

# TOBACCO USE

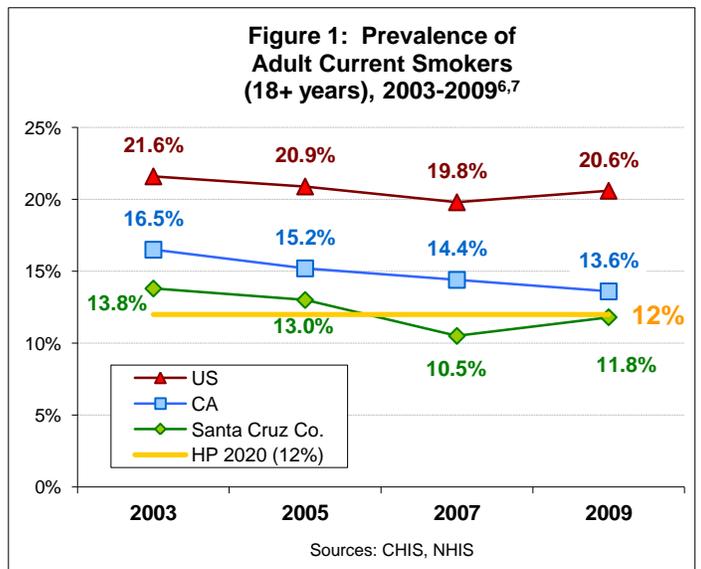
<p><b>Importance</b></p>	<p>According to the Surgeon General, “Smoking harms nearly every organ of the body, causing many diseases and reducing the health of smokers in general.”<sup>1</sup> Cigarette smoke contains over 4,000 chemicals, at least 250 of which are known to be toxins or carcinogens that harm not only the smoker but also those exposed to environmental smoke.<sup>2</sup> In fact, non-smokers inhale many of the same chemicals as smokers, including side-stream smoke, which is unfiltered, unlike secondhand smoke exhaled by the smoker, and can contain benzene, arsenic, and numerous nitrogen compounds.<sup>2</sup> Non-smokers are also exposed to “third hand smoke,” chemicals that attach to a smoker’s clothing, hair, and skin and are passed to a non-smoker through direct contact. This type of exposure is most harmful to infants and young children who may touch and/or place items in their mouths.<sup>3</sup> Overall, cigarette smoking and exposure to tobacco smoke resulted in at least 443,000 premature deaths per year in the United States from 2000 to 2004.<sup>4</sup> Fortunately, “[q]uitting smoking has immediate as well as long-term benefits, reducing risks for diseases caused by smoking and improving health in general.”<sup>1</sup></p>
<p><b>Definitions</b></p>	<p>“Third Hand” Smoke: Chemicals that attach to the smoker’s clothing, hair, and skin and are passed to the non-smoker through direct contact.<sup>3</sup></p>
<p><b>Healthy People 2020 Objectives</b></p>	<ul style="list-style-type: none"> <li>- Reduce smokeless tobacco use (past 30 days) among adolescents to 6.9%</li> <li>- Reduce current cigarette use among adults to 12%</li> <li>- Reduce cigarette use (past 30 days) among adolescents to 16%</li> </ul>

## ADULT SMOKING

Since 1964, when the first surgeon general’s report on tobacco was presented, the prevalence of adult smoking in the U.S. has dropped from 42.4% to 19.3% in 2010.<sup>5</sup> Residents of both Santa Cruz County and California continue to have healthier tobacco habits than the general U.S. population.<sup>6,7</sup> Since 2007, Santa Cruz County adults have been at or below the HP 2020 goal of less than 12% currently smoking.<sup>6</sup> Trends reflected in the California Health Information Survey and the National Health Information Survey indicate that the prevalence of adults who smoke continues to decrease (Figure 1).<sup>6,7</sup> Based on repondants between 2004 and 2010 to the U.S. Behavioral Risk Factor Surveillance System (BRFSS), 9.5% of adults in Santa Cruz County are current smokers compared to 14% of Californians.<sup>8</sup>

Much of the improvement is attributable to legislation focused on preventing secondhand smoke-related health problems, and making smoking a less attractive habit. Approximately 18 years ago, Santa Cruz County helped lead the way to providing secondhand smoke protections when each county and city jurisdiction in Santa Cruz County passed an ordinance establishing smoke-free workplaces and enclosed public places. In 1995, the State of California established statewide protections.<sup>9</sup> In January 2008, the State of California began enforcing a law that bans smoking in cars when children under the age of 18 are present.<sup>10</sup>

In recent years, there has been a movement to expand secondhand smoke protections to outdoor areas such as parks and beaches. In 2009, the cities of Santa Cruz and Capitola established smoke-free areas in public gathering areas such as the municipal wharf, outdoor dining areas, outdoor common areas in multi-unit housing facilities (only in the city of Santa Cruz), the West Cliff Drive recreational trail, Pacific Avenue, and the Esplanade.<sup>11</sup> Unfortunately, current smoke-free laws have not addressed smoking in the home; 6.5% of Santa Cruz residents are still exposed to secondhand smoke in their homes.<sup>6</sup>



# TOBACCO USE

Most recently, the Watsonville City Council unanimously approved a new tobacco retailer licensing (TRL) ordinance on August 24th, 2010, effective January 1, 2011.<sup>12</sup> The County and City of Santa Cruz also adopted TRL ordinances in April 2011 and October 2012 respectively.<sup>13</sup>

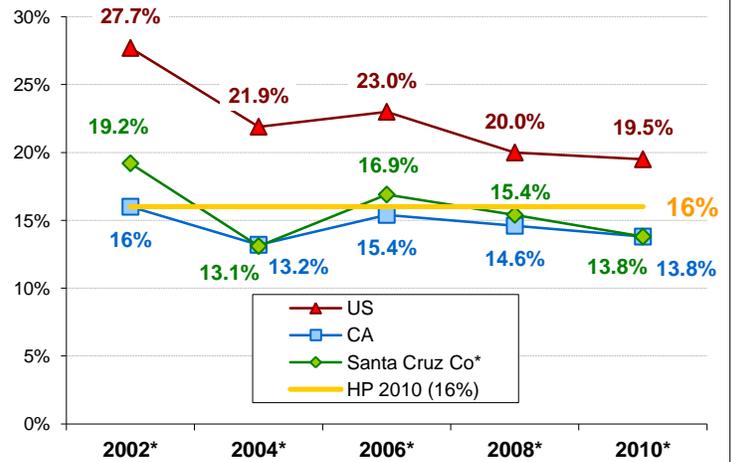
## ADOLESCENT SMOKING

Many adult smokers are introduced to tobacco as adolescents, leading to a lifetime of exposure to cancer-causing chemicals not only for the smoker but for those around them as well. Fortunately, the prevalence of smoking among adolescents has decreased in the U.S. in recent years, and California and Santa Cruz County both have lower prevalences of adolescent smoking than the U.S. does.

In 2008, the prevalence of adolescents in the region (Santa Cruz, Monterey, San Benito, San Luis Obispo, Santa Barbara, and Ventura counties) who smoke reached the HP 2020 goal of 16%, and the rate continued to drop in 2010 to 13.8%, from 19.2% in 2002 (Figure 2).<sup>14,15</sup> The prevalence of adolescents in the region who use smokeless tobacco has remained below the HP 2020 goal of 6.9%, though it increased from 3.4% in 2002 to 4.6% in 2010 (Figure 3).<sup>14,15</sup>

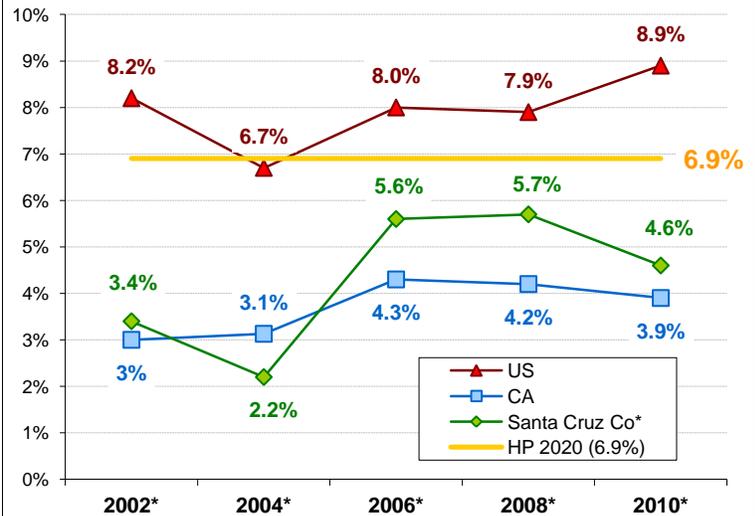
In 2012, the Surgeon General wrote a report focusing on tobacco use among youth and young adults. This report highlights the negative correlation between tobacco product prices and adolescent tobacco use. Products that can be sold cheaply become attractive to youth. One example is the development of cigarillos, which are cigars that are the size of cigarettes. Unlike cigarettes, however, cigarillos are not subject to the same strict tobacco legislation, so they are less heavily taxed and may be sold individually, making cigarillos more affordable for youth. Additionally, many cigarillos are designed to appeal to youth, often flavored and designed to look like candy (see Figure 4). Since 1990, cigars, including cigarillos, have become more popular for youth. In 2009, 28.6% of U.S. high school students had ever smoked cigars.<sup>16</sup>

**Figure 2: Prevalence of Smoking in Adolescents in 9th through 12th Grades, 2002-2010<sup>14,15</sup>**



\*Santa Cruz County information is grouped with Monterey, San Benito, San Luis Obispo, Santa Barbara, and Ventura counties. US information is for the year previous to the year noted. Sources: CStats, YRBSS

**Figure 3: Prevalence of Smokeless Tobacco Usage Among Adolescents in 9th through 12th grades, 2002-2010<sup>14,15</sup>**



\*Santa Cruz County information is for the region. U.S. prevalence is for the previous year. Sources: CStats, YRBSS

**Figure 4: Cigarillos bought in the County of Santa Cruz, displayed with similar-looking candies.**



# TOBACCO USE

<p><b>Primary Prevention Activities</b></p>	<p>The Santa Cruz County Health Services Agency (HSA) staffs the <u>Tobacco Education Coalition</u>, an advocacy group that promotes a tobacco-free lifestyle and environment through education and legislation. HSA also provides self-help materials and a list of classes offered in Santa Cruz County. The Tobacco Education Program at HSA partners with the Santa Cruz County Tobacco Education Coalition to reduce youth smoking by reducing the influence of tobacco marketing and by making it more difficult for youth to buy tobacco.</p> <p>HSA is currently working to provide secondhand smoke protections to residents living in multi-unit housing facilities, in particular farmworker housing throughout the County.</p>	
<p><b>Helpful Websites</b></p>	<p>Santa Cruz County Tobacco Education Coalition</p>	<p><a href="http://www.facebook.com/sctobaccoeducation">http://www.facebook.com/sctobaccoeducation</a> and <a href="http://hsa/Interland/tobacco/index.htm">http://hsa/Interland/tobacco/index.htm</a></p>
<p><b>Sources</b></p>	<p>California Smokers' Helpline</p>	<p><a href="http://www.californiasmokershelpline.org/">http://www.californiasmokershelpline.org/</a> or call #1-800-NO-BUTTS</p>
<p>(1) U.S. Department of Health and Human Services. <i>The Health Consequences of Smoking: A Report of the Surgeon General</i>. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2004. Available at <a href="http://www.cdc.gov/tobacco/data_statistics/sgr/sgr_2004/index.htm">http://www.cdc.gov/tobacco/data_statistics/sgr/sgr_2004/index.htm</a>.</p> <p>(2) U.S. Department of Health and Human Services. <i>The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General</i>. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006. <a href="http://www.surgeongeneral.gov/library/reports/secondhandsmoke/index.html">http://www.surgeongeneral.gov/library/reports/secondhandsmoke/index.html</a>.</p> <p>(3) The Santa Cruz County Tobacco Education Coalition Newsletter, Vol. 1, Issue 1, January, 2009. Accessed September 2012. <a href="http://www.santacruzhealth.org/tobacco/pdfs/2010%2001%20TEC%20Newsletter.pdf">http://www.santacruzhealth.org/tobacco/pdfs/2010%2001%20TEC%20Newsletter.pdf</a>.</p> <p>(4) Centers for Disease Control and Prevention. "Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses—United States, 2000-2004." <i>Morbidity and Mortality Weekly Report</i> 2008;57(45):1226–1228, November 14, 2008. Accessed September 2012. <a href="http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5745a3.htm">http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5745a3.htm</a>.</p> <p>(5) Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion. Accessed September 2012. <a href="http://www.cdc.gov/tobacco/index.htm">http://www.cdc.gov/tobacco/index.htm</a>.</p> <p>(6) UCLA Center for Health Policy Research. California Health Interview Survey. AskCHIS. 2001, 2003, 2005, 2007, 2009. Accessed September 2012 at <a href="http://www.chis.ucla.edu">http://www.chis.ucla.edu</a>.</p> <p>(7) National Health Interview Survey (NHIS), CDC, NCHS. via CDC "Smoking &amp; Tobacco Use: Trends in Current Cigarette Smoking Among High School Students and Adults, United States, 1965-2011." Accessed September 2012. <a href="http://www.cdc.gov/tobacco/data_statistics/tables/trends/cig_smoking/index.htm">http://www.cdc.gov/tobacco/data_statistics/tables/trends/cig_smoking/index.htm</a>.</p> <p>(8) Behavioral Risk Factor Surveillance System. 2004-2010. via University of Wisconsin Population Health Institute. County Health Rankings 2012. <a href="http://www.countyhealthrankings.org/">http://www.countyhealthrankings.org/</a></p> <p>(9) "AB-13 Fact Sheet – California Workplace Smoking Restrictions." Cal/OSHA Consultation Service, October 1997. Accessed September 2012. <a href="http://www.dir.ca.gov/dosh/dosh_publications/smoking.html">http://www.dir.ca.gov/dosh/dosh_publications/smoking.html</a>.</p> <p>(10) California Health and Safety Code §118947. <a href="http://www.leginfo.ca.gov/">http://www.leginfo.ca.gov/</a>.</p> <p>(11) Santa Cruz County Tobacco Education Program. "Smoke-Free Outdoor Areas" fact sheet. Accessed September 2012. <a href="http://www.santacruzhealth.org/tobacco/pdfs/SMOKE-FREE%20OUTDOORS%20ORDINANCE-%20FACT%20SHEET.pdf">http://www.santacruzhealth.org/tobacco/pdfs/SMOKE-FREE%20OUTDOORS%20ORDINANCE-%20FACT%20SHEET.pdf</a>.</p> <p>(12) City of Watsonville City Council Meeting Agenda, August 24, 2010. Section 6.4. Accessed September 2012. <a href="http://cityofwatsonville.org/download/City_Council/City_Council_Documents/2010/082410/Agenda_CC_082410.pdf">http://cityofwatsonville.org/download/City_Council/City_Council_Documents/2010/082410/Agenda_CC_082410.pdf</a>.</p> <p>(13) County of Santa Cruz Council Meeting Minutes, April 5, 2011. Accessed September 2012. <a href="http://sccounty01.co.santa-cruz.ca.us/bds/Govstream/ASP/Display/SCCB_AgendaDisplayWeb.asp?MeetingDate=4/5/2011">http://sccounty01.co.santa-cruz.ca.us/bds/Govstream/ASP/Display/SCCB_AgendaDisplayWeb.asp?MeetingDate=4/5/2011</a>.</p> <p>(14) Youth Risk Behavior Surveillance System (YRBSS), CDC, NCCDPHP. Accessed September 2012. <a href="http://www.cdc.gov/healthyyouth/yrbs/index.htm">http://www.cdc.gov/healthyyouth/yrbs/index.htm</a>.</p> <p>(15) California Department of Public Health/California Tobacco Control Program C-STATS Website, "Current Youth Smokeless Tobacco Use," "Current Youth Cigarette Use." Accessed September 2012 at <a href="http://www.cstats.info/">http://www.cstats.info/</a>.</p> <p>(16) U.S. Department of Health and Human Services. <i>Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General</i>. Atlanta, GA: Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012. Accessed September 2012. <a href="http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf">http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf</a>.</p>		