



Tobacco Control Policies & Programs

Save Lives *and* Save Money

Matthew L. Myers

President, Campaign for Tobacco-Free Kids

Alliance for Health Reform Luncheon Briefing

July 13, 2012

1



We Know How to Reduce Tobacco Use

CDC “Best Practices”; Reports of the Surgeon General

- Increased Taxes; Higher prices
- Effective warnings;
- Hard hitting mass media
- Restrictions on Tobacco advertising, promotion, sponsorship
- Protection against secondhand smoke
- Assistance in quitting
- Community based programming

2



Progress in the US

(April 1, 1996)

- Adult smoking prevalence (1995): 24.7%
- Youth smoking prevalence (1997): 36.4% -
- Federal Cigarette Tax Rate: \$0.24 per pack
- State Avg. Cigarette Tax Rate: \$0.327 per pack
- Number of Smoke-Free States: 0 (CA had passed but not yet implemented)
- No national regulation of tobacco products or tobacco marketing

Campaign for Tobacco-Free Kids

www.tobaccofreecenter.org



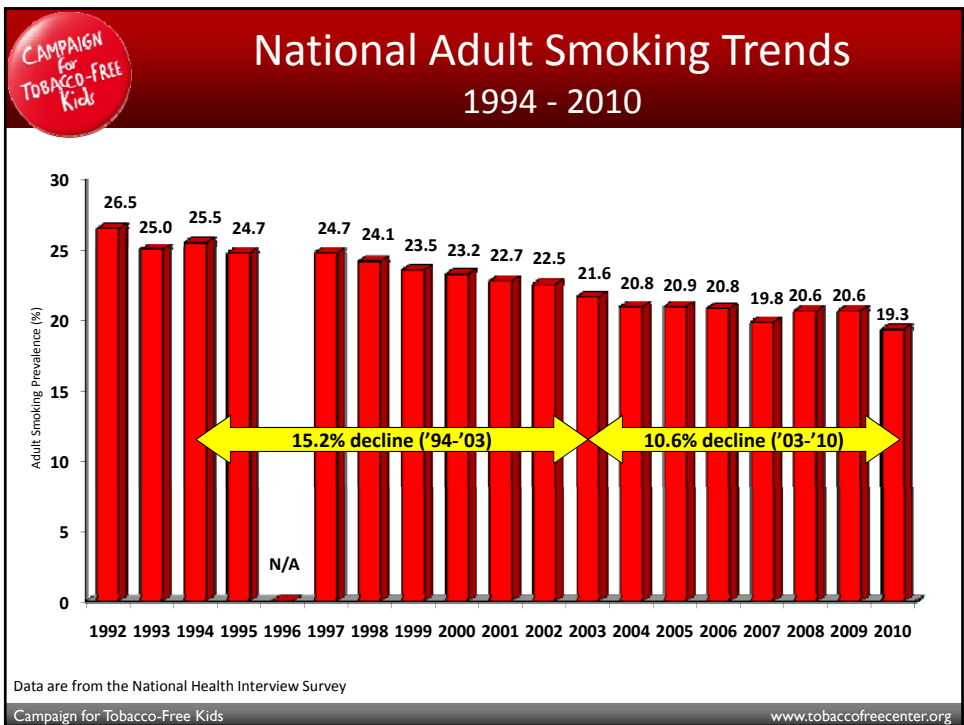
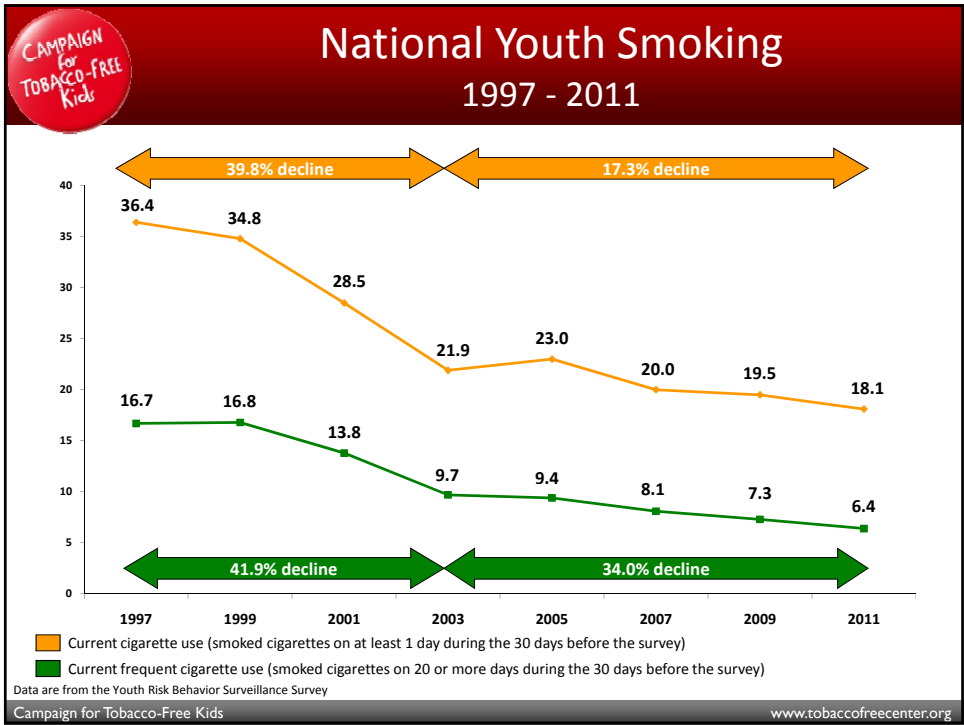
Where We Are Now

(2012)

- Adult smoking prevalence (2010): 19.3%
- Youth smoking prevalence (2011): 18.1%
- Federal Cigarette Tax Rate: \$1.01 per pack
- State Avg. Cigarette Tax Rate: \$1.49 per pack
- Number of Smoke-Free States: 29 + DC
- Most states have some level of prevention funding although not nearly enough
- Authority for FDA to regulate sale, marketing and manufacture of tobacco products

Campaign for Tobacco-Free Kids

www.tobaccofreecenter.org





Due to all of these smoking declines (2011):

- 3.2 million fewer current youth smokers
- 7.8 million youth kept from becoming addicted adult smokers
- **2.8 million fewer youth will die prematurely** from smoking
- **\$136 billion in lifetime healthcare savings** from smokers averted
- 10.1 million fewer adult smokers
- **2.3 million fewer adults will die prematurely** from smoking
- **\$96 billion in lifetime healthcare savings** from smokers averted

Cancer mortality

How much of the decrease in cancer death rates in the United States is attributable to reductions in tobacco smoking?

Michael J Thun, Ahmedin Jemal

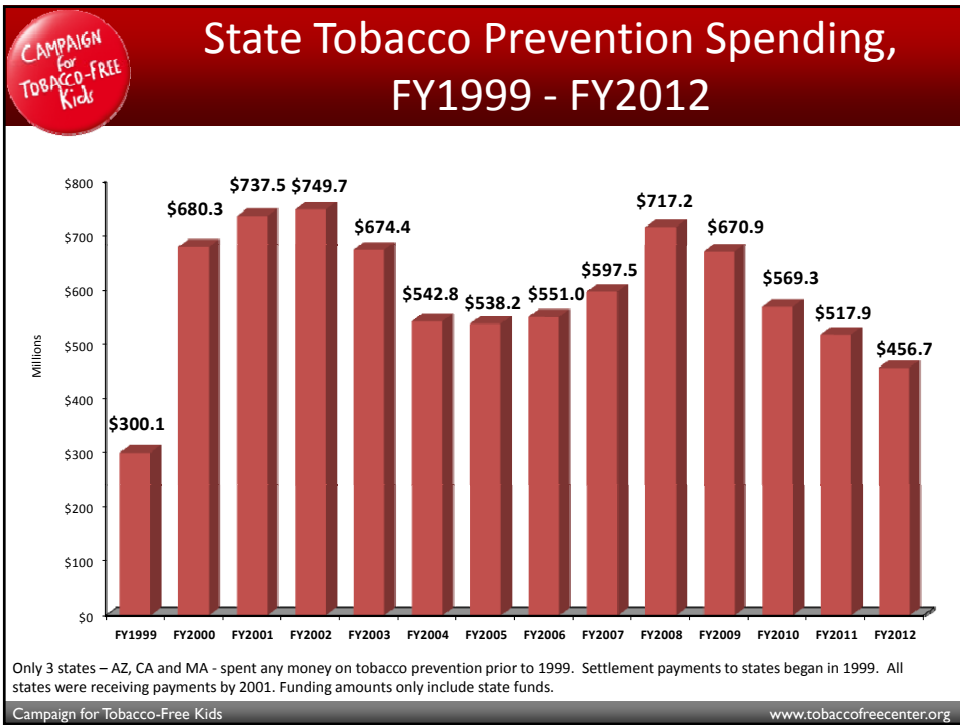
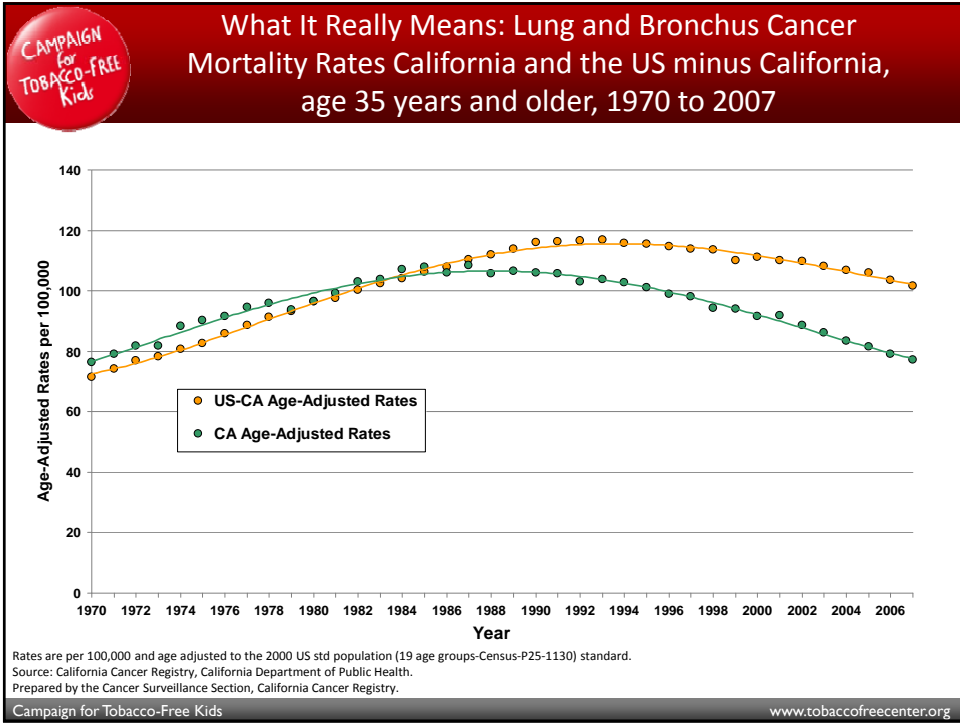
Reductions in tobacco smoking are a major factor in the decrease in cancer mortality rates

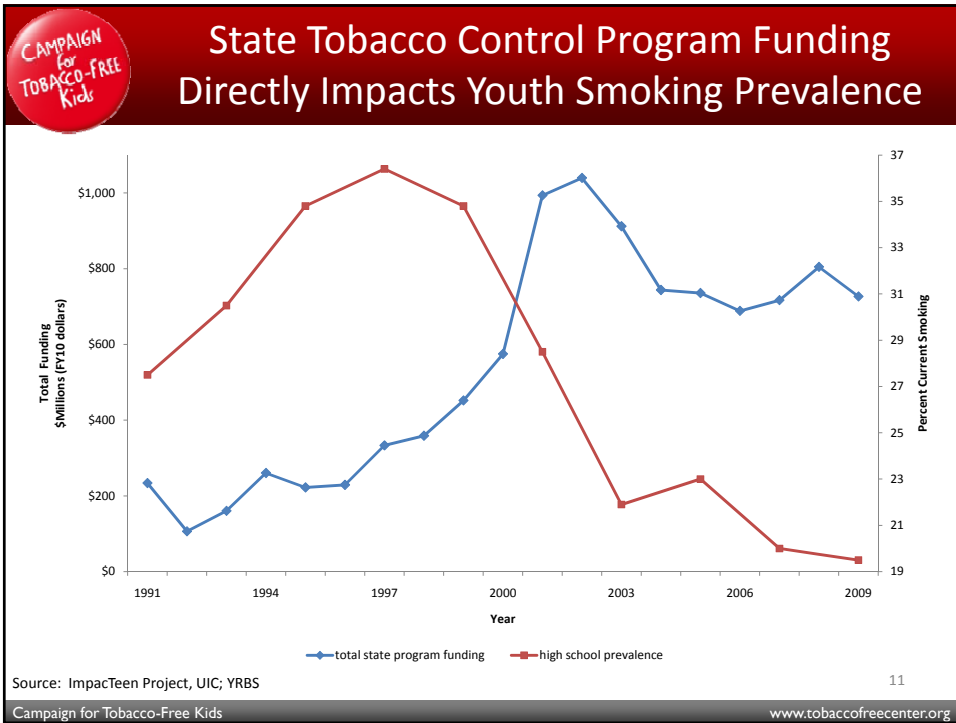
Reductions in tobacco smoking are major factor in the decrease in cancer mortality rates

Reductions in tobacco smoking ...account for about 40% of the decrease in overall male cancer death rates and have prevented at least 146,000 lung cancer deaths in men

CONCLUSION

Even our most conservative estimate indicates that reductions in lung cancer, resulting from reductions in tobacco smoking over the last half century, account for about 40% of the decrease in overall male cancer death rates and have prevented at least 146 000 lung cancer deaths in men during the period 1991 to 2003. A more realistic straight line projection of what lung cancer rates might have become suggests that, without reductions in smoking, there would have been virtually no reduction in overall cancer mortality in either men or women since the early 1990s. The payoff from past investments in tobacco control has only just begun. The aging of birth cohorts with lower smoking initiation rates and the anticipated future decrease in lung cancer mortality in women will help to sustain progress. It is unclear how long the recent decrease in the number of Americans dying of cancer will continue, given the size of the "baby boomer" generation, even though the 2004 preliminary mortality data covering over 90% of the total US deaths⁹ suggest that the decrease will





CAMPAIGN for TOBACCO-FREE Kids

Cessation Benefit MassHealth Tobacco

- Massachusetts passed Health Care Reform in 2006 -
 - Expanded MassHealth (Medicaid) eligibility; Provided a smoking cessation benefit for *all* Medicaid recipients
- Smoking among Medicaid beneficiaries fell significantly in 2.5 years – from 38% to 28%, a 26% decline
- Hospital admissions for heart attacks fell by 46% and admissions for heart disease fell by 49%
- State saved more than \$3 in cardiovascular-related hospitalization expenditures for every \$1 spent on program costs
- Savings do not include long-term savings, savings that may occur outside the Medicaid program, or savings beyond hospital admissions

Campaign for Tobacco-Free Kids www.tobaccofreecenter.org



Media Campaigns

- Research Shows effective in reducing smoking among youth and adults
- The national truth® campaign by Legacy:
 - truth® associated with large declines in smoking among high school students; responsible for 300,000 fewer youth smokers
 - 2009 study found that for every \$1 spent on the truth® campaign, \$6 in future medical costs were averted
- CA, Mass, Miss, Minn, NY, Ohio, Wash and FL experienced significant reductions in smoking rates following implementation of mass media campaigns



CDC -Tips from Former Smokers: National Media Education Campaign

- 12 weeks beginning March 19th, 2012
- Calls to 1-800-Quit-Now since Campaign started: 365,194 (nearly 200,000 additional calls generated by Campaign)
- **24** States had a double or more increase in call volume
- More than 400,000 additional unique visitors to www.smokefree.gov
- CDC estimates that the campaign generated:
 - At least 500,000 quit attempts
 - 50,000 successful long-term quits
 - Approx. \$70 million in annual medical and productivity cost savings



Economic and Health Benefits of A State's Tobacco Prevention Program

California's tobacco control campaign has saved \$86 billion in health care costs in its first 15 years, including:

- \$390 million from declines in heart attacks and strokes in first 7 years
- \$100 million in its first 7 years from fewer low birth-weight babies
- **Over 15 years (1989-2004), for every \$1 spent on its tobacco control program, the state saved as much as \$50.**

Washington's tobacco prevention and cessation program is responsible for \$1.5 billion in healthcare cost savings, including:

- 36,000 fewer hospitalizations
- 13,000 fewer premature deaths from smoking
- **For every \$1 spent by the state on tobacco prevention in the last ten years, \$5 have been saved in reduced spending on health care**

Lightwood, JM, et al., "Short-Term Health and Economic Benefits of Smoking Cessation: Low Birth Weight," *Pediatrics* 104(6):1312-1320, December 1999. Miller, P, et al., "Birth and First-Year Costs for Mothers and Infants Attributable to Maternal Smoking," *Nicotine & Tobacco Research* 3(1):25-35, February 2001. Lightwood, JM et al., "Effect of the California Tobacco Control Program on Personal Health Care Expenditures," *PLOS Medicine* 5(8):1214-22, August 2008. Dilley, JA, et al., "Program, Policy and Price Interventions for Tobacco Control:^{1,5} Quantifying the Return on Investment of a State Tobacco Control Program," *American Journal of Public Health*, Published online ahead of print. Campaign for Tobacco-Free Kids www.tobaccofreecenter.org



Smoke-free Law Reduces Heart Attacks and Saves Health Care Dollars: New York State



- In 2004, there were **3,813 fewer hospital admissions for heart attacks** (8% decline) than would have been expected in NY without the comprehensive smoke-free law.
- Fewer hospital admissions translate into **\$56 million direct health care cost savings** in 2004 alone.

Source: Juster, HR, et al., "Declines in Hospital Admissions for Acute Myocardial Infarction in New York State After Implementation of a Comprehensive Smoking Ban," *American Journal of Public Health*, November 2007.

Campaign for Tobacco-Free Kids

www.tobaccofreecenter.org