



Don't Behave Like You Live in a Cave:

Considerations for Data Translation in an Evolving Landscape

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Surveillance & Evaluation

Webinar and Coffee Break Series

Tuesday, May 23, 2017

Overview



Learn from the Past

Live in the Present

Look to the Future

Conclusions and Considerations



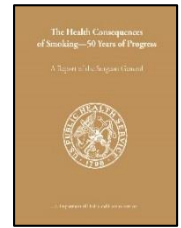
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50 Years of Death



1964



2014

Major Conclusion: “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.”

Since 1964, over 20 million Americans died because of smoking, including:

2.5 million nonsmokers

108,000 babies

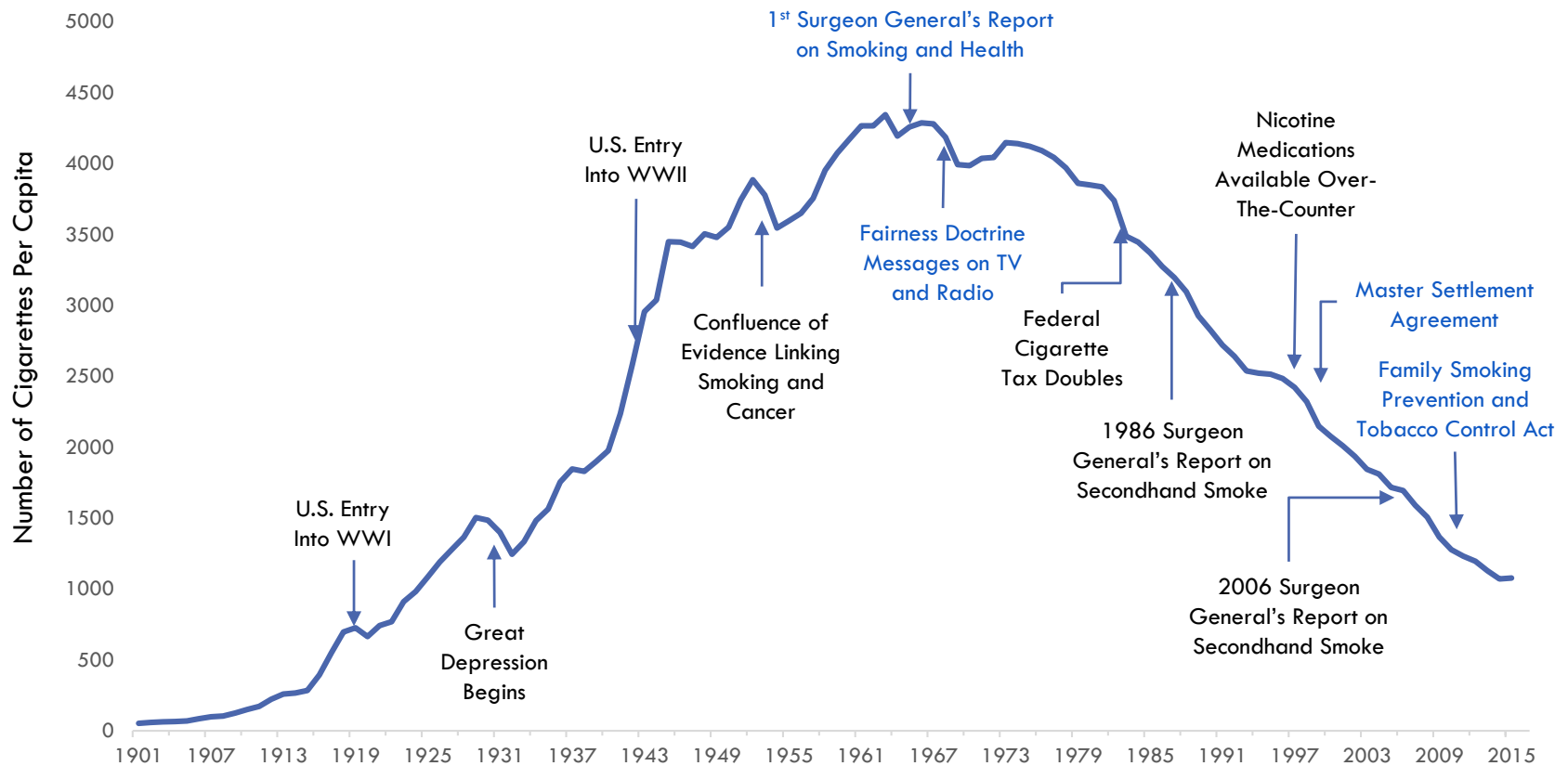
86,000 residential fires

6.58 million from cancers

7.8 million from CVD & metabolic diseases

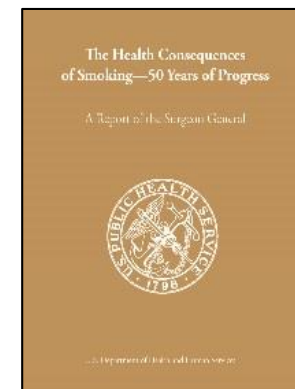
3.8 million from pulmonary diseases

Adult Per Capita Cigarette Consumption and Major Smoking-and-Health Events—U.S., 1900-2015



Tobacco Control Works:

MAJOR CONCLUSION #8



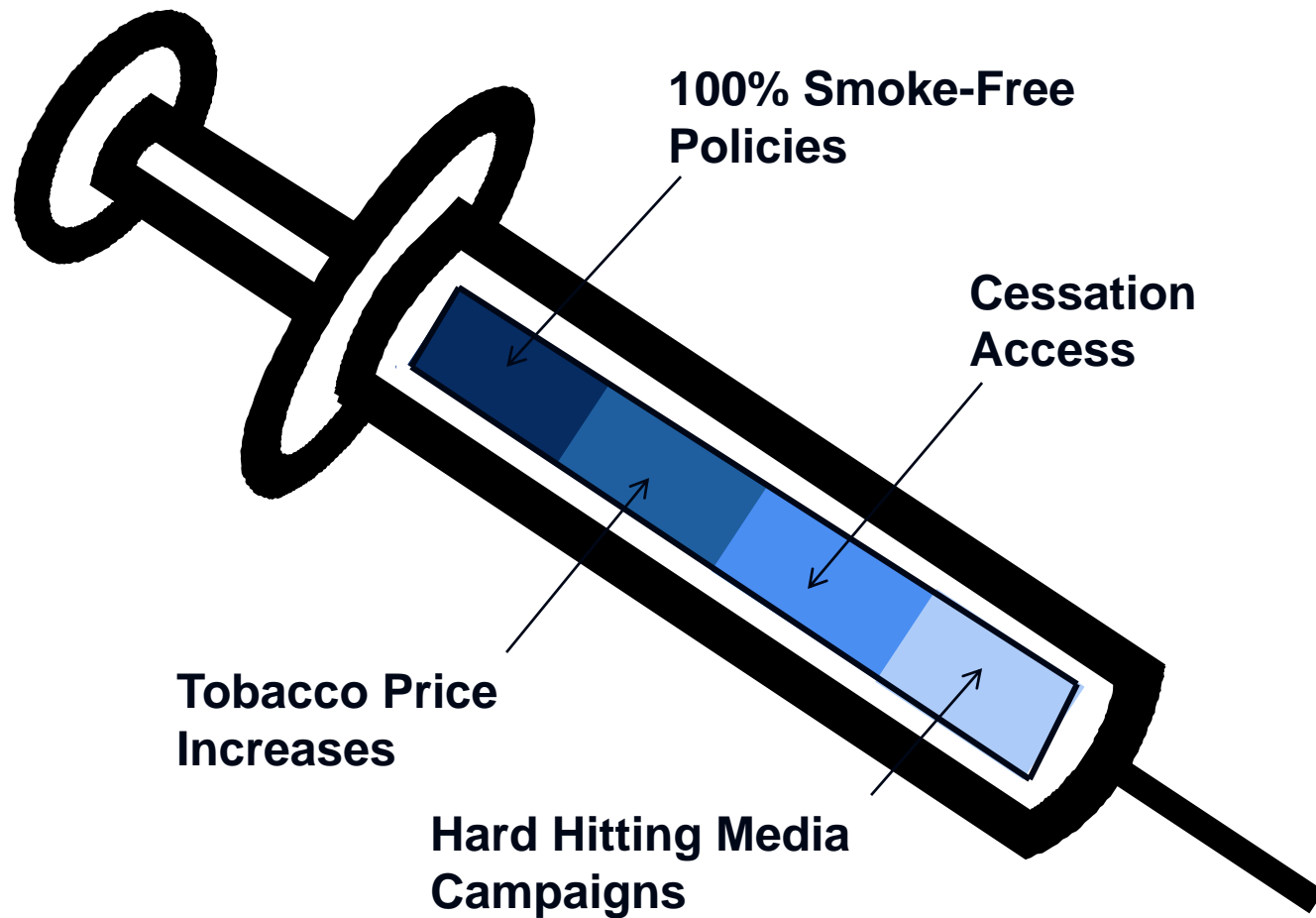
“Since the 1964 Surgeon General’s report, comprehensive tobacco control programs and policies have been proven effective for controlling tobacco use. Further gains can be made with the full, forceful, and sustained use of these measures.”

Since 1964 tobacco control:

- Prevented over 8 million early deaths
- Saved 157 million life years



“Tobacco Control Vaccine”





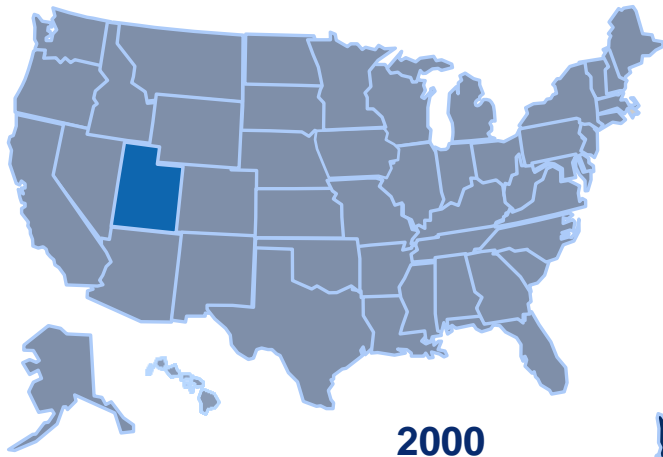
Learn from the Past

Live in the Present

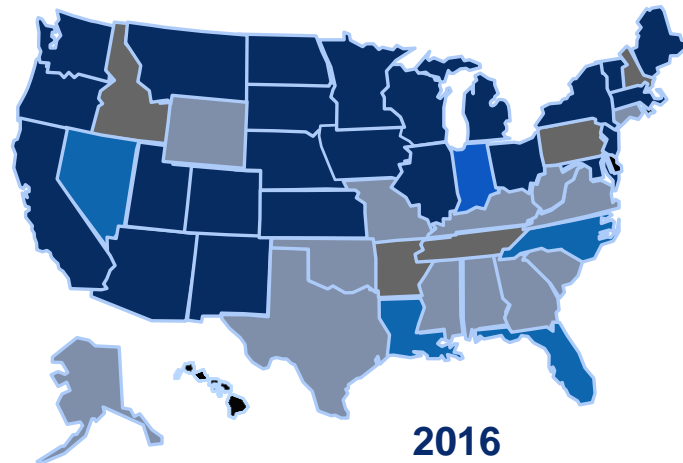
Look to the Future

Conclusions and Considerations

Comprehensive Smoke-Free Laws: United States 2000-December 2016



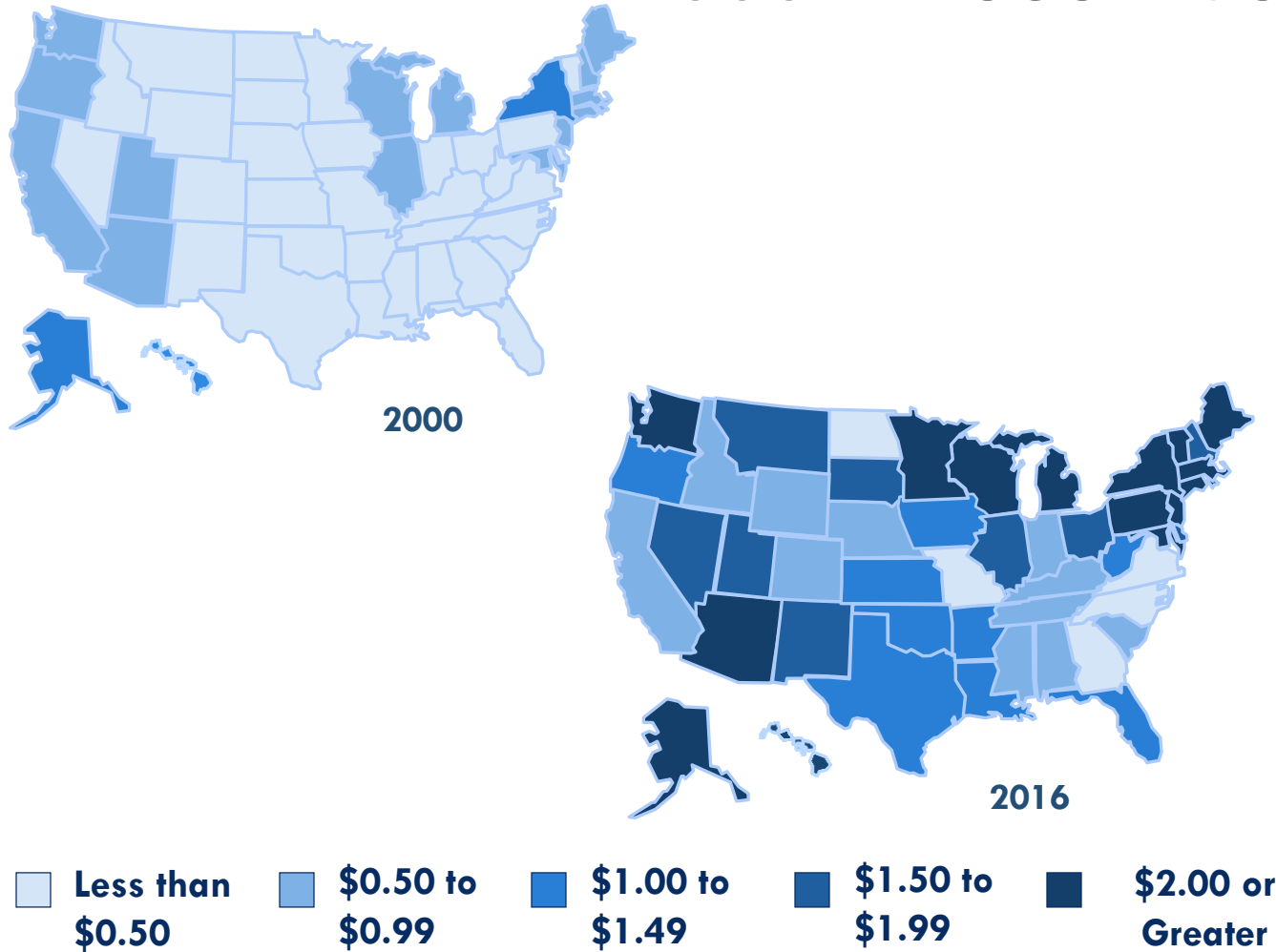
2000



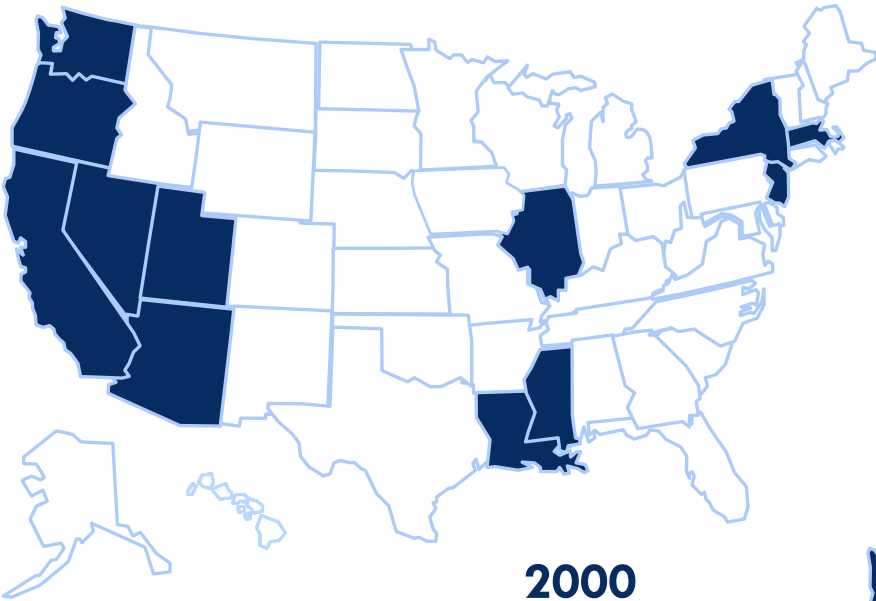
2016



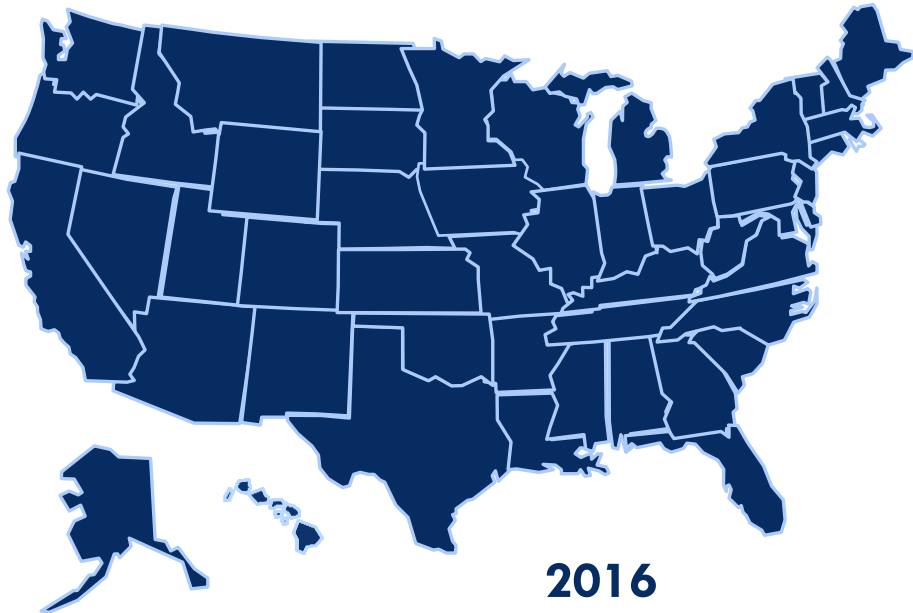
Cigarette Excise Taxes United States 2000 – December 2016





Tobacco Quitlines United States 2000-2016



2000



2016

-  No State Tobacco Quitline
-  State Tobacco Quitline

Source: North American Quitline Consortium

National Media Campaigns: Tips, Truth, The Real Cost



CDC

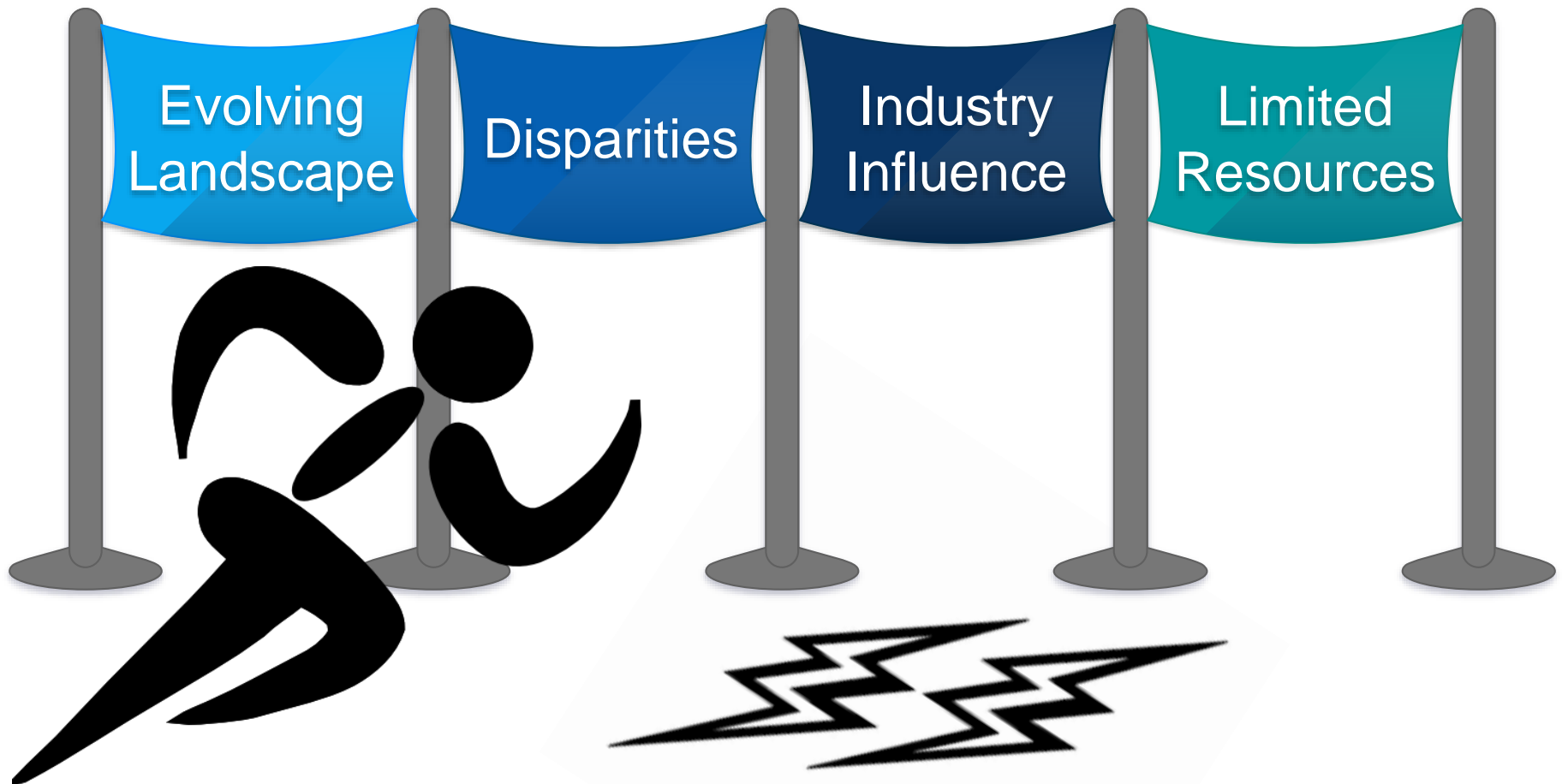


Truth

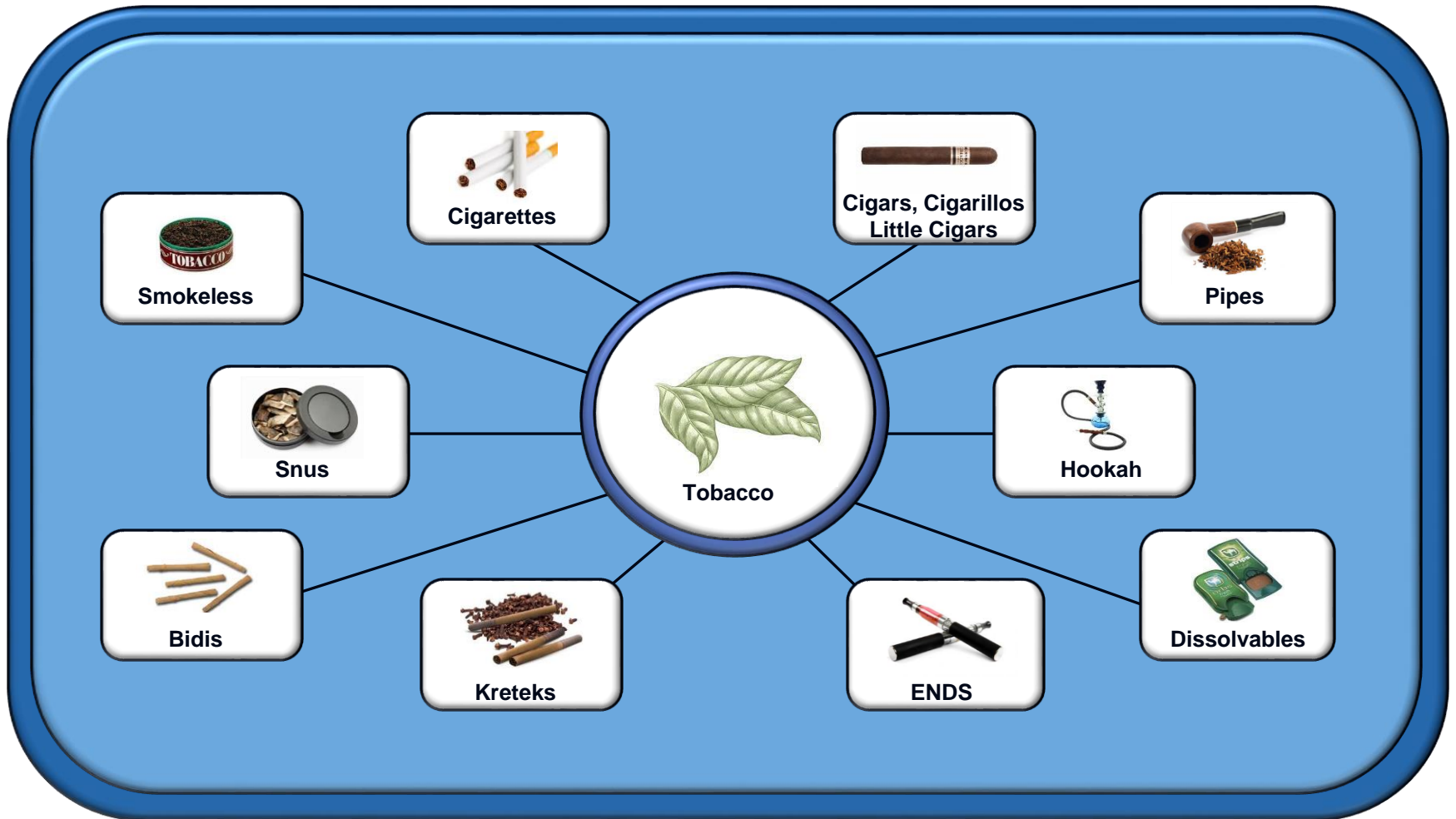


FDA

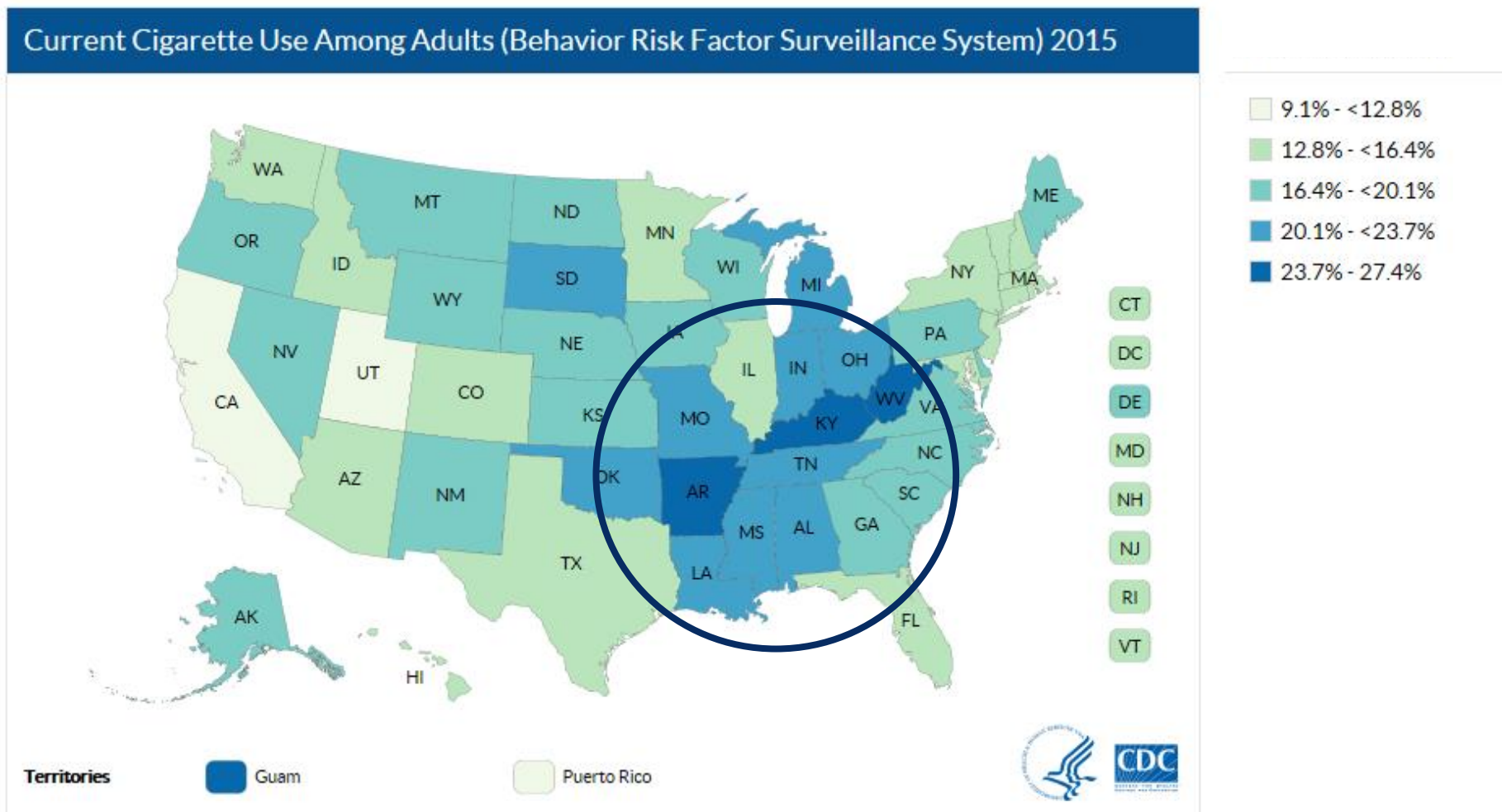
Tobacco Control Hurdles



Tobacco Products



Disparities in Smoking, by State




Centers for Disease Control and Prevention (CDC). State Tobacco Activities Tracking and Evaluation (STATE) System. Updated 9/2016

Disparities in Smoking, by Population


- **American Indian/Alaska Native**
- **Multiple Race**

Race/Ethnicity



- **Lower Education**

Education level




- **Live Below Poverty Line**

Poverty status




- **Midwest**
- **South**

U.S. Census region



- **Medicaid**
- **Uninsured**

Health insurance coverage



- **Have Disability or Limitation**

Disability/ Limitation




- **Lesbian, Gay, Bisexual**

Sexual orientation



- **Have Serious Psychological Distress**

Serious psychological distress



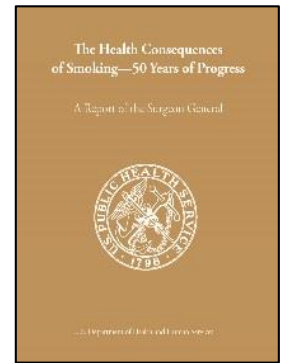
Tobacco Industry's Role

MAJOR CONCLUSION #2

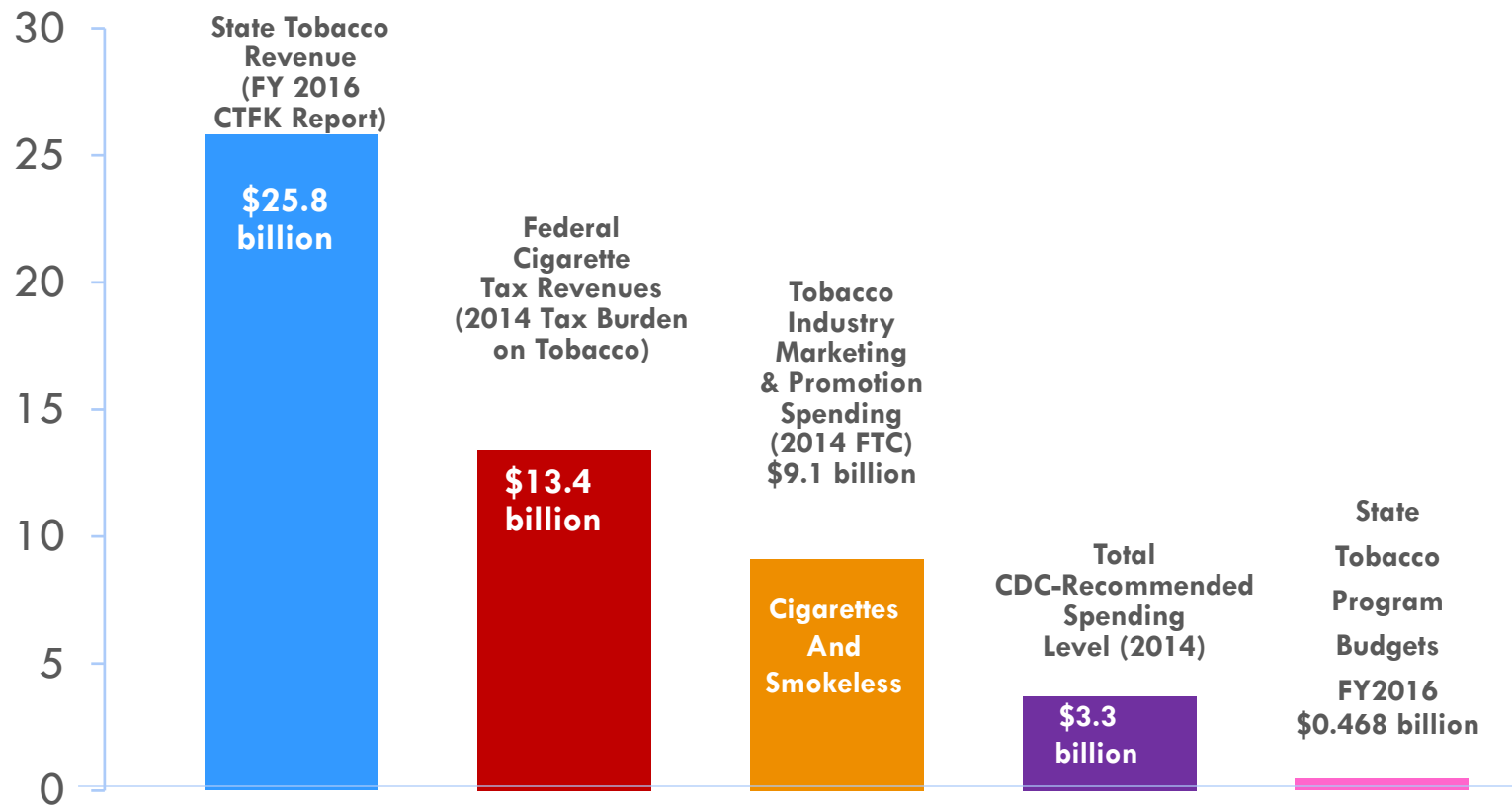
“The tobacco epidemic was initiated and has been sustained by the aggressive strategies of the tobacco industry, which has deliberately misled the public on the risks of smoking cigarettes.”



Hon. Gladys Kessler



Tobacco Industry is Outspending Prevention Efforts 20:1





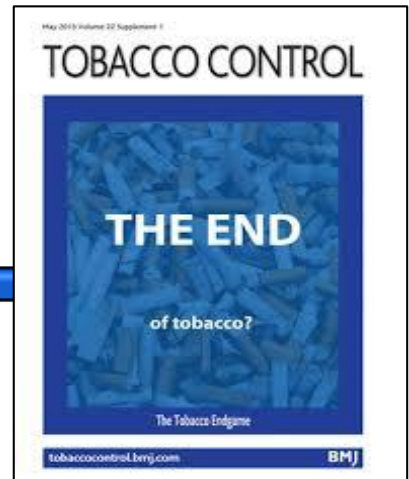
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The End Game



- **Faced with the challenge of achieving a vision of a society free of tobacco-related death and disease, a discussion has begun within the field of tobacco control about what has come to be called the tobacco “end game”.**

- **The literature considers strategies that could be used, in addition to the expanded implementation of proven tobacco control interventions, to:**
 - Accelerate declines in the use of cigarettes and other combustible tobacco products; and
 - End the tobacco epidemic.

2014 SGR Recommendations Toward End Game



Sustain high-impact media campaigns such as *Tips* for 12 months/year for 10+ years



Effectively implement FDA's authority for tobacco product regulation to reduce product addictiveness and harmfulness



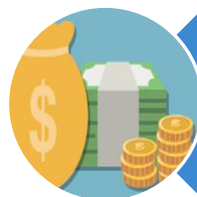
Raise excise taxes – at least \$10 per pack is most effective



Expand tobacco control and prevention research to increase understanding of the ever changing landscape



Fulfill opportunity of the ACA to provide access to barrier-free, proven tobacco use cessation treatment



Fully fund comprehensive statewide tobacco control programs at CDC-recommended levels

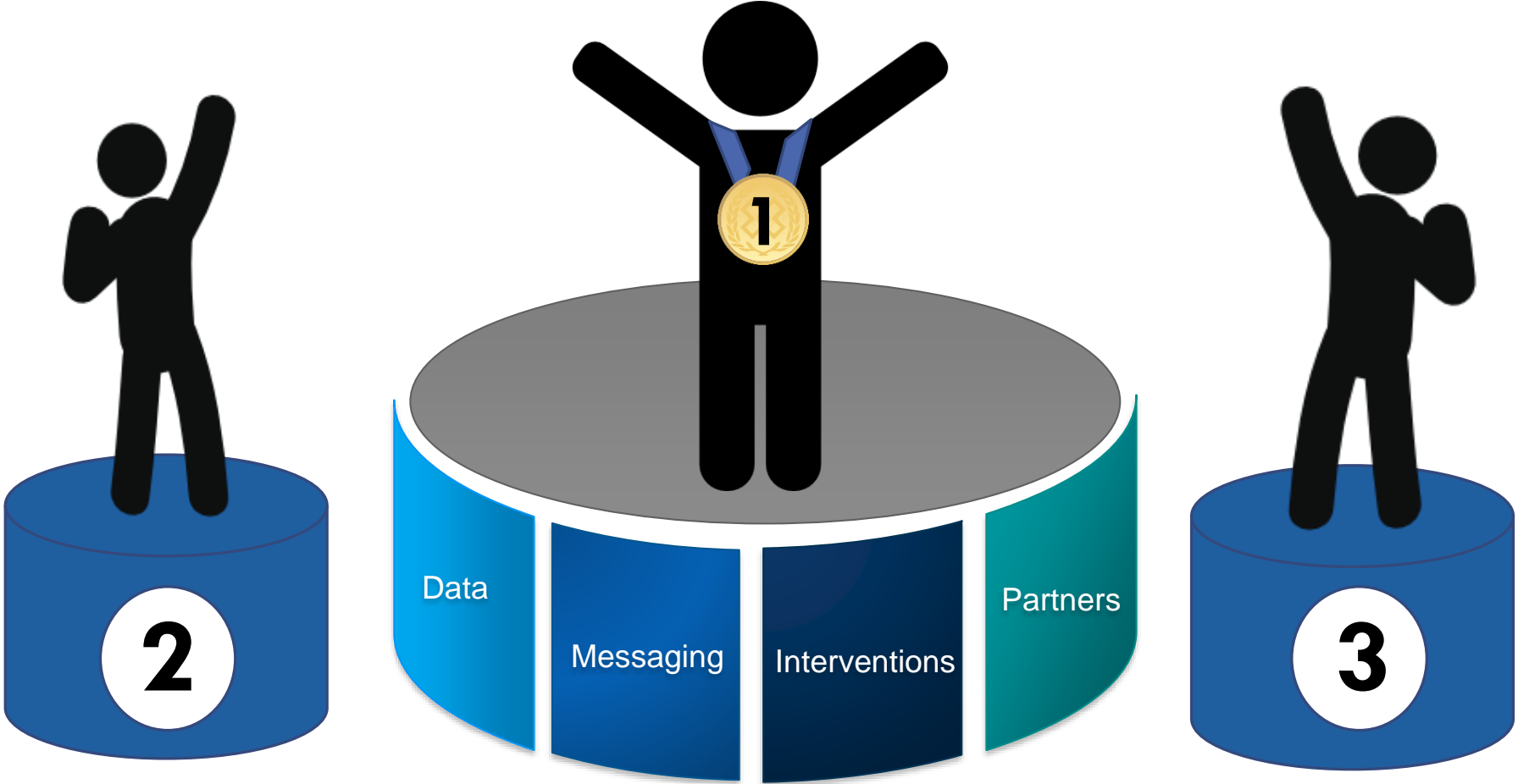


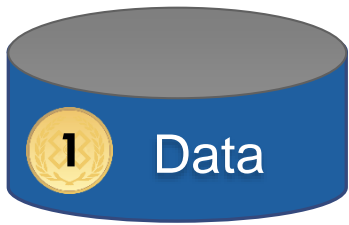
Expand cessation in primary and specialty care settings



Extend comprehensive smoke-free indoor protections to 100% of the U.S. population

Novel Approaches for Forging the Evolving Landscape





The Landscape is Evolving.....



Internet
Surveys



Retail
Scanner Data



Social
Media



GIS

..... So Must We.



The way we communicate has changed.....



Target:

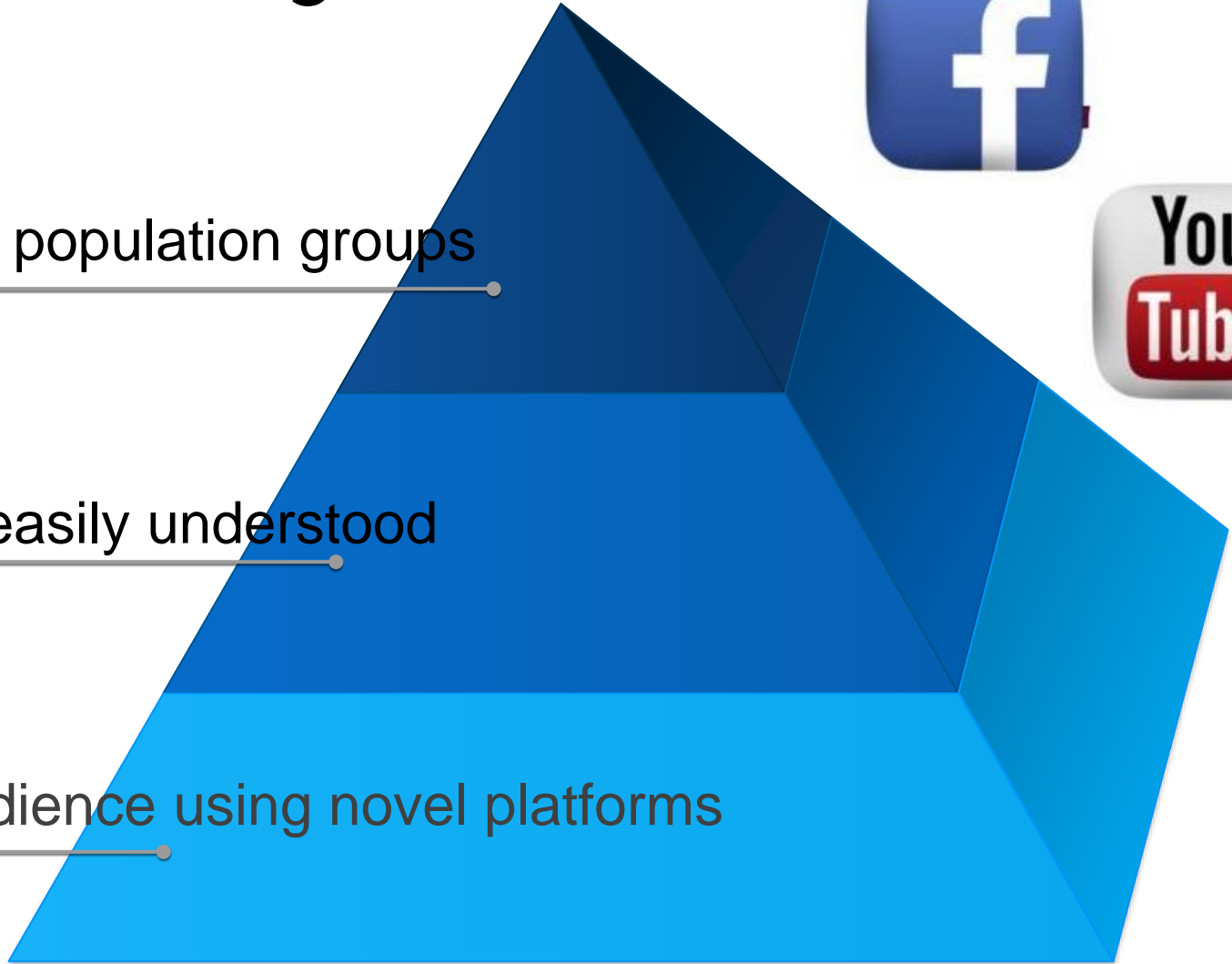
Reaching key population groups

Content:

Needs to be easily understood

Mode:

Reaching audience using novel platforms





Opportunities Exist to Modernize Our Proven Interventions.....



Tobacco 21



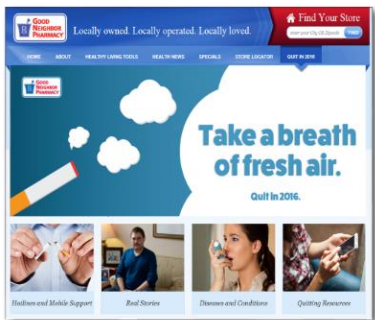
**Smoke-free
Multiunit
Housing**



**Tobacco-free
College**



E-cigarettes



**Tobacco-free
Pharmacies**



e-Referrals



**Tobacco-free
Sports**



Digital Media



Forging New Partnership is Critical.....



Individuals, parents, and families



Teachers, coaches, and other youth influences



Civic and community leaders



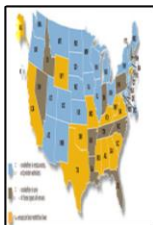
Public health and health care professionals



Researchers



Federal government



State, local, tribal, and territorial governments



Voluntary health agencies, non-governmental organizations, and other community and faith based organizations



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Conclusion



Learn from the Past:

Tobacco Control has the luxury of over a half century of experience. We know what works.

Live in the Present:

We've made considerable progress. However, there's still more work to be done.

Look to the Future:

The tobacco product landscape continues to diversify, and it's critical that data translation efforts evolve accordingly.