Tobacco and Smoking: The Past, Present, and Future

Shaunda
THE BASICS
Wait, what is tobacco?

- A plant
- Nightshade family
- Nicotine makes it addictive
- Dry it, chop it, consume it
How is Tobacco Used

**Smoked**
- Burn a substance and inhale the gas and particles that are emitted

**Chewed**
- Long sweetened strands or shredded form that are tucked in the jaw
THE PAST
A little history lesson

• Tobacco and Cancer
  – 1700s – European studies report on pipe smoking leading to lip and throat cancers
  – 1898 – German scientist hypothesize link between tobacco and lung cancer
  – 1964 – US Surgeon General’s Report linking smoking to disease
Common adverse effects of Tobacco smoking

- Larynx cancer
- Oral cavity cancer
- Esophagus cancer
- Myocardial infarction
- Lung cancer
- Chronic bronchitis
- Emphysema
- Systemic atherosclerosis
- Peptic ulcer
- Bladder cancer
- Pancreas cancer
A little history lesson

• Minimum age limits
  – California: raised from 16 to 18 in 1911
  – Iowa: 16 to 21 in 1943, lowered to 18 in 1964
  – US national age to 18 in 1992*
  – 1985 -American Medical Association : Raise purchase age to 21
There is scarcely a tobacconist in Los Angeles who does not violate [the statute prohibiting tobacco sales to those younger than 16 years] at least a dozen times a day, as it is notorious that youths of tender years form a large proportion of the great army of cigarette smokers. .

Los Angeles Times, 1900
Percent of Retailers Selling Tobacco to Youth, 1997–2016

A little history lesson

• Advertising
  – 1920: Oregon outright bans tobacco; 14 states prohibit advertising
  – 1920s: first antismoking campaign in the world was in Germany

In 2014, cigarette and smokeless tobacco companies spent more than $9 billion on advertising and promotional expenses in the United States alone. (CDC, 2017)

The three most heavily advertised brands—Marlboro, Newport, and Camel—were the preferred brands of cigarettes smoked by adolescents (aged 12–17 years) and young adults (aged 18–25 years) during 2008–2010. (CDC, 2017)
In 1952, a California tobacco industry lobbyist, V. W. Miller, wrote RJ Reynolds suggesting that the company develop branded signs claiming that cigarettes were not sold to minors at the point of sale as a form of advertising in response to California laws prohibiting sales to those younger than 18 years. The company rejected this proposal to avoid “antagonizing” youngsters who would “sooner or later become . . . customers.”
More than 4.6 million students reported being current tobacco users.

1 in 4 high school students
1 in 13 middle school students

Of the current tobacco users, 2.2 million students reported being current users of two or more types of tobacco products.

Of the current tobacco users, 2.4 million students reported using e-cigarettes.

For the first time in NYTS, e-cigarettes were the most commonly used tobacco product among students, followed by hookah (1.6 million), cigarettes (1.6 million), and cigars (1.4 million).
Targeting Women

We make Virginia Slims especially for women because they are biologically superior to men.

That's right. Superior. Women are more resistant to starvation, fatigue, exposure, shock, and illness than men are.

Women have two "X" chromosomes in their sex cells, while men have only one "X" chromosome and a "Y" chromosome... which some experts consider to be the inferior chromosome. They are also less inclined than men to congenital baldness, Albinism of the eyes, improperly developed sweat glands, color blindness of the red-green type, day blindness, defective hair follicles, defective iris, defective tooth enamel, double eyelashes, skin cysts, short-sightedness, night-blindness, nomadism, retinal detachment, and white opacities of hair.

In view of these and other facts, the makers of Virginia Slims feel it highly inappropriate that women continue to use the fat, stubby cigarettes designed for men.

Yes, Chesterfields are packed with pleasure... for your smoking enjoyment. Their RIGHT COMBINATION... WORLD'S BEST TOBACCOS gives you the three things that mean all the benefits of smoking pleasure... REAL MILDNESS... COOLER SMOKING BETTER TASTE

Virginia Slims. Slimmer than the fat cigarettes men smoke. With rich Virginia flavor women like.

You've come a long way, baby.

Yes, you need never feel over-smoked... that's the Miracle of Marlboro!
Targeting Women

1956

Pink Cigarettes to Entice Young Girls to Start Smoking

2007

CAMEL No. 9
light & luscious

SURGEON GENERAL'S WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
Targeting other populations

• Giveaways to the military for decades
• Heavy advertising of menthol cigarettes in African-American communities
• The companies have made advertising and special events to target almost every single community!
Health misinformation
Policies led to declines in smoking

• Tobacco Marketing, Taxes, & Lawsuits
  – 1971: Ban on TV and radio ads
  – 1988: $0.25 tax on cigarettes in CA
  – 1998: Master Settlement Agreement

• Secondhand smoke exposure laws
  – 2007: Smokefree housing in Belmont – first in the world

$206 billion
$25 billion
$245 million
FIGURE 1. Annual adult per capita cigarette consumption and major smoking and health events — United States, 1900–1998

THE PRESENT
# Tobacco Policies in San Mateo County

## Multi-Unit Housing (MUH) Common Areas
- Belmont
- Brisbane
- Burlingame
- Daly City
- East Palo Alto
- Foster City
- Menlo Park
- San Bruno
- San Carlos
- San Mateo
- SSF
- Unincorporated Areas

## Parks
- Atherton (rooms in park)*
- Belmont*
- Brisbane (select City-owned parks)
- Burlingame
- Daly City*
- East Palo Alto
- Menlo Park*
- San Bruno
- San Carlos (City-owned)
- South San Francisco (SSF)*
- Unincorporated Areas*

## Tobacco Retail Permit/License (TRL)
- Brisbane*
- Colma*
- Daly City
- East Palo Alto*
- Menlo Park*
- Millbrae*
- Pacifica*
- Portola Valley*
- Redwood City*
- San Bruno*
- San Carlos*
- San Mateo*
- SSF
- Unincorporated Areas*

## Ticket Area, Indoor or Sheltered Boarding, Waiting Areas of Public Transit Depots
- Brisbane
- Belmont
- Burlingame (closed)
- Daly City
- Foster City (closed)
- Menlo Park
- Millbrae (closed)
- Redwood City (max 50% waiting area as smoking area & separate waiting areas of equal size for smokers & nonsmokers)
- San Bruno
- San Carlos
- San Mateo (closed)
- Woodside (closed)

## Tobacco Sampling/Coupons
- Brisbane
- Daly City
- Unincorporated Areas

## Chemical Storage Areas
- Atherton

## Beaches
- Brisbane (select City-owned beaches)
- Daly City
- Pacifica*
- Unincorporated Areas

## Outdoor Eating Area
- Belmont
- Daly City
- Foster City (50%)*
- Menlo Park
- San Bruno
- San Mateo
- SSF (on City-owned property if designated by City Manager)

## Tobacco Retailer Shops
- San Bruno

## Lagoons and Waterways
- San Mateo

## Tobacco-Free Pharmacies
- Daly City

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*If viewing online at [www.smooth.org/TOP](http://www.smooth.org/TOP), click the underlined jurisdiction name with a "*" symbol to access the jurisdiction's Smoking or Tobacco Retail Permit Policy.
Figure 1.9. California adult smoking prevalence by county, 2012–2014
New products

enjoys taxicabs, subways and bar-hopping.

camelsnus.com®
Celebrity endorsements
2016

• Banner year for tobacco prevention policy
  – Minimum age to purchase to 21
  – E-cigs = tobacco product
  – $2 tobacco tax
  – Close workplace loopholes
  – Allow local tax
  – All schools tobacco free
THE FUTURE
Tobacco Use Rates are Down

• ...but
Did You Know?

American Indians & Alaska Natives have a higher risk of tobacco-related disease and death.

More on tobacco-related differences

Stop Big Tobacco Advertising in Our Communities

FACT: Low-income neighborhoods are more likely to have tobacco retailers

Our Children are NOT replacement smokers!

Our communities have more tobacco advertising

Get cigs out of my local store!
Tobacco Endgame

• “Strategies are those designed to change or permanently eliminate the structural, political, and social dynamics that sustain the tobacco epidemic...”
Will Marijuana be the new tobacco?

• 1970s Phillip Morris sought government funds to research tobacco
• In 1993 they sought a French trademark for “Marley”
• 2013-2016, all major tobacco firms bought or launched e-cigarette brands
• More smoke = more exposure to airborne carcinogens
QUESTIONS?