

### PREFACE

The California Department of Health Services contracted with the University of California, San Diego, to conduct a series of California Tobacco Surveys and to provide an independent and scientific assessment of the progress of the California Tobacco Control Program. Any interpretations of data or conclusions expressed in this report are those of the authors and may not represent the views of the State of California.

A primary goal of the Tobacco Control Program is to reduce smoking among California adults and adolescents. Assessment of Program progress in meeting this goal involves an examination of trends in per capita cigarette consumption and smoking prevalence. Program effects must be distinguished from differences resulting from changes in the demographic profile of the California population. Standardized prevalence estimates were computed to adjust for demographic changes. An effective program would lead to a more rapid decline in smoking than existed previously or that occurred in the rest of the United States. Moreover, the effect should persist over time.

The analysis considered two periods in the Tobacco Control Program, suggested by changes in per capita cigarette consumption trends, standardized adult smoking prevalence estimates from the California Tobacco Surveys, and the relative level of funding for the Program and what the tobacco industry spends to promote smoking. Before fiscal year 1992-1993, the ratio of spending was 5:1 in favor of the tobacco industry and subsequently it was 10:1. The higher ratio resulted from reduced funding for the Tobacco Control Program and increased tobacco industry expenditures.

The first part of this executive summary presents a brief overview of the main evaluative outcomes relative to the California Tobacco Control Program: smoking behavior and exposure to secondhand tobacco smoke. Following this brief overview, trends in smoking behavior are discussed in more detail. Finally, other important findings, including those relating to secondhand smoke, are summarized under the five main tobacco control strategies identified by the Tobacco Education, Research, and Oversight Committee (TEROC).

### OVERVIEW

The trends in per capita cigarette consumption and adult smoking prevalence indicate that the introduction of the California Tobacco Control Program led to an acceleration of the rate of decline in smoking, but that this effect was not maintained between 1993 and 1996.

Over the course of the Program, there has been a continued major decline in the level of exposure to secondhand tobacco smoke among Californians.

### TRENDS IN SMOKING BEHAVIOR

In Period 1, from the start of the Program in January 1989 through June 1993, adult (18+ years) smoking prevalence and per capita cigarette consumption declined over 50% faster than previously, and over 40% faster than in the rest of the United States.

In Period 2, July 1993 through December 1996, the rate of decline in per capita cigarette consumption and adult prevalence slowed, consumption to only 34% of the rate of decline in Period 1, and prevalence to only 15% of the Period 1 rate. In Period 2, California no longer showed a greater rate of decline in prevalence than the rest of the United States. However, per capita cigarette consumption was constant in the rest of the United States. The 1996 California Tobacco Survey estimated that adult smoking prevalence was 18.1%.<sup>1</sup>

Adolescent (12-17 years) smoking prevalence in California remained stable in Period 1, but it increased 26.3% during Period 2 to 12.0% in 1996.<sup>2</sup> A detailed analysis of California data suggests that adolescent smoking prevalence will continue to increase through 1999.

Between 1993 and 1996, California smokers made considerable progress towards future successful cessation by decreasing consumption levels and increasing their quitting activity. A strong motivational tobacco control program may produce another major reduction in smoking prevalence.

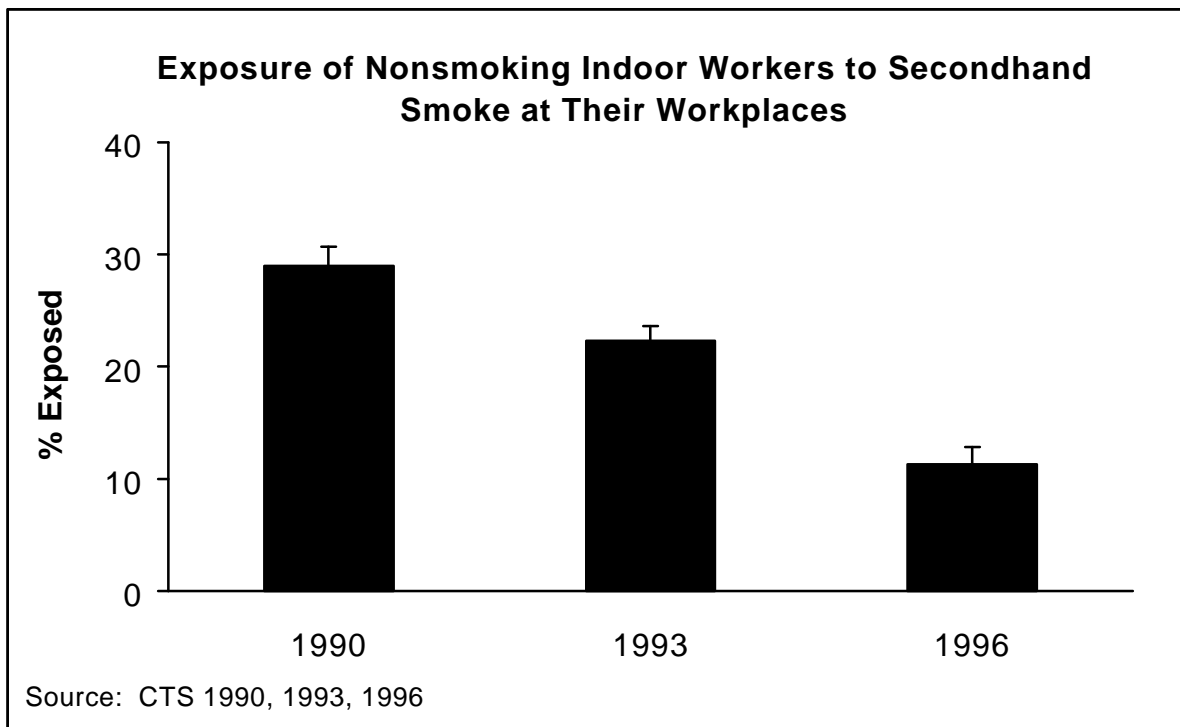
---

<sup>1</sup> The adult prevalence estimates from the California Tobacco Surveys were: 22.2% in 1990, 20.2% in 1993, and 18.1% in 1996. The standardized estimates were: 20.9% in 1990, 18.9% in 1993, and 18.1% in 1996.

<sup>2</sup>The adolescent smoking prevalence estimates from the surveys were: 9.2% in 1990 and 1993, and 12.0% in 1996. The standardized estimates were: 9.4% in 1990, 9.5% in 1993, and 12.0% in 1996.

## EFFECTIVENESS OF CALIFORNIA TOBACCO CONTROL STRATEGIES

### STRATEGY 1: PROTECT CALIFORNIANS FROM SECONDHAND SMOKE



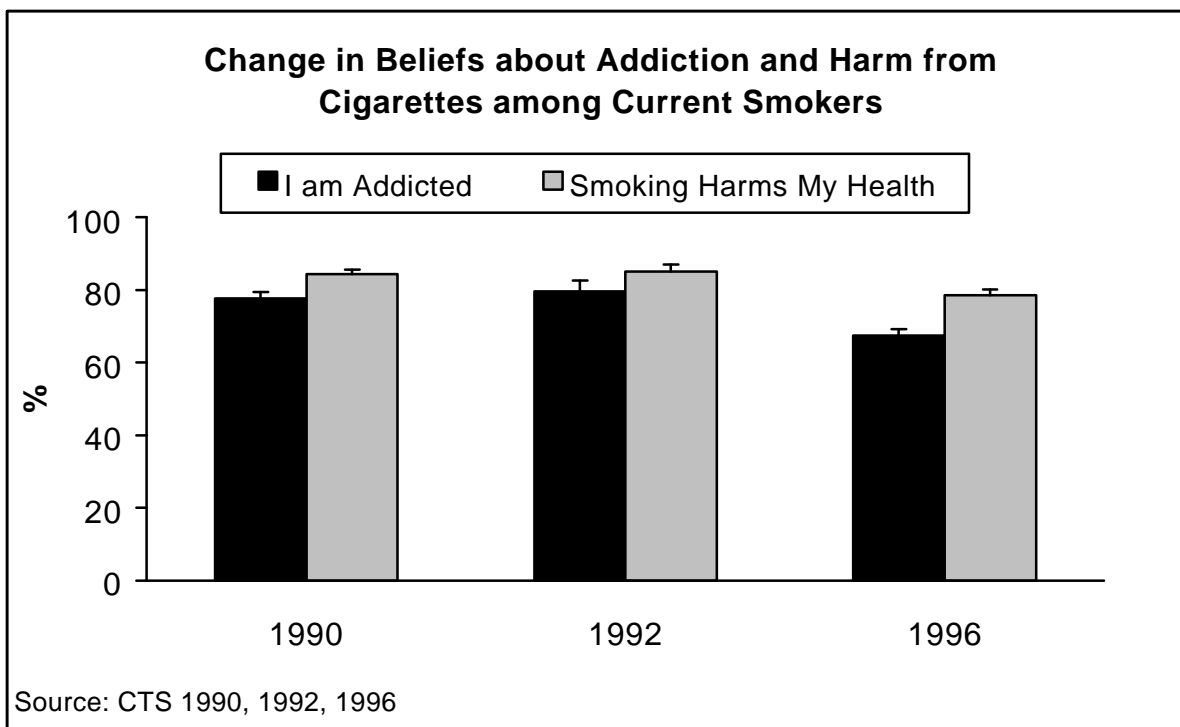
- From 1990 to 1996, the proportion of indoor workers exposed to secondhand tobacco smoke at work decreased from 29% to 11.7%, a reduction by a factor of nearly 60%. (KF\* 4.3)
- By 1996, over 90% of indoor workers had a smokefree workplace, compared to 35% in 1990, an increase by a factor of nearly 160%. (KF\* 4.2)
- Among California children and adolescents, exposure to secondhand tobacco smoke at home decreased from 29% in 1992 to 13% in 1996, a reduction by a factor of 55%. (KF\* 2.11)

---

KF\*= Key Findings, found on pages II-i to II-xvi.

## EFFECTIVENESS OF CALIFORNIA TOBACCO CONTROL STRATEGIES

### STRATEGY 2: TO EMPHASIZE THE ADDICTIVE NATURE OF TOBACCO, ITS HARMFUL HEALTH EFFECTS AND ITS UNATTRACTIVE FEATURES



- The percent of California smokers who believe they are addicted to smoking decreased significantly by a factor of 13% between 1990 and 1996, from 78% to 67%. The percent who agreed with the statement, “smoking is harming my own health,” also decreased significantly, by a factor of 7%, from 84% in 1990 to 79% in 1996. (KF\* 12.5a and 12.5b)
- However, the percent of California smokers who consume less than 15 cigarettes/day increased significantly by a factor of 26%, from 43.6% in 1990 to 55.1% in 1996. (KF\* 6.5) Lighter smokers may be less likely to feel addicted or that they are harming their health.
- In 1996, 2.7% of California adults (>25 years) were “hard core” smokers; this represents less than 10% of all smokers. (KF\* 6.1) This finding indicates that further significant decreases in smoking prevalence are possible.

---

KF\*= Key Findings, found on pages II-i to II-xvi.

## EFFECTIVENESS OF CALIFORNIA TOBACCO CONTROL STRATEGIES

### STRATEGY 3: TO COUNTER EFFORTS OF THE TOBACCO INDUSTRY AND OTHERS TO PROMOTE TOBACCO USE

#### EFFECTIVENESS OF TOBACCO INDUSTRY ADVERTISING AND PROMOTION ACTIVITIES

- Between 1993 and 1996, receptivity to tobacco advertising and promotional activities increased among California teens. The percentage of teens owning a tobacco promotional item increased significantly, from 8.9% to 13.5%. (KF\* 5.7)
- 34% of adolescent experimentation with cigarettes in California can be attributed to tobacco industry advertising and promotional activities. In 1996, over 200,000 California adolescents experimented with smoking; 68,000 did so because of tobacco industry advertising and promotions. (KF\* 9.3)
- The marketing of cigars as symbols of sophistication and power is associated with significant increases in cigar use among California adults, from 2.5% in 1990 to 4.9% in 1996. Furthermore, in 1996, one in four teenage boys reported experimenting with cigars. (KF\* 13.1 and 13.3)

#### EFFECTIVENESS OF THE TOBACCO CONTROL PROGRAM COUNTER-MARKETING

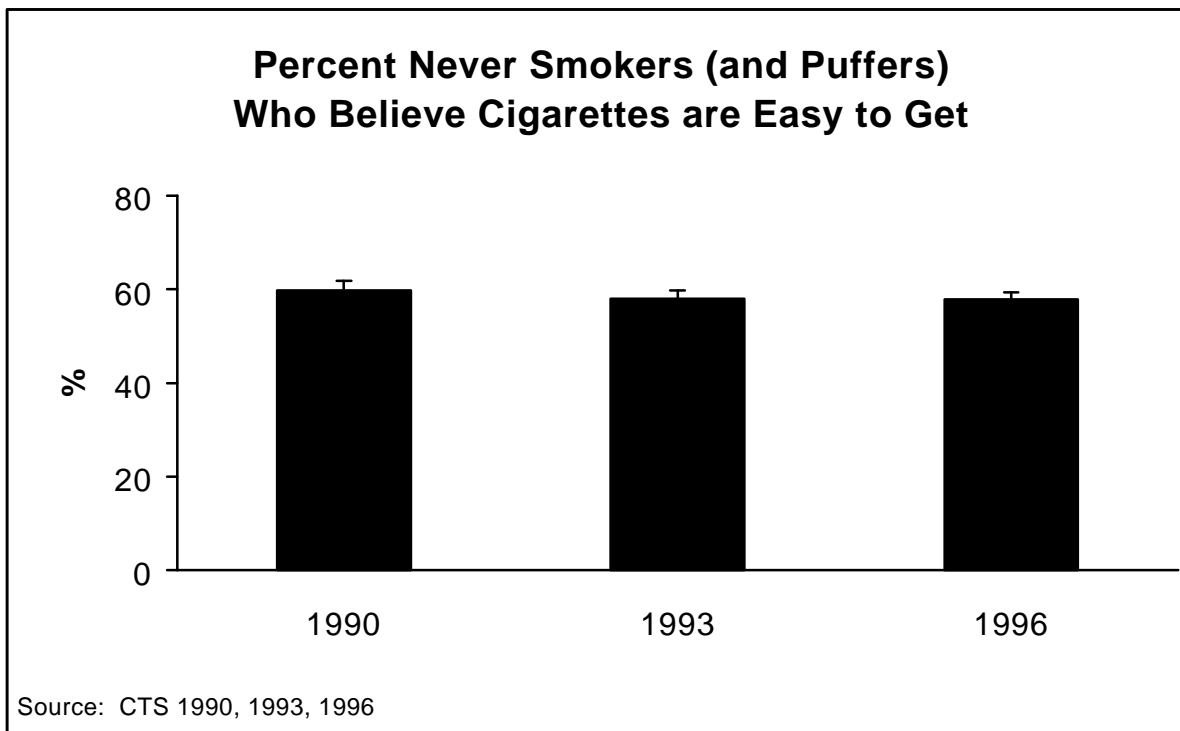
- In 1996, adults who recalled the media campaign were more likely to agree with messages used in the campaign. (KF\* 9.9)
- Although inconsistently in the field, the mass media campaign was effective in getting smokers to seek help to quit. (KF\* 9.6 and 9.7)

---

KF\*= Key Findings, found on pages II-i to II-xvi.

## EFFECTIVENESS OF CALIFORNIA TOBACCO CONTROL STRATEGIES

### STRATEGY 4: WORK TO ELIMINATE THE AVAILABILITY OF TOBACCO PRODUCTS TO CHILDREN AND TEENS



- Between 1990 and 1996, the percent of California teens who had either never smoked or only puffed on a cigarette believed cigarettes were “easy to get” did not change. In 1996, 57.8% of these teens held this belief. (KF\* 10.2)
- In 1996,<sup>1</sup> 51.5% of teens believed it would be easy to buy a pack of cigarettes. (KF\* 10.3)
- In 1996,<sup>1</sup> only 16% of teens who had ever smoked—or less than 5% of all teens—reported that they usually buy their own cigarettes. Another 20% reported that they usually ask someone else to buy cigarettes for them, and 58% reported that others usually give them the cigarettes they smoke. (KF\* 10.1)

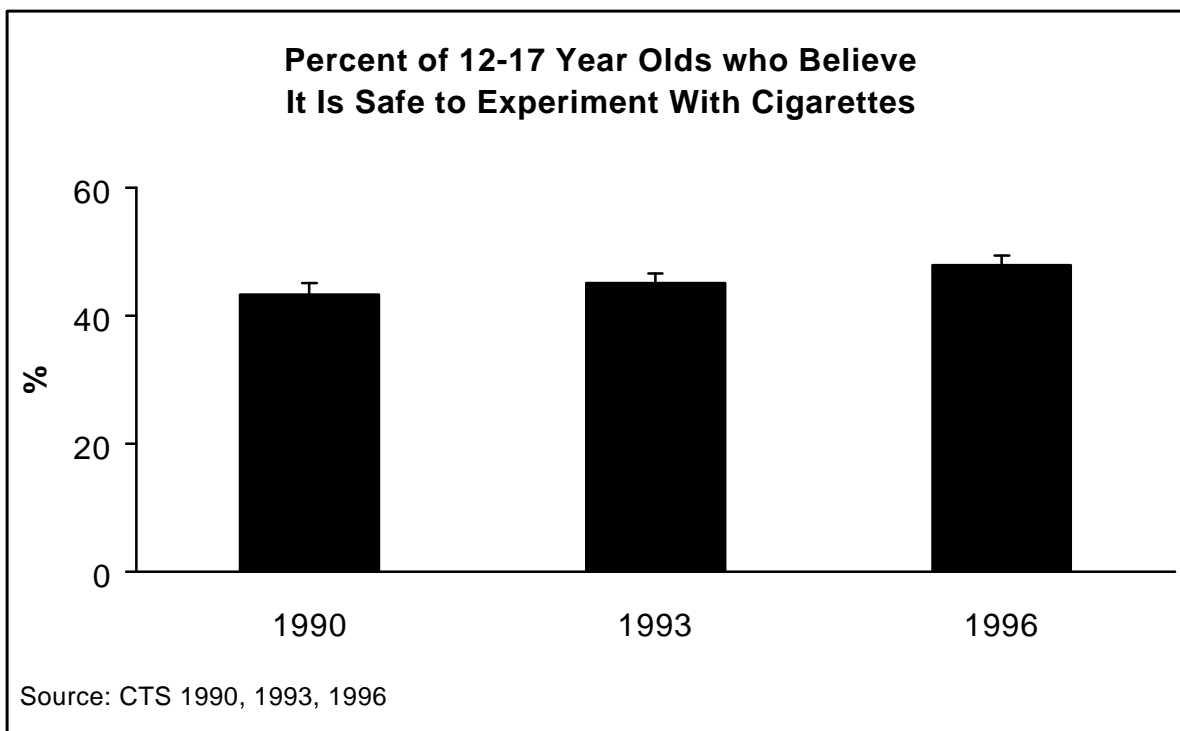
---

KF\*= Key Findings, found on pages II-i to II-xvi.

<sup>1</sup> Data only available from the 1996 CTS.

## EFFECTIVENESS OF CALIFORNIA TOBACCO CONTROL STRATEGIES

### STRATEGY 5: TO PROVIDE YOUTH WITH TOBACCO-RELATED INFORMATION AND SKILLS



- In 1996, nearly half (48%) of teens (12-17 years old) believed it is safe to experiment with cigarettes, significantly more than the 43% who held this belief in 1990. (KF\* 5.6)
- In 1996, fewer adolescents (41%) reported that teen smokers adhered to smokefree school policies than in 1990 (46%). (KF\* 11.1)
- In 1996<sup>1</sup>, the majority of students (57%) do not think that current health education classes are effective in dissuading adolescents from smoking. (KF\* 11.6)
- Between 1993 and 1996, the percentage of 12-14 year old never smokers who were susceptible to smoking increased by a factor of 22%, from 34.5% to 42%. (KF\*5.1)

---

KF\*= Key Findings, found on pages II-i to II-xvi.

<sup>1</sup> Data only available from the 1996 CTS.