

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

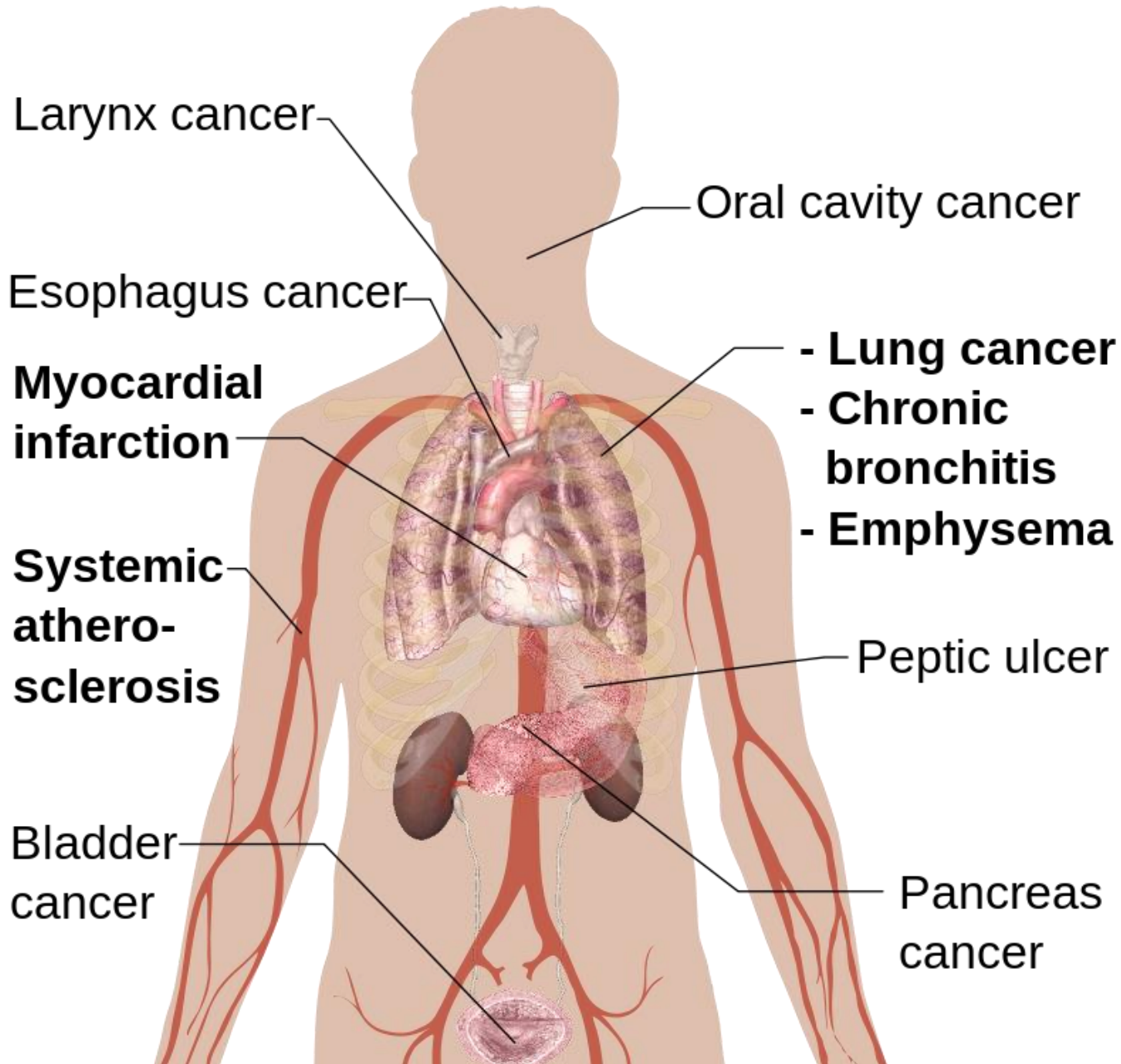


THE PAST

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



A little history lesson

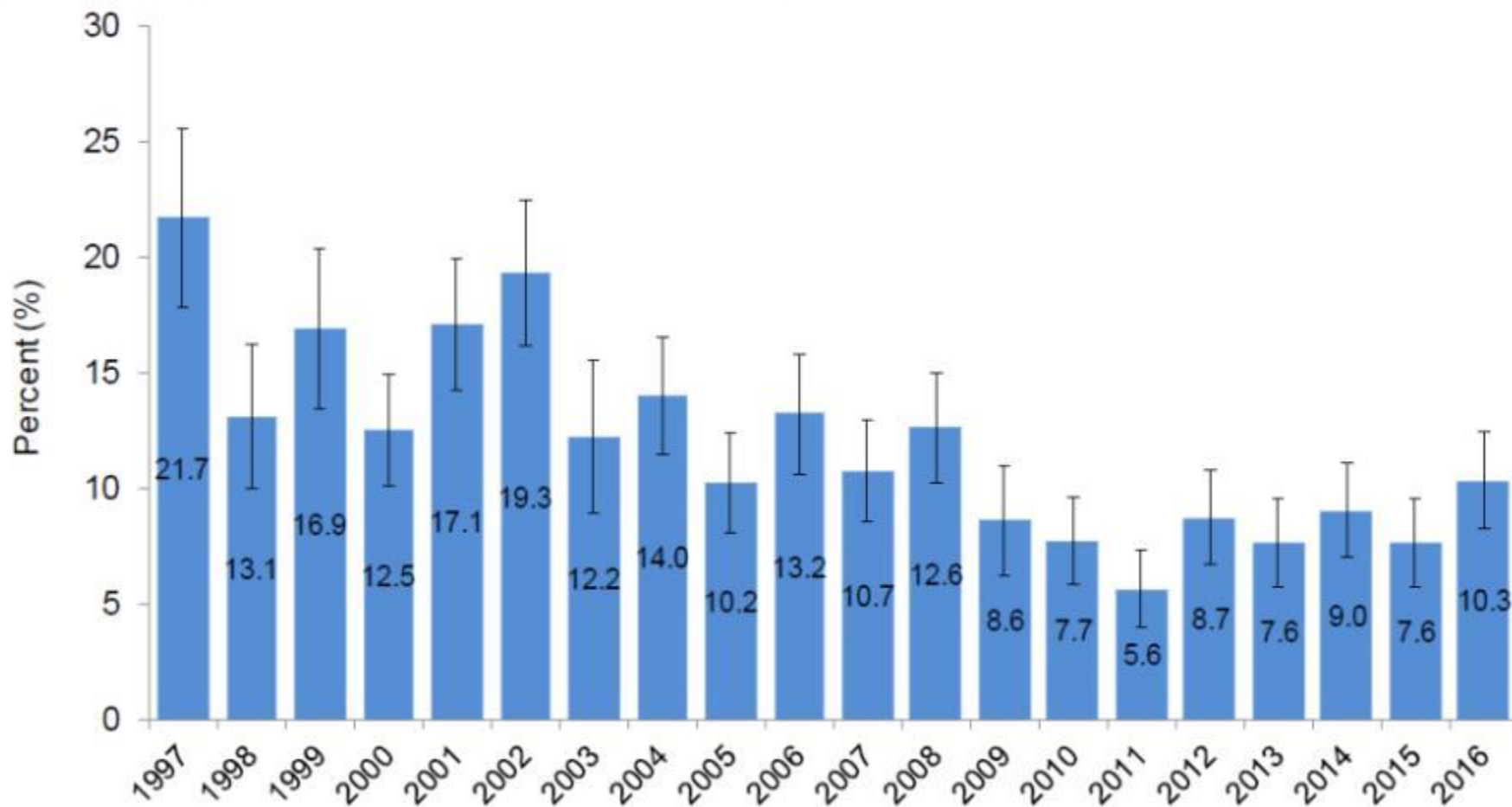
- Minimum age limits
 - California: raised from 16 to 18 in 1911
 - Iowa: 16 to 21 in 1943, lowered to 18 in 1964
 - US national age to 18 in 1992*
 - 1985 -American Medical Association : Raise purchase age to 21

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



Source: Youth Tobacco Purchase Survey, 1997–2016.

Prepared by: California Department of Public Health, California Tobacco Control Program, July 2016.

A little history lesson

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

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.

(use of tobacco product(s)
within the past 30 days.)

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).

Celebrity endorsements

Now Millions Know! **ONE KING SIZE** tops 'em all for **TASTE** and **COMFORT!**

Your throat can tell... it's PHILIP MORRIS

No matter what brand you're now smoking... there's greater pleasure waiting for you in the new PHILIP MORRIS King-Size. Millions of smokers who find them are buying them over and over again! Once you try them, you will, too. Because your throat can tell that here, at last, is a cigarette not only good to smoke... but good to the smoker... good to you! Try a carton—now!

REGULAR PHILIP MORRIS CIGARETTES

CALL FOR **PHILIP MORRIS**

THE BASEBALL MAN'S CIGARETTE

When you change to Chesterfield THE FIRST THING YOU WILL NOTICE IS THEIR MILDNESS that's because of their Right Combination World's Best Tobacco

ALWAYS Milder BETTER TASTING COOLER SMOKING

ALWAYS BUY CHESTERFIELD They Satisfy

Stars featured: Ted Williams, Starbuck, Earl Warren, Mickey Vernon, Fred Goetz, Earl Blackwell, and others.

How MILD can a Cigarette be? MAKE THE 30-DAY CAMEL MILDNESS TEST—SEE WHY... MORE PEOPLE SMOKE CAMELS than any other cigarette!

John Wayne
POPULAR, HANDSOME HOLLYWOOD STAR

"The roles I play in movies are far from easy on my voice—I can't risk throat irritation. So I smoke Camels—they're mild!"

"I've been around movie sets long enough to know how important cigarette mildness is to an actor. So when it came to deciding what cigarette was just right for my throat—I was very particular. I made a *sensible* test—my own 30-Day Camel Mildness Test! I gave Camels a real tryout for 30 days. The most pleasure I ever had from smoking. My own 'T-Zone' told me just how mild and good tasting a cigarette can be! I found out for myself why more people smoke Camels than any other cigarette!"

Not one single case of throat irritation due to smoking CAMELS!

Make your own 30-Day Camel MILDNESS Test in your 'T-Zone' (1 For Throat, 1 For Taste)

Why did you change to Camels, EVA GABOR?

"I had to be sure my cigarette agreed with my throat. So I tried many different brands. I chose Camels for their day-in, day-out mildness and flavor!"

Eva Gabor
Star of Television Screen and Stage

NOTED THROAT SPECIALISTS REPORTED AFTER TESTS:

Not one single case of throat irritation due to smoking CAMELS



This was the finding of noted throat specialists in a course-to-test of hundreds of people with normal throats who smoked only Camels for 30 days. Find out about Camel mildness yourself—in the sensible way, the thorough way. Smoke only Camels for 30 days and compare them with any cigarette you've smoked before. You'll see how favorable Camels are, puff after puff... you'll see how mild Camels are, how well they agree with your throat as your steady smoker. Then you'll know why, after all the mildness tests...



CAMEL LEADS ALL OTHER BRANDS—BY BILLIONS!

Guard Against Throat Scratch
enjoy the smooth smoking of fine tobaccos

...smoke PALL MALL the cigarette whose mildness you can measure

Study This Puff Chart:
PUFF BY PUFF... YOU'RE ALWAYS AHEAD WITH PALL MALL

Outstanding...and they are mild!

P.S. LET A CARTON OF PALL MALLS SAY "MERRY CHRISTMAS" FOR YOU

I'M SENDING CHESTERFIELDS to all my friends. That's the merriest Christmas any smoker can have—Chesterfield mildness plus no unpleasant after-taste

Ronald Reagan

THE RONALD REAGAN starring in "HONG KONG" in Film Thomas P. Murnaghan Production Color by Technicolor

CHESTERFIELD Buy the beautiful Christmas-card carton

Targeting Women

Gee, Mommy you sure enjoy your **Marlboro**

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

MARLBORO
GARETTES
Ivory Tipped
Philip Morris & Co. Inc. N.Y.C. U.S.A.

YOUR CHOICE OF IVORY TIPS • PLAIN ENDS • BEAUTY TIPS (RED)

Packed with Pleasure

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

CHESTERFIELD
RIGHT COMBINATION - WORLD'S BEST TOBACCOS

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 tooth enamel, double eyelashes, skin cysts, shortsightedness, night-blindness, nomadism, and white occipital locks 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 mere men.

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

You've come a long way, baby.

Targeting Women

vogue
Fashion's Smartest Cigarette
—the gayest gift to get



Brighten the corner where the cigarettes are with the colorful new fashion cigarette. Five merry pastel tints . . . bleu, saumon, rose, turquoise, bouton d'or . . . fit the gala mood of every guest. Distinctive slide case of 20 cigarettes (4 in each color) . . . 75c and up; transparent presentation carton of 5 packs . . . \$3.75 and up depending on State and Local taxes.

Finest American Blend
Gold tipped...long size...flavor, of course. Special packings of any single color . . . also black or cinnamon . . . on order from your dealer. Minimum order, special packing—5 packs.

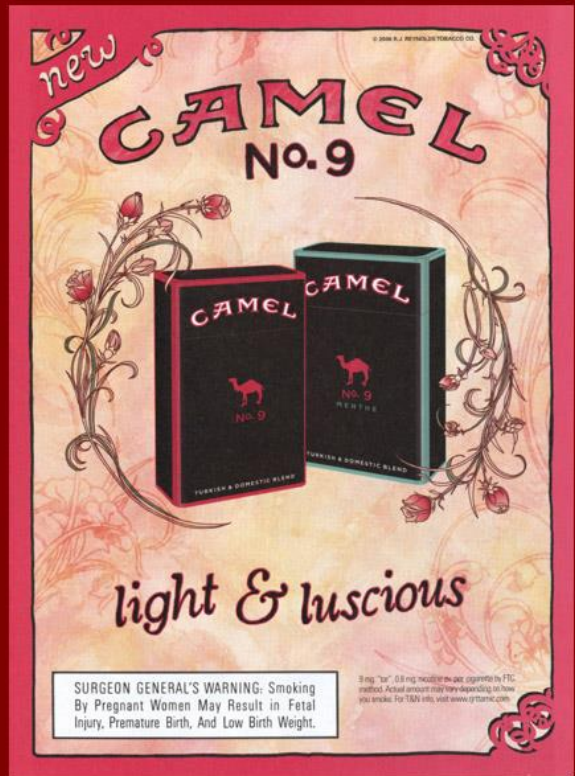
STEPHANO BROTHERS, Philadelphia 7, Pa.
Creators of quality cigarettes since 1935

1956

Pink Cigarettes to Entice
Young Girls to Start Smoking

new

CAMEL
No. 9



light & luscious

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

9 mg "tar", 0.8 mg nicotine av. per cigarette by FTC method. Actual amounts may vary depending on how you smoke. For T&W info, visit www.gp.tobacco.com

2007

Farewell to
the ugly cigarette.
Smoke pretty. eve.



The newest way to express your love of pretty things. That's Eve. The first truly feminine cigarette. With pretty filter tip. Pretty pack. Rich, yet gentle flavor. Eve. For the lady with taste. Also, with menthol.

10 mg "tar", 0.7 mg nicotine av. per cigarette by FTC method. © 1997 R.J. REYNOLDS TOBACCO CO.



CAMEL
No. 9
TURKISH & DOMESTIC BLEND

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

9 mg "tar", 0.8 mg nicotine av. per cigarette by FTC method. Actual amounts may vary depending on how you smoke. For T&W info, visit www.gp.tobacco.com

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!

Doctor of Medicine...and Morale

He wears the same uniform . . .
He shares the same risks as the man with the gun.
Right this very minute you might find him in a foxhole under fire at the side of a fallen comrade . . .

Jumping with the paratroopers . . . riding with a lumber crew through enemy fighters and flak . . .
Or sweating it out in a dressing station in a steaming jungle . . .

Yes, the medical man in the service today is a fighting man through and through, except he fights without a gun.

They call him "Doc." But he's more than physician and surgeon: he's a trusted friend to every fighting man.

And doctor that he is . . . doctor of medicine and morale . . . he well knows the comfort and cheer there is in a few moments' relaxation with a good cigarette . . . like Camel. For Camels, with the fresh, full flavor of costlier tobaccos expertly blended and the soothing mildness of slow burning, are the favorite cigarette with men in all the service.*

First in the Service

*With men in the Army, Navy, Marine Corps, and Coast Guard, the favorite cigarette is Camel. (Based on actual sales records.)

Camels
COSTLER TOBACCO

You want **STEADY NERVES** to launch a "tin fish" or make one!

FOR **STEADY PLEASURE** CAMELS SUIT ME TO A T!

THE **T Zone** where cigarettes are judged

CAMELS WIN WITH ME ON EVERY COUNT. THEY'RE EASY ON MY THROAT AND THEY DON'T TIRE MY TASTE!

Camel

MIXX '04 CD/CD-ROM

Pop this CD/CD-ROM into your computer or stereo for the complete audio/visual interaction.

For the total MIXX experience, check out www.houseofmenthol.com

IN ASSOCIATION WITH **VIBE**

THE HOUSE OF MENTHOL

Feel the vibe and energy of the streets with KOOL MIXX Special Edition Packs. Available for a limited time only.

CELEBRATE THE SOUNDTRACK TO THE STREETS

Health misinformation

100% ADDITIVE-FREE NATURAL TOBACCO

NATURAL AMERICAN SPIRIT

100% ADDITIVE-FREE NATURAL TOBACCO FULL-BODIED TASTE

EXPERIENCE NATURAL AMERICAN SPIRIT with two packs for \$2

PROMO CODE 42198

TryAmericanSpirit.com or call 1-800-435-5515

Offer for two "\$1 G&R Cartridges good toward any Natural American Spirit pack or pouch purchase (includes 150g total). Not to be used in conjunction with any other offer. Offer restricted to U.S. smokers 21 years of age and older. Limit one offer per person per 12 month period. Offer valid in MA and where prohibited. Other restrictions may apply. Offer expires 02/31/12.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

No additives in our tobacco does NOT mean a safer cigarette.

CIGARETTES

100% ADDITIVE-FREE NATURAL TOBACCO

THIS TOBACCO TASTES UNLIKE ANY YOU'VE EVER SMOKED, AND THAT'S THE POINT.

Natural American Spirit began with a simple mission - do away with all of the extras. Use only tobacco without additives, without shortcuts, without compromise.

We work with farmers dedicated to responsibly using the earth's resources. Tobacco from our Purity Residue Clean growing program must test free of detectable chemical residues. And you use it

"I'm going to grow a hundred years old!"

... and possibly she may - for the amazing strides of medical science have added years to life expectancy

It's a fact - a warm, wonderful fact - that this five-year-old child, or your own child, has a life expectancy almost a whole decade longer than was her mother's, and a good 18 to 20 years longer than that of her grandmother. Not only the expectation of a longer life, but of a life by far healthier.

Thank medical science for that. Thank your doctor and thousands like him... toiling ceaselessly... that you and yours may enjoy a longer, better life.



According to a recent Nationwide survey:

More Doctors smoke Camels than any other cigarette!

NOT ONE but three outstanding independent research organizations conducted this survey. And they asked not just a few thousand, but 113,597, doctors from coast to coast to name the cigarette they themselves preferred to smoke.

Answers came in by the thousands... from general physicians, diagnosticians, surgeons, nose and throat specialists too. The most-named brand was Camel.

If you are not now smoking Camels, try them. Let your "I-Zone" tell you (see right).

R. J. REYNOLDS TOBACCO CO., WASHINGTON, D. C.

CAMELS *Coastier* Tobaccos

THE "I-ZONE" TEST WILL TELL YOU

The "I-Zone" - I for nose and I for throat - is your own proving ground for any cigarette. Only your nose and throat can decide which cigarette tastes best to you... how it affects your throat.

38,381 DENTISTS SAY "SMOKE VICEROYS!"

VICEROYS FILTER THE SMOKE!

THE NICOTINE AND TARS TRAPPED* BY THE VICEROY FILTER CAN NEVER STAIN YOUR TEETH!

1. Each puff of smoke passes through scores of tiny passages of this absorbent filter paper.
2. The nicotine and tars thus trapped cannot stain your teeth—smoke is cooler, cleaner.
3. No tobacco crumbs can get in your mouth.
4. This filter is exclusive as is Viceroy's luxurious blend of fine domestic and imported tobaccos. Get Viceroy's at your dealer's. You'll be glad you did.

*No filter can remove all nicotine and tar, nor does Viceroy make this claim.

Dr. Batty's

For Your Health

ASTHMA CIGARETTES

SINCE 1902

For the temporary relief of paroxysms of asthma

EFFECTIVELY TREATS:

ASTHMA. HAY FEVER. FOUL BREATH
ALL DISEASES OF THE THROAT,
HEAD COLDS, CANKER SOURS
BRONCHIAL IRRITATIONS

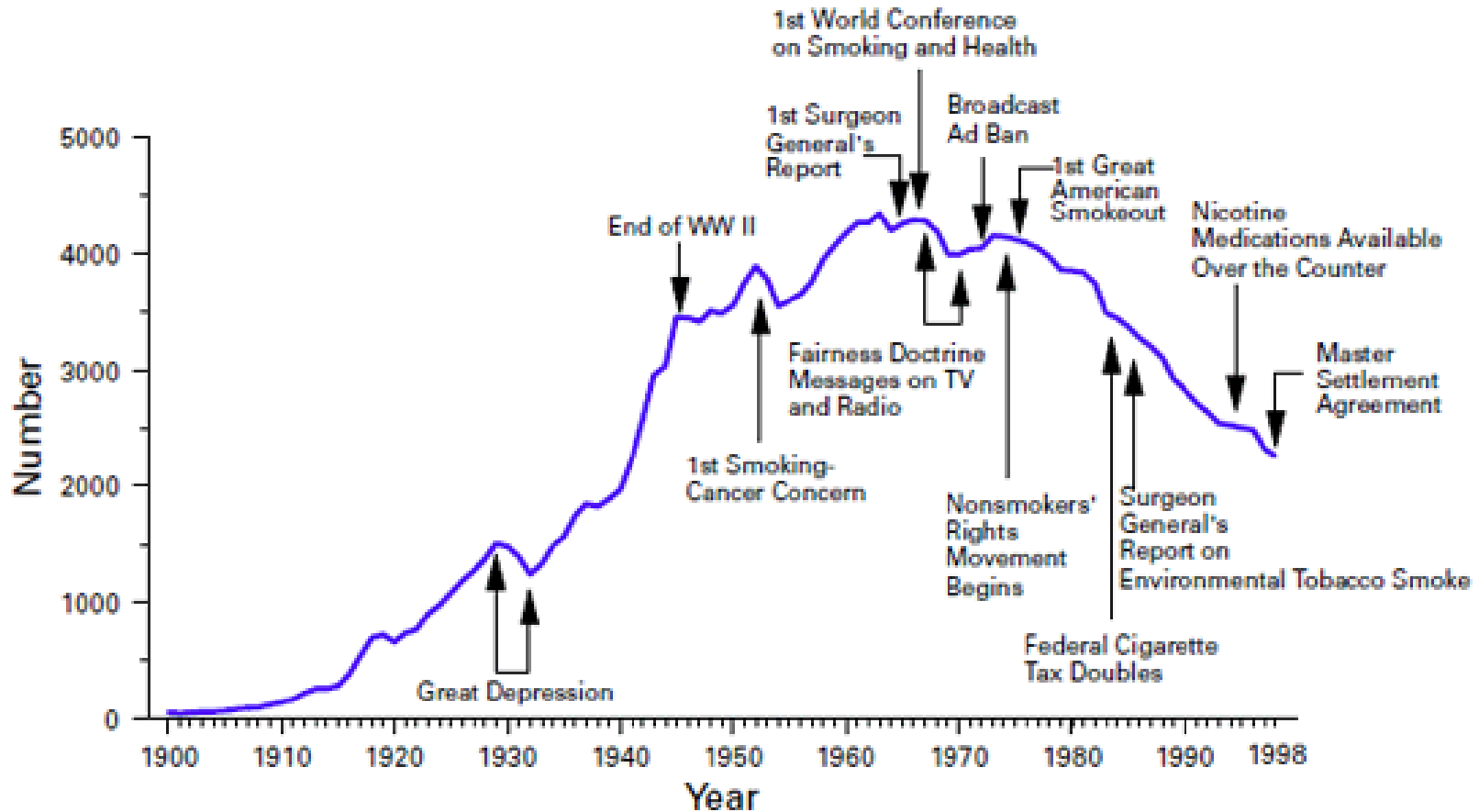
NOT RECOMMENDED FOR CHILDREN UNDER 6.

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



FIGURE 1. Annual adult per capita cigarette consumption and major smoking and health events — United States, 1900–1998



Sources: United States Department of Agriculture; 1986 Surgeon General's Report.

THE PRESENT

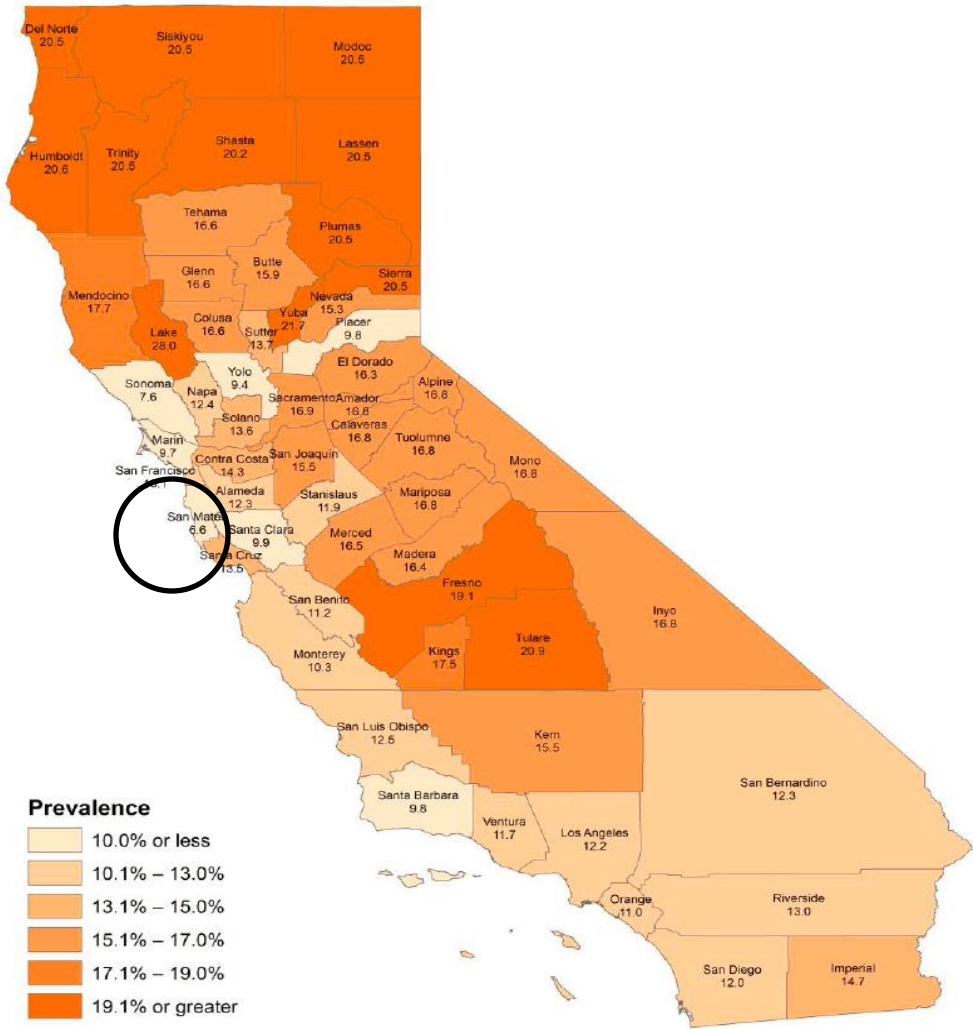
Tobacco Policies in San Mateo County

San Mateo County Jurisdiction Tobacco/Smoking Policies --- Last Updated: November 23, 2016

If viewing online (available at www.smchealth.org/TEC), click the underlined jurisdiction name with a "*" symbol to access the jurisdiction's Smoking or Tobacco Retail Permit Policy.

<p><u>MULTI-UNIT HOUSING (MUH) COMMON AREAS</u></p> <ul style="list-style-type: none"> • Belmont • Brisbane • Burlingame* • Daly City • East Palo Alto (elevators)* • Foster City • Menlo Park • San Bruno • San Carlos* • San Mateo • SSF • Unincorporated Areas 	<p><u>PARKS</u></p> <ul style="list-style-type: none"> • Atherton (rooms in parks)* • 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* 	<p><u>TICKET AREA, INDOOR OR SHELTERED BOARDING, WAITING AREAS OF PUBLIC TRANSIT DEPOTS</u></p> <ul style="list-style-type: none"> • Brisbane • Belmont • Burlingame (enclosed) • Daly City • Foster City (enclosed) • Menlo Park • Millbrae (enclosed) • Redwood City (max 50% waiting area as smoking area & separate waiting areas of equal size for smokers & nonsmokers) • San Bruno • San Carlos • San Mateo (enclosed) • Woodside (enclosed) 	<p><u>SPORTS FIELDS, ACTIVITIES, & OTHER CITY EVENTS</u></p> <ul style="list-style-type: none"> • Belmont • Brisbane (select City-owned outdoor sports facilities) • Burlingame • Daly City • East Palo Alto • Foster City (enclosed sports arenas & convention halls) • Hillsborough (enclosed mta/public assembly place)* • Menlo Park • Millbrae (enclosed)* • Redwood City (enclosed)* • San Bruno • San Carlos (City-owned) • San Mateo (enclosed) • SSF
<p><u>INDIVIDUAL UNITS IN MUH</u></p> <ul style="list-style-type: none"> • Belmont (share floor or ceiling) • Brisbane • Burlingame • Daly City (condos exempt) • Foster City • San Bruno • San Mateo • SSF • Unincorporated Areas 	<p><u>TOBACCO RETAIL PERMIT/LICENSE (TRL)</u></p> <ul style="list-style-type: none"> • Brisbane* • Colma* • Daly City* • East Palo Alto* • Menlo Park* • Millbrae* • Pacifica* • Portola Valley* • Redwood City* • San Bruno* • San Carlos* • San Mateo* • SSF* • Unincorporated Areas* 	<p><u>TOBACCO SAMPLING/COUPONS</u></p> <ul style="list-style-type: none"> • Brisbane • Daly City • Unincorporated Areas 	<p><u>SERVICE LINES</u></p> <ul style="list-style-type: none"> • Belmont • Burlingame (indoor service lines) • Daly City • East Palo Alto (enclosed business establishments) • Foster City (indoor service lines) • Hillsborough • Menlo Park • Millbrae (enclosed) • Redwood City (enclosed) • San Bruno • San Carlos (enclosed) • San Mateo • Woodside (enclosed)
<p><u>E-CIGARETTES, VAPES, ETC.</u></p> <ul style="list-style-type: none"> • Belmont • Brisbane • Daly City • East Palo Alto (excludes TRL) • Foster City • Hillsborough • Portola Valley (TRL) • San Bruno • San Mateo • SSF (City props, rec areas, Downtown, TRL, MUH) • Unincorporated Areas 	<p><u>SIDEWALKS</u></p> <ul style="list-style-type: none"> • Daly City (in/adjacent to common interest developments, apartments, shopping centers, & commercial properties w/ retail establishments, except while actively passing to another destination) • Foster City (except those adjacent to single-family homes) • San Bruno (unless actively moving to another destination) • San Mateo (grounds surrounding the buildings, facilities or areas owned or leased by City) 	<p><u>CHEMICAL STORAGE AREAS</u></p> <ul style="list-style-type: none"> • Atherton 	<p><u>TOBACCO RETAILER SHOPS</u></p> <ul style="list-style-type: none"> • San Bruno
		<p><u>BEACHES</u></p> <ul style="list-style-type: none"> • Brisbane (select City-owned beaches) • Daly City • Pacifica* • Unincorporated Areas 	<p><u>LAGOONS AND WATERWAYS</u></p> <ul style="list-style-type: none"> • San Mateo
		<p><u>OUTDOOR EATING AREA</u></p> <ul style="list-style-type: none"> • Belmont • Daly City • Foster City (50%)* • Menlo Park • San Bruno • San Mateo* • SSF (on City-owned property if designated by City Manager) 	<p><u>TOBACCO-FREE PHARMACIES</u></p> <ul style="list-style-type: none"> • Daly City

Figure 1.9. California adult smoking prevalence by county, 2012–2014



New products



AMEL

WARNING:
THIS PRODUCT
MAY CAUSE
MOUTH CANCER

SINUS
frost
15 POUCHES

SINU
mellow
15 POUCHES

enjoys taxicabs, subways
and bar-hopping.

camelsnus.com*

*WEBSITE RESTRICTED TO LEGAL AGE TOBACCO CONSUMERS



Smoke Anywhere
Smoke when and where you want.

DJ HeavyGrinder

[Learn More >](#)



It's Your Life, Live It

blu gets you past the smoking bans
and doesn't spoil the fun for
those around you.

[Learn More](#)

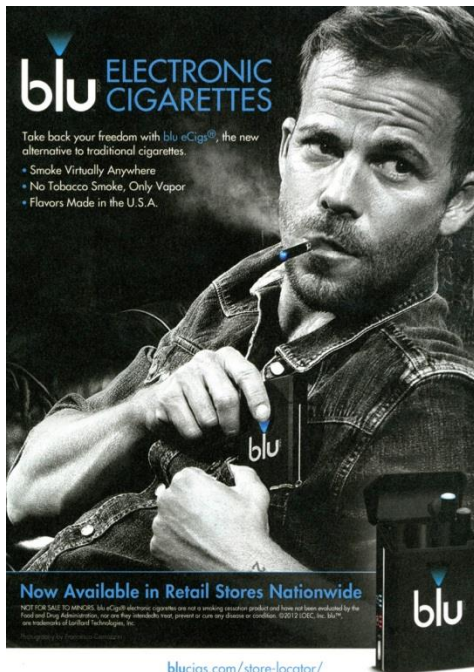


WHY QUIT?
SWITCH TO BLU

- Have the Freedom to Smoke Anywhere
- No Tobacco, No Ash, No Smell
- All Flavors Made in the U.S.A.

[Learn More >](#)

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



**Tobacco
21 Law**

**The Sale of
Tobacco Products
or Electronic
Smoking Devices
to Persons Under
21 is Prohibited**

Effective 06/09/2016

THE FUTURE

Tobacco Use Rates are Down

- ...but

CIGARETTE SMOKING OVERALL AMONG ADULTS IN THE U.S. IS DOWN.

YET CIGARETTE SMOKING REMAINS HIGH AMONG CERTAIN POPULATIONS.

WE CAN PUT AN END TO TOBACCO USE.

LOW EDUCATION MALES YOUNG ADULTS SOUTH AND MIDWEST

LESBIANS, GAYS, AND BISEXUALS BELOW POVERTY LEVEL DISABLED CERTAIN RACES/ETHNICITIES

IMPLEMENT SMOKE FREE LAWS RAISE TOBACCO PRICES INCREASE FUNDING FOR TOBACCO CONTROL PROGRAMS

The infographic features a dark purple central section with white text and icons. At the top, a white banner contains the headline. Below it, a dark purple banner contains the sub-headline. The middle section lists eight population groups with corresponding icons: a graduation cap for low education, a male symbol for males, two people for young adults, a map of the South and Midwest, a striped square for LGBTQ+, a stack of coins for below poverty level, a person in a wheelchair for disabled, and three people for certain races/ethnicities. The bottom section is a light beige banner with three action items, each with an icon: a no-smoking sign for smoke-free laws, a dollar sign for raising prices, and an upward arrow for increasing funding.

■ Did You Know?

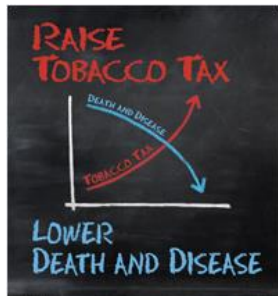
American Indians & Alaska Natives have a higher risk of tobacco-related disease and death.

More on tobacco-related differences ►



Tobacco Endgame

- “Strategies are those designed to change or permanently eliminate the structural, political, and social dynamics that sustain the tobacco epidemic...”



TOBACCO
~~eighteen~~ twenty-one



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?