
The Fight Against Big Tobacco -- 50~~1~~ Years of Progress

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Joining Forces: California's 2015 Tobacco Control Conference

DISCLOSURE OF RELEVANT RELATIONSHIPS WITH INDUSTRY

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- I do not have any relevant relationships with industry.
- No relationship with commercial supporters
- No off-label discussion of drugs or devices
- Former officer in the Federal government
- Work supported from 1988-2015 by US Government (DHHS, CDC, NIOSH, FDA, USPHS)

10 Great Public Health Achievements-US 1900-1999

- Vaccination
- Motor-vehicle safety
- Safer workplaces
- Control of infectious diseases
- Decline in deaths from heart disease and stroke
- Safer and healthier foods
- Healthier mothers and babies
- Family planning
- Fluoridation of water
- **Recognition of tobacco as a health hazard**

Fredric March says—

THIS IS IT

"L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED!"

When I read Dr. Darkie's letter I tried L&M Filters. I'm really enthusiastic about them. They're a wonderful smoke—with a filter that really does the job. I'm sure you'll like them as much as I do.

Fredric March



Light and Mild
MUCH MORE FLAVOR
MUCH LESS NICOTINE

ONLY L&M FILTERS GIVE YOU ALL THIS...

1. **Effective Filtration**—from a Strictly Non-Mineral Filter Material—Alpha Cellulose. Exclusive to L&M Filters, and entirely pain and harmless to health.
2. **Selective Filtration**—the L&M Filter selects and removes the heavy particles, leaving you a light and mild smoke.
3. **Much Less Nicotine**—the L&M Filter* removes one-third of the smoke, leaves you all the satisfaction.
4. **Much More Flavor and Aroma**. At last a filter tip cigarette with plenty of good taste. Because L&M Filters* germinate quality tobacco, a blend which includes special aromatic types.

*U. S. Patent Pending



FILTER TIP Cigarettes



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.



20,679* Physicians say "LUCKIES are less irritating"

"It's toasted"
Throat Protection against irritation against cough

*The figures quoted have been checked and certified to by LUBRARD, ROSS BROS. AND MONTGOMERY, ACCOMMODA and AUSTIN.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was *Camel*!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

T for Taste...
T for Throat...
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

CAMELS Costlier Tobaccos

American Everest Expedition
May 1963



Everest 1963

- “The smokers were horrified to discover that, instead of the expected 60,000 cigarettes, there were only 6,000; and everyone knows you can’t climb a mountain on that little nicotine.”
–James Ullman,
3/13/63

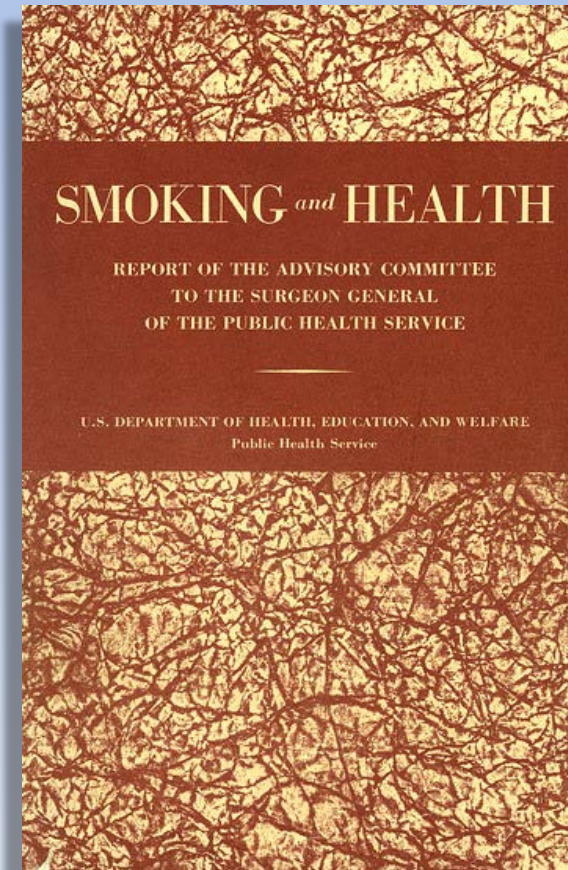




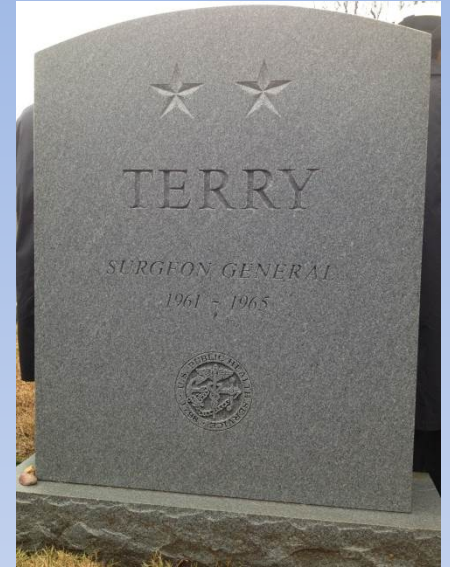
Surgeon General
Luther Terry

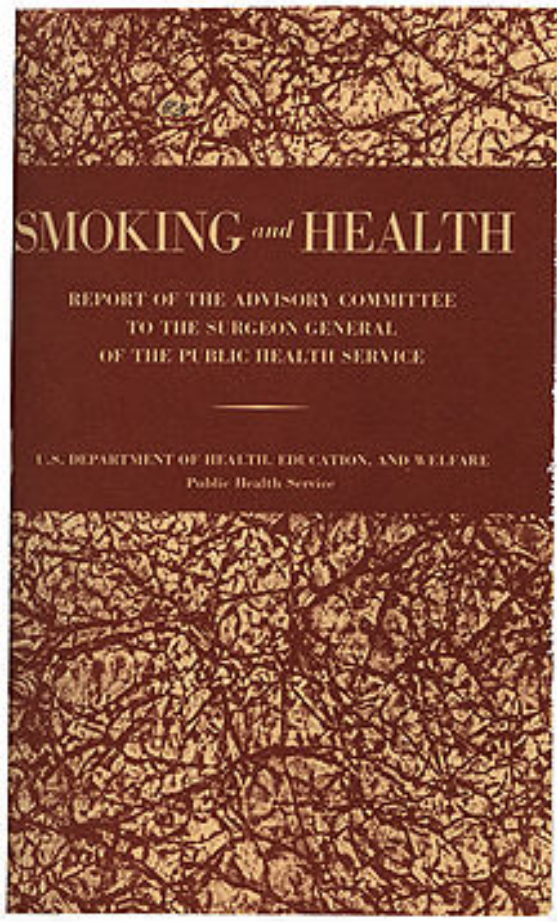
Surgeon General's Reports on Smoking and Health

- Released in January 1964
- Identified smoking as a cause of lung cancer in men
- “Cigarette smoking is a health hazard of sufficient importance in the US to warrant appropriate remedial action.”



January 11, 2014





Health Effects of Tobacco Use

- Thirty two SG Reports on Smoking and Health released (1964-2014)
- Produced growing evidence of health effects from smoking and second hand smoke
 - Heart disease.
 - Chronic obstructive pulmonary disease.
 - Cancers.
 - Pregnancy complications.
 - Pediatric diseases.



Key SG Reports 1964-2014

- 1980, 2001 – women and smoking
- 1986, 2006 – involuntary smoking
- 1988 – nicotine addiction
- 1989 – 25 years of progress
- 1994, 2012 – young people and tobacco use
- 1998 – racial and ethnic minorities
- 2010 – biology and behavioral basis
- 2014 – 50 years of progress

50th Anniversary
Surgeon General's
Report on
Smoking and
Health



OSG Acting Leadership 2014



50th Anniversary SGR

- Report released at the White House 1/17/2014
- 5 years, 85 authors, 120 reviewers, 983 pages
- Dr. Jonathan Samet, Dr. Terry Pechacek, Ms. Leslie Norman
- Report covers three major topics:
 - Historical and trend information on tobacco use over last 50 years
 - New findings on health effects of smoking
 - Call to action—how we can end the continuing tobacco use epidemic

ENOUGH IS ENOUGH!!

50th Anniversary SG Report



Major Points from the 50th Anniversary Report (1)

- Over **20 million premature deaths** since the first report
 - 480,000 annual deaths
- Remains single largest cause of preventable disease and death
- 8 million lives saved since 1964
- 45 million smokers (18%)
 - 3 million youth smoke
- Economic burden of \$289 billion
 - Direct costs \$130 billion (60% from public funds)

Smoking Premature Deaths 1964-2014

Cause of death	Total
Cancers	6,587,000
Cardiovascular and metabolic	7,787,000
Pulmonary	3,804,000
Conditions related to pregnancy/birth	108,000
Fires	86,000
Cancers (secondhand smoke)	263,000
Coronary heart disease (secondhand smoke)	2,194,000
TOTAL	20, 830,000

Major Points from the 50th Anniversary Report (2)

- Tobacco epidemic was initiated and sustained by the aggressive strategies of the tobacco industry which deliberately misled the public
 - Spend nearly **a million dollars an hour** to market their deadly and addictive products
 - Per capita spending -- \$27
 - Per capita state-spending on tobacco control -- <\$1.50
 - Engineered cigarette -- today we know that smokers have greater risk of developing lung cancer even though they smoke fewer cigarettes

Major Points from the 50th Anniversary Report (3)

- **Cigarette smoking** has been determined to **cause diseases** in nearly all organs of the body, to damage overall health status, and to harm a growing fetus
 - Diabetes mellitus
 - Rheumatoid arthritis
 - Colon and rectal cancer (now 13 cancers and 1 in 3 cancer deaths!)
 - Erectile dysfunction
 - Macular degeneration
 - Cleft lip/palate, ADHD, brain development in fetus
 - 16 million suffer from at least one smoking-related chronic disease

Major Points from the 50th Anniversary Report (4)

- Exposure to **secondhand tobacco smoke** caused cancer and preventable diseases; it adversely affects the health of infants and children
- Of the 20 million premature deaths since 1964
 - 2.5 million nonsmokers
 - 100,000 babies (SIDs, prematurity)
- Stroke a known consequence of secondhand smoke

Major Points from the 50th Anniversary Report (5)

- Disease risks from **smoking by women** have risen sharply over the last 50 years
 - Women are now as likely to die from smoking as men
 - Women's lung cancer risk now the same as men
 - More women die from COPD than men
 - Smoking can cause ectopic pregnancy and reduce fertility

Major Points from the 50th Anniversary Report (6)

- Cigarette smoking causes inflammation and impaired immune function, reducing the body's ability to fight off infection and disease
 - Increased risk of TB disease and death

Major Points from the 50th Anniversary Report (7)

- Although cigarette smoking has declined significantly since 1964, very large disparities in tobacco use remain (vulnerable populations)
 - Race and ethnicity
 - Educational level
 - Socioeconomic status
 - Armed services
 - Regions of the US (Midwest and Southeast)
 - Sexual orientation
 - Mental illness

Major Points from the 50th Anniversary Report (8)

- Comprehensive tobacco control programs and policies are effective
 - Need to use them and fund them
 - Full, forceful and sustained use of measures

Proven tobacco control measures

- Year-round hard-hitting media campaigns
- Easy-to-access cessation treatments (ACA)
- 100% indoor smoke-free laws
- Excise taxes and pricing
- Tobacco-control programs funded at CDC recommended levels
- Full use of FDA's regulatory authority over tobacco products

Major Points from the 50th Anniversary Report (9)

- The burden of death and disease from tobacco use in the United States is overwhelmingly caused by cigarettes and other combusted tobacco products; rapid elimination of their use will dramatically reduce this burden
 - Every day 3200 under-18 years of age smoke their first cigarette
 - Every day another 2100 youth and young adults become daily smokers
 - 90% of adults who smoke started smoking before 18
 - 98% **before age 26**
 - If current trends continue, 5.6 million kids (1 in 13) now alive will die prematurely from smoking-related diseases
- Our goal is to make the next generation tobacco free

Major Points from the 50th Anniversary Report (10)

- For 50 years Surgeon Generals' reports on smoking and health have provided a critical scientific foundation for public health action directed at reducing tobacco use and preventing tobacco-related disease and premature death

50 Years

- 1964 – 42% smoke
- 1966 – warning labels
- 1967 – public service announcements to counter tobacco ads
- 1969 – phase out of ads on TV and radio
- 1970 – 37% smoke
- 1970 – ban on ads on TV and radio and strengthened warning label

50 Years

- 1971 – last cigarette ad runs (Tonight Show)
- 1972 – SG Report discusses secondhand smoke
- 1973 – Arizona restricts smoking in some public places
- 1975 – no cigarette rations to troops
- 1980 – 33% smoke
- 1988 – California first tobacco tax for tobacco control programs

50 Years

- 1990 – 26% smoke
- 1990 – domestic airlines smokefree
- 1990 – San Luis Obispo passes first smokefree restaurant law
- 1991 – NCI supports tobacco control programs in 17 states
- 1992 – EPA classifies secondhand smoke as carcinogen

50 Years

- 1993 – White House smokefree
- 1994 – Mississippi files first lawsuit against US tobacco
- 1994 – Seven tobacco execs testify in Congress that nicotine is not addictive
- 1995 – California first statewide smokefree bar and restaurant law
- 1998 – 46 states and 4 tobacco companies sign Tobacco Master Settlement Agreement

50 Years

- 1999 – DOJ files suit against industry for deceiving Americans
- 1999 – CDC launches tobacco control programs in 50 states
- 1999 – bans of outdoor and transit billboard ads
- 2000 – 23 % smokers
- 2003 -- WHO adopts first international tobacco control treaty
- 2006 – Federal court ruled US tobacco deceiving Americans (racketeering)

50 Years

- 2009 – Tobacco Control Act and biggest federal excise tax
- 2010 – 19% smokers
- 2010 – half of US states have smokefree laws
- 2012 – CDC launches “Tips from Former Smokers” ad campaign
- 2014 – 18% smokers <http://www.youtube.com/watch?v=EyVLKHEqTu0>
- 2014 – FDA launches “The Real Cost” ad campaign
<http://www.youtube.com/watch?v=Ks2L6XFLAeA>
- 2014 – CDC releases Best Practices for Comprehensive Tobacco Control Programs

NATIONAL PREVENTION STRATEGY



Vision

Working together to improve the health and quality of life for individuals, families, and communities by moving the nation from a focus on sickness and disease to one based on prevention and wellness.



Partners in Prevention

- Federal government
- State, tribal, local and territorial governments
- Businesses and employers
- Health care systems, insurers, clinicians
- Education (early learning centers, schools)
- Community and faith-based organizations
- Individuals and families
- Roles – policy maker, purchaser, employer, funder, data collector and researcher, health care provider, communicator and educator



NATIONAL PREVENTION STRATEGY

