



CONTRA COSTA COUNTY
TOBACCO PREVENTION COALITION

TOBACCO FACTS

Compiled by the Contra Costa County Tobacco Prevention Project
April, 2009

ALCOHOL AND OTHER
DRUGS
ADVISORY BOARD

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CONTRA COSTA COUNTY
OFFICE OF EDUCATION
In Partnership with
Public School District
Tobacco Coordinators

CONTRA COSTA
HEALTH SERVICES:
Contra Costa Health Plan
Public Health Division

ETA – EMPOWERMENT
THROUGH ACTION

INTERNATIONAL
BROTHERHOOD OF
ELECTRICAL WORKERS
LOCAL 302

NEW CONNECTIONS

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PLANNED PARENTHOOD:
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RECOVERY SERVICES

WEST COUNTY
ASTHMA COALITION

PARTICIPATING RESIDENTS
OF THE COUNTY

STAFF:
Tobacco Prevention Project
Community Wellness &
Prevention Program

1. FACT: Number of people who die from smoking related diseases each year:

<p>Nationally</p>	<p>438,000 Overall 400,000 from Smoking 38,000 from Secondhand Smoke</p> <p>Source: Center for Disease Control and Prevention Tobacco Information and Prevention Source (TIPS), http://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/tobacco_r elated_mortality.htm <i>Tobacco Related Mortality</i>, September, 2006</p>
<p>California</p>	<p>36,684 Overall 32,484 from Smoking: 4,200 from Secondhand Smoke</p> <p>Sources: State Tobacco Activities Tracking and Evaluation (STATE) System, <i>Average Annual Smoking-Attributable Mortality (SAM)</i> – SAMMEC, California 2000-2004, https://apps.nccd.cdc.gov/sammecc/reports.asp</p> <p>Campaign for Tobacco Free Kids factsheet, <i>The Toll of Tobacco in California</i> http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=CA, Viewed April 20, 2009</p>
<p>Contra Costa</p>	<p>6,569 Overall</p> <p>Source: Max W, Rice DP, Zhang X, Sung H-Y, Miller L. <i>The Cost of Smoking in California</i>, 1999. Sacramento, CA: California State Department of Health Services, 2002.</p>

2. FACT: Smoking costs an estimated \$228 million annually in medical expenses in Contra Costa County alone.

Source: Max W, Rice DP, Zhang X, Sung H-Y, Miller L. *The Cost of Smoking in California*, 1999. Sacramento, CA: California State Department of Health Services, 2002.

3. FACT: Each cigarette smoked will take an average of 11 minutes of your life.

Source: Shaw, Mitchell and Dorling, "Time for a Smoke? One Cigarette Reduces Your Life by 11 Minutes." *British Medical Journal*, January 1, 2000, 320:53.

TOBACCO FACTS (cont.)

4. **FACT: California has the second lowest smoking rate (14.3%) in the United States.**

Source: Morbidity and Mortality Weekly Report, March 13, 2009, Vol. 58 No. 09, pp. 221-226.

5. **FACT: Percentage of California adults who smoke:**

Among the African American population	21%
Among the Non-Hispanic White population	16%
Among the Hispanic/Latino population	16.7%
Among the Asian/Pacific Islander population	16.1%

Source: California Department of Health Services, California Adult Tobacco Survey, 2005.

6. **FACT: Percentage of current adult smokers who report that they are thinking about quitting:**

77% within the next 6 months
43% within the next 30 days

Sources: Behavioral Risk Factor Surveillance System (BRFSS) and California Adult Tobacco Survey (CATS) data is combined for 1994–2004. The data is weighted to the 1990 California population. Prepared by California Department of Health Services, Tobacco Control Section, May 2005.
<http://www.cdph.ca.gov/programs/tobacco/Documents/CTCPCessation05.pdf>

7. **FACT: The peak years of youth smoking initiation are between the 6^h and 7th grade, or between the ages of 11 and 12 years.**

Source: Campaign for Tobacco-Free Kids fact sheet, *The Path to Smoking Addiction Starts at Very Young Age*, <http://tobaccofreekids.org/research/factsheets/pdf/0127.pdf>, 2008.

8. **FACT: 90% percentage of adult smokers start smoking at or before age 18:**

Source: SAMSHA, HHS, 2001 National Household Surveys on Drug Abuse, www.samsha.gov/oas/nhsda.htm, unpublished data. See, also, HHS, Youth and Tobacco: Preventing Tobacco Use Among Young People: A Report of the Surgeon General, 1995.

TOBACCO FACTS (cont.)

9. FACT: Number of youth under 18 who become regular smokers every year

Nationally 400,000

California 36,600

Source: Campaign for Tobacco-Free Kids fact sheets, *Smoking and Kids*, and *The Toll of Tobacco in California*, <http://www.tobaccofreekids.org/research/factsheets>. 2008.

10. FACT: Number of youth under 18 who will die prematurely from cigarette use:

Nationally 6 million who are now alive

California 596,000 who are now alive

Source: Campaign for Tobacco-Free Kids fact sheets, *Tobacco Harm to Kids* and *The Toll of Tobacco in California*, <http://www.tobaccofreekids.com/reports/settlements/TobaccoToll.php?StateID=CA>, October 2004.

11. FACT: 34% of youth start smoking as a result of tobacco advertising

Source: Pierce, Choi, Gilpin, Farkas and Berry, "Tobacco Industry Promotion of Cigarettes and Adolescent Smoking", *JAMA*, Feb 18, 1998;279(7):511-5.

12. FACT: Rates of Illegal Sales of Tobacco Products to Minors*:

California 12.6%

Source: California Department of Health Services, Tobacco Control Section, CA Youth Tobacco Purchase Survey, 2008.

Unincorporated area of Contra Costa 8.4%

Costa

Source: Contra Costa County Sheriff's Office, April, 2009.

Contra Costa County 22.5%

Source: California Department of Health Services, Food and Drug Branch, Stop Tobacco Access to Kids (STAKE) Act Compliance Data, 2008.

*NOTE: The California rate was determined by calculating the number of illegal tobacco sales that were made during 731 youth purchase surveys conducted throughout the state between January and December 2008. The Contra Costa County rate was determined by calculating the number of illegal tobacco sales made during a random sample of 160 youth purchase surveys conducted in incorporated and unincorporated areas of the County from January 1 through December 31, 2008. The rate of illegal sales in the unincorporated areas of the County was determined by calculating the number of illegal tobacco sales made during 169 undercover buying operations between January 1 and December 31, 2008.

TOBACCO FACTS (cont.)

13. FACT: 17% of Medi-Cal eligible mothers in Contra Costa County smoke throughout their pregnancies:

Source: Medi-Cal Perinatal Outcomes Project, November 1997 – March 2001. Aggregated data from public health sites.

14. FACT: 12% or 1,114,000 of California children ages 0 – 17 are exposed to secondhand smoke at home:

Source: Campaign for Tobacco Free Kids factsheet, *The Toll of Tobacco in California*
<http://www.tobaccofreekids.com/reports/settlements/TobaccoToll.php3?StateID=CA>,
 October, 2008.

15. FACT: Number of California children who suffer from the following due to secondhand smoke exposure each year:

a. Low birthweight	1,200 – 2,200
b. Sudden Infant Death Syndrome (SIDS)	120
c. Middle ear infection	78,600 – 188,700
d. New cases of asthma	960-3,120
e. More severe asthma	200,000 – 1,000,000 children
f. Bronchitis or pneumonia in babies under 18 mos.	750 – 15,000 hospitalizations, 16 – 25 deaths

Source: California EPA, *Health Effects of Exposure to Environmental Tobacco Smoke*, Final Report, September 1997.
<http://www.epa.gov/smokefree/healtheffects.html#Serious%20Health%20Risks%20to%20Children> . Updated February 29, 2008.

16. FACT: Amount spent annually by the tobacco industry on advertising and promotions:

Nationally	\$15.5 billion
California	\$843.8 million

Source: Federal Trade Commission Cigarette Report for 2003, August 2005.
 Campaign for Tobacco Free Kids factsheet, *The Toll of Tobacco in California*
<http://www.tobaccofreekids.com/reports/settlements/TobaccoToll.php3?StateID=CA>,
 April 2009.

TOBACCO FACTS (cont.)

17. In 2000, Philip Morris spent:

\$115 million on philanthropy

\$150 million advertising its philanthropy

Source: National Conference on Tobacco or Health, 2002, presentation entitled *"Sleeping with the Enemy: The Ethics for Priority Populations accepting Funding from the Tobacco Industry."*

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