

New Challenges New Promises for All

2018-2020 Master Plan, California Tobacco Education
and Research Oversight Committee (TEROC)

California achieved significant victories to further the tobacco control movement:



Closed loopholes in
California's Smoke-free
Workplace Law



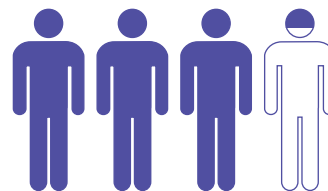
Increased the cigarette
tax by \$2.00 per pack



Increased the
minimum sale
age to 21

However:

Approximately 4.1 million
Californians use tobacco
products, which exceeds
the total population
of 23 states^{1,2}



And:



In California, an estimated
175,000 middle and high
school-age students co-use
marijuana and tobacco products
(this includes vaping)^{3,4}



In California, an estimated
213,000 high school students
vape^{3,4}



One in ten young
adults age 18-29
years vape¹



Each California adult
pays \$103 per person to
treat tobacco-related
diseases through
supporting Medi-Cal⁵

In order to finish the fight, TEROC recommends the following:



Build Capacity to Deliver on the
Promise of a Smoke- and
Tobacco Free California



Protect People and
the Environment



Help Californians Quit
Tobacco Product Use



Eliminate Tobacco Related
Health Disparities



Protect Youth and
Young Adults



Counter the
Tobacco Industry



Develop Policies and Practices Informed by Science



View TEROC's Master Plan [here](#)

Erratum to: New Challenges - New Promises for All 2018-2020 Master Plan (2/2018)

¹ Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health; October 2018.

² U.S. Census Bureau, Population Division. Annual Estimates of the Resident Population for the United States, Regions, States, and Puerto Rico: April 1, 2010 to July 1, 2018. Suitland, MD: U.S. Census Bureau; December 2018.

³ California Student Tobacco Survey, 2017-18. Sacramento, CA: California Department of Public Health; April 2019.

⁴ California Department of Education. Enrollment by Grade Comparison - CalEdFacts. 2018; <https://www.cde.ca.gov/ds/ds/cb/cfeenrollmentcomp.asp>.

⁵ Sung HY and Max W, Unpublished Estimates.