

## Who is CTCP?

The [California Tobacco Control Program](#) (CTCP) is a program of the California Department of Public Health. For nearly 30 years, CTCP has led the fight to keep tobacco out of the hands of youth, help tobacco users quit, and ensure that all Californians can live, work, play, and learn in tobacco-free environments. It is the longest running, most comprehensive tobacco control program in the nation.

*“The success of the California comprehensive statewide tobacco control program demonstrates that existing tobacco control strategies are effective when implemented on a sustained basis...”*



US Surgeon General’s Report,  
50 Years of Progress, 2014

*“All eyes are on California. California is once again leading the nation and the world in the fight against tobacco. As the result of decades of innovation and its bold new plans, California is uniquely positioned to be the first in the world to end the tobacco epidemic.”*



Matthew L. Myers, President  
Campaign for Tobacco Free Kids, 2017

## A History of Progress

In November 1988, Californians approved a 25-cent tax on cigarettes, the catalyst for one of the world’s most successful public health efforts. The [Tobacco Tax and Health Protection Act \(Proposition 99\)](#) dedicated 5 cents of the 25-cent tax to fund California’s tobacco control efforts.



In November 2016, Californians overwhelmingly voted for Proposition 56, a ballot initiative to raise the tax on tobacco products as a way to prevent youth from smoking and fight the impact of tobacco on our state’s residents. The California Healthcare, Research and Prevention Tobacco Tax Act (Proposition 56) increased the state’s tobacco tax by \$2 per pack and an equivalent amount on e-cigarettes and other tobacco products.

Both initiatives provide funding for local health departments and community organizations, a cutting-edge media campaign, tobacco-related evaluation and surveillance, and school-based prevention programs.

From the beginning CTCP adopted a novel ‘denormalization’ strategy aimed at reducing the social acceptability of tobacco use and exposure to secondhand smoke in California communities. This unique approach shifted public attitudes, changed social norms and is saving lives.

## ACCOMPLISHMENTS

- ❖ Today, fewer than **1 in 8** adults in California smoke cigarettes, down from **1 in 5** in 1989 <sup>1</sup>
- ❖ The number of cigarettes smoked has fallen by more than **70%** <sup>2</sup>
- ❖ More than **1,000,000** California lives have been saved - as people quit and fewer started <sup>3</sup>
- ❖ **\$134 billion** saved in healthcare costs <sup>4</sup>

## What Does CTCP Do?

CTCP runs hard-hitting media campaigns and works with local partners throughout California to create smoke free environments, counter the aggressive marketing practices of the tobacco industry, prevent the illegal sale of tobacco products to underage young people, and help people quit using tobacco.

Some examples of these efforts include:

- Launching bold advertising and educational campaigns to [counter e-cigarettes](#), which are highly addictive and popular among youth and young adults.
- Creating smoke-free outdoor dining experiences on restaurant patios.
- Keeping local beaches, parks, and recreation areas free of cigarette smoke and toxic, non-biodegradable cigarette butts.
- Protecting people living in multi-unit housing from second- and third-hand smoke.
- Defending youth, LGBT, low-income and people of color from predatory tobacco marketing.

For those looking to quit, the California Smoker's Helpline is a free service provided by CTCP. It offers free statewide telephone counseling services in English, Spanish, Mandarin, Cantonese, Korean, and Vietnamese. Contact the California Smokers' Helpline at 1-800-NO-BUTTS or [www.nobutts.org](http://www.nobutts.org).

### Program Components: How Does CTCP Do It?

- **Local Programs:** Funding is provided to more than 100 local health departments and non-profit agencies serving every county in California. These local and statewide projects engage community members in important on-the-ground work to prevent and reduce tobacco use, through policy and educational campaigns, educational materials, training and technical assistance, and help in quitting tobacco.
- **Statewide Media Campaign:** The media campaign produces advertising in six languages (English, Spanish, Cantonese, Mandarin, Korean and Vietnamese) to reach California's diverse populations, and conducts public relations activities. The media campaign uses thought-provoking ads to expose the dangers of tobacco and e-cigarettes and reveal the tobacco industry's deceptive tactics to hook new customers and keep current smokers addicted.

- **Surveillance and Evaluation:** CTCP is a data-driven program. Adult and youth tobacco knowledge, attitudes, and behavior are tracked through phone, school, and online surveys. These surveys monitor progress and illustrate emerging challenges (e.g., new products being used), which enables CTCP to tailor education efforts. Evaluation of all tobacco control components are conducted to determine which strategies are most effective.



### Challenges

While CTCP has made significant progress, tobacco use continues to take a terrible toll—physically, emotionally and financially—on families throughout California.

- Tobacco remains the number one cause of preventable death, disease and disability in the US. Every year, nearly 40,000 Californians die from a tobacco-related disease.<sup>5</sup>
- 3.4 million California adults still smoke – more than the populations of 21 states.<sup>1</sup>
- With candy flavors and unrestricted advertising, e-cigarettes are now the most common tobacco product used by teens. E-cigarettes typically contain nicotine which causes addiction, can harm brain development and may be a gateway to smoking.<sup>6</sup>
- The [cost of smoking in California](#) is \$18.1 billion, or \$4,603 per smoker. All Californians are paying these costs, not just smokers.<sup>7</sup>
- Tobacco companies spend \$1 million per hour to market their addictive, deadly products.<sup>8</sup>

### Want To Get Involved?

Find [local programs in your area](#) or join us online at [www.tobaccofreeca.com](http://www.tobaccofreeca.com) and [www.facebook.com/TobaccoFreeCA](https://www.facebook.com/TobaccoFreeCA).



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<sup>1</sup> California Facts and Figures, 25 Years of Tobacco Control in California, 2015,

<http://www.cdph.ca.gov/programs/tobacco/Documents/Resources/Fact%20Sheets/2015FactsFigures-web2.pdf>

<sup>2</sup> Orzechowski W, Walker R. The Tax Burden on Tobacco: Historical Compilation 2014. Arlington, VA: Orzechowski and Walker Economic Consulting Firm; 2014.

<sup>3</sup> Tobacco Education and Research Oversight Committee. Changing Landscape: Countering New Threats, 2015-2017. Toward a Tobacco-Free California Master Plan, 2014,

[http://www.cdph.ca.gov/programs/tobacco/Documents/TEROC/Master%20Plan/MasterPlan\\_15-17.pdf](http://www.cdph.ca.gov/programs/tobacco/Documents/TEROC/Master%20Plan/MasterPlan_15-17.pdf)

<sup>4</sup> Lightwood J.M., A. Dinno, and S.A. Glantz. Effect of the California Tobacco Control Program on Personal Health Care Expenditures, PLoS Medicine, <http://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.0050178>

<sup>5</sup> US Centers for Disease Control and Prevention, 2015, <https://chronicdata.cdc.gov/Health-Consequences-and-Costs/Smoking-Attributable-Mortality-Morbidity-and-Econo/4yyu-3s69>

<sup>6</sup> State Health Officer's Report on E-Cigarettes, California Department of Public Health, 2015,

<http://www.cdph.ca.gov/programs/tobacco/Documents/Media/State%20Health-e-cig%20report.pdf>

<sup>7</sup> The Cost of Smoking in California, 2009, Max et. al, 2014 <http://www.trdrp.org/files/cost-smoking-ca-final-report.pdf>

<sup>8</sup> Federal Trade Commission. Cigarette Report for 2013. Issued 2016; <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2013/2013cigaretterpt.pdf>

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