising is believed to have contributed to the decline in tobacco use during the early 1970s.

**Adult Per Capita Cigarette Consumption, 1900-2011**

![Graph showing adult per capita cigarette consumption from 1900 to 2011](#)

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Evolution of Tobacco Control 1971-1990

Tobacco control in the United States began to take off after 1970, with federal laws and advocacy movements creating momentum in the field. See below for a few major events between 1971 and 1990 that had an effect on tobacco consumption:

**Americans for Nonsmokers’ Rights formed (1976)**
In 1976, the organization Americans for Nonsmokers’ Rights was formed, beginning the movement to protect nonsmokers from tobacco smoke. Shortly after, a 1978 *Roper Report* prepared for the Tobacco Institute concluded that the nonsmokers’ rights movement was "the most dangerous development yet to the viability of the tobacco industry that has yet occurred."

**Federal cigarette tax doubles (1983)**
Federal taxes on tobacco have been part of the federal tax system since the Civil War. The federal cigarette tax had increased slowly until 1983 when it was doubled to 16 cents per pack. Click [here](#) to learn more about the history of federal tobacco taxes.

**Coalescence of modern advocacy movement (early 1980s)**
Until the early 1980s, the science and grassroots branches of tobacco control worked separately. The modern advocacy movement was born when these two branches joined together to have a more credible and powerful effect.

![Adult Per Capita Cigarette Consumption, 1900-2011](image)
Evolution of Tobacco Control 1991-2000

The 1990’s were crucial years in the tobacco control movement, with several landmark policies and reports occurring between 1991 and 2000 that affected tobacco use in the country:

**Synar Amendment enacted (1992)**
In 1992, Congress adopted the Synar Amendment, which requires states to enact laws establishing minimum ages at which anyone can buy tobacco. States must also enforce those laws and show progressive reductions in the availability of tobacco for sale to minors. Click here to read more about the Synar Program.

**Environmental tobacco smoke listed as a known human carcinogen (1992)**
In a July 1992 meeting, the Environmental Protection Agency (EPA) Science Advisory Board endorsed the conclusions of a major report assessing the health risks of secondhand smoke. This included unanimous endorsement of the classification of environmental tobacco smoke (ETS) as a Group A (known human) carcinogen. Soon after, smoking was banned on all domestic flights, a pivotal victory for smoke-free advocates.

The Master Settlement Agreement (MSA) is a historic milestone in tobacco control. In November 1998, Attorneys General of 46 states, the District of Columbia, and five commonwealths and territories settled lawsuits with tobacco companies to recoup hundreds of billions of dollars in Medicaid expenses resulting from smoking-related illness and disease. This lawsuit resulted in a $206 billion settlement, payable over 25 years. Mississippi, Florida, Texas, Minnesota had settled separate lawsuits previously.

**Maryland bans smoking in private workplaces (1998)**
Maryland was the first state to ban smoking in workplaces. Previously, California enacted restrictions that required workers to smoke only in ventilated areas. By 1998, twenty other states required designated smoking areas in workplaces. Click here to learn more about changes in state smoking restrictions that took place from 1998-2004.

**Evolution of Tobacco Control 2001-2005**
Since 2000, we have seen more significant events take place that have affected tobacco consumption, including policies at the business, state, national, and international levels.

**Department of Transportation bans smoking on all international flights (2002)**
U.S. Department of Transportation [bans smoking on all flights](#) between the United States and other countries.

**World Health Organization adopts Framework Convention on Tobacco Control (2003)**
The Framework Convention on Tobacco Control (FCTC) is the world's first international public health treaty. The treaty, adopted by the World Health Organization in 2003, recognizes tobacco use as a global epidemic. It has since become one of the most widely embraced treaties in United Nations history and, as of November 2009, has 168 parties signed on to it, establishing international cooperation and standards to reduce tobacco use. As of yet, the United States has not ratified the treaty. Visit the FCTC [website](#) to learn more.

**New York State passes comprehensive smoke-free air law (2003)**
New York State passed a near-total statewide smoking ban in 2003, banning smoking in all bars, restaurants, and clubs. New York also began enforcing a ban on Internet cigarette sales and adopted the United States’ first fire-safe cigarette regulations. A [CDC article](#) in *MMWR* shows a significant decline in tobacco use in New York City from 2002 to 2006.

**Businesses react to changes in social norms surrounding tobacco (2004-2005)**
In 2004, NASCAR ended its longstanding sponsorship deal with R.J. Reynolds Tobacco Co., cited to be a result of “changing business dynamics.” Click [here](#) to learn more about the termination of the 33-year old sponsorship. In 2005, Westin Hotels and Resorts announced that it would no longer allow smoking in any rooms, restaurants, bars, or public areas at its 77 properties in the United States, Canada, or the Caribbean, making it the first major smoke-free hotel chain. Click [here](#) to read more about Westin’s policy change.

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**Adult Per Capita Cigarette Consumption, 1900-2011**

<table>
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<tr>
<td>1990</td>
<td>1000</td>
</tr>
<tr>
<td>2000</td>
<td>0</td>
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Evolution of Tobacco Control 2006-2010

In more recent years, smoking rates have continued to decline slowly, and the federal government has taken steps to further reduce these rates:

**Adult smoking prevalence drops below 20% (2007)**
In 2007, the adult smoking prevalence dipped below 20% in the United States for the first time in decades. The drop to a prevalence rate of 19.8% smoking among adults is reported in the March 2009 Morbidity and Mortality Weekly Report (MMWR) from the Centers for Disease Control and Prevention.

**Federal tobacco taxes increase (2009)**
In early 2009, the federal government significantly raised tobacco taxes, with cigarette taxes increasing from $0.39 to $1.01 per pack. Federal taxes on other tobacco products, like cigars and smokeless tobacco, were also increased. The main purpose of the tax increase was to fund an expansion of the State Children’s Health Insurance Program (SCHIP). This increase came at a time when tobacco companies were also increasing their prices due to the slowing economy and rising production costs. Click [here](#) to read a fact sheet about the tax increases from the Campaign for Tobacco-Free Kids.

**Family Smoking Prevention and Tobacco Control Act is passed (2009)**
In June 2009, the Food and Drug Administration (FDA) was granted the authority to regulate tobacco products. The U.S. Senate voted 79 to 17 to approve the bill (H.R. 1256/S. 982), known as the [Family Smoking Prevention and Tobacco Control Act](#). Implementation of law began in following year and continues. Later in this course, we will talk about the purpose of this legislation and the potential benefit for tobacco control in the United States.

![Graph showing Adult Per Capita Cigarette Consumption, 1900-2011](#)
The Evolution of Tobacco Control– Where We Are Now

Recent events show that significant progress has been made in reducing tobacco use and protecting people from tobacco smoke, but the need for tobacco control programs and policies remains:

2012 Surgeon General’s Report is released
The 2012 Surgeon General’s Report, Preventing Tobacco Use Among Youth and Young Adults, summarizes research on the epidemiology, causes, and health effects of smoking among young people. The report finds that over 600,000 middle school students and more than three million high school students smoke cigarettes, and that youth and young adults have high rates of cigar use and use of multiple tobacco products.

Tobacco industry brings new products to the market
The tobacco industry has introduced several novel tobacco products to the market over the past few years. Click here to learn more about these products and how they attract youth to tobacco use.

Research shows changes in combustible tobacco use patterns
The steady decrease in cigarette consumption has been countered by a recent trend of using other combustible tobacco products. Click here to read a Morbidity and Mortality Weekly Report about the increase use of cigars and pipe tobacco.

Comprehensive smoke-free laws continue to be adopted
As of October 2012, 23 states, Washington DC, Puerto Rico, and the U.S. Virgin Islands had enacted comprehensive smoke-free laws that include all bars, restaurants, and workplaces. These laws protect 48.7% of the U.S. population from second-hand smoke. Visit the Americans for Nonsmokers’ Rights website for more information, smoke-free lists, and maps.

For Further Information... on history of tobacco, check out The Tobacco Timeline by Gene Borio:
http://archive.tobacco.org/resources/history/Tobacco_History.html
The Evolution of Tobacco Control: Policy Matters

Many historical events have affected tobacco use in the United States, causing both increases and decreases over the past century. All of the events mentioned in this lesson have influenced tobacco use and shaped tobacco control in the United States as we know it today.

Throughout the evolution of the tobacco control movement, the greatest reductions in tobacco use have occurred through policy changes. You can see how some policies enacted over the years have affected tobacco use in the graph below. Government support for policies and programs that reduce tobacco use are generally welcomed by the general public.

Now that you have some background information on the history of tobacco control in the United States, we can move on to talking about current issues and challenges.
Lesson One Check for Understanding

Before moving on to the next lesson, please answer the following questions to review what you learned in Lesson One:

1. Think about it: What two or three events presented in this lesson were you surprised to learn affected tobacco use? What surprised you about the connection?

2. When did scientists begin publishing reports about the health effects of tobacco?
   a. 1930s
   b. 1950s
   c. 1970s
   d. 1990s

3. Which of the following best describes the Master Settlement Agreement?
   a. The result of a 1998 lawsuit brought against tobacco companies by the 46 Attorneys General to recoup Medicaid expenses resulting from smoking-related disease.
   b. 2003 World Health Organization treaty recognizing tobacco use as a global epidemic.
   c. 2012 publication summarizing research on the epidemiology, causes, and health effects of smoking among young people.
   d. None of the above.

4. Which of the following best describes the Family Smoking Prevention and Tobacco Control Act?
   a. 1970 law banning all radio and television cigarette advertising.
   b. 1992 law requiring states to set minimum ages to buy tobacco.
   c. 2009 law giving the Food and Drug Administration (FDA) authority to regulate tobacco products.
   d. None of the above.

5. After examining the historic successes and challenges of changing tobacco control policy within United States history, what tactics seem to be most successful and might serve as models for current tobacco control policy problems?
Lesson One Check for Understanding Answers

Before moving on to the next lesson, please answer the following questions to review what you learned in Lesson One:

1. Think about it: What two or three events presented in this lesson were you surprised to learn affected tobacco use? What surprised you about the connection?

   Correct Answer: Answers will vary.

2. When did scientists begin publishing reports about the health effects of tobacco?
   a. 1930s
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   Correct Answer: Answers will vary.
Lesson One Sources

Resources Used


Images

2. Slide 4: *Chesterfield Cigarettes Ad, 1940*. From Trinkets and Trash website: [http://www.trinketsandtrash.org](http://www.trinketsandtrash.org)