

# Tobacco Prevention and Cessation Programs Are Science and Research Based

Ohio must bring back its proven and nationally-recognized science-based tobacco prevention and cessation programs

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## According to the Centers for Disease Control & Prevention:

- **Tobacco control programs work.** Evidence-based, state-wide tobacco control programs that are comprehensive, sustained and accountable have been shown to reduce smoking rates, tobacco-related deaths and diseases caused by smoking, according to the Centers for Disease Control & Prevention.
- **Programs should be science-based.** The CDC *Best Practices for Comprehensive Tobacco Control Programs* states that based on the evidence of effectiveness documented in scientific literature, the most effective approaches contain the following components:
  - **State & Community Interventions:** include supporting and implementing programs and policies to influence societal organizations, systems and networks that encourage and support individuals to make behavior choices consistent with tobacco-free norms.
  - **Health Communication Interventions:** should deliver strategic, culturally-appropriate and high-impact messages in sustained and adequately-funded campaigns integrated into the overall state tobacco program effort.
  - **Cessation Interventions:** encompass a broad array of policy, system and population-based measures.
  - **Surveillance & Evaluation:** monitor the achievement of overall program goals and assess the implementation and outcomes of a program, increase efficiency and impact over time, and demonstrate accountability.
  - **Administration & Management:** enables programs to plan their strategic efforts, provide strong leadership and foster collaboration between the state and local tobacco control communities.
  - **Adequate Funding:** to provide the proven components to end the epidemic. The CDC provides per capita spending parameters for each component.
- **Implementing this type of program would make a lasting impression.** Having a comprehensive tobacco control program structure at the CDC-recommended levels of investment would have a substantial impact. If each state sustained the CDC-recommended level of funding for 5 years, an estimated 5 million fewer people in this country would smoke. As a result, hundreds of thousands of premature tobacco-related deaths would be prevented. Longer-term investments would have even greater effects.
- **California has it right.** According to the CDC *Best Practices for Comprehensive Tobacco Control Programs*, adult smoking rates in California, home of the longest-running comprehensive tobacco control program, declined from 22.7% in 1988 to 13.3% in 2006. As a result, compared with the rest of the country, heart disease deaths and lung cancer incidence in California have declined at accelerated rates. Due to the program-related reductions in smoking, lung cancer incidence has been declining four times faster in that state than in the rest of the nation. Among women in California, the rate of lung cancer deaths decreased while it increased in other parts of the country. Because of this accelerated decline, California has the potential to be the first state in which lung cancer is no longer the leading cancer cause of death.

## Tobacco programs were developed through science & research

It's more than a matter of just saying "don't smoke." According to the American Medical Association, nicotine, just like marijuana, cocaine and heroin, increases the level of the neurotransmitter dopamine in the reward pathway of the brain, making it a highly-addictive substance. The AMA also states that behavioral interventions, used alone or with medication, play an integral role in smoking cessation because of the science around nicotine's addictive nature. Interventions based on the science of addiction teach people to

recognize high-risk smoking situations, develop alternative coping strategies, manage stress, improve problem-solving skills and increase social support. For example:

- ***Freedom From Smoking®*** – First introduced by the American Lung Association in 1981, this adult cessation program is based on the latest research on addiction and behavior change. Development of the program began in 1975 and was designed using a three-stage methodology: assessment of existing smoking cessation programs and research literature; establishment of criteria for program (medically and ethically-sound, cost-effective, evidence-based); and testing of the program using three different approaches.
- ***Word of Mouth: Youth Tobacco Prevention Program*** – Developed by the American Lung Association of Ohio and the Cleveland Clinic, this program follows the guidelines for effective prevention programs that have been established by the CDC, National Cancer Institute and current research.

### House Bill 572 can help by:

- **Restoring high-quality, science-based tobacco prevention and cessation programming in Ohio.** The income resulting from the other tobacco tax correction, approximately \$50 million a year, should be dedicated to the Ohio Department of Health to continue the programs that have in the past been funded in communities around the state and that are inline with best practices as recommended by the Centers for Disease Control (CDC). Although the amount generated by the tax correction equals less than the tobacco industry spends in one month in Ohio, the funding helps Ohio reach toward the goal of funding programs at the level recommended by the CDC.
- **Dramatically reduce youth tobacco use.** The other tobacco tax correction would decrease the overall consumption of other tobacco products by over 13%, and 25% fewer youth would use the products, a dramatic decline.
- **Saving Ohioans money.** In Ohio, smoking causes roughly \$4.4 million in total medical costs, \$1.4 million in Medicaid and over \$4.6 million in lost productivity. For every thousand adults prompted to quit, future health costs drop by roughly \$8.5 million. And for every thousand kids kept from smoking by tobacco prevention programs, future healthcare costs decline by roughly \$16 million.

### Investing in Tobacco-Free Youth Coalition

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