Tobacco 101
Part Two, Lesson One

A SELF-GUIDED E-BOOK IN TWO PARTS
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.
# Table of Contents

## PART 2:
**REDUCING THE PROBLEM OF TOBACCO USE**

### LESSON 1

- **Credible Tobacco Control Resources and Key Partners**  
  Page 4
- **Check for Understanding**  
  Page 21
- **Sources**  
  Page 23
Credible Tobacco Control Resources and Key Partners

In Part One of Tobacco 101, we discussed the history of tobacco control and the effects it had on tobacco use in this country. We also discussed the health effects and risks associated with tobacco use and secondhand smoke. In this lesson we will describe current tobacco control resources and introduce you to some key partners who are committed to reducing tobacco use and its deadly toll.

At the end of this lesson, you will be able to:

1. **Identify valuable and reliable sources of information about tobacco.** It is important to know where to go to get good information and ensure the data you use is always credible.

2. **Discuss the benefits of working with established and credible partner organizations.** Partner organizations can be sources of information and allies in promoting programs and policies.

3. **Find credible information, data, and resources relevant to your projects.** We will give you some practice in using some of the resources described. That way, you will be more comfortable using these resources to assist you in planning your activities and communicating with decision makers and the public.
Credible Tobacco Control Resources and Key Partners

Nothing is more important than credible, reliable, and relevant information when disseminating health information and making the case for tobacco control efforts. Data are necessary to advocate for funds to allow your program to conduct local or state research. State and local data get people’s attention and garner strong support for tobacco control programs.

Fortunately, working in tobacco control, there is a lot of good information readily available. In this Lesson, we will talk about several of these helpful resources:

• The Community Guide
• Best Practices for Comprehensive Tobacco Control Programs
• Surgeon General’s Reports
• STATE System
• Institute of Medicine Reports

You may have noticed that several of these resources have already been mentioned in Part One. A more comprehensive list of Tobacco Control resources is available at The Department of Health and Human Services Be Tobacco Free website. Here, you can find information on research, news, and federal, state, and local laws related to tobacco.
Credible Resources: The Community Guide

The Community Guide has a lot of useful information for local and state tobacco control programs. For example, it can help answer questions, such as:

- Which interventions work or do not work?
- Which interventions work best with particular populations or in particular settings?
- How much do the interventions cost? What should communities or states expect for their investment?
- Does the intervention have any other benefits or cause any harms?
- Which interventions need more research?

The Community Guide remains a reliable and credible source as its recommendations about the effectiveness of programs and policies are made by The Task Force on Community Preventive Services (or Task Force) — an independent, nonfederal, rotating volunteer group of public health and prevention experts appointed by the Director of the Centers for Disease Control and Prevention (CDC).

Established in 1996, the Task Force bases its findings and recommendations on systematic reviews of the science literature with input from experts in research, practice, and policy. The Task Force oversees the work of The Community Guide and provides ongoing updates as new research is published and reviewed.
Credible Resources: *Best Practices for Comprehensive Tobacco Control Programs*

The Center for Disease Control and Prevention’s *Best Practices for Comprehensive Tobacco Control Programs* (2007) is an evidence-based guide to help states plan and establish tobacco control programs to prevent or reduce tobacco use. This publication describes an integrated programmatic structure for implementing interventions proven to be effective and recommends the level of investment needed to reduce tobacco use in each state.

The CDC’s Office of Smoking and Health issued two user guides to assist in the implementation of the recommended best practice strategies, including:

*Best Practices User Guide: Coalitions—State and Community Interventions*

This user-friendly guide focuses on the critical role coalitions play in a comprehensive tobacco control program. The guide provides tobacco control program managers with information on the best ways to use coalitions as part of a comprehensive program that leads to changes in tobacco-related policies, ordinances, and laws.

*Best Practices User Guide: Youth Engagement*

The guide provides information on the best practices for engaging youth as a part of a comprehensive tobacco control program. Youth involvement can lead to important policy and social norm changes, and advance the fight against big tobacco’s promotions and other influences that target youth.
Credible Resources: Surgeon General’s Reports

Beginning with the first report in 1964, smoking has been one of the most important public health issues for all the Surgeons General of the past five decades. The reports of the Surgeon General on tobacco have alerted the nation to the health risk of smoking and have transformed the issue from one of individual and consumer choice to one of epidemiology, public health, and risk for smokers and non-smokers alike. Since 2000, seven reports related to smoking and tobacco use have been released, setting the standard for scientifically vetted information. Each report listed below, along with their related easy to read consumer guides and fact sheets, is an important resource.

- **2010** - *How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease.*
- **2012** - *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General.*
Credible Resources: STATE System

The STATE System, *State Tobacco Activities Tracking & Evaluation* is an invaluable resource that compiles state level data on tobacco use and tobacco trends. The STATE System was developed by the Centers for Disease Control and Prevention in the Office on Smoking and Health (OSH).

The STATE System acts as an electronic data warehouse that allows you to generate reports on tobacco related: behaviors, demographics, economics, environment, funding, health consequences and costs, and legislation in the following four report formats:

1. **Detailed Report** - A report that displays data for a selected topic (e.g., economics), measure (e.g., cigarette sales), state, and year.

2. **State Comparison Report** - A report that displays data for one, several, or all states on a selected topic (e.g., economics), measure (e.g., cigarette sales), year, and state. Data for all states are available, and this report can also be exported to Excel.

3. **Trend Report** - A report that displays data for a selected topic (e.g., economics), measure (e.g., cigarette sales), multiple subtopics (e.g., average cost per pack), years and states. This report can be displayed graphically and exported to Excel.

4. **Tobacco Highlights Report** - A report that displays current state information on the prevalence of tobacco use, the health effects and costs associated with tobacco use, and the tobacco excise tax. The report draws from multiple sources within the STATE System and can be displayed in tabular or graphic form. It can also be exported as a PDF file.
Credible Resources: Institute of Medicine Reports

The Institute of Medicine is an independent, non-profit organization that works outside of government to provide unbiased, objective, and evidence-based advice to policymakers, health professionals, private businesses and the public. The mission of the Institute of Medicine embraces the health of people everywhere.

*Ending the Tobacco Problem: A Blueprint for the Nation* (pictured here) is a 2007 report published by the Institute of Medicine. The report is a blueprint for how to reduce tobacco use in the United States. It has information on the history of tobacco control, effective interventions, and a recommended set of policy interventions for federal and state governments.

*Ending the Tobacco Problem* presents a case for governmental and nongovernmental tobacco control interventions to solve the problem of tobacco use. The book also identifies the benefits to society of fully implementing effective tobacco control interventions and policies.
Key Partners in Tobacco Control

One of the most valuable resources of any organization is the knowledge and power of its partners. Partners strengthen programs because partnerships can accomplish more than a single organization can accomplish on its own. Local tobacco control programs must assemble scientific evidence, advocate for funds and other support, lobby decision makers, and come up with creative solutions to problems. **Working with partners makes these jobs a great deal easier.**

In this section, we will describe the following partners in detail. A more comprehensive list of partners is provided at the end of the section.

- American Lung Association
- Americans for Nonsmoker’s Rights
- Campaign for Tobacco-Free Kids
- National Networks
- Tobacco Control Legal Consortium
- Tobacco Control Network

There is strength in numbers, and the more partners you have working to accomplish your goal, the better your chance of success.
Key Partners: American Lung Association

The American Lung Association is a valuable leader in the movement, promoting tobacco control strategies such as public smoking restrictions and government coverage for cessation assistance. They have also issued several reports related to various tobacco control topics.

The annual State Legislated Actions on Tobacco Issues (SLATI) report continuously tracks state tobacco control laws, such as restrictions on smoking in public places and workplaces as well as tobacco taxes. It is the only comprehensive and up-to-date summary of tobacco control laws in all 50 states and D.C. The SLATI website also has a wealth of up-to-date information on tobacco control laws and policies including information on:

- Smoke-free laws and policies
- Cigarette/tobacco taxes
- Tobacco prevention and cessation programs
- Other tobacco control policy issues and tobacco policy trend reports

The Helping Smokers Quit: Tobacco Cessation Coverage 2012 report examines each state’s tobacco cessation coverage as well as federal coverage under the Affordable Care Act. In conjunction with this report, ALA has made available a toolkit on the Affordable Care Act and Tobacco Control, which contains factsheets, template letters, and other helpful tools.
Key Partners in Tobacco Control: Americans for Nonsmokers’ Rights

*Americans for Nonsmokers’ Rights* (ANR) is a non-profit public interest group formed in 1976 to protect the right of nonsmokers to breathe smokefree air. ANR pursues an action-oriented program of policy, legislation and advocacy to eliminate secondhand smoke from enclosed workplaces and public places and to counter the tobacco industry’s efforts to undermine these policies.

ANR provides smokefree air policy advocacy technical assistance and trainings to health advocates and coalitions throughout the United States. ANR’s policy staff is available to help members with questions pertaining to public education organizing efforts, policy campaign issues, reviewing draft ordinance language, and sharing best practices and lessons learned. ANR’s website also contains many informational fact sheets, maps, and resources.
**Credible Resources: Campaign for Tobacco-Free Kids**

The [Campaign for Tobacco-Free Kids](https://www.campaignftf.org) is a leading force in the fight to reduce tobacco use and its deadly toll in the United States and around the world. They advocate for public policies proven to prevent children from smoking, help smokers quit, and protect everyone from secondhand smoke. They also compile important information into reports to disseminate youth-related tobacco information.

Some of their reports and resources include:

- **Broken Promises to Our Children**: This report, which is updated annually, examines how states have continued to cut funding for tobacco prevention and cessation programs. In the fiscal year 2013, states will collect **$25.7 billion** in tobacco revenue, but will spend only **1.8%** or **$459.5 million**, on programs to prevent kids from smoking and help smokers quit. This demonstrates that the states are spending less than two cents of every dollar in tobacco revenue to fight tobacco use.

- **Fact Sheets and Special Reports**: The Campaign’s fact sheets and special reports provide comprehensive information about the toll of tobacco, supported proven solutions, and tobacco industry actions that spread death and disease worldwide. The library of Fact Sheets and special reports focuses primarily on efforts to reduce tobacco use in the United States including the health and economic toll of tobacco, tobacco control policies, and tobacco industry activities.
Key Partners in Tobacco Control: National Networks

The National Networks are important partners for state and community tobacco control programs. The National Networks represent populations disproportionately affected by tobacco use and tobacco-related disease. The National Networks can provide data, educational materials, and partners to help address the specific tobacco issues of these populations.

The National Networks include:

- National African American Tobacco Prevention Network (NAATPN)
- The National Latino Tobacco Control Network (NLTCN)
- Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL)
- The National LGBT Tobacco Control Network
- Break Free Alliance: Ending the cycle of tobacco and poverty
- National Native Commercial Tobacco Abuse Prevention Network (NNCTAPN)
Key Partners in Tobacco Control: Tobacco Control Legal Consortium

The Tobacco Control Legal Consortium, part of the Public Health Law Center, is a legal network for tobacco control policy. Drawing on experts in eight affiliated legal centers, the Consortium works to assist states and communities with tobacco law-related issues, ranging from smoke-free policies to tobacco control funding laws to regulation of flavored cigarettes.

The Consortium’s team of legal and policy specialists provides legislative drafting and policy assistance to state and community leaders and public health organizations. They are experts in designing, enacting and implementing laws that are evidence-based, workable, effective and legally sound.

The Consortium also promotes understanding of public health law through state, national and international trainings and practical educational resources. Their website houses several fact sheets, publications, and other useful resources on a variety of tobacco control topics.
Key Partners in Tobacco Control: Tobacco Control Network

The Tobacco Control Network (TCN) is comprised of tobacco control program managers and additional staff from each U.S. state, territory, and D.C. This wide representation allows the TCN to access a wealth of expertise and experience from across the country that can compiled for those working in tobacco control. The TCN is a coordinated effort that acts as a catalyst for change in the tobacco control movement by:

- **Facilitating knowledge exchange** by keeping its members informed about state and national tobacco related events, and promoting the sharing of policy and programming strategies through email alerts, the Tobacco Free Press e-newsletter, webinars and the TCN website.

- **Fostering leadership development** through member support services and a peer mentoring program.

- **Collaborating with partners at all levels of tobacco control** to promote effective policy strategies, sustain comprehensive tobacco control programs, and eliminate tobacco-related health inequities.

Each year TCN issues a [Policy Platform](#) document that lists tobacco prevention and control policy recommendations for state programs and justification for the selection of those policies.
Further Key Partners in Tobacco Control

The field of tobacco control is fortunate to have invested and effective partners at all levels and can generally be categorized into the following groups: nonprofit organizations, state and local health departments, federal agencies, and international agencies. The following list is comprised of some of the most credible and important resources in tobacco control.

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<tr>
<th><strong>Non-Profit Organizations</strong></th>
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<tbody>
<tr>
<td>American Heart Association</td>
<td><a href="http://www.americanheart.org/">http://www.americanheart.org/</a></td>
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<tr>
<td>American Lung Association</td>
<td><a href="http://www.lungusa.org">http://www.lungusa.org</a></td>
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<tr>
<td>Tobacco Technical Assistance Consortium</td>
<td><a href="http://www.ttac.org">http://www.ttac.org</a></td>
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Further Key Partners in Tobacco Control, Continued

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<th><strong>STATE AND LOCAL HEALTH DEPARTMENTS</strong></th>
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<tr>
<td>Offices of Attorneys General</td>
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<tr>
<td>Offices of Minority Health</td>
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<tr>
<td>Offices of Substance Abuse Treatment and Mental Health</td>
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<tr>
<td>Departments of Education</td>
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<tr>
<td>State University Schools of Public Health</td>
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<tr>
<th><strong>FEDERAL AGENCIES</strong></th>
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<td>Centers for Disease Control and Prevention, Office on Smoking and Health</td>
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<tr>
<td>Federal Trade Commission</td>
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<tr>
<td>Food and Drug Administration, Center for Tobacco Products</td>
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<tr>
<td>Health and Human Services Administration</td>
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<tr>
<td>National Cancer Institute</td>
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<tr>
<td>National Institutes of Health</td>
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<td>Substance Abuse and Mental Health Services Administration</td>
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<th><strong>INTERNATIONAL AGENCIES</strong></th>
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<tr>
<td>World Health Organization, Tobacco-free Initiative</td>
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Credible Tobacco Control Resources and Key Partners: A Summary

In Lesson One, we discussed the value of credible data and the most reliable sources for finding tobacco-related data. We also discussed the importance of having key partners in tobacco control and the existing partners and networks for support in tobacco control. These are just a few of the valuable resources that serve as essential references and allies to support your work in tobacco control. Because there are always new organizations that become engaged in tobacco control, it is important to stay on the lookout for new partners especially within your local communities.

Now that we have a foundation about tobacco control resources and partners, let’s talk about what it means to take a public health approach to tobacco control.
Lesson One Check for Understanding

1. According to the Community Guide, which of the following strategies is NOT recommended to increase tobacco cessation, due to insufficient evidence? Go here to find your answer: http://www.thecommunityguide.org/tobacco/index.html.
   a. Increasing the price of tobacco products
   b. Quitline interventions
   c. Health provider reminders
   d. Reducing the cost of evidence-based cessation treatments
   e. Mass media cessation contests

2. Use SLATI to fact-check the statements listed below. Which of them is incorrect? Go here to find your answer – click on the state in question to learn more: http://www.lungusa2.org/slati/states.php
   a. The cigarette tax in Georgia is $0.37 per pack.
   b. According to state law, there are no restrictions on smoking in public places in Wyoming.
   c. Massachusetts law requires manufacturers, retailers, wholesalers, and vending machine operators to obtain a license to sell tobacco products.
   d. There are no exemptions to the law banning smoking in public places in Oregon.
   e. Funding for Michigan’s tobacco control program comes from state cigarette tax revenue.
   f. All of the above statements are correct.

   a. What is the smoking prevalence among men?
      Among women?
   b. What is the smoking prevalence among youth?
   c. What percent of indoor worksites have smoke-free policies in place?
   d. What is the tax per pack of cigarettes?

4. What resources and partners from this lesson do you think will be most useful for you? Why?
Lesson One Check for Understanding Answers

5. According to the Community Guide, which of the following strategies is NOT recommended to increase tobacco cessation, due to insufficient evidence? Go here to find your answer: http://www.thecommunityguide.org/tobacco/index.html.
   a. Increasing the price of tobacco products
   b. Quitline interventions
   c. Health provider reminders
   d. Reducing the cost of evidence-based cessation treatments
   e. Mass media cessation contests

Correct answer: e. The Community Preventive Services Task Force finds insufficient evidence to assess the effectiveness of cessation contests because of too few studies and insufficient comparison/control groups. Click here for more information.

6. Use SLATI to fact-check the statements listed below. Which of them is incorrect? Go here to find your answer – click on the state in question to learn more: http://www.lungusa2.org/slati/states.php
   a. The cigarette tax in Georgia is $0.37 per pack.
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   d. There are no exemptions to the law banning smoking in public places in Oregon.
   e. Funding for Michigan’s tobacco control program comes from state cigarette tax revenue.
   f. All of the above statements are correct.

Correct answer: d. Exceptions to Oregon’s smoke-free law include: 1) up to 25 percent of hotel/motel rooms, 2) smoking of noncommercial tobacco products for ceremonial purposes 3) smoke shops, 4) cigar bars and 5) a performer that smokes or carries a lighted smoking instrument that does not contain tobacco. Click here for more information.

   a. What is the smoking prevalence among men? Among women?
   b. What is the smoking prevalence among youth?
   c. What percent of indoor worksites have smoke-free policies in place?
   d. What is the tax per pack of cigarettes?

Correct Answer: Answers will vary for all of these sub-questions.

8. What resources and partners from this lesson do you think will be most useful for you? Why?

Correct Answer: Answers will vary.
Sources


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