

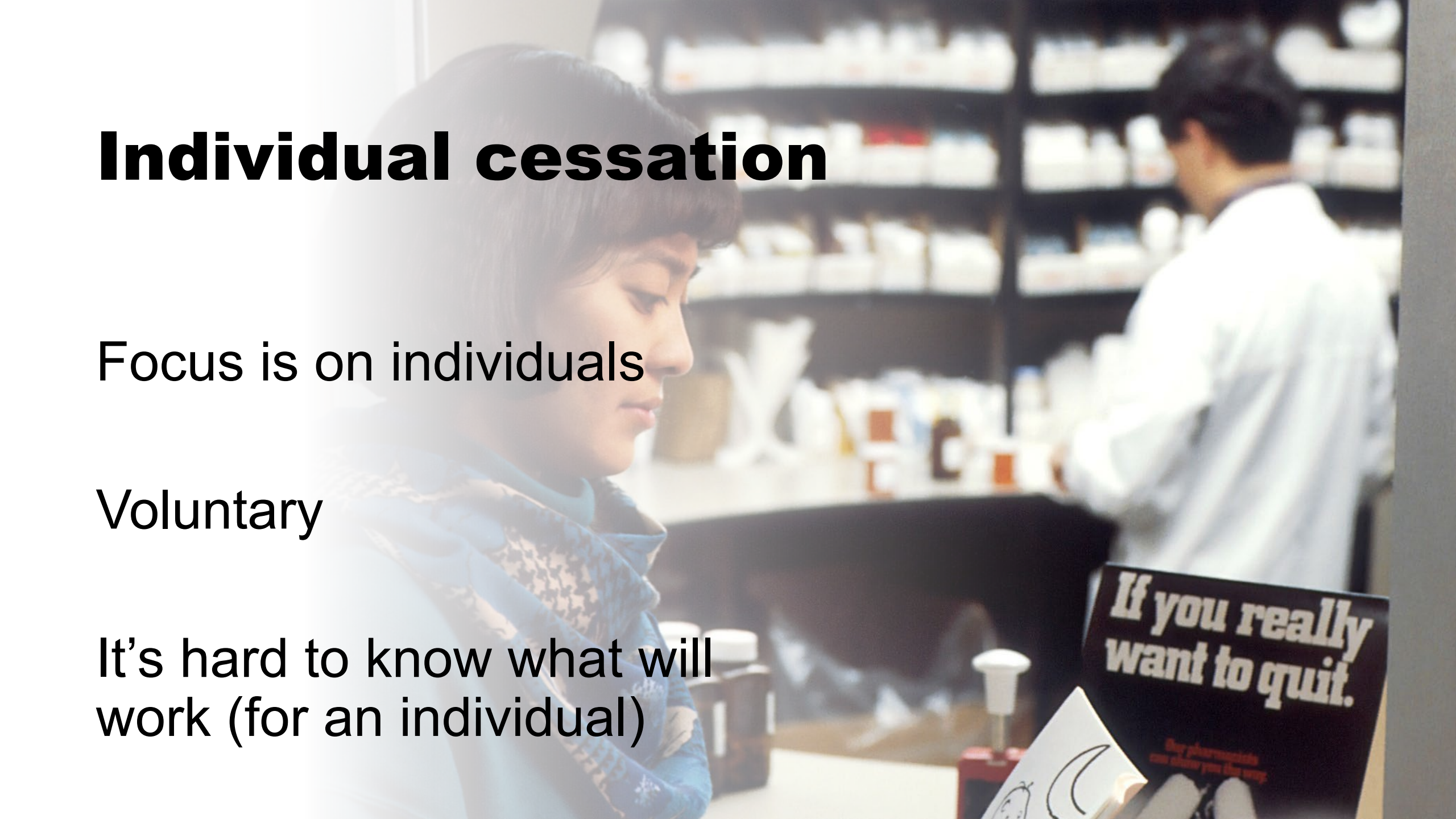
The state needs to quit tobacco

Individual cessation

Focus is on individuals

Voluntary

It's hard to know what will work (for an individual)

A woman with dark hair, wearing a blue patterned jacket, is looking down at a sign in a pharmacy. In the background, a pharmacist in a white coat is working behind a counter. Shelves filled with various medications are visible in the background.

**If you really
want to quit.**

Our pharmacists
can show you the way.

The background of the slide features a photograph of a grand, classical building. In the foreground, a wide set of light-colored stone steps leads up towards the entrance. Several large, fluted columns are visible, supporting the structure above. The lighting is bright, suggesting a sunny day. The overall tone is formal and institutional.

Endgame requires institutional cessation

The industry, retailers, and the
state need to quit

Constituents can educate
policymakers about institutional
cessation

We are the state!

Quitting seems like a great idea, but also really hard!

We know tobacco use is bad for us, but we're not sure what life looks like without it.

As with individual quitting, we need to try many approaches





No state has ever quit before





**Make endgame
ideas part of the
conversation**



Dutch Boy White-Lead



WHEN you paint your buildings with Dutch Boy lead-and-oil, you apply the kind of paint that any good painter prefers and recommends.

Economical in Every Way

Also, you have the satisfaction of knowing that you are using the paint which is most economical.

Dutch Boy White-Lead with Linseed Oil is cheaper today in actual per-gallon cost than any other paint you would think of putting on your buildings. Its great covering capacity makes its cost per square yard very much lower than that of other paints.

Dutch Boy Durability

Dutch Boy's durability and resistance to weather mean a still further saving—you do not have to paint so often.

Write to our nearest branch for free "Handy Book on Painting."

NATIONAL LEAD COMPANY

New York	Boston	Buffalo	Chicago	Cincinnati
Cleveland	St. Louis	San Francisco		
JOHN T. LEWIS & BROS.	NATIONAL LEAD & OIL CO.			
Philadelphia	Pittsburgh			

Dutch Boy Products

Tobacco control versus tobacco endgame

We don't have to accept
the ongoing costs and
carnage of commercial
tobacco sales

Other toxic products are
taken off the market, such
as asbestos and lead paint



California is a leader

Smoke-free workplaces

Smoke-free bars

Smoke-free outdoor areas

Flavor ban



Tobacco endgame is a global movement

New Zealand is moving to reduce retail outlets by 90-95%

Other countries have endgame goals

California needs to maintain its leadership internationally



Local policy first, but eventually we need the state

Smoke-free laws

Flavor bans

State enforcement of flavor
ban

Convincing legislators

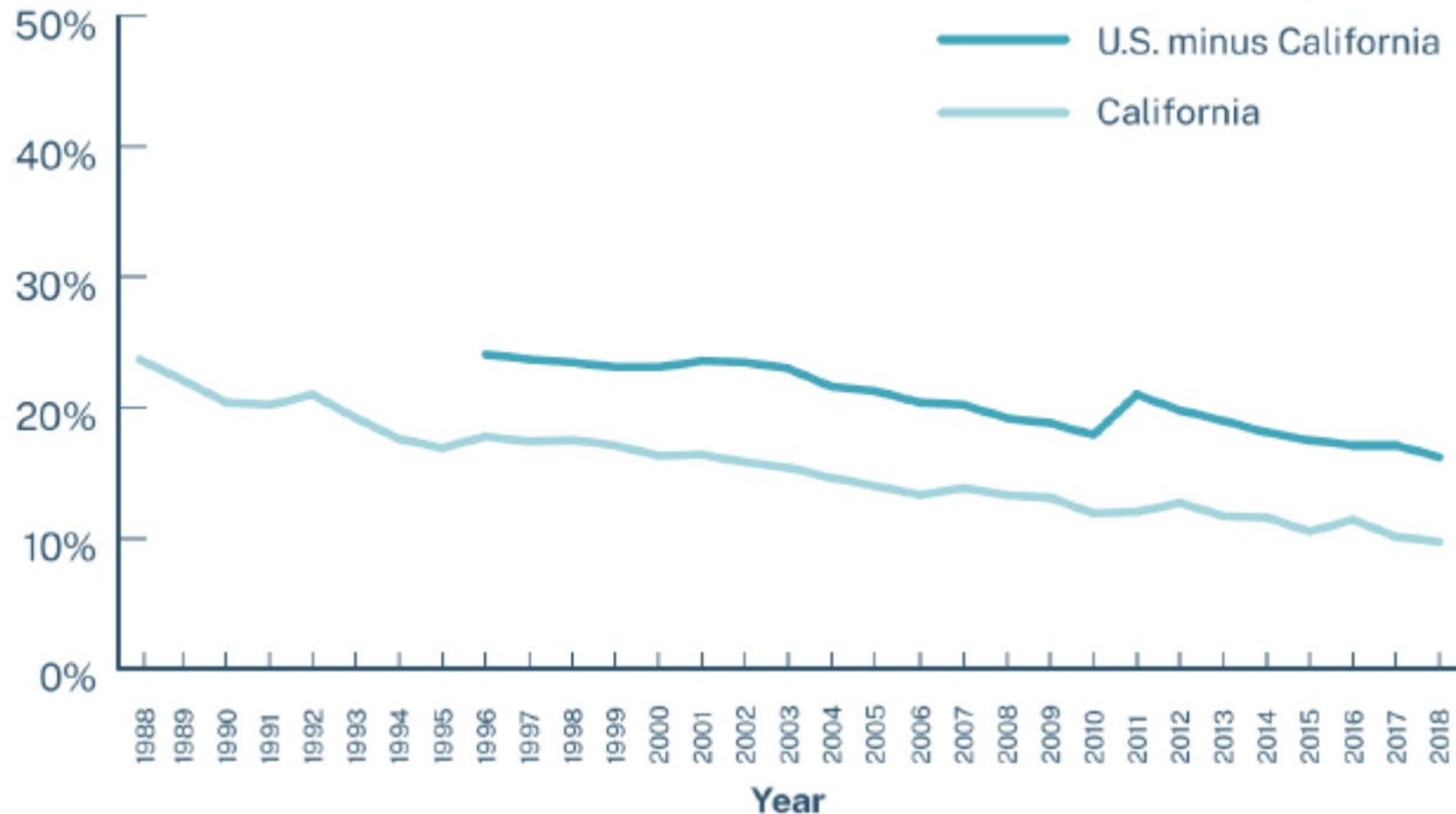
Success at the local level
(yes, it can be done)

The downsides of tobacco
sales overwhelm the
upsides



Tobacco use is declining

ADULT SMOKING RATE





Tobacco costs California




Overall cost of smoking in California (2009)

\$9.8 billion in healthcare
+\$1.4 billion in lost productivity from illness
+\$6.8 billion in lost productivity from premature mortality.
=\$18.1 billion

Versus

\$900,000,000 in tobacco tax revenue

Max W, Sung HY, Shi Y, Stark B. The Cost of Smoking in California. Nicotine Tob Res. 2016 May;18(5):1222-9. doi: 10.1093/ntr/ntv123. Epub 2015 Jul 7. PMID: 26156629.
<https://www.cdtfa.ca.gov/DataPortal/charts.htm?url=CigTaxSurTaxRev>






Cost to Hispanic Californians (2002)

44,000 years of life

\$711 million in productivity.

\$1.9 billion (expressed in 2010 dollars).

Max W, Sung HY, Tucker LY, Stark B. The cost of smoking for California's Hispanic community. Nicotine Tob Res. 2011 Apr;13(4):248-54. doi: 10.1093/ntr/ntq245. Epub 2011 Jan 17. PMID: 21330281.






Cost to African American Californians (2002)

49,000 years of life

\$784 million in productivity.

\$1.8 billion expressed in 2008 dollars.

Max W, Sung HY, Tucker LY, Stark B. The disproportionate cost of smoking for African Americans in California. Am J Public Health. 2010 Jan;100(1):152-8. doi: 10.2105/AJPH.2008.149542. PMID: 19965569; PMCID: PMC2791258.






Cost to African American Californians (2002)

6% of the California adult population

8% of smoking-attributable expenditures

13% of smoking-attributable mortality costs

Max W, Sung HY, Tucker LY, Stark B. The disproportionate cost of smoking for African Americans in California. Am J Public Health. 2010 Jan;100(1):152-8. doi: 10.2105/AJPH.2008.149542. PMID: 19965569; PMCID: PMC2791258.



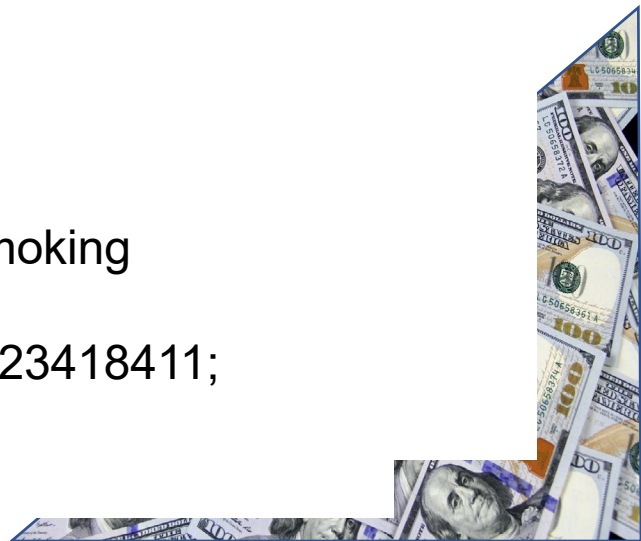


Tobacco control is cost-effective

Cost: \$2.4 billion (FY 1989-2008)

**Cumulative healthcare expenditure savings:
\$134 billion.**

Lightwood J, Glantz SA. The effect of the California tobacco control program on smoking prevalence, cigarette consumption, and healthcare costs: 1989-2008. PLoS One. 2013;8(2):e47145. doi: 10.1371/journal.pone.0047145. Epub 2013 Feb 13. PMID: 23418411; PMCID: PMC3572143.





**When you find
yourself in a
hole, stop
digging!**



**What are
the policy
options?**



Retail policy options

Reduce number of retailers

- Tobacco-free pharmacies

- Density regulations

- Ratchet down licenses

End sales of all tobacco products

Watch NZ for potential lessons on how to reduce retailers

A close-up photograph of a wooden balance scale and a gavel resting on a wooden surface. The scale has two pans, one of which is slightly higher than the other. The gavel is positioned in the lower right corner. The background is a blurred wooden surface.

Endgame policies are legal

Dozens of cities restrict the number, density or types of retailers permitted to sell tobacco.

Insert your idea here . . .

Localities are laboratories for
new ideas

Local activity will encourage
state action

Most policies sounded crazy
at first!





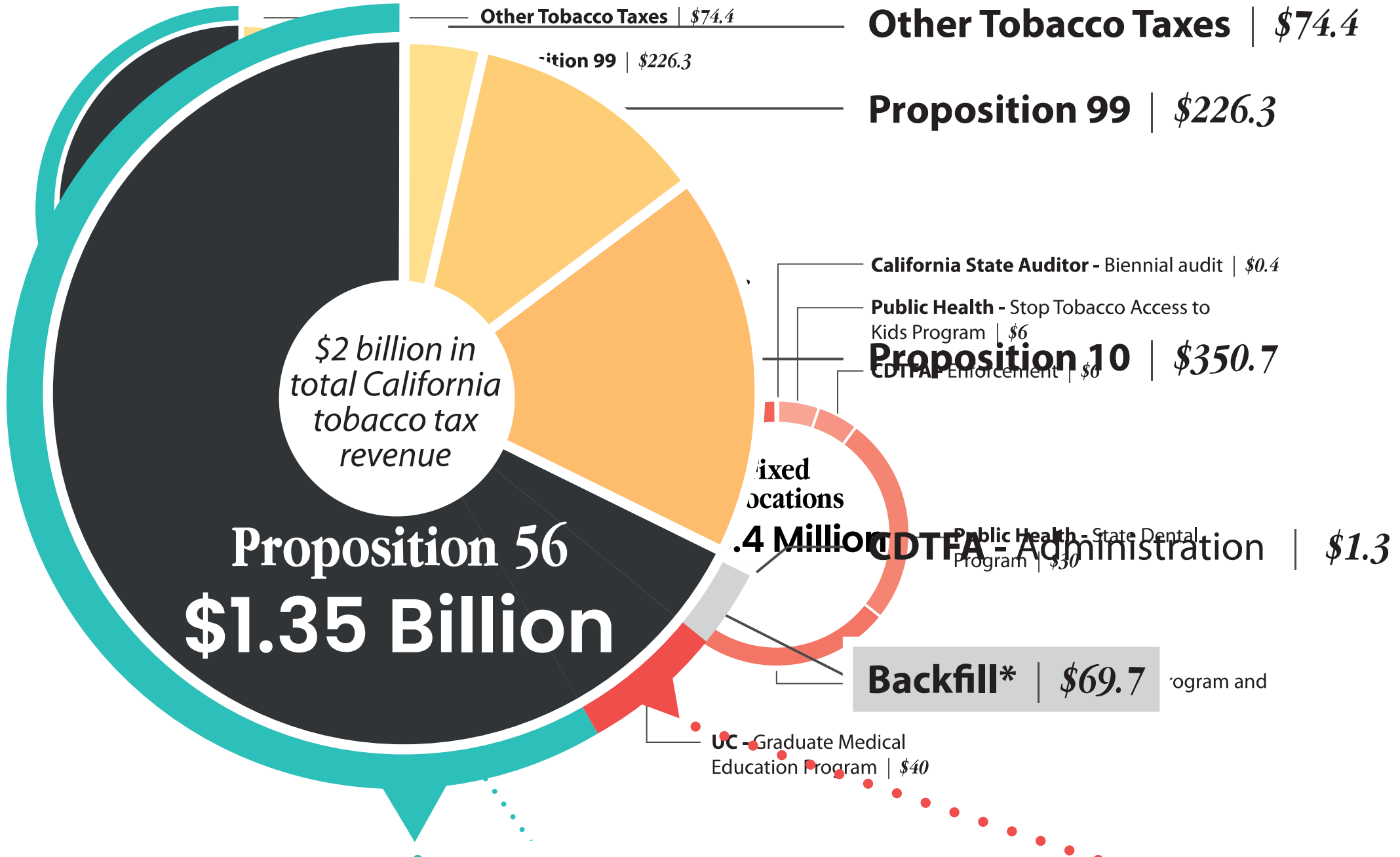
Some of the hard problems . . .

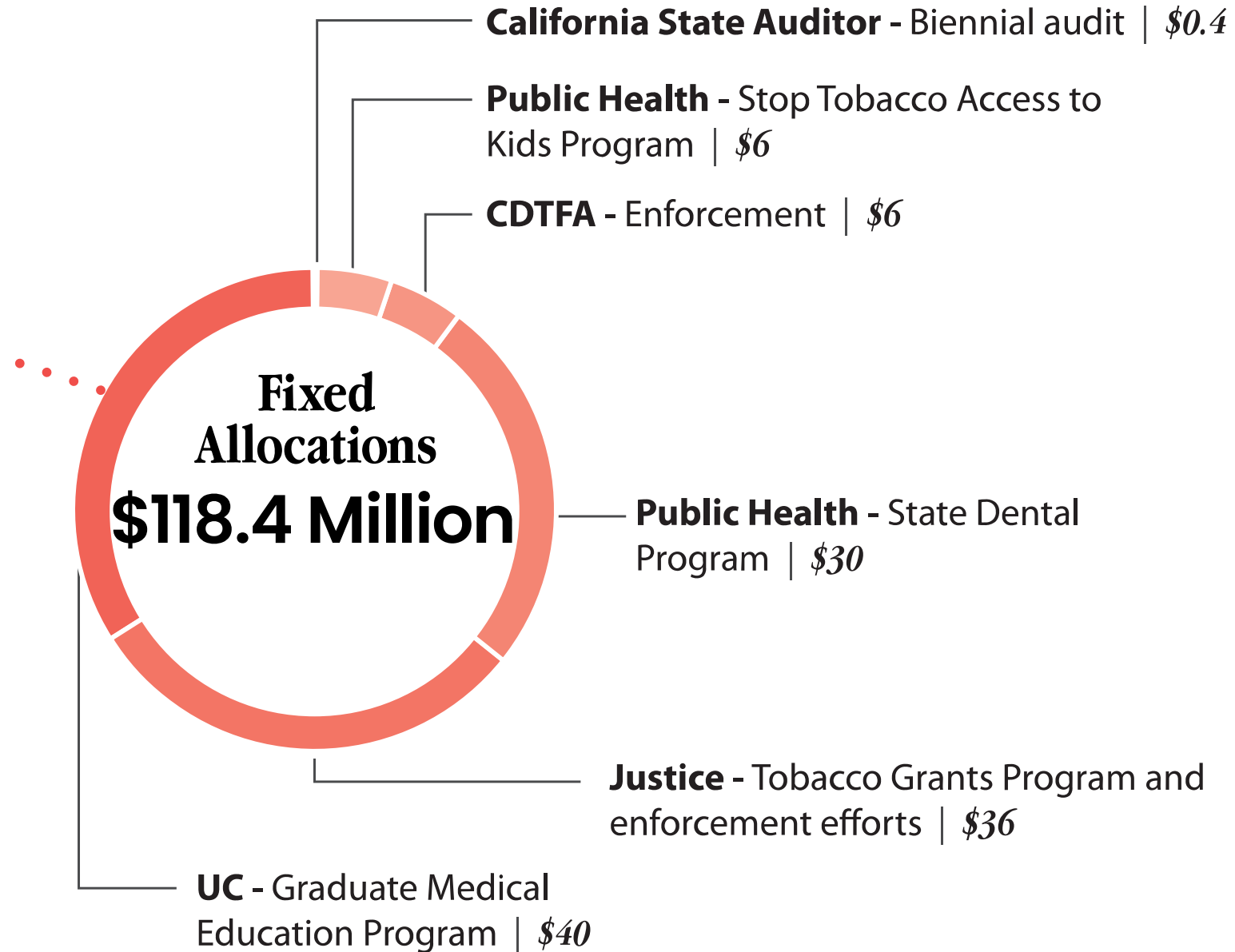
**Ending sales will
eliminate funds,
but some health
costs will
persist**



**Tobacco control
and other
activities need
new sources of
funding**







**Department of Health Care Services
(Health Care Services) - 12 programs | 82 percent—\$947.1**

Supplemental Payments

- Physician's Services
- Dental Services
- Women's Health
- AIDS Waiver
- Intermediate Care Facilities for the Developmentally Disabled
- Pediatric Subacute Care Facilities

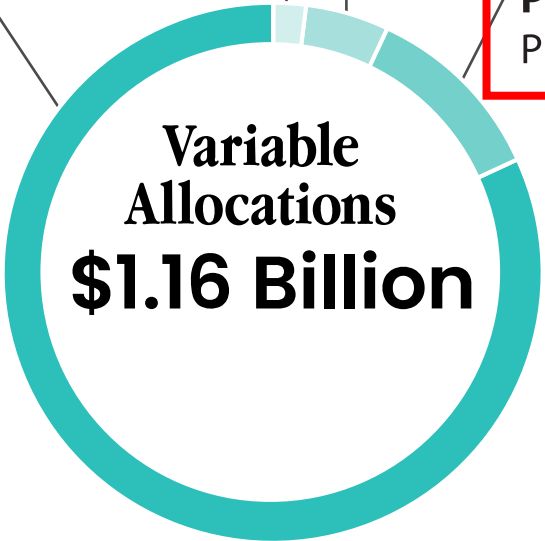
Rate Increases

- Home Health Rate Increase
- Pediatric Day Health Care Rate Increase

Program of All-Inclusive Care for the Elderly

Managed care support

- Proposition 56 Medi-Cal Physicians and Dentists Loan Repayment Act Program (loan repayment program)
- Community-Based Adult Services program (CBAS)



California Department of Education (Education) - Tobacco-Use Prevention Education Program | 2 percent—\$22.5

UC - Tobacco-Related Disease Research Program | 5 percent—\$57.8

Public Health - Tobacco Control Program | 11 percent—\$127.6

**The Sale of Tobacco Products to Persons Under 21 Years
of Age Is Prohibited by Law and Subject to Penalties**

**To Report an Unlawful Tobacco Sale Call
1-800-5 ASK-4-ID**

Valid Identification May Be Required

Business and Professions Code Section 22952 21 U.S.C 387f(d)

This sign must be readable by the consumer and must not be altered,
covered or obliterated in whole or in part

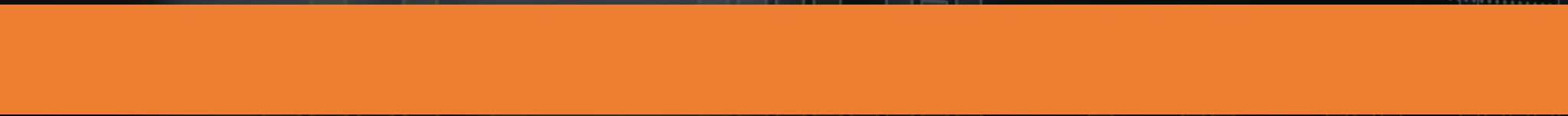


- Open camera or QR code reader on your smartphone.
- Hold your smartphone over QR Code so that it's clearly visible within camera screen.
- Look for the notification banner or tap to trigger code's action.

**Enforcement
has to
continue
without
tobacco
license fees**



Illicit sales, internet sales, and tribal sales issues





**Every person
quitting wonders
what will replace
tobacco**



Reframe the debate



Tobacco isn't relieving stress – except the stress caused by addiction



Tobacco money isn't free – it's costing us in lives and health care costs

**Every quit attempt
or policy proposal
is an opportunity to
learn what works**



It's time for new ideas!

We know what some of the issues will be, but maybe not all of them

We have a good idea about some things that will work, but probably not all of them

We didn't always know in the past how things would work, but we tried them anyway





Questions and comments

Resources

Max W, Sung HY, Shi Y, Stark B. The Cost of Smoking in California. *Nicotine Tob Res.* 2016 May;18(5):1222-9. doi: 10.1093/ntr/ntv123. Epub 2015 Jul 7. PMID: 26156629.

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