



Help us write the final chapter of the tobacco epidemic.

We've made great progress since the first Surgeon General's report on smoking and health was issued 50 years ago. But tobacco is still the No. 1 cause of preventable death. Our proven strategies are saving lives, and we won't stop until the death and disease caused by tobacco is finally eradicated.

JOIN THE FIGHT: TobaccoFreeKids.org

Make Tobacco HISTORY
Ending the epidemic for good.

CAMPAIGN for TOBACCO-FREE Kids

Campaign for Tobacco-Free Kids www.tobaccofreekids.org



2017 National Conference on Tobacco or Health

Opening Plenary

March 22, 2017 // Austin, Texas

WWW.NCTOH.ORG

Andrew Hyland, PhD

Roswell Park Cancer Institute
Chair, Department of Health Behavior

Andrew Hyland, PhD is Chair of the Department of Health Behavior at Roswell Park Cancer Institute. Dr. Hyland holds a PhD in Epidemiology and a MA in Statistics from the State University of New York at Buffalo, and he is the Deputy Editor of the journal, Tobacco Control. Dr. Hyland is the Scientific Principal Investigator of the joint NIDA and FDA Population Assessment of Tobacco and Health study, which is a nationally representative longitudinal study of over 40,000 persons age 12+ to assess and inform FDA tobacco policy regulations. Dr. Hyland is the Director of the New York and New Jersey State Smokers Quitlines as well as the Survey Research and Data Acquisition Resource. Dr. Hyland's primary research interests lie in evaluating the

impact of policies aimed at reducing the morbidity and mortality associated with the use of tobacco products. Examples of his work include an evaluation of the economic impact of clean indoor air laws, creating a system to monitor new tobacco products as they become available to the and assessing the impact of a variety of tobacco policy measures on smoking behaviors in large cohorts of smokers. Dr. Hyland has over 220 peer-reviewed publications.



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From Kansas City to Austin: 4 Take Home Messages

2017 NCTOH, Austin, Texas
 Andrew Hyland, PhD
 Roswell Park Cancer Institute
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 March 2017

2012 – Kansas City, Missouri



Presidential election



Hurricane Sandy



Bruce Springsteen performed in Kansas City



London Olympics



Dark Knight Rises released



Billboard Top 10 song:
CALL ME MAYBE
Carly Rae Jepsen



Kansas City Chiefs were the worst team in the NFL

2017 – Austin, Texas



Trump takes office



Beauty and the Beast released



South by Southwest Festival 2017 - Austin



Billboard Top 10 song:
24k Magic
Bruno Mars



Flint Water Crisis



University of Texas at Austin

Assessment of the Impact of a 100% Smoke-Free Ordinance on Restaurant Sales -- West Lake Hills, Texas, 1992-1994 (P Huang, MD)

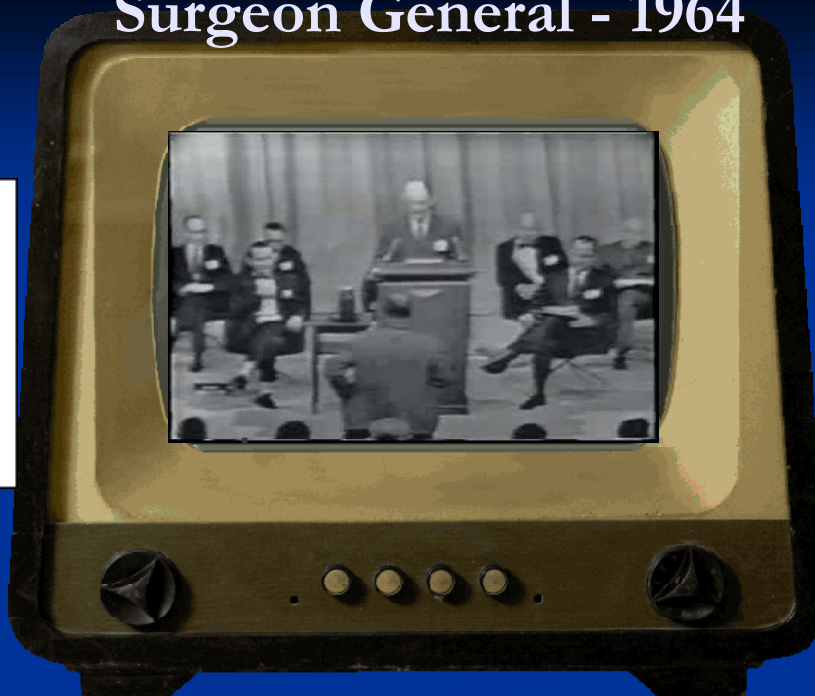


<https://www.cdc.gov/mmwr/preview/mmwrhtml/00037061.htm>

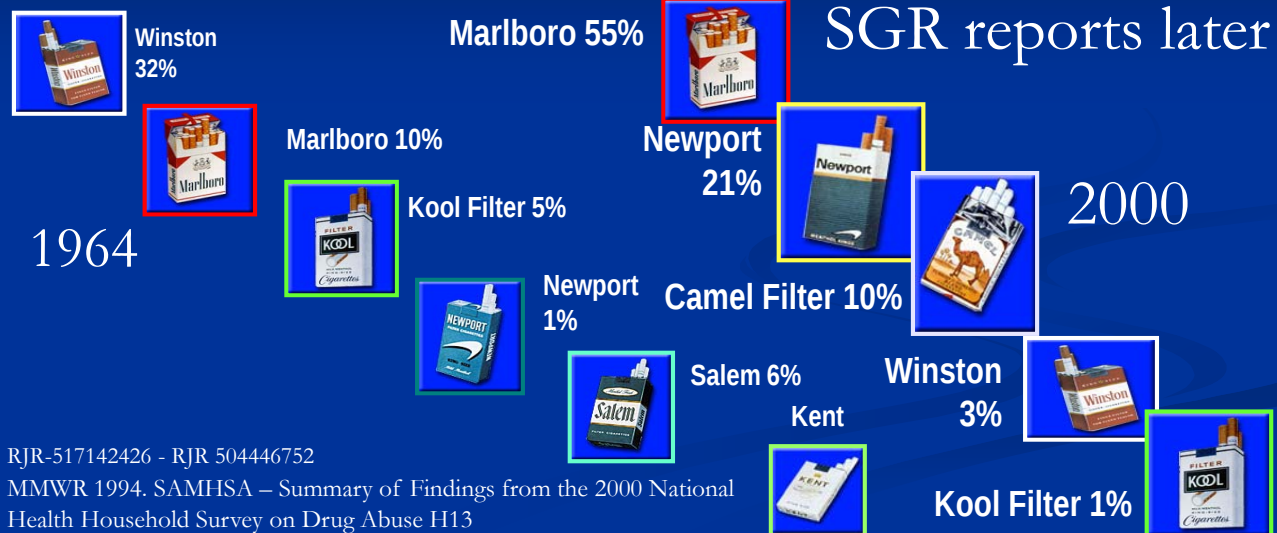
Hyland Message #1

- “Plus ça change, plus c’est la même chose”
- “The more things change, the more they stay the same”

Surgeon General - 1964



Top Selling Youth Brands



For the Times They Are A-changin'

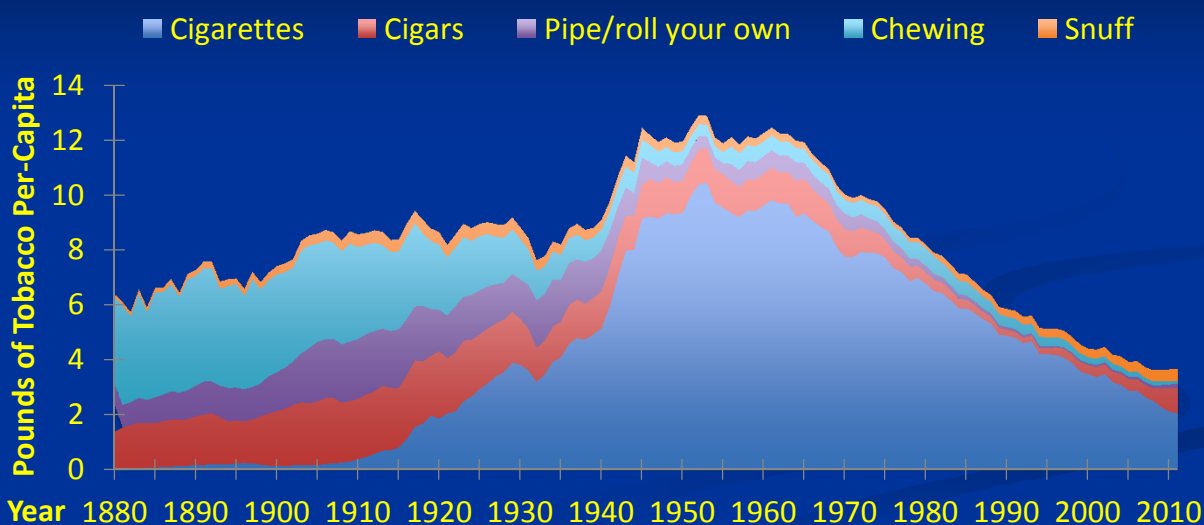


Come gather 'round people
Wherever you roam
And admit that the waters
Around you have grown
And accept it that soon
You'll be drenched to the bone.
If your time to you
Is worth savin'
Then you better start swimmin'
Or you'll sink like a stone
For the times they are a-changin'.
-Bob Dylan, 1964

Same or Different?

- Yes its been more than 50 years since the 1964 Surgeon General Report, and
- There are still hundreds of thousands of smoking attributable deaths each year and millions people with of smoking attributable chronic diseases
- But overall tobacco consumption is as low as its ever been

Per-Capita Consumption (in pounds) of Different Forms of Tobacco in the United States -- 1880-2011



Slide courtesy of Professor Cristine Delnevo; Rutgers SPH; Data from USDA and US Department of Treasury

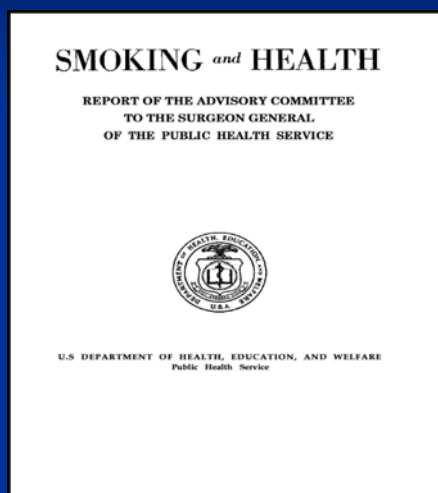
Hyland Message #1

- “Plus ça change, plus c’est la même chose”
- “The more things change, the more they stay the same”

Hyland Message #2

- Data makes a difference!

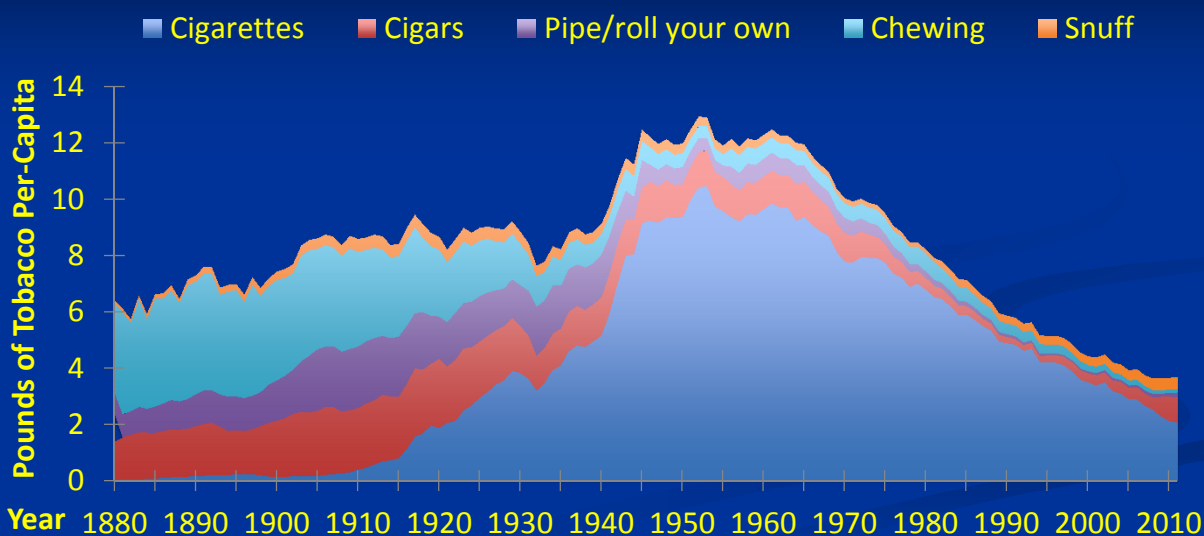
U.S. Surgeon General
Advisory Committee Report
January 11, 1964



1964

- 7000+ articles and papers reviewed
- Some have called this report the most influential report in the history of public health.

Per-Capita Consumption (in pounds) of Different Forms of Tobacco in the United States -- 1880-2011



Slide courtesy of Professor Cristine Delnevo; Rutgers SPH; Data from USDA and US Department of Treasury

On the smokefree issue...

1931

“Finally something should be said as to the gross amount of air pollution as the result of almost universal smoking habits, which may in some cases injuriously affect nonsmokers who are victims of conditions over which they have no control.”

ANNALS of SURGERY
Vol. XCH JANUARY, 1931 No. 1

SMOKING HABITS
BY FREDERICK L. HOFFMAN, LL.D.
OF WILMINGTON, MASS.

Early Secondhand Smoke Research

1981 Japan – Hirayama Lung Cancer Study

Japanese epidemiologist Takeshi Hirayama showed that non-smoking women married to smoking men had higher lung cancer rates than non-smoking women married to non-smoking men.



Secondhand Smoke Research

1986 Surgeon General's Report on *The Health Consequences of Involuntary Smoking* -- secondhand smoke exposure was a cause of disease in nonsmokers (lung cancer among nonsmoking adults and several respiratory problems among children).



Secondhand Smoke Research

1992 EPA Report: The Respiratory Health Effects of Passive Smoking: Lung Cancer and Other Disorders.

“The widespread exposure to ETS in the United States presents a serious and substantial public health impact.”



Secondhand Smoke Research

2005 USA – California EPA Report

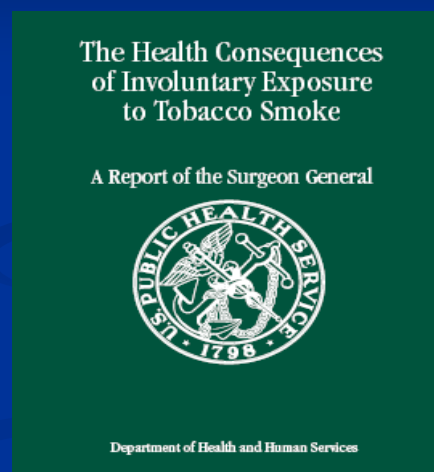


A new report from the California Environmental Protection Agency (Cal-EPA), “*Proposed Identification of Environmental Tobacco Smoke as a Toxic Air Contaminant*,” confirms and expands the science on the hazards of secondhand smoke exposure in both adults and children, including concluding SHS causes breast cancer in younger women.

Secondhand Smoke Research

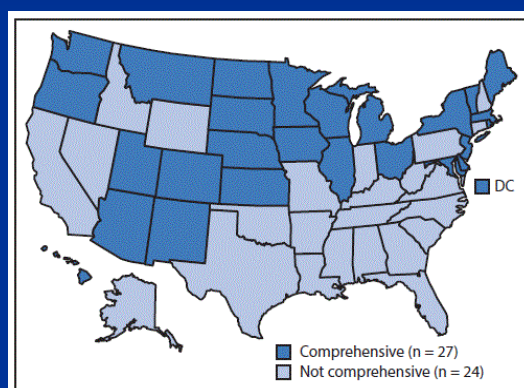
2006 USA – Surgeon General's Report

“The debate is over.” says
US Surgeon General
Richard Carmona, **“The
science is clear...”**



It Worked!

~1/2 US populations lives in location covered by
smokefree worksite, bar and restaurant policies.



State and Local Comprehensive Smoke-Free Laws for Worksites, Restaurants, and Bars — United States, 2015
MMWR/ June 24, 2016 / 65(24);623–626

Hyland Message #2

- Don't ever forget...Data makes a difference!

Hyland Message #3

- Focus on what we know

What Do We Know

Cigarettes are incredibly lethal
Cigarettes kill 480,000 Americans
each year

This is Important...

Cigarettes are incredibly lethal

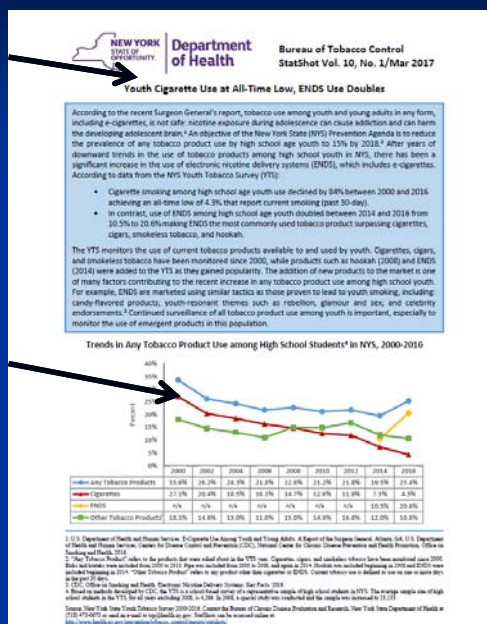
Did I Mention...

Cigarettes are incredibly lethal

What Works

- State and Community Interventions
- Mass Reach Health Communication Interventions
- Cessation Interventions
- Surveillance and Evaluation

Here's the Proof



Hyland Message #3

- Focus on what we know

Hyland Message #4

- More than ever we need 'old school' tobacco control...more than ever

How Did NY Go So Low??

- Higher prices
- Clean air
- Mass public education campaigns
- Helping smokers quit

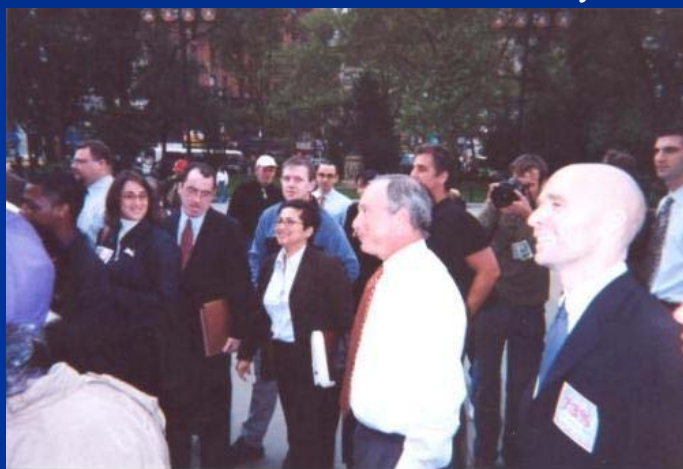
How Do These Things Happen?

Old School Advocacy



How Do These Things Happen?

Old School Advocacy



How Do These Things Happen?

Old School Advocacy



Scientists Should Advocate for the Science



Think About It...

- It'll take a lot of work to get these things done in the time ahead
 - Higher prices
 - Clean air
 - Mass public education campaigns
 - Helping smokers quit

Hyland Message #4

- More than ever we need 'old school' tobacco control...more than ever

4 Messages

- The more things change, the more they stay the same
- Data makes a difference!
- Focus on what we know
- More than ever we need 'old school' tobacco control...more than ever



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