Don’t Behave Like You Live in a Cave:
Considerations for Data Translation in an Evolving Landscape

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Overview

Learn from the Past
Live in the Present
Look to the Future
Conclusions and Considerations
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Conclusions and Considerations
Since 1964, over 20 million Americans died because of smoking, including:

- 2.5 million nonsmokers
- 108,000 babies
- 86,000 residential fires
- 6.58 million from cancers
- 7.8 million from CVD & metabolic diseases
- 3.8 million from pulmonary diseases

**Major Conclusion:** “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.”

**Source** The health consequences of smoking – 50 years of progress: a report of the Surgeon General. – Atlanta, GA.: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.
Adult Per Capita Cigarette Consumption and Major Smoking-and-Health Events—U.S., 1900-2015

Tobacco Control Works:

**MAJOR CONCLUSION #8**

“Since the 1964 Surgeon General’s report, comprehensive tobacco control programs and policies have been proven effective for controlling tobacco use. Further gains can be made with the full, forceful, and sustained use of these measures.”

Since 1964 tobacco control:

- Prevented over 8 million early deaths
- Saved 157 million life years

“Tobacco Control Vaccine”

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Conclusions and Considerations

- No State Law/Exemptions/Ventilation/Separation
- Partial Law (One Location)
- Partial Law (Two Locations)
- Comprehensive Law (Worksites & Bars & Restaurants)

Source: CDC STATE System
Cigarette Excise Taxes
United States
2000 – December 2016

Source: CDC STATE System
Tobacco Quitlines
United States
2000-2016

Source: North American Quitline Consortium
National Media Campaigns:
Tips, Truth, The Real Cost

CDC

Truth

FDA
Evolving Landscape
Disparities
Industry Influence
Limited Resources

Tobacco Control Hurdles
Disparities in Smoking, by State

Disparities in Smoking, by Population

- American Indian/Alaska Native
- Multiple Race

Race/Ethnicity

- Lower Education

Education level

- Live Below Poverty Line

Poverty status

- Medicaid
- Uninsured

Health insurance coverage

- Have Disability or Limitation

Disability/Limitation

- Lesbian, Gay, Bisexual

Sexual orientation

- Have Serious Psychological Distress

Serious psychological distress

- Midwest
- South

U.S. Census region
“The tobacco epidemic was initiated and has been sustained by the aggressive strategies of the tobacco industry, which has deliberately misled the public on the risks of smoking cigarettes.”

Tobacco Industry is Outspending Prevention Efforts 20:1

- State Tobacco Revenue (FY 2016 CTFK Report): $25.8 billion
- Total CDC-Recommended Spending Level (2014): $3.3 billion
- Tobacco Industry Marketing & Promotion Spending (2014 FTC): $9.1 billion
- State Tobacco Program Budgets FY2016: $0.468 billion

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Conclusions and Considerations
The End Game

- Faced with the challenge of achieving a vision of a society free of tobacco-related death and disease, a discussion has begun within the field of tobacco control about what has come to be called the tobacco “end game”.

- The literature considers strategies that could be used, in addition to the expanded implementation of proven tobacco control interventions, to:
  - Accelerate declines in the use of cigarettes and other combustible tobacco products; and
  - End the tobacco epidemic.

2014 SGR Recommendations Toward End Game

- Sustain high-impact media campaigns such as *Tips* for 12 months/year for 10+ years
- Raise excise taxes – at least $10 per pack is most effective
- Fulfill opportunity of the ACA to provide access to barrier-free, proven tobacco use cessation treatment
- Expand cessation in primary and specialty care settings
- Effectively implement FDA’s authority for tobacco product regulation to reduce product addictiveness and harmfulness
- Expand tobacco control and prevention research to increase understanding of the ever changing landscape
- Fully fund comprehensive statewide tobacco control programs at CDC-recommended levels
- Extend comprehensive smoke-free indoor protections to 100% of the U.S. population

Novel Approaches for Forging the Evolving Landscape

1. Data
2. Messaging
3. Interventions
4. Partners

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The Landscape is Evolving.....

Internet Surveys
Retail Scanner Data
Social Media
GIS

..... So Must We.
The way we communicate has changed.

**Target:**
Reaching key population groups

**Content:**
Needs to be easily understood

**Mode:**
Reaching audience using novel platforms
Opportunities Exist to Modernize Our Proven Interventions

1. Tobacco 21
2. Smoke-free Multiunit Housing
3. Tobacco-free College
4. E-cigarettes
5. Tobacco-free Pharmacies
6. e-Referrals
7. Tobacco-free Sports
8. Digital Media

Opportunities Exist to Modernize Our Proven Interventions
Forging New Partnership is Critical………

- Individuals, parents, and families
- Teachers, coaches, and other youth influences
- Civic and community leaders
- Public health and health care professionals
- Researchers
- Federal government
- State, local, tribal, and territorial governments
- Voluntary health agencies, non-governmental organizations, and other community and faith based organizations
Learn from the Past

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Conclusions and Considerations
Learn from the Past:
Tobacco Control has the luxury of over a half century of experience. We know what works.

Live in the Present:
We’ve made considerable progress. However, there’s still more work to be done.

Look to the Future:
The tobacco product landscape continues to diversify, and it’s critical that data translation efforts evolve accordingly.