

# Welcome

Office for State, Tribal, Local and Territorial Support  
*presents . . .*

***CDC Vital Signs***

**Partnering to Reduce Tobacco-Related Cancers**

**November 15, 2016**

**2:00–3:00 pm (ET)**



Centers for Disease Control and Prevention

Office for State, Tribal, Local and Territorial Support

# Agenda

2:00 pm	Welcome & Introductions	<b>J.T. Theofilos, MBA</b> Team Lead for Partnerships and Stakeholder Engagement for the Public Health Associate Program, Office for State, Tribal, Local and Territorial Support, CDC
2:05 pm	<i>Vital Signs</i> Overview	<b>S. Jane Henley, MSPH</b> Epidemiologist, Cancer Surveillance Branch, Division of Cancer Prevention and Control, National Center for Chronic Disease Prevention and Health Promotion, CDC
2:10 pm	Presentations	<b>Donna Williams, DrPH</b> Director, Louisiana Cancer Prevention and Control Programs; Associate Dean for Public Health Practice, Louisiana State University Health Sciences Center School of Public Health  <b>Richard Mousseau, MS</b> Director of Community Health Prevention Programs, Great Plains Tribal Chairmen's Health Board
2:30 pm	Q&A and Discussion	<b>J.T. Theofilos, MBA</b>
2:55 pm	Wrap-up	
3:00 pm	End of Call	



***Vital***<sup>CDC</sup>**signs™** Teleconference  
to support STLT efforts and build  
momentum around the monthly  
release of CDC *Vital Signs*



# Disparities in Tobacco-Related Cancer Incidence and Mortality — United States, 2004–2013

**S. Jane Henley, MSPH**

Epidemiologist, Cancer Surveillance Branch,  
Division of Cancer Prevention and Control

*Vital Signs* Town Hall Teleconference  
November 15, 2016



# Cancer and Tobacco Use

Tobacco use is the leading **preventable** cause of cancer and cancer death

Since 1990 more than 1 million tobacco-related cancer deaths have been avoided because of

- comprehensive cancer and tobacco control programs
- early detection of cancer
- improvements in cancer treatment

NOVEMBER 2016

**Vital<sup>CDC</sup>signs™**

## Cancer and tobacco use

Tobacco use causes many cancers

Tobacco use is the leading preventable cause of cancer and cancer deaths. It can cause not only lung cancer — but also cancers of the mouth and throat, voice box, esophagus, stomach, kidney, pancreas, liver, bladder, cervix, colon and rectum, and a type of leukemia. Each year, 660,000 people in the US are diagnosed with and 343,000 people die from a cancer related to tobacco use. We have made progress: more than 1 million tobacco-related cancer deaths have been avoided since 1990 because of comprehensive cancer and tobacco control programs, early detection of cancer, and improvements in cancer treatment. However, not all states or all people have seen the same benefits. When states make greater and longer investments in comprehensive cancer and tobacco control programs, fewer people use tobacco and get or die from tobacco-related cancers.

**12**  
Tobacco use causes at least 12 types of cancer.


**40%**  
Cancers linked to tobacco use make up 40% of all cancers diagnosed.

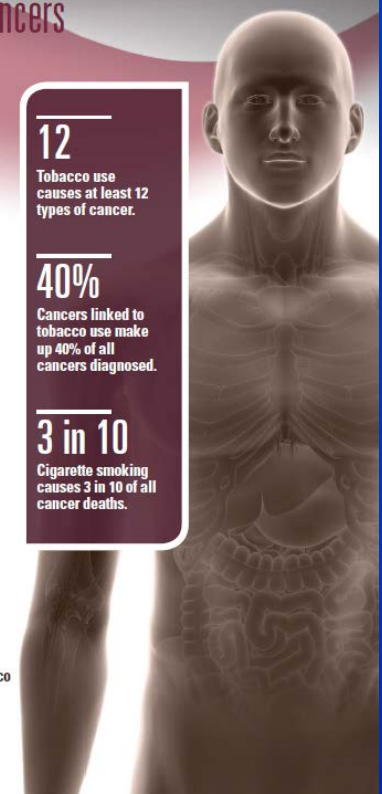
**3 in 10**  
Cigarette smoking causes 3 in 10 of all cancer deaths.

**States and communities can**

- Support comprehensive cancer control programs focusing on cancer prevention, education, screening, quality of care, support for cancer survivors, and good health for all.
- Fund comprehensive tobacco prevention and control programs at CDC-recommended levels.
- Make tobacco cessation treatments more available to people who want to quit.
- Protect nonsmokers from secondhand smoke in all indoor public places and worksites, including all restaurants, bars, and casinos.

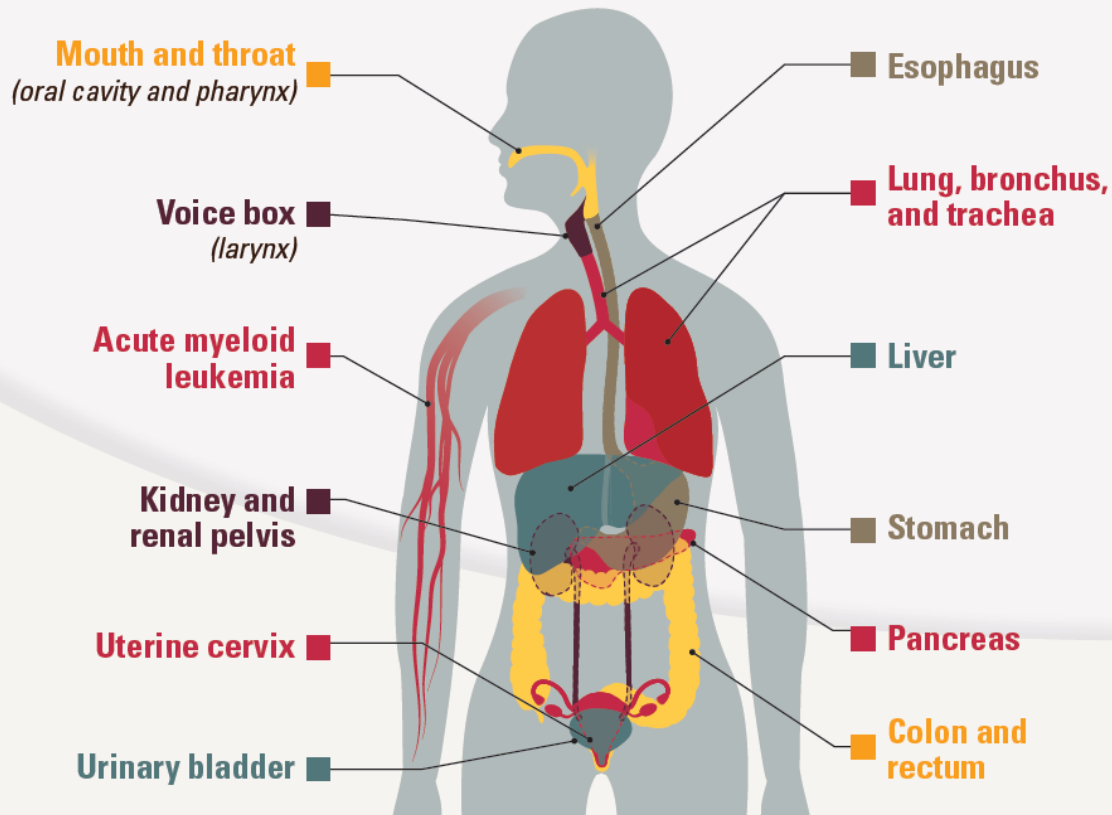
Want to learn more? [www.cdc.gov/vitalSigns/cancerandtobacco](http://www.cdc.gov/vitalSigns/cancerandtobacco)

 **Centers for Disease Control and Prevention**  
National Center for Chronic Disease Prevention and Health Promotion



# Tobacco Use Causes Many Cancers

Tobacco use<sup>\*</sup> causes cancer throughout the body.



<sup>\*</sup> Tobacco use includes smoked (cigarettes and cigars) and smokeless (snuff and chewing tobacco) tobacco products that, to date, have been shown to cause cancer.

# Methods

## ❑ Cancer incidence and death data

- CDC's National Program of Cancer Registries and the National Cancer Institute's Surveillance, Epidemiology, and End Results (SEER) Program.
- CDC's National Cancer for Health Statistics National Vital Statistics System.

## ❑ Current tobacco-related cancer incidence and death rates

- Compared rates in 2009–2013 with those in 2004–2008.
- Calculated trends during 2004–2013 using annual percentage change (APC) in rates.
- Examined disparities by sex; age; race; ethnicity; county-level poverty, educational attainment, and rural/urban continuum; U.S. Census region; state; and cancer site.
- Described long-term trends (1970–2014) in death rates for all-cancers, tobacco-related cancers, and lung cancer.

# Number, Rate, and Trends of Tobacco-Related Cancer Cases and Deaths — United States

## ❑ New cases

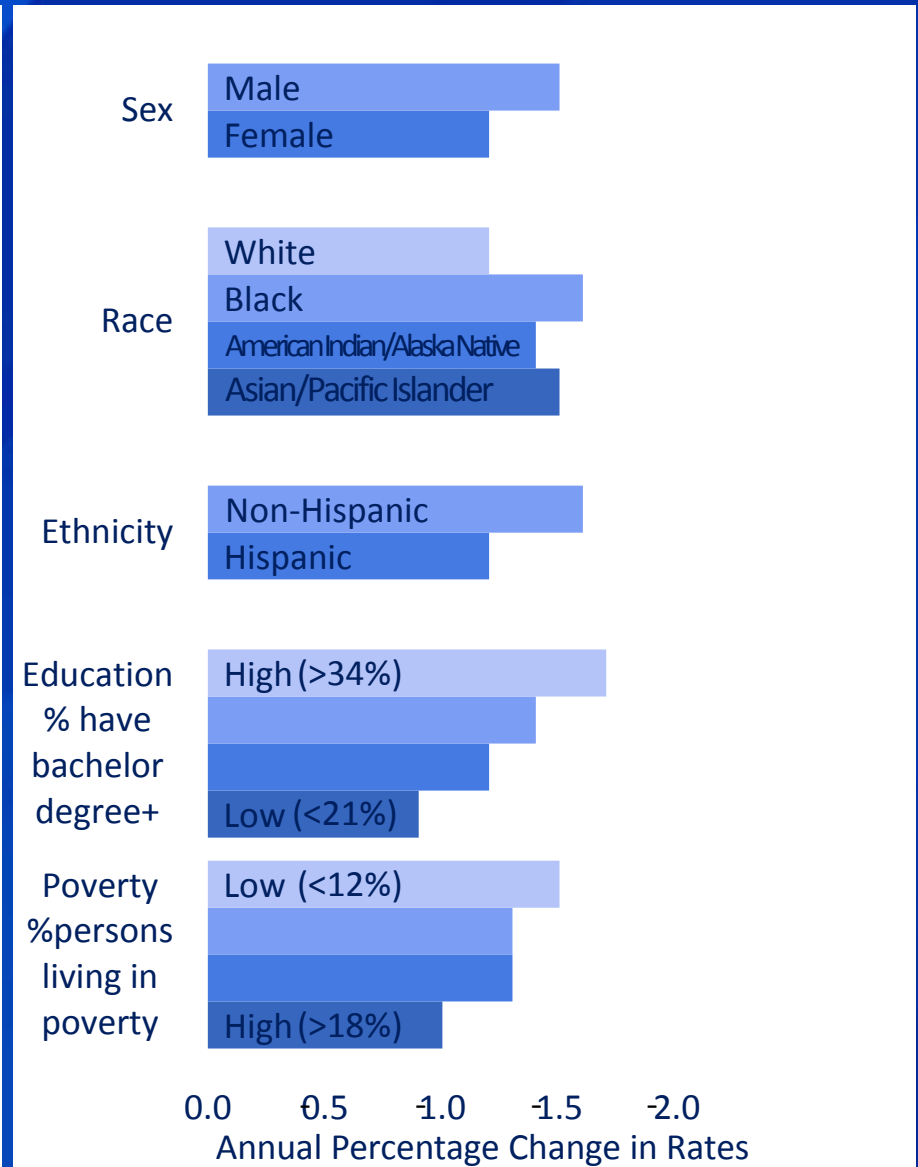
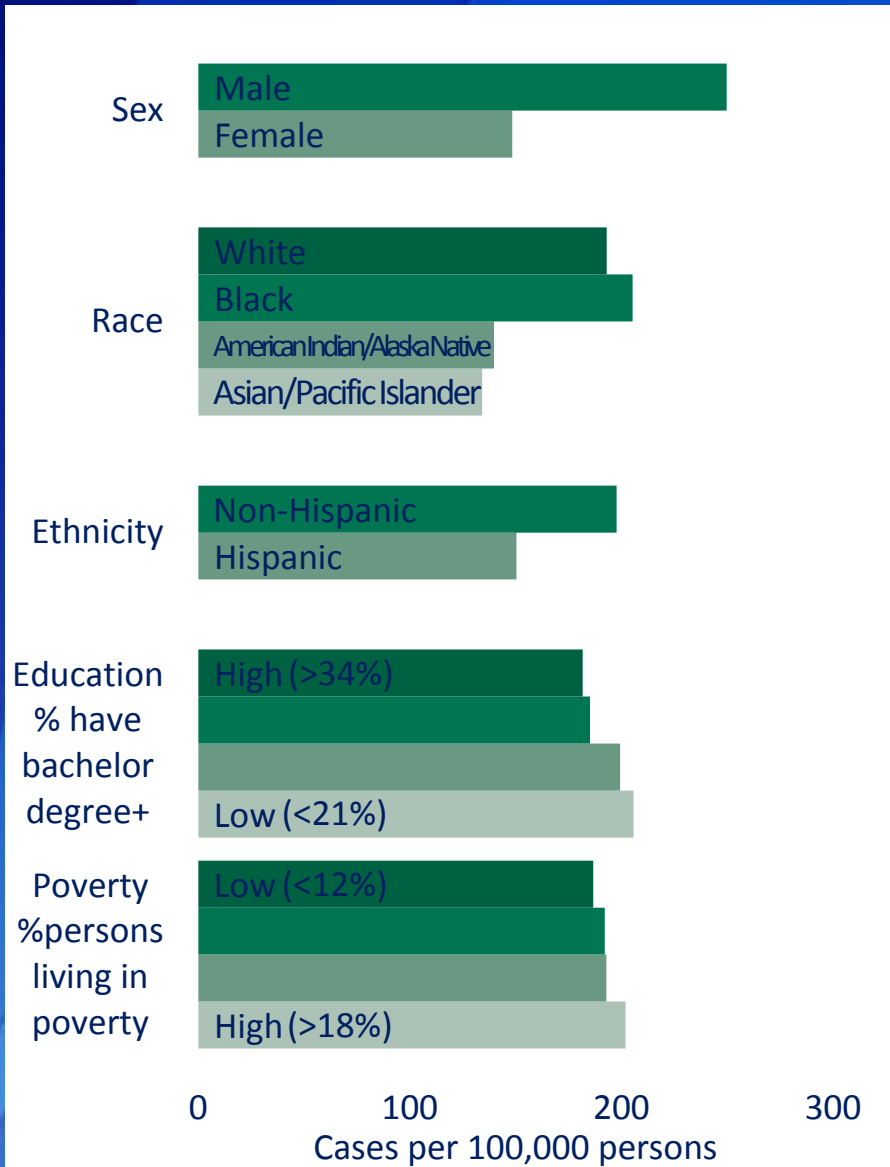
- ❑ 666,000 new tobacco-related cancer cases each year 2009–2013
- ❑ 40% of the 1.5 million cancer cases diagnosed every year
- ❑ 193 tobacco-related cancer cases per 100,000 persons
- ❑ Decreased 1.3% per year 2004–2013

## ❑ Deaths

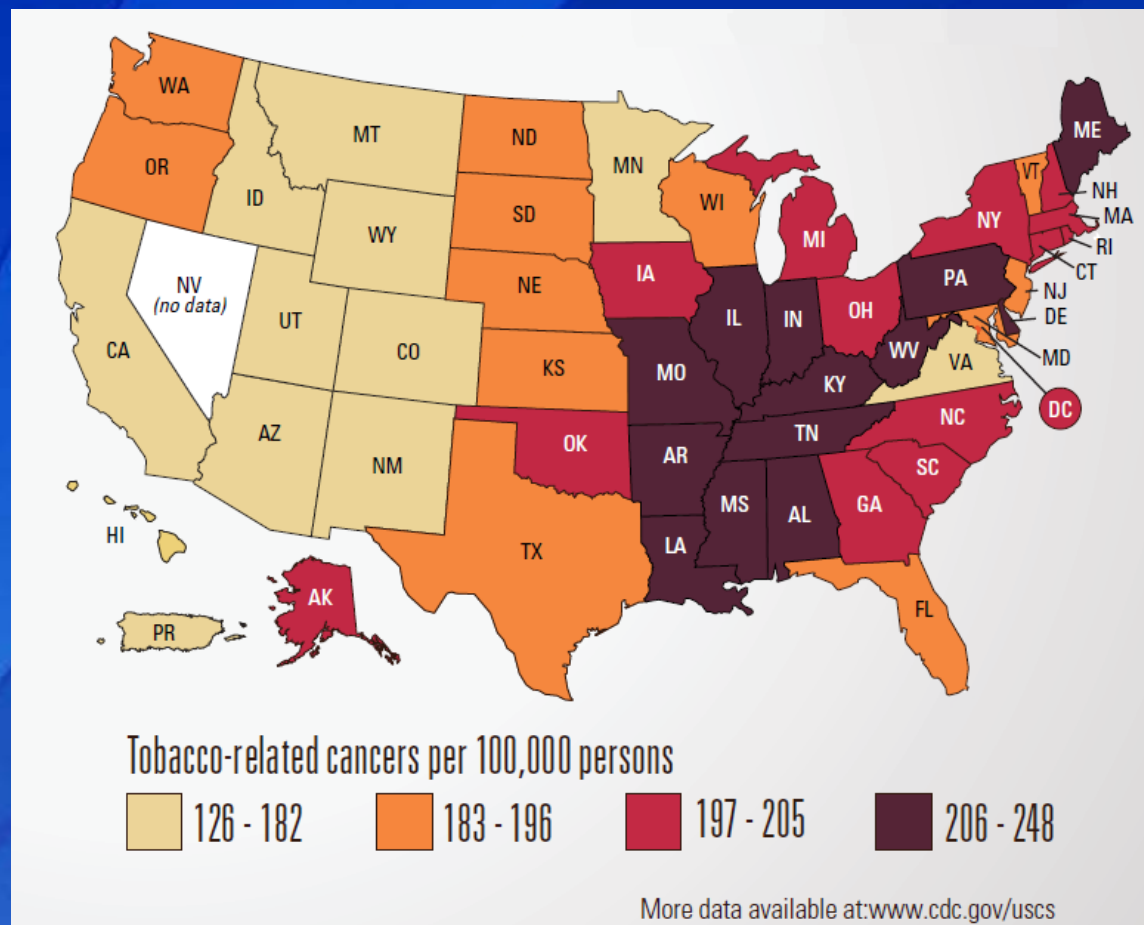
- ❑ 343,000 tobacco-related cancer deaths each year 2009–2013
- ❑ 158,000 lung cancer deaths
- ❑ 100 tobacco-related cancer deaths per 100,000 persons
- ❑ Decreased 1.6% per year 2004–2013
- ❑ 167,000 cancer deaths caused by cigarette smoking (30% of all cancer deaths)



# Tobacco Related Cancers are Higher and Decreasing More Slowly Among Some Groups

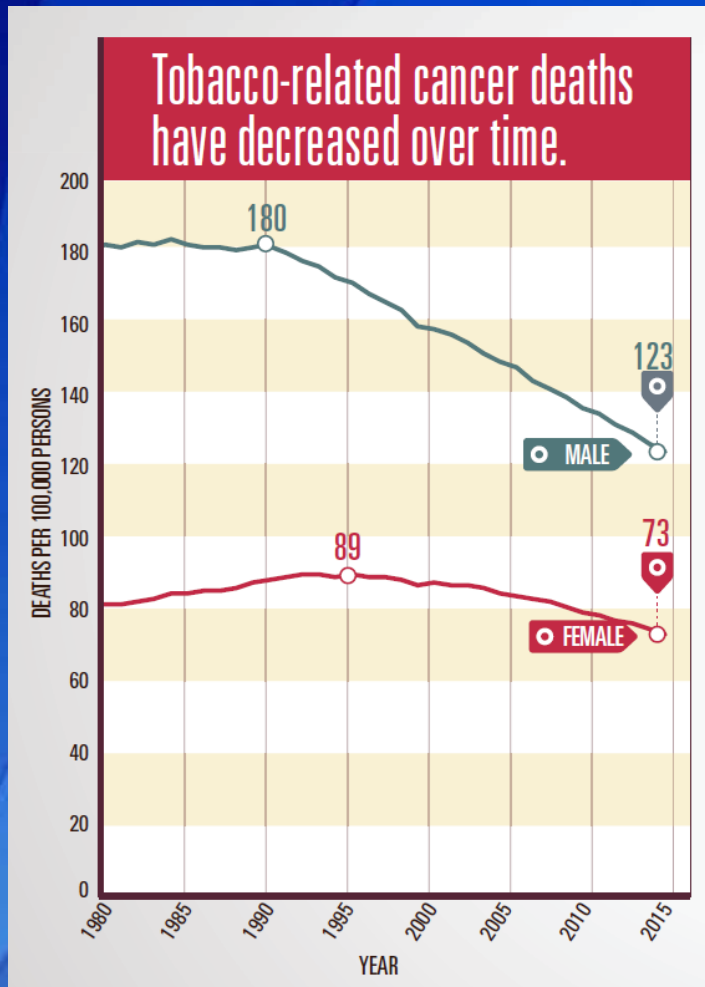


## Some States Have a Higher Burden of Tobacco-Related Cancers



**When states make greater and longer investments in comprehensive cancer and tobacco control programs, fewer people use tobacco and get or die from tobacco-related cancers.**

## We Are Making Progress



But people are still dying from preventable cancers caused by tobacco use.

# Comprehensive, Evidence-Based Interventions Can Reduce Tobacco Use and Cancer

## States and communities can

- ❑ Support comprehensive cancer control programs focusing on cancer prevention, education, screening, quality of care, support for cancer survivors, and good health for all.
- ❑ Fund comprehensive tobacco prevention and control programs at CDC-recommended levels.
- ❑ Make tobacco cessation treatments more available to people who want to quit.
- ❑ Protect nonsmokers from secondhand smoke in all indoor public places and worksites.

# Comprehensive Cancer Control

**An approach that brings together key partners and organizations to develop a plan to reduce the number of community members who get or die from cancer**

- ❑ Set up and convene cancer coalitions
- ❑ Develop data-driven cancer control plans
- ❑ Implement and evaluate cancer control plans

**CDC's National Comprehensive Cancer Control Program began in 1998.**



*Collaborating to Conquer Cancer*

•Source: <https://www.cdc.gov/cancer/ncccp>



# CDC Funds 65 Comprehensive Cancer Control Programs in States, DC, Tribes, and Territories

**Each cancer plan includes activities that—**

- ❑ Encourage people to make healthy choices.
- ❑ Educate people about cancer screening tests.
- ❑ Increase access to good cancer care and reduce health disparities.
- ❑ Make sure people who survive cancer live well.



*Collaborating to Conquer Cancer*

•Source: <https://www.cdc.gov/cancer/ncccp>

# Comprehensive Cancer Control Programs Can Reduce the Burden from Tobacco-Related Cancers



# Thank You

<https://www.cdc.gov/cancer>

For more information, contact

Jane Henley, MSPH

[shenley@cdc.gov](mailto:shenley@cdc.gov)

## Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

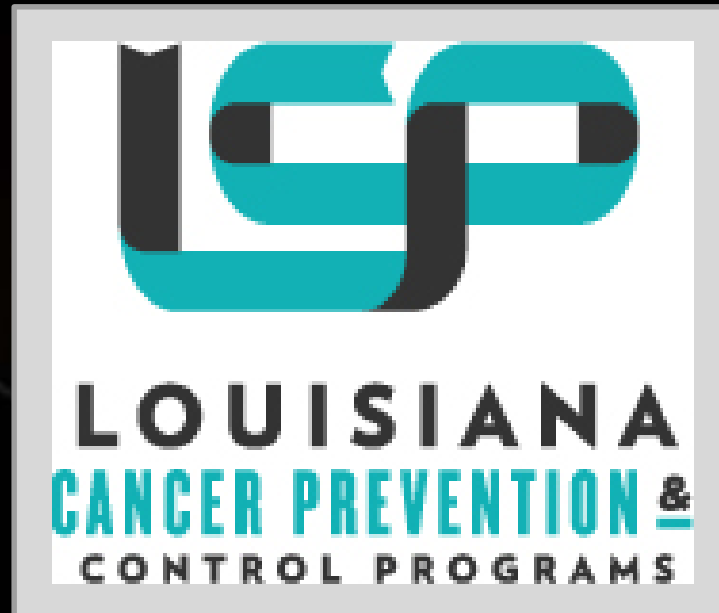
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

E-mail: [cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov) Web: <https://www.cdc.gov>

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

# Smoke-free NOLA and Beyond

Donna L. Williams, DrPH  
Director



# Coalition for a Tobacco Free Louisiana







# Preemption

## 2006 Louisiana Smokefree Air Act

"Nothing in the law above shall be construed to restrict the power of any parish, city, town, or village to adopt and enforce additional local laws, ordinances, or regulations that comply with at least the minimum applicable standards to establish smokefree public places as set forth above."

# Our Role?



Information  
Information  
Information

# Just the Facts



## LOUISIANA'S PROBLEM: IN DOLLARS AND CENTS

### \$1.47 BILLION

Annual Louisiana health care costs directly caused by smoking

### \$663 MILLION

Portion covered by the state Medicaid program

### \$649 PER HOUSEHOLD

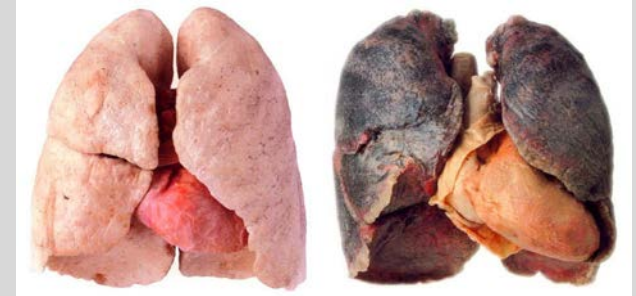
Louisiana residents' state and federal burden from smoking-caused government expenditures

### \$2.05 BILLION

Louisiana smoking-caused productivity losses

## Tobacco

### The Cost In Lives and Dollars



## TOBACCO USE FACTS

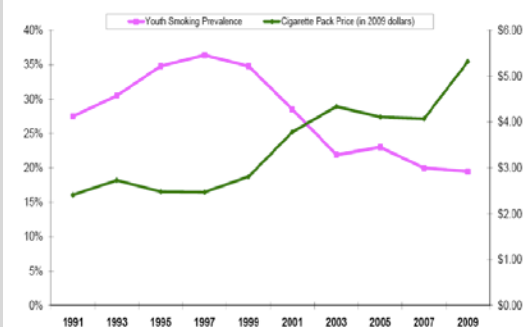
- 22.1% of Louisiana adults smoke, which gives us a rank of 8th in the United States in smoking prevalence.
- Tobacco use causes 80% of lung cancer deaths and is linked to a number of other cancers, chronic diseases and adverse health conditions. It is estimated that almost a third of all cancer deaths (30%) are attributable to tobacco use.
- African Americans are disproportionately affected by lung cancer compared to other racial/ethnic groups, and tobacco use is highest among African American men.

## YOUTH SMOKING IN LOUISIANA AND NATIONWIDE

- Almost a quarter (21.8%) of Louisiana high school students smoke. The national average is 19.5%.
- 20% of male high school students use smokeless or spit tobacco. The national average is 15%.
- Louisiana's tax of 36 cents on a pack of cigarettes is currently 49<sup>th</sup> out of 51 states (including DC).
- Every 10% increase in the price of cigarettes reduces youth smoking by about 7% and total consumption by about 4%.
- From the Surgeon General's report on smoking in 2012:

*"A majority of the existing research suggests that the effects of price on smoking prevalence involve both a decrease in initiation of smoking among youth and an increase in cessation among young adults."* (pg. 707)

U.S. Youth Smoking Prevalence vs. Cigarette Pack Price, 1991-2009



2009 Youth prevalence does not reflect the impact of the Federal cigarette tax increase effective April 1, 2009 and the March 2009 tobacco industry price increases because the survey was conducted in early 2009.

Sources: The Tax Burden on Tobacco, 2009; CDC, Youth Behavioral Risk Surveillance System, 2009; U.S. Bureau of Labor Statistics



# Targeted Social Media Our Own Posts

**Why Tobacco Smoke Sucks:  
1 in 5 Americans Will Die a Smoking-  
Related Death This Year\***



Are you really more  
afraid of Ebola?  
Only one person in  
the U.S. has died of  
Ebola as of  
October, 2014.

\*CDC



## **Why Tobacco Smoke Sucks: Each Year, Smoking Costs Every Louisiana Household... \***

**\$649**

Smoking-caused state and federal expenditures have to come from somebody – and that would be you.

\*Louisiana Comprehensive Cancer Control Program

## **Why Tobacco Smoke Sucks: Smokers More Likely to Be Rejected in Online Dating \***



In 2013, Match.com found 89% of participants prefer to date a non-smoker, while the Hinge dating app found that men who identified themselves as smokers were 61% more likely to be rejected.

\*Huffington Post



# Materials from Others



Louisiana Cancer Prevention shared Campaign for Tobacco-Free Kids's video.

December 17, 2015 · 🌐

In honor of the new Star Wars movie coming out - a throwback to a Star Wars themed PSA about the dangers of smoking.



16,934 Views

Campaign for Tobacco-Free Kids

December 17, 2015 · 🌐

👍 Like Page

A long time ago, in a galaxy far, far away, two droids shared an important message about the dangers of smoking. Before you enjoy #TheForceAwakens, enjoy this v...



CDC Tobacco Free

March 14 · 🌐

👍 Like Page

Treat yourself to a smokefree life.

👍 Like

💬 Comment

➦ Share

# Latest Research



Louisiana  
Cancer  
Prevention

@louisianacancer

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October 26, 2015

Over 127,700 people in the U.S. die every year due to smoking-related lung cancer. More than 7,000 of these deaths are due to secondhand smoke.

Like Comment Share

1



Write a comment...



Louisiana Cancer Prevention via Healthier Air For All

June 8, 2015

If the evidence of the harms of [secondhand smoke](#) wasn't enough for you before...



## UC HealthNews : Study Links [Secondhand Smoke](#) Exposure to Motor Impairment in Children

Secondhand tobacco smoke exposure was significantly associated with motor impairment in a study of children living in the Appalachian region of Ohio and West...

HEALTHNEWS.UC.EDU



# Successes

## Smoke-free

- New Orleans
- Hammond
- Ouachita Parish (county)
- Alexandria





# DO's

- Just the facts, ma'am
- Be a resource
- Be aware of your political climate
- Be aware of competing priorities



**Donna L. Williams, DrPH**  
**[dwilli3@lsuhsc.edu](mailto:dwilli3@lsuhsc.edu)**





# Reducing Tobacco-related cancers by implementing a 5A's Training Program

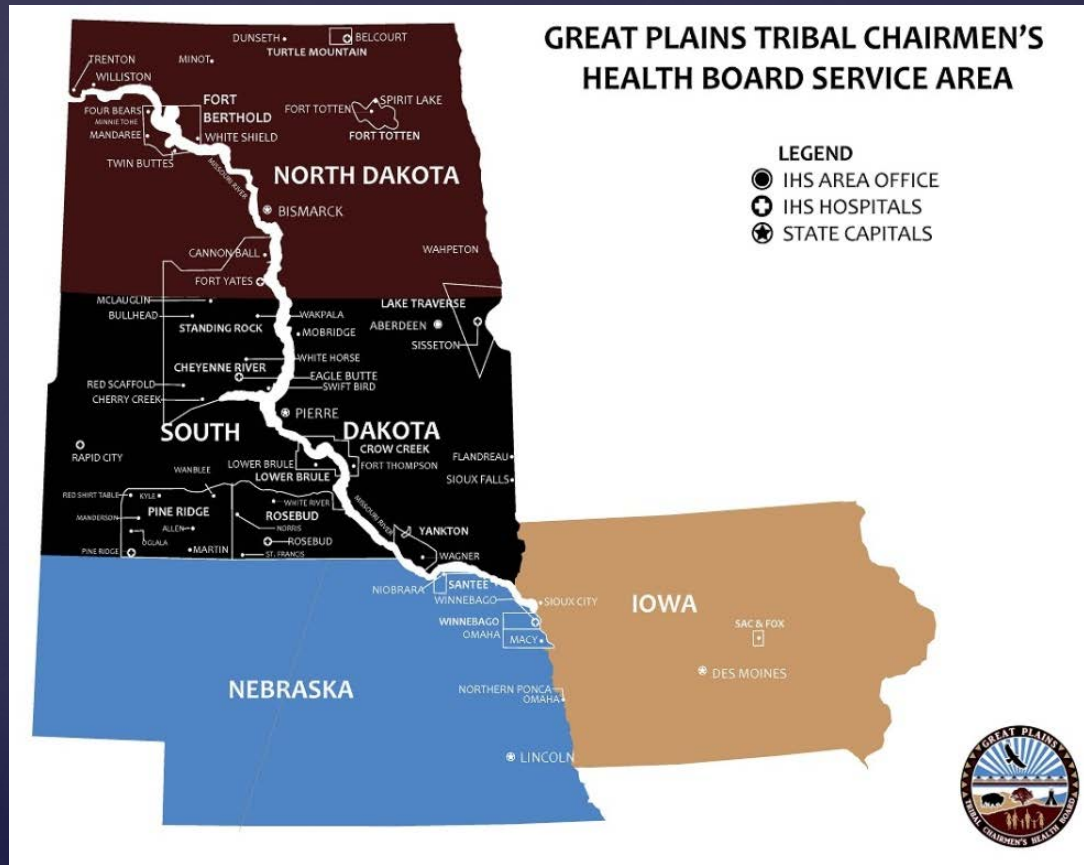
Richard Mousseau, MS

Director

Prevention Programs

Great Plains Tribal Chairmen's Health Board

# Northern Plains Comprehensive Cancer Control Program (NPCCCCP)



Funded as a Cooperative Agreement

Provides support services to ND, SD, NE, and IA

- 17 Tribes and One Service Area
- 170,000 people

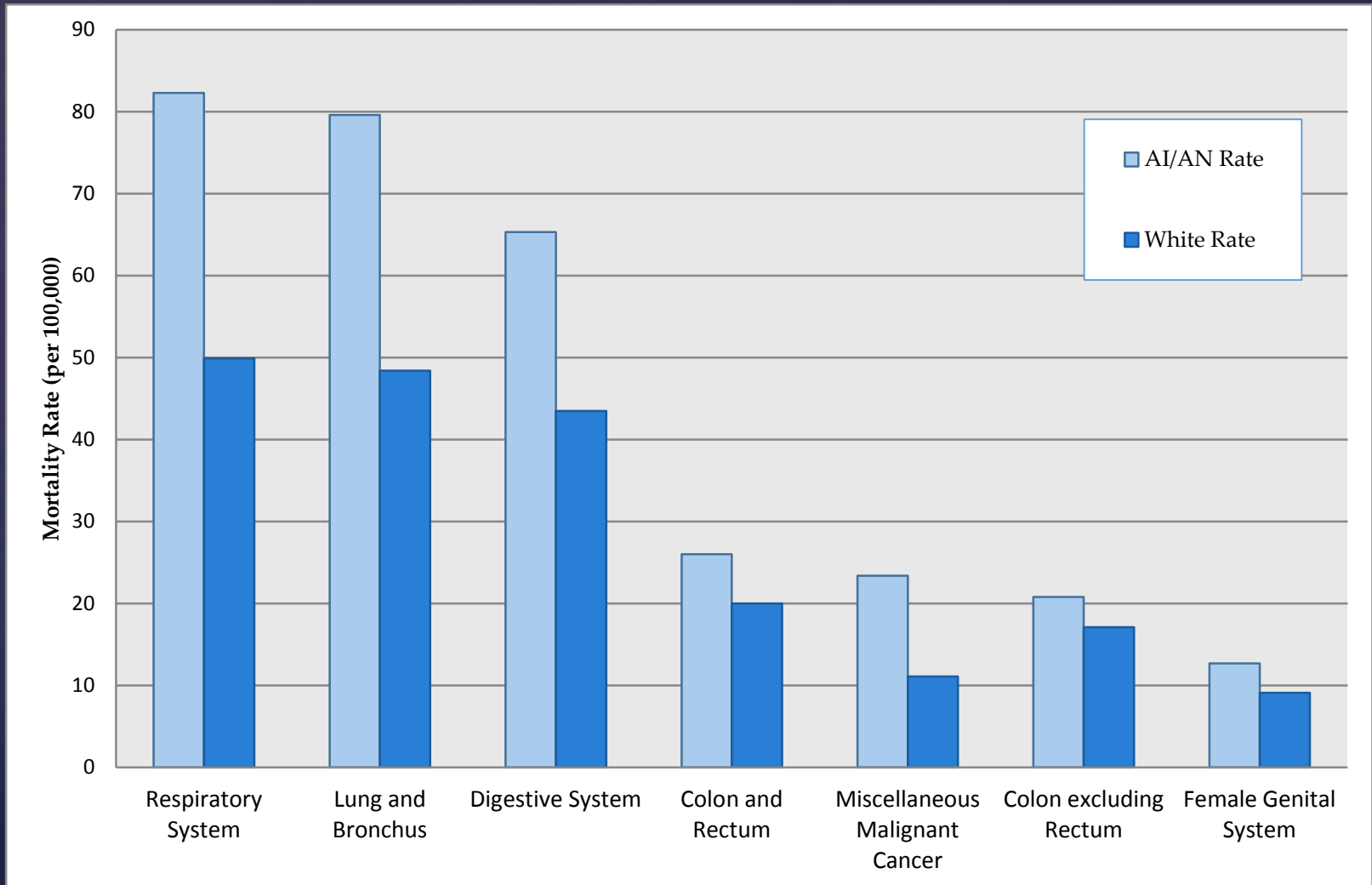
# Great Plains AI/AN Commercial Tobacco Prevalence

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- 10 of the 18 Great Plains Area Tribes aggregate data

**Over 60% are  
Current Smokers**

# Great Plains AI/AN vs. NHW Tobacco-Related Cancers





# Healthy People 2020 Framework

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## Tobacco Use Prevalence:

Implementing policies to reduce tobacco use and initiation among youth and adults.

## Health Systems Changes:

Adopting policies and strategies to increase access, affordability, and use of smoking cessation services and treatments.

## Social and Environmental Changes:

Establishing policies to reduce exposure to secondhand smoke, increase the cost of tobacco, restrict tobacco advertising, and reducing illegal sales to minors.



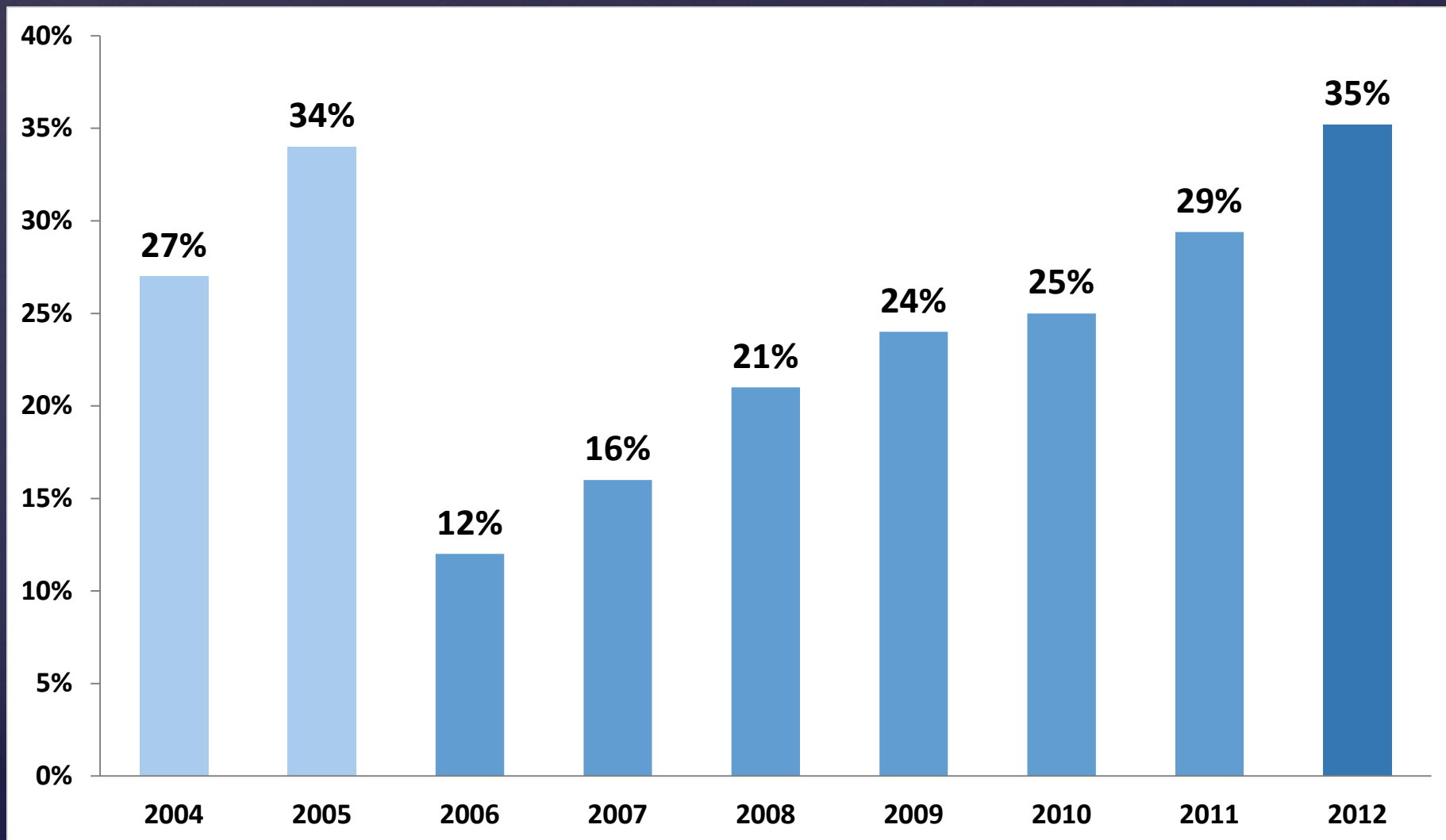
# Health Systems Change

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The Great Plains Area Office in Aberdeen, South Dakota, works in conjunction with its 19 Indian Health Service Units and Tribal managed Service Units to provide health care to approximately 122,000 Native Americans located in North Dakota, South Dakota, Nebraska, and Iowa.

Great Plains Area IHS also provides health services to approximately 6,000 Native Americans who are not counted in the user population of the Area.

# Tobacco-using Patients Who Have Received Tobacco Cessation Intervention Within The Past Year (2004-2012)



Note: 2004 & 2005 measure logic: AI/AN patients (age 5+) screened for tobacco use within the past year.

# University of Arizona

## Healthcare Partnerships Training

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- Evidence-based training provides a foundation to understand tobacco dependence, tobacco dependence treatment, and methods and techniques to deliver evidence-based interventions to AI/AN who use tobacco.
- Individuals will be equipped to proactively implement the recommendations of the US Public Health Service Clinical Practice Guideline: Treating Tobacco Use and Dependence.
- Over 300 trained 5A's Tobacco Cessation Facilitators in Great Plains Region trained since 2012.

## *More than the 5 A's:*

# Implementing a Commercial Tobacco Cessation Intervention in Tribal Communities

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- Designed for community-based programs
- Workbook will help you develop a plan for implementing the 5 A's intervention in your Tribal community
- Created by Red Star with support provided by Inter Tribal Council of Michigan through a cooperative agreement from the CDC REACH MNO project.



# American Indian Commercial Tobacco Program (AICTP)

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## AI/AN National Quit Line:

- Up to 10 coaching calls per quit attempt with a dedicated Native coach.
- 8 weeks of nicotine replacement therapy with combination medication as an option.
- Open to men, women, and elders of all ages and tribal nations.

Call: 1-855-372-0037 or <https://americanindian.quitlogix.org/>



# Smoking Cessation Resources

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## Other Cessation Resources:

- Centers for Disease Control and Prevention  
<http://www.cdc.gov/>
- National Native Network  
<http://www.keepitsacred.itcmi.org/>
- Red Star  
<http://www.redstar1.org/>

# Contact Information

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If you have additional questions or would like more information please contact me:

Richard Mousseau, MS

Director

Prevention Programs

Great Plains Tribal Chairmen's Health Board

605-721-1922 ext. 110

Email: [richard.mousseau@gptchb.org](mailto:richard.mousseau@gptchb.org)

# ***CDC Vital Signs Electronic Media Resources***

Become a fan on Facebook

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Follow us on Twitter

[twitter.com/CDCgov/](http://twitter.com/CDCgov/)

Syndicate *Vital Signs* on your website

<https://tools.cdc.gov/medialibrary/index.aspx#/results>

*Vital Signs* interactive buttons and banners

<http://www.cdc.gov/socialmedia/tools/buttons/vitalsigns/index.html>

## *Prevention Status Reports*

- ❑ The Prevention Status Reports (PSRs) highlight—for all 50 states and the District of Columbia—the status of public health policies and practices designed to address 10 important public health problems and concerns.



[www.cdc.gov/psr/](http://www.cdc.gov/psr/)

**Provide feedback on this teleconference:**

**[OSTLTSFeedback@cdc.gov](mailto:OSTLTSFeedback@cdc.gov)**



Please mark your calendars for the next

***Vital Signs Town Hall Teleconference***

**December 13, 2016**

**2:00–3:00 pm (ET)**

**For more information, please contact Centers for Disease Control and Prevention.**

1600 Clifton Road NE, Atlanta, GA 30333

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