

Implications of 40 Years of Tobacco Control for Prevention of Other Health Problems

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Overview

- Components of tobacco control success
- Current applications to other health issues
- Potential for other applications



Elements of Success in Tobacco Control

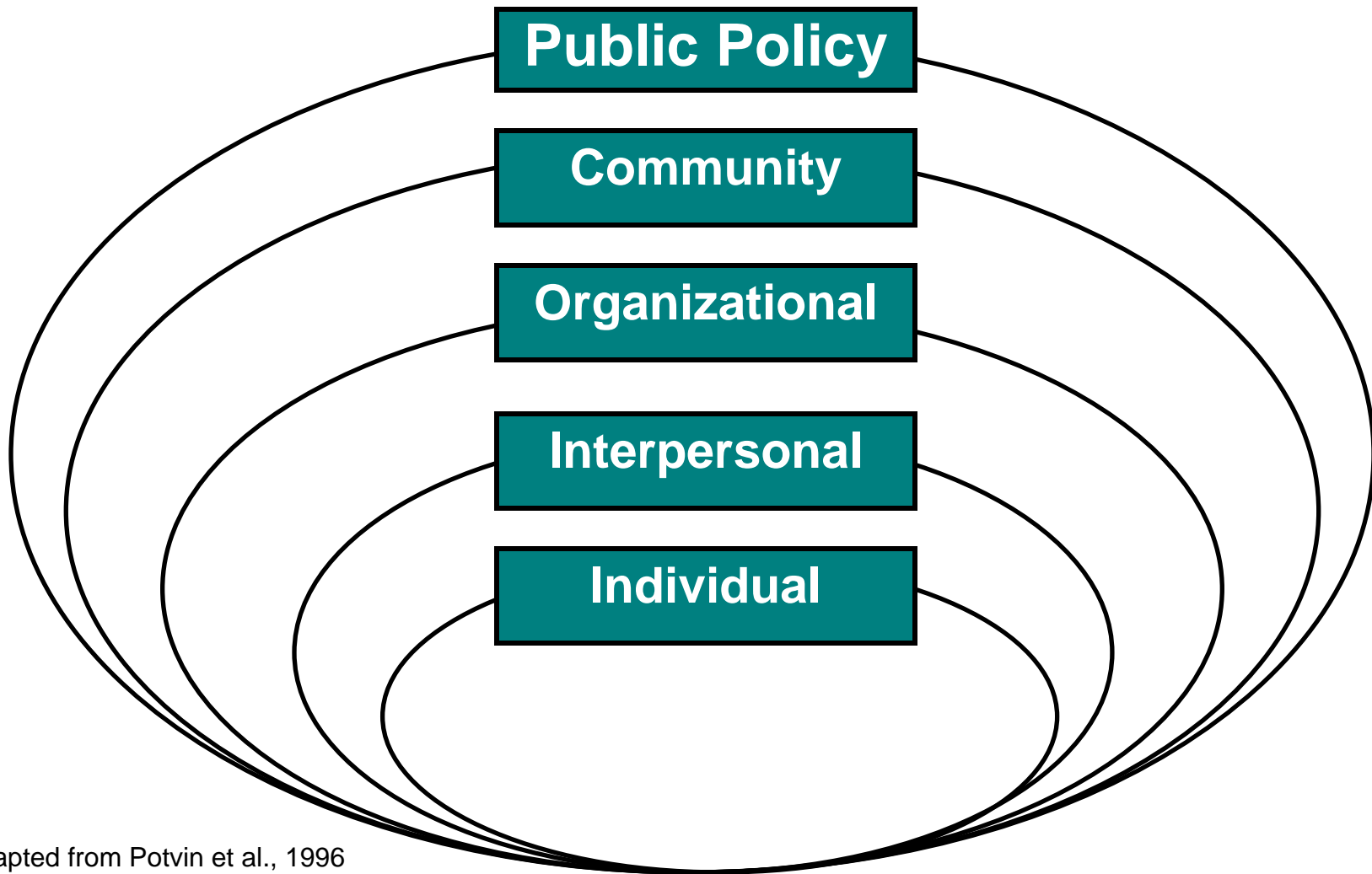
- Use of empirical evidence on health effects
- Comprehensive approach to prevention
- Focus on changing social norms
- Multiple policy interventions
- Advocacy
- New revenue streams (taxes) for research and interventions



Use of Empirical Evidence

- Unambiguous assessment of the problem:
 - tobacco kills and causes diseases
- Widespread dissemination of new information
 - Surgeon General's Reports, 1964, 1993
- Broad consensus about the evidence
- Basis for advocating for policy change

Shift Toward an Ecological Perspective in Tobacco Control



Adapted from Potvin et al., 1996

Comprehensive Intervention Approach: California Tobacco Control Program

■ Policy

- Statewide: Clean indoor air (workplaces, schools, bars)
- Local: Reduce advertising, sponsorship, youth access

■ Community

- Mobilize support for policy change
- Increase enforcement
- Provide cessation services

■ Schools

- Universal prevention programs
- Cessation

■ Media

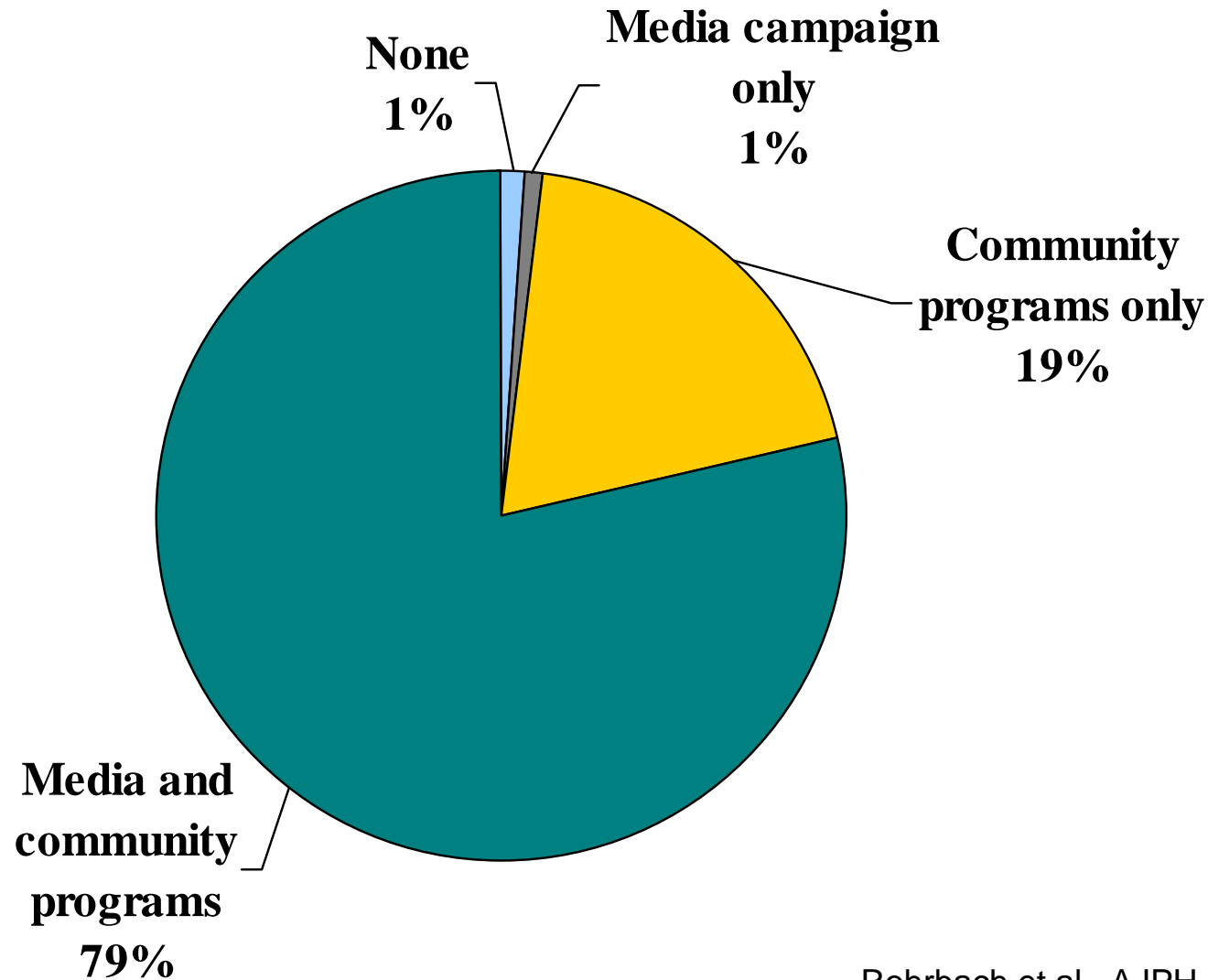
- PSA's on TV, radio, billboards



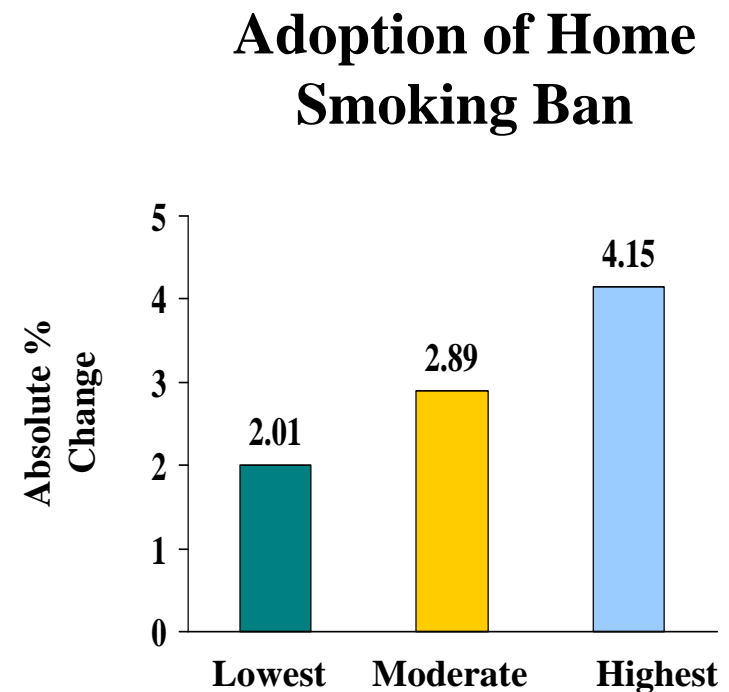
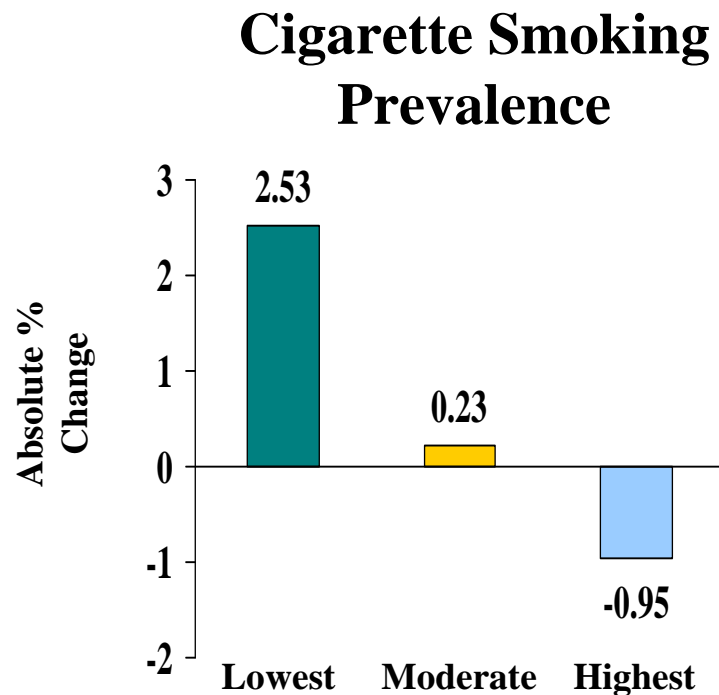
Infrastructure

- Local coalitions
- Involvement of law enforcement, voluntary health agencies, education, health care, community organizations, etc.
- Funds administered by county health departments and local school districts

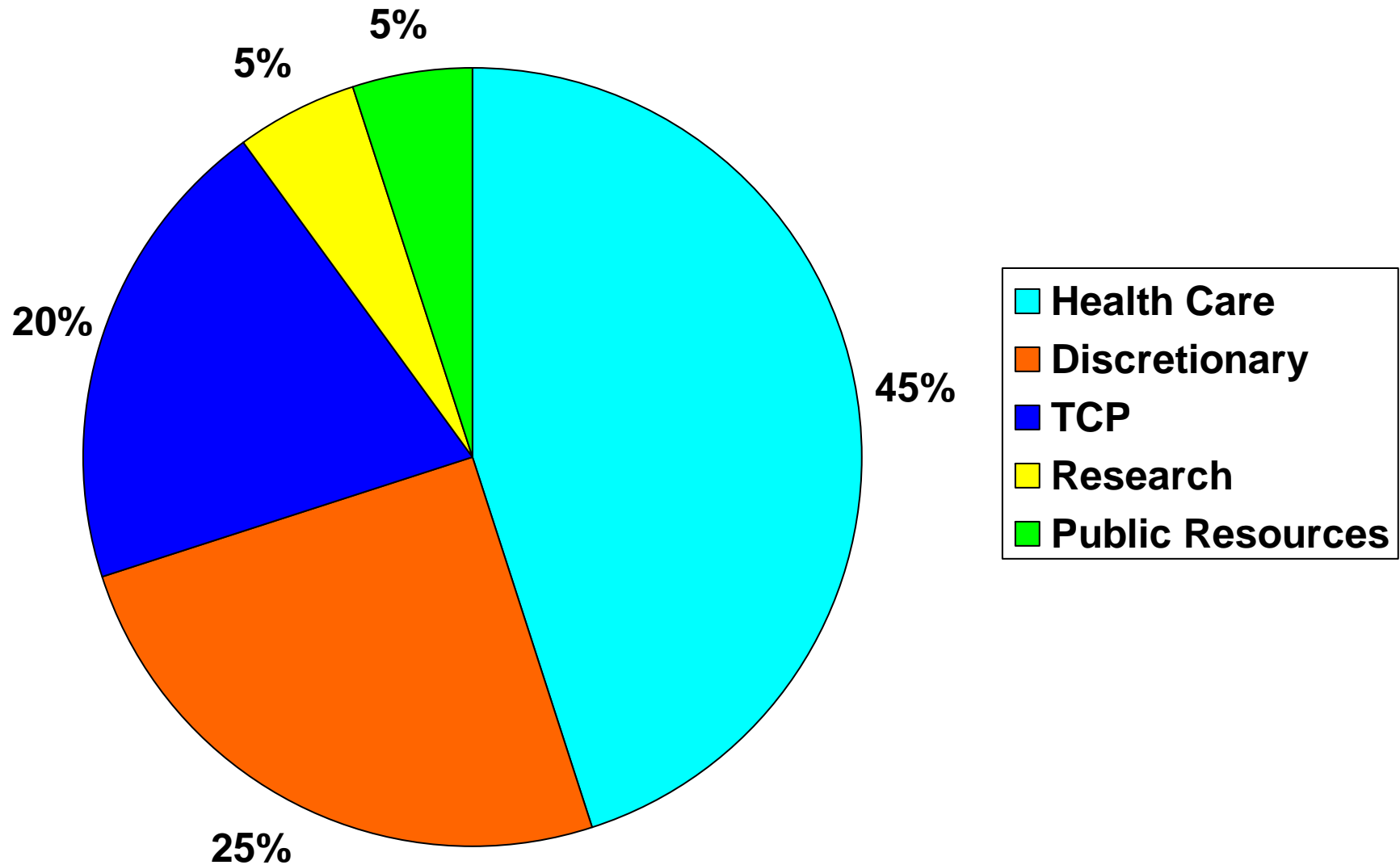
Adult Exposure to Media and Community Program Components: California, 1998



Level of Exposure Linked with Decline in Adult Smoking Prevalence, California 1996-1998



New Revenue Streams: Designated Use of Tobacco Tax Dollars in California, 1990





Tobacco Policy Interventions Nationwide

- Ban smoking in public places
- Restrict and regulate tobacco advertising and promotions
- Reduce illegal sales
- Provide warnings on packages
- Increase taxes on tobacco products

Social Norms: Public tolerance for smoking has changed dramatically....





Multiple Strategies Aimed at Changing Social Norms

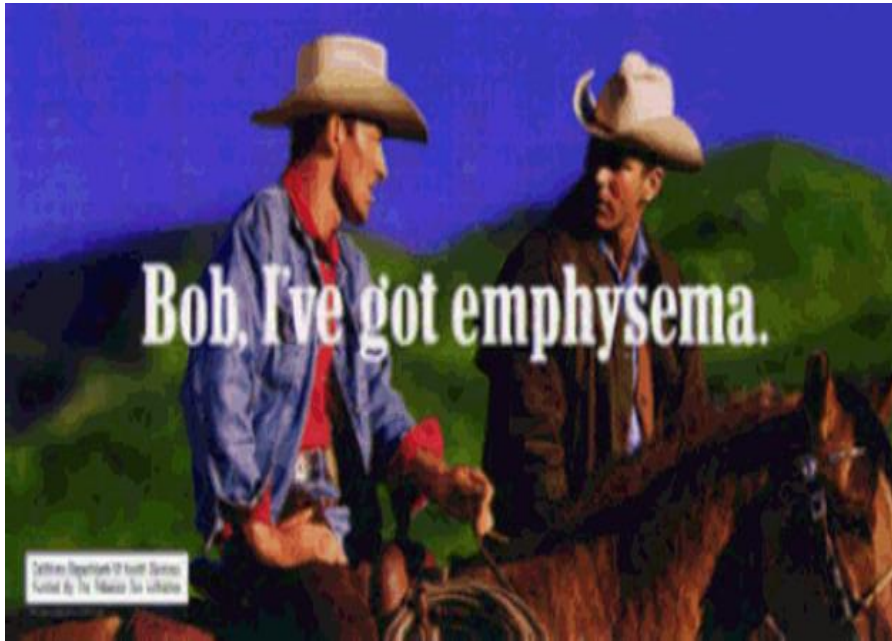
- Public and institutional policies that shape attitudes and norms
- Normative education (school programs)
- Media campaigns to change public attitudes

Anti-tobacco messages have....

- Used Madison Ave. techniques
- Been hard-hitting
- Made fun of pro-tobacco ads
- Appealed to multiple population subgroups



Additional examples...






Our challenge:
to apply these approaches to the
prevention of other health problems




There has been considerable progress in alcohol control policy

- Public policies
- Institutional policies
- School- and community-based programs



However, there is room for more policy

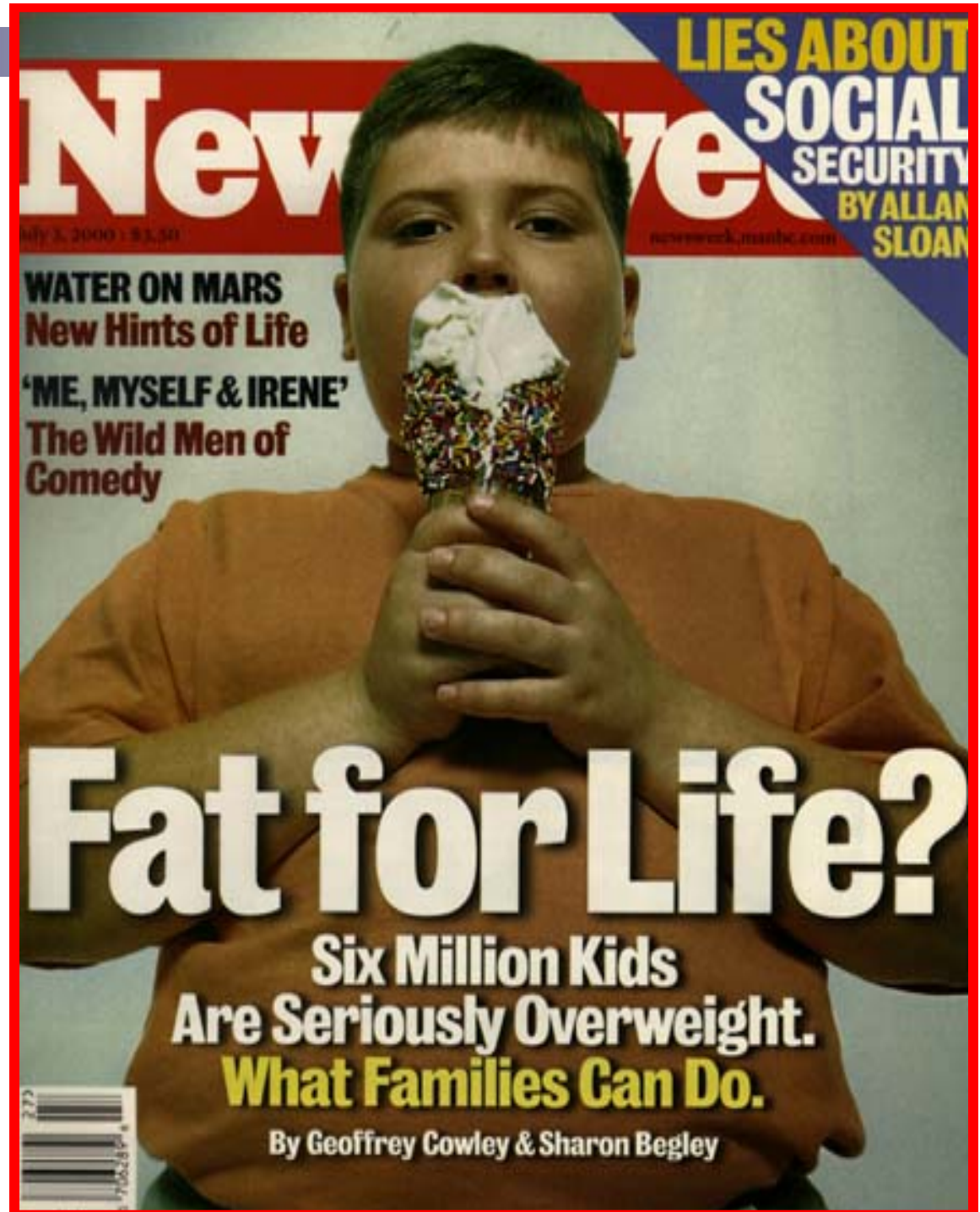
- There is much evidence that alcohol marketing reaches teens (Grube)
- We could ban alcohol advertising on T.V. and in other media aimed at young people.



The impact of alcohol policy on social norms not as strong

- Rates of alcohol use and binge drinking among teens have been stable during the last decade.
- Maybe we cannot expect the same level of change in social norms about alcohol use

The U.S. has
an obesity
epidemic.





Toward a Comprehensive Approach to Obesity Prevention

- Individual-focused interventions to change excessive food consumption and physical activity levels have had limited effects
- Changing social norms is key
- Comprehensive approaches, including policy changes, are needed

Policies that may be effective: Changing School Lunches

- **Federal level:** Child Nutrition Promotion and School Lunch Protection Act
 - Updates Dept. of Agric. minimum nutritional standards for school lunches & applies them to outside vendors
- **State and local level:**
 - School districts have replaced high-fat, high-sugar foods and drinks with healthier choices in vending machines and cafeteria à la carte lines



Make an Oil Change: The Trans Fat Campaign


- August, 2005: NYC Dept. of Health asked city restaurateurs to voluntarily eliminate use of trans fats
- Sent information packets to more than 20,000 restaurants and 14,000 supermarkets and food suppliers on:
 - dangers of trans fat
 - how to identify it
 - how to replace it with healthier options





Public Education through Labeling

- New York City, July 2007: New law will require fast food restaurants to post calorie counts on menus



Approaches that focus on the built environment may be effective

- Low physical activity is associated with:
 - Low actual and perceived neighborhood safety
 - Lack of safe walking routes
 - Lack of land-use mix
 - Low access to green/recreational space
- Adult obesity is associated with:
 - Low access to markets with affordable food



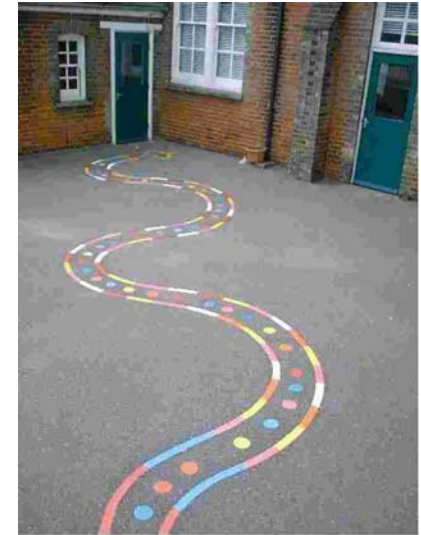
East Los Angeles Community Assessment

- 97% Latino
- 95% with incomes at 185% of federal poverty line
- 50% of elementary students were obese
- 116 fast food outlets located within 4 square mile area; 60% within walking distance of schools
- High gang activity in parks
- Few full service grocery stores

We could start with small environmental changes, such as....

- Improving walkability of communities
 - e.g., plant trees
- Changing land-use mix
 - e.g., implement neighborhood gardens
- Increasing access to healthy foods (fruits/vegetables)
 - e.g., farmer's market






Simply making playground markings more colorful increases physical activity levels.

Cohen, 2007






A family level approach that appears promising

- For early adolescent females, frequency of having meals with one's family was associated with lower BMI

The UK did it....we can too: Ban Junk Food Advertising

- November, 2006: U.K. bans junk food ads on all children's channels and around all programs that have "particular appeal" to under 16-year-olds
- Media regular agency estimates new regulations will reduce the number of junk food ads seen by under-16s by 41%.





Creative Approaches to New Funding Streams: Proposition 63

■ Mental Health Services Act:

- Initiated and passed by voters in 2004
- Establishes new 1% tax on taxable personal income over \$ 1 million
- Provides mental health care and prevention programs to those not covered by insurance, using *evidence-based* approaches



Conclusions

- Problems like obesity will require a comprehensive intervention approach to change social norms
- We need more research on efficacious and effective approaches
- We need to be creative to generate funds for research and implementation of effective programs and policies