Who Cares about California?

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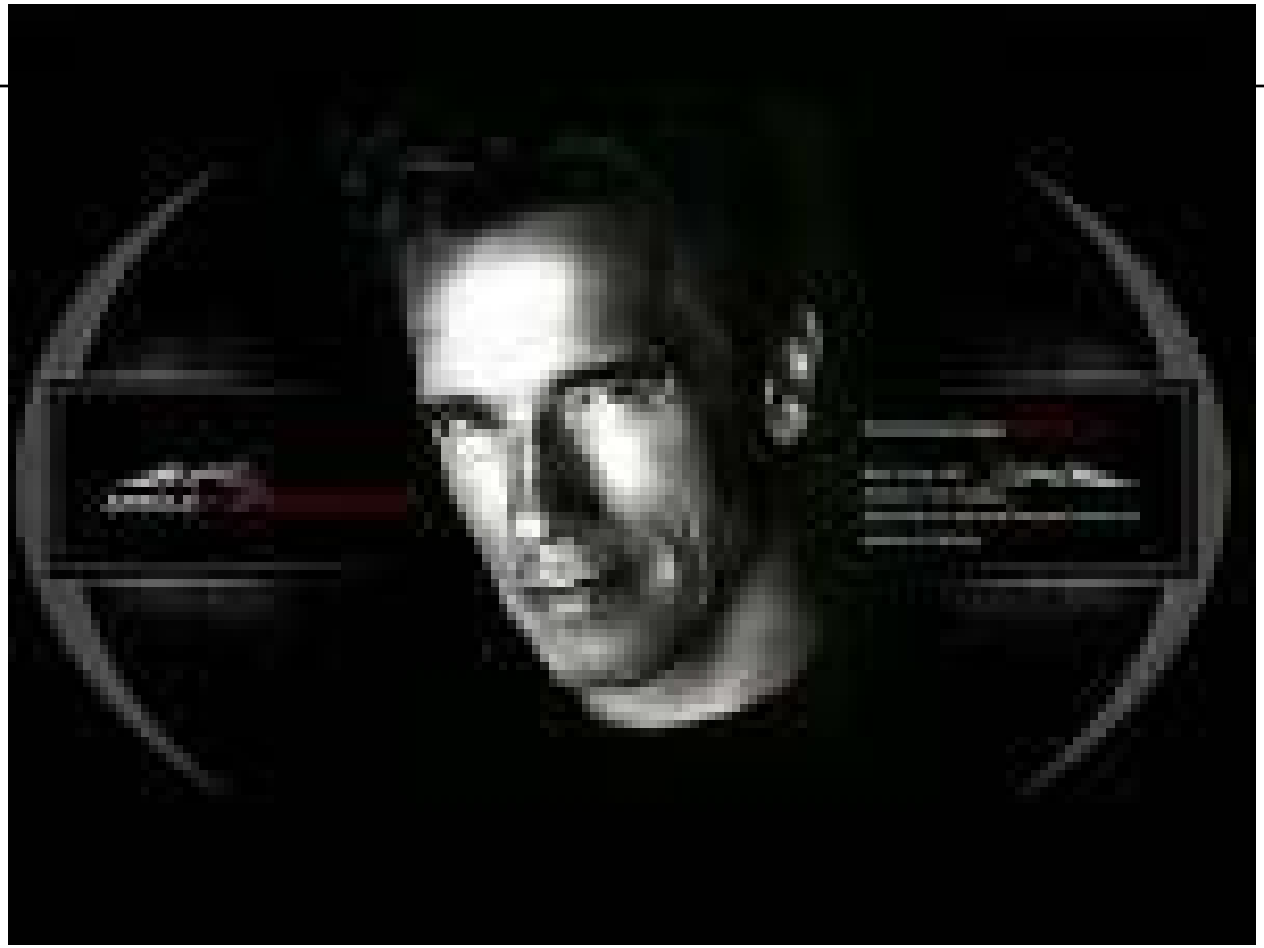
Program



Tobacco Use in California

- California adult smoking rates: 13.3 percent in 2006
- Among women: 9.1 percent in 2006
- California has the lowest per capita tobacco consumption in the nation
- Consumption of tobacco products has decreased by more than 65 percent since the program began (1988)
- Lung and bronchus cancer rates in California are declining nearly 3.5 times faster than the rest of the United States

WELCOME TO CALIFORNIA

AMERICA'S NON-SMOKING SECTION

SMOKE FREE PUBLIC PLACES SINCE 1995.

CALIFORNIA DEPARTMENT OF HEALTH SERVICES

Why care (a little) about California?

- California has the longest running tobacco control program
- Using the models developed in California, Massachusetts, Arizona and Oregon, other states have made tremendous strides in tobacco control
- We now know how to stem the tide of tobacco use

Best Practices for Tobacco Control

Best practices are developed by national public health experts who carefully and scientifically examine interventions to determine their overall effectiveness

Oregon Tobacco Facts

- Oregon adult smoking rates: 19 percent in 2006 (down from 24 percent in 1996)
- Among women: 17 percent in 2006
- Consumption of tobacco products has decreased by more than 41 percent since the program began (1996)
- 11th grade smoking rates: 15 percent (down from 28 percent in 1996)

Best Practices for Tobacco Control

"There is now a robust evidence base about effective interventions" -- Federal Centers for Disease Control and Prevention

“Research has documented the effectiveness of laws laws and policies in a comprehensive tobacco control control effort to protect the public from secondhand secondhand smoke exposure, promote cessation, and and prevent initiation, including increasing the unit unit price of tobacco products and implementing smoking bans through policies, regulations, and laws; laws; providing insurance coverage of tobacco use use treatment; and limiting minors’ access to tobacco tobacco products.” CDC

“Additionally, research has shown greater greater effectiveness with multi-component component intervention efforts that integrate integrate the implementation of programmatic programmatic and policy interventions to influence social norms, systems, and networks.”

What the …?

- Multi-component intervention efforts?
- Programmatic and policy interventions?
- Social norms?
- Systems?
- Networks?

Who cares about Oregon?