

Did California's Comprehensive
Tobacco Control Program
increase
smoking cessation rates?

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In the 1990's CA was the only US state to spend \$3.67 per person per year on Tobacco Control.

The CA Tobacco Control Program used:

- High cigarette taxes

- Mass media campaigns

- Smoke-free laws

What did we get for nearly a billion dollars of effort?

States differ widely in their excise taxes on tobacco.

During the 1990's:

The "Tobacco Growing States" were among the **lowest**.

New York and New Jersey were among the **highest**.

California was also among the **highest**.

Top 6 Tobacco Growing States (TGS)

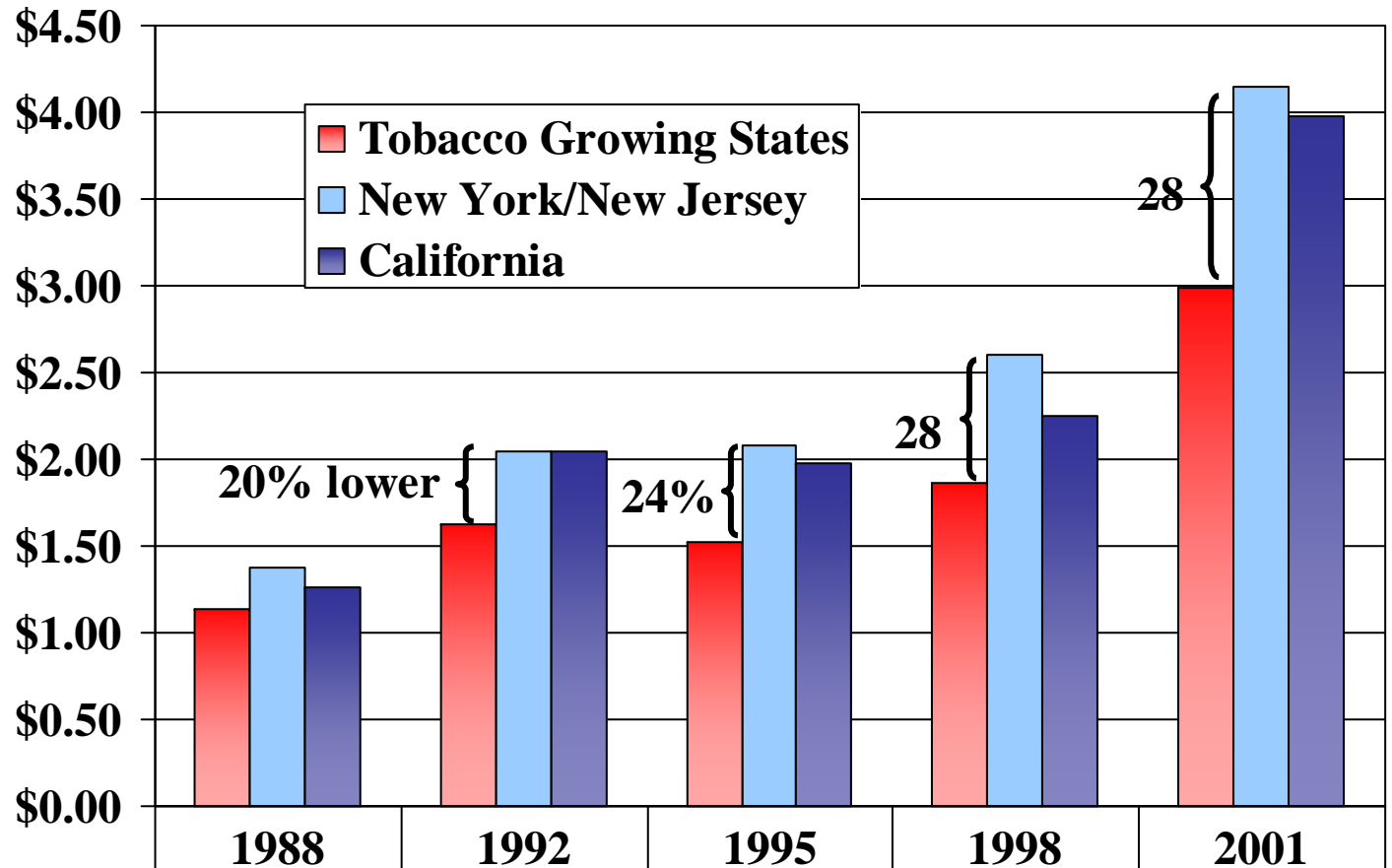
Tobacco and the Economy

Cash receipts
in 1994

Excise Tax
& rank 2005

1. North Carolina	\$871m	\$0.05 (50 th)
2. Kentucky	\$615m	\$0.03 (51 st)
3. Tennessee	\$178m	\$0.20 (45 th)
4. South Carolina	\$187m	\$0.07 (49 th)
5. Virginia	\$147m	\$0.20 (45 th)
6. Georgia	\$133m	\$0.37 (41 st)

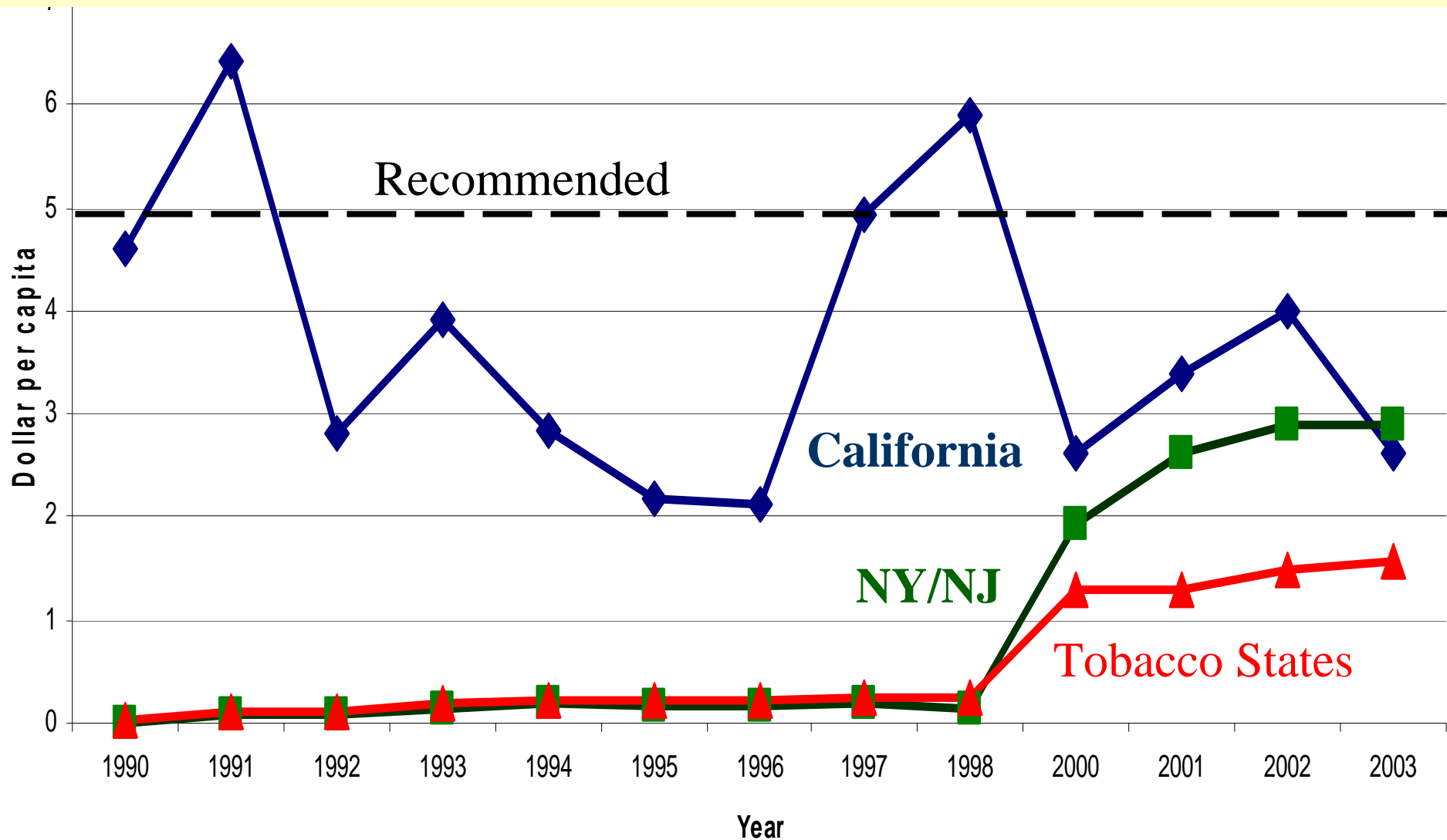
Cigarette Price by States in US



■ Tobacco Growing States	1.14	1.62	1.52	1.86	2.99
■ New York/New Jersey	1.38	2.04	2.08	2.6	4.15
■ California	1.26	2.05	1.98	2.25	3.98

States also differed by the amount of money that they spent on tobacco control in the 1990's

Per Capita Expenditure of Health Agencies on Tobacco Control in Selected US States



We wanted to compare cessation rates between:

- CA- High cigarette prices, comprehensive tobacco control program
- NY/NJ – High cigarette prices, no comprehensive statewide tobacco control program
- TGS- Low prices no program

We compared population cessation rates during the 1990's for

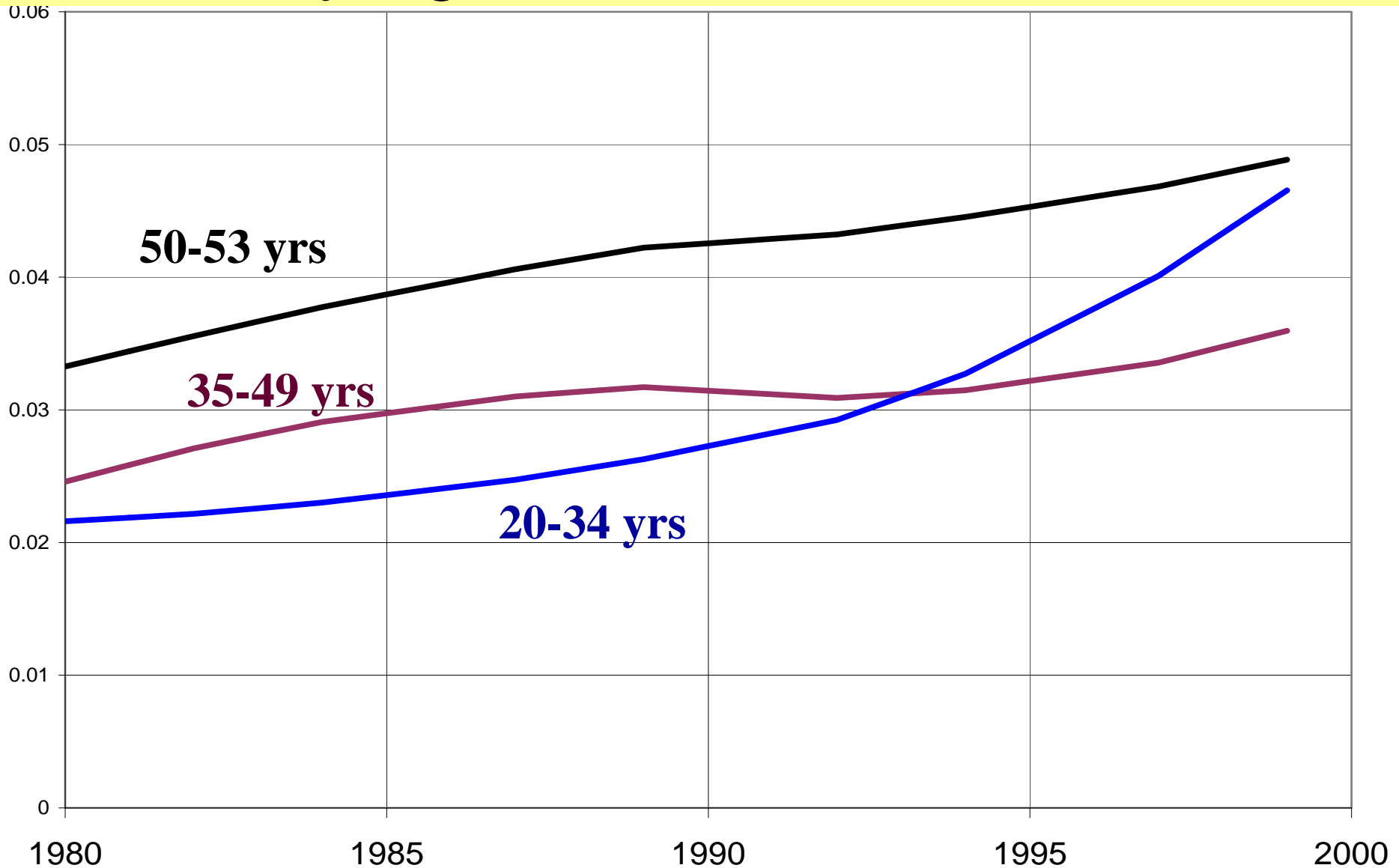
- Non-Hispanic white current smokers
- In three age groups:
 - 20-34 years
 - 35-49 years
 - 50-64 years
- For the US as a whole, 1980's-1990's
- Between CA, NY/NJ, the TGS.

Only the TUS-CPS has adequate sample sizes, and repeated surveys over the decade.

- We combined data from 4 TUS-CPS surveys
 - 1992 1995 1998 2002
- N= 57,918

US Quitting trends by Age

Incidence of Successful Quitting (1+yr) in US by Age: TUS-CPS, 1980-2000



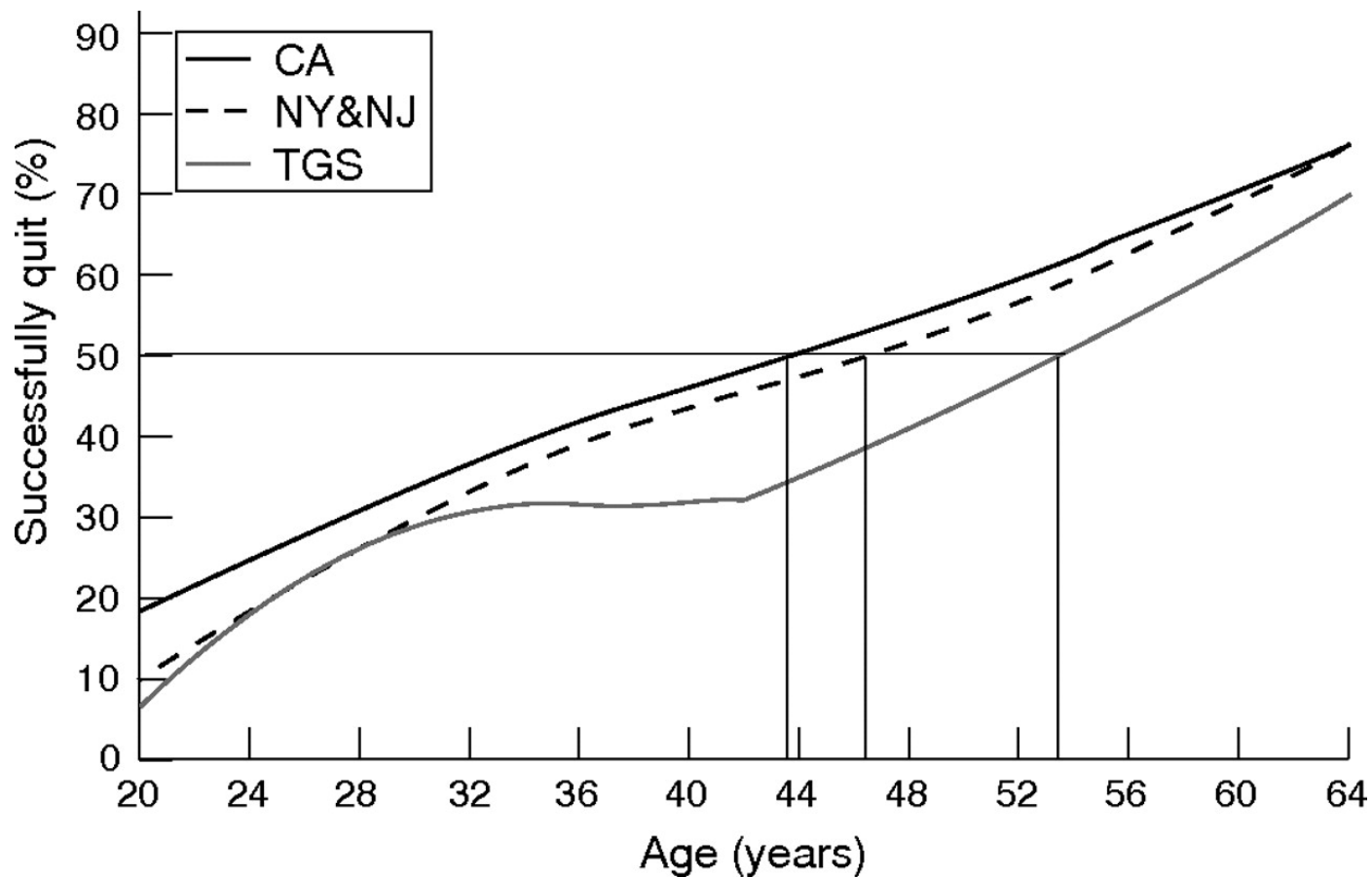
Comparison of cessation rates
CA vs NY/NJ
vs
Tobacco Growing States

Age, by state group	% Successfully quit/year, 1990's	Relative odds of cessation	95% CI
20–34 years			
CA	4.1	1	
NY & NJ	3.7	0.87*	0.78 to 0.98
TGS	2.8	0.79*	0.70 to 0.89
35–49 years			
CA	3.8	1	
NY & NJ	3.6	0.96	0.84 to 1.10
TGS	2.8	0.82*	0.71 to 0.94
50–64 years			
CA	4.5	1	
NY & NJ	4.7	1.07	0.88 to 1.28
TGS	4.2	1.01	0.85 to 1.19

Odds ratios and 95% CI's from weighted logistic regression adjusting for demographics.

*Significant at $p < 0.05$

Successful-quit ratio by age for three groups of states, 2001-2 survey.



2001/2002. Age by which half of ever-smokers had quit smoking:
CA -44 years ; NY & NJ - 47 years; TGS - 54 years.

Conclusions

- Successful smoking cessation increased by 25% during the 1990s in the US.
- By >40% ($p < 0.001$) among smokers aged 20–34 years.
- Comprehensive tobacco-control programmes were associated with greater cessation success than were high cigarette prices alone.
 - However this effect was limited to younger adults.