



Tobacco Advocacy Training

May 24, 2022



Agenda Overview

- 1) State of Tobacco in Indiana (and nationally) – Bryan Hannon
 - 2) Local Tobacco Control Efforts – Tiffany Nichols
 - 3) Using Your Voice/Advocacy 101 – Danielle Patterson
 - 4) Q&A
 - 5) Wrap-up/Call to Action
-



Bad News re: Indiana's Health

Indiana among worst in health rankings

Indiana's smoking rate remains among the highest in the nation

Business Leaders:
State's Poor Health Is
Impacting Workforce

Indiana falls in CNBC business rankings, gets F in quality of life

**INDIANA RANKS IN
BOTTOM THIRD FOR
CHILDHOOD HEALTH**

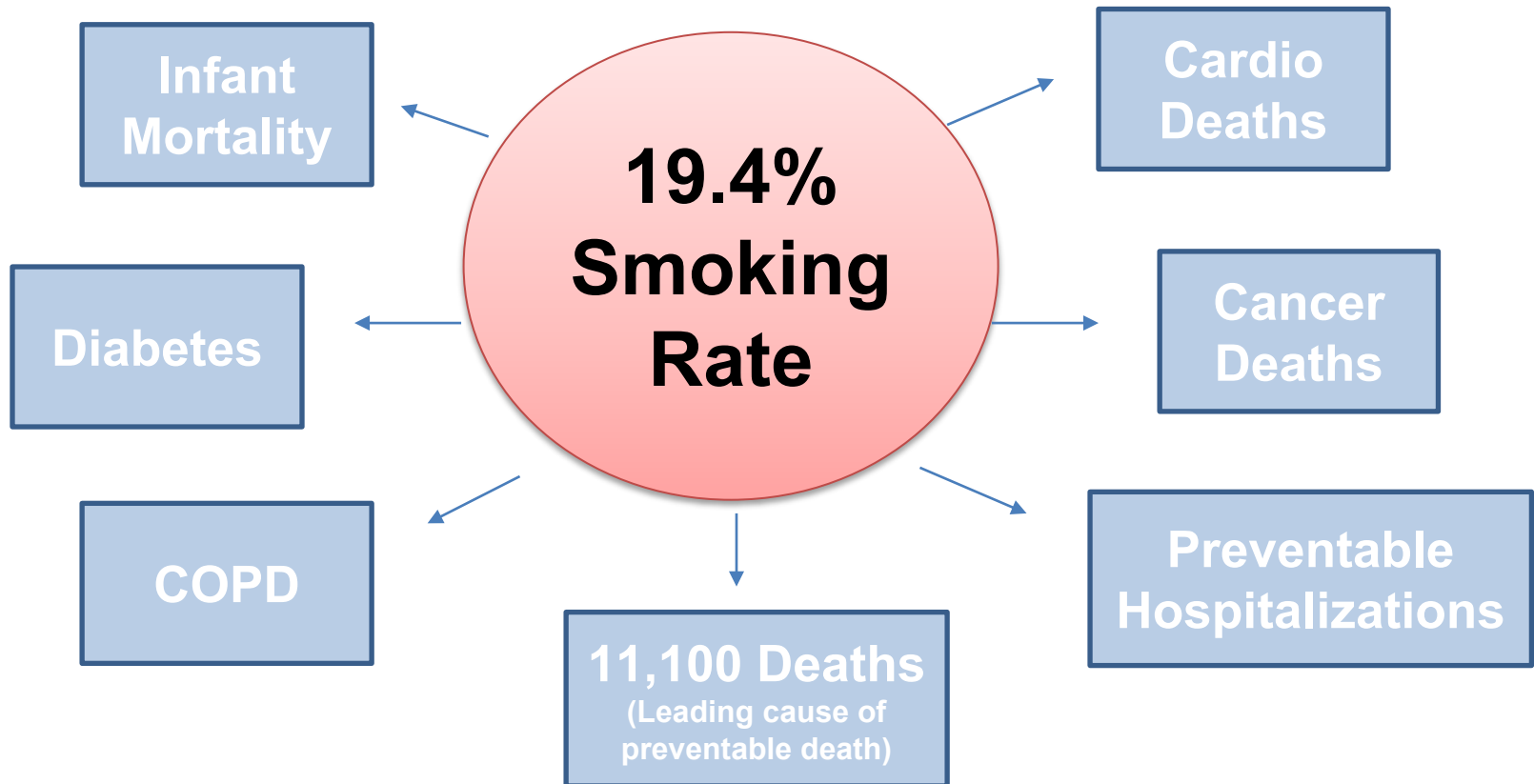
Indiana ranks near bottom in infant mortality



Hoosier Health: An Overview

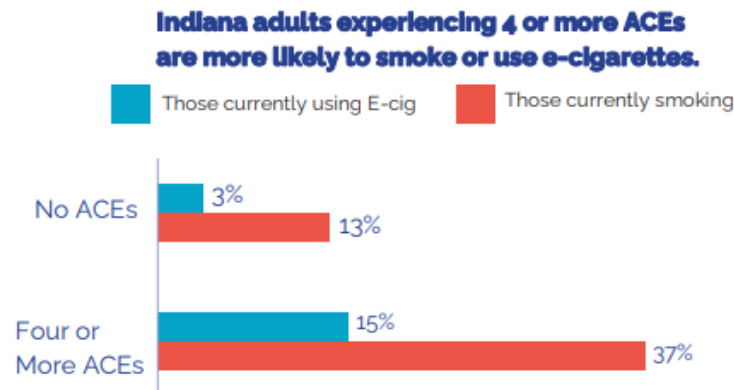
Health Metric	National Rank
Cancer Screenings	36
COPD	39
Obesity	46
Diabetes	40
Preventable Hospitalizations	42
Mental Health Providers	45
Cancer Deaths	42
Mental Distress	40
Infant Mortality	43
Smoking	45
Air Pollution	45
Physical Inactivity	41
Children Immunizations	41
Public Health Funding	45

Why focus on tobacco?

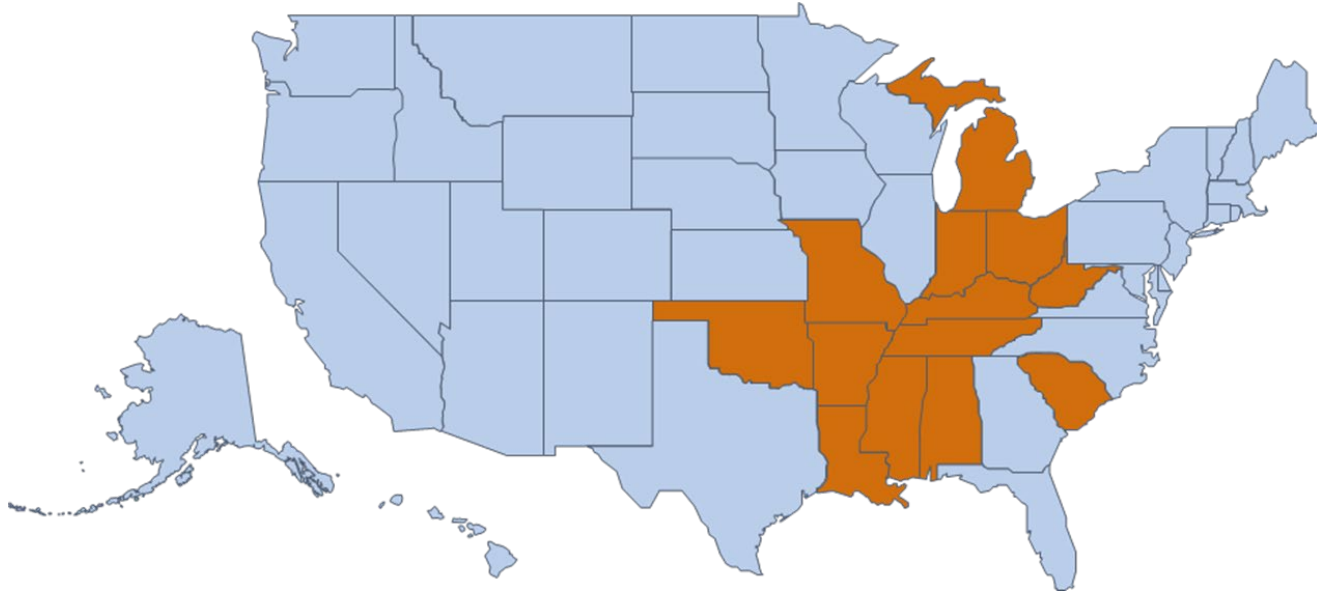


Tobacco Use in Indiana

- Highest smoking rate in the Midwest (19.4%)
- Smoking during pregnancy rate is 11%
- Black Hoosiers more likely to die of smoking-related illness
- 70% of Black users tried to quit in past year
- 5% of H.S. students smoke
- 24% of LGBTQ Hoosiers smoke



Indiana in National Context



Tobacco Nation is a collection of U.S. states in the South and Midwest with smoking rates that not only exceed the national average, but that of countries with the highest rates in the world.

Tobacco Nation Characteristics

Smoking:

- **21% of Tobacco Nation's adults smoke**, compared to just 15% of other U.S. adults

Health:

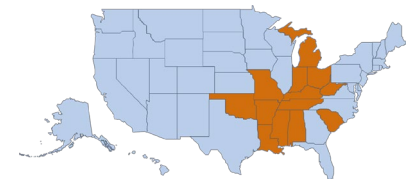
- Health outcomes in Tobacco Nation are also **relatively poor** and access to care is **more limited** than in other parts of the country. Life **expectancy is 3 years less** and residents are more likely to die from cancer.

Income:

- Individuals living in Tobacco Nation **earn nearly 25% less per year** than the typical resident within the rest of the U.S.

Policies:

- Further compounding the problems faced by Tobacco Nation are the relative lack of smoke-free laws and other tobacco control policies. **Only two states** in Tobacco Nation have smoke-free workplace, restaurant and bar laws, compared to more than half of the states in the rest of the country



Evidence-Based Policies

1. **Significant Cigarette Tax Increases**
2. **Funding for Prevention & Cessation**
3. **Comprehensive Smoke-free Laws**
4. **Restrict Access to Flavored Tobacco**
5. **Medicaid Cessation Access**

*Comprehensive
Tobacco Control
Programs is KEY*



The 3-legged stool



Indiana is Not Making the Grade

Tobacco Prevention and Cessation Funding	Smokefree Air	Tobacco Taxes	Access to Cessation Services	Flavored Tobacco Products
F	C	F	D	F

Rankings by American Lung Association,
State of Tobacco Control

A Closer Look: Tobacco Taxes

Tobacco Taxes

F

State of Play in Indiana

- \$1/pack
- #39 in the nation
- Establish parity

Evidence-Base

- One of most effective strategies
- 10% increase in price = 3-5% reduction in consumption

There are, though, other smoking and health issues that we can, and do, work on. Here I am referring to the impact that the smoking and health debate is having on taxation, on marketing freedoms, on public smoking, and more recently on passive smoking. We are working on all these issues somewhere in the world and our approaches depend on the specifics of each place.

Of all the concerns, there is one - taxation - that alarms us the most. While marketing restrictions and public and passive smoking do depress volume, in our experience taxation depresses it much more severely. Our concern for taxation is, therefore, central to our thinking about smoking and health. It has historically been the area to which we have devoted most resources and for the foreseeable future, I think things will stay that way almost everywhere.

2023268339

Source: <http://industrydocuments.library.ucsf.edu/tobacco/docs/nzcp0124>

1985 Phillip Morris Memo

A Closer Look: Tobacco Taxes

This year, lawmakers passed SEA 382 which:

- Reduced tax on e-cigarette products by 40%
- Placed weight-based tax on “alternative nicotine”
- Continued to exempt synthetic nicotine from tax



A Closer Look: Funding

Prevention & Cessation Funding

F

State of Play in Indiana:

- \$7.5 million/year
- Outspent by the industry \$38 to \$1
- #32

Evidence Base:

- Cost effective: \$1 spent = \$55 in health cost savings
- Spending CDC minimum = up to 14% reduction in youth smoking rates

A Closer Look: Smoke-Free

Smoke-Free Policies

C

State of Play in Indiana:

- State law exempts bars, casinos, private clubs
- Allows local communities to pass stronger laws

Evidence Base:

- Improve air quality & health
- Indy: fewer heart attacks after passage in 2011

Quick Glance: Flavors

Flavored Tobacco

F

State of Play in Indiana:

- No state or local policies on flavor prohibition
- Local communities preempted

Evidence Base:

- Majority of kids start with flavored products
- Industry targets communities with flavors
- Easier to start; harder to quit

Quick Glance: Cessation Access

Cessation Access **D**

State of Play in Indiana:

- Some counseling services not covered in Medicaid

Evidence-Base:

- Medicaid population uses tobacco at higher rates
- Removing barriers to access helps with cessation

Emerging Opportunities & Challenges

Flavored Tobacco

- FDA action/rule is pending
 - Could remove all flavored products from market
- State & Localities are action
 - MA, CA passed flavor laws
 - 330 localities
- Not just e-cigarettes (!!)
 - Menthol cigarettes = health equity



Emerging Opportunities & Challenges

Pouches, “Alternative” and Synthetic Nicotine

- Tobacco industry shape shifts & adapts
- New “oral” products like lozenges and pouches are growing in popularity
- Many products are now being made with lab-created or “synthetic” nicotine in order to avoid regulation



Emerging Opportunities & Challenges

Industry Opposition

- Push tax increases lower (below \$1)
- Amplify retailer, cross-border concerns



Moving Forward: Federal

Flavored Tobacco

- FDA rules

Synthetic Nicotine

- FDA authority

Funding for CDC

Moving Forward: State

2023 is a budget year, which means... Our agenda will include:

- Cigarette tax increase (\$2/pack increase)
 - Would help 50,000 quit; keep 24,000 kids tobacco free
 - Generate \$370 million in new funding
- Increased for tobacco prevention funding
 - Funding today is half of what it was in 2007

Will 2023 Finally Be The Year?

Health issues may be a priority

- Governor Holcomb's Public Health Commission
- Legislative leaders & health care costs

Warning:

Health care ≠ public health

Thank you!

Bryan.Hannon@cancer.org



Call to Action!



Fill out the survey

www.fightcancer.org/EndLungCancerNow

- Write the governor
- Write your local paper
- Meet with lawmaker(s)
- Social media content