



Taking a Stand Against Commercial Tobacco in Tennessee

Liz Johnson, MPH
Director, Tobacco Control Program

April 8, 2021

Learning Objectives

- Recognize the burden of commercial tobacco use on Tennesseans
- Explore how populations are disproportionately affected by commercial tobacco
- Identify opportunities for policy interventions
- Identify and connect commercial tobacco and e-cigarette users with evidence-based programs to support quitting

Put a finger down if....

- An adult living in a rural area
- An adult living in a traditional tobacco-growing state (KY, TN, GA, NC, SC, VA)
- Living with a behavioral health condition
- Under the age of 35
- Male
- An adult living in public housing
- Hispanic
- Indigenous
- Educational level less than an associate's degree
- Military veteran
- Identify as LGBTQ+
- Make less than \$35K
- Uninsured

Tobacco in Tennessee



State of Tobacco Control 2023

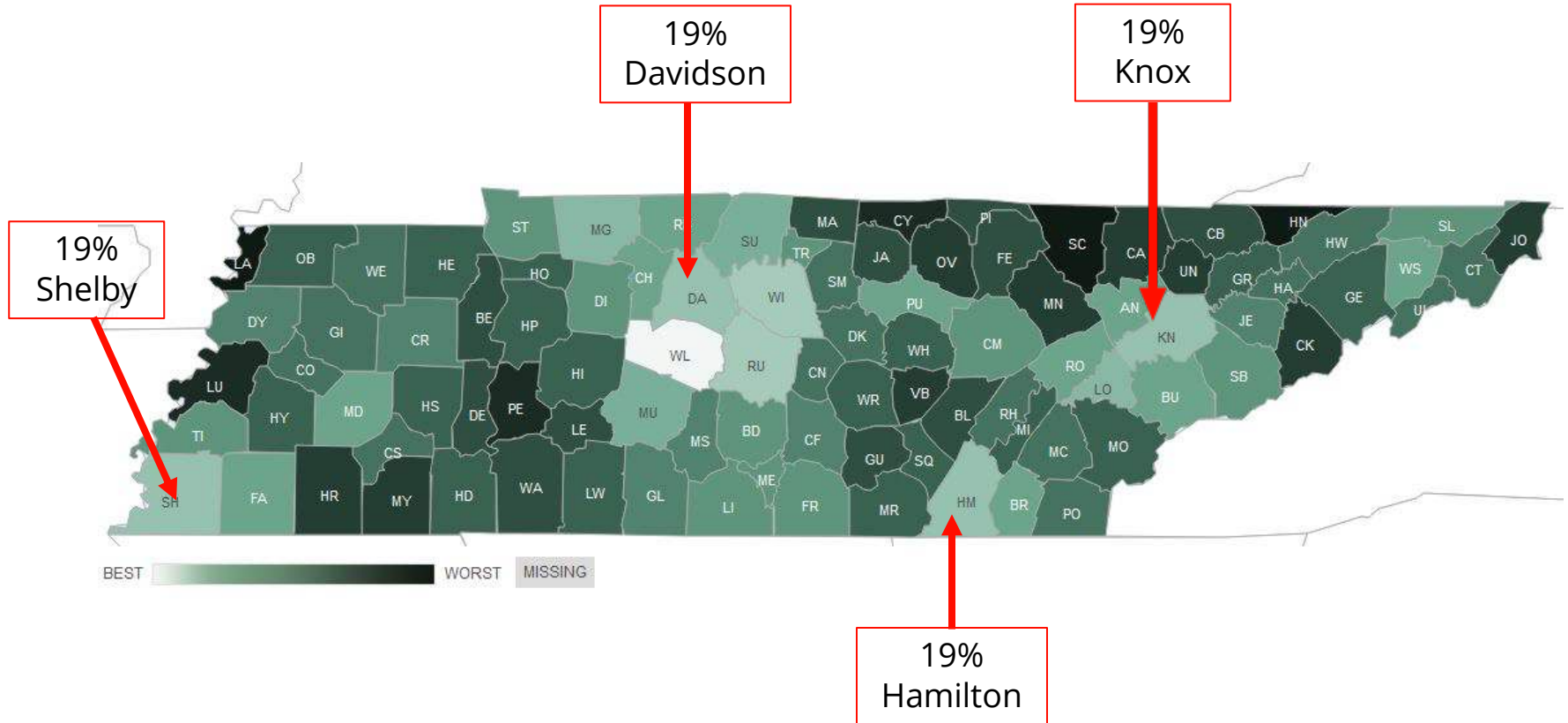
Proven Policies to Prevent and Reduce Tobacco Use

Tobacco Prevention and Cessation Funding	Smokefree Air	Tobacco Taxes	Access to Cessation Services	Flavored Tobacco Products
F	C	F	F	F

47th

According to America's Health Rankings, TN ranks 47th for smoking

Smoking Rates in Tennessee

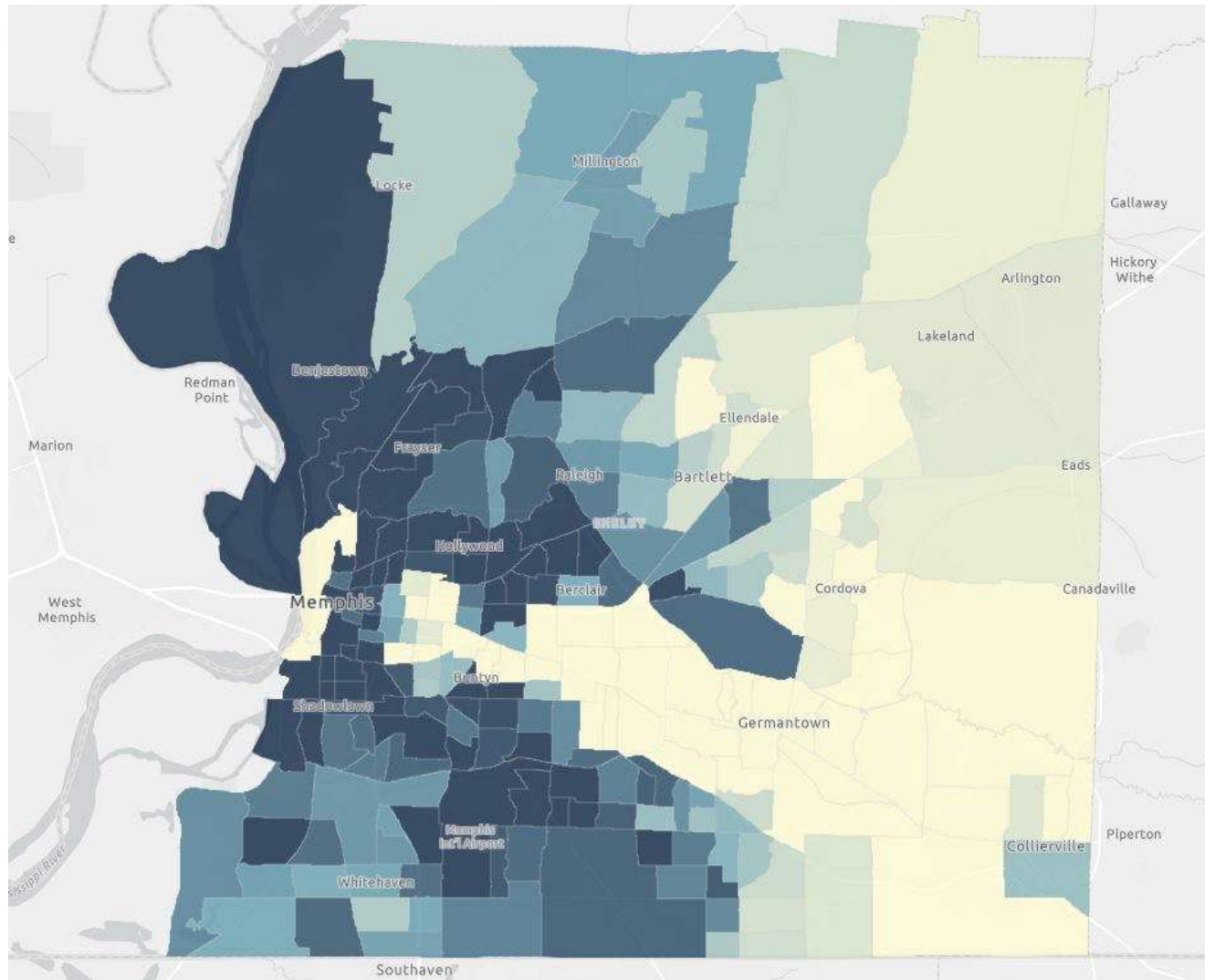


Tobacco in Shelby County

PLACES: Local Data for Better Health - Tracts



Current smoking crude prevalence (%)



Tobacco-Related Disparities

What are tobacco-related health disparities?

- Tobacco-related health disparities are differences in health stemming from tobacco use and exposure
- Groups facing disadvantage - *African Americans*, Native Americans, people who identify as LGBTQ+, *people with behavioral disorders*, people with low incomes, *youth, and young adults*
- Tobacco-related health disparities result from differences in use and from social and environmental inequalities that impact how use affects people

Reasons Behind Disparity

- Tobacco Industry targeting of vulnerable populations
- Community-specific stressors
- Individual and intersectional stressors
- Social norms

Industry Targeting- African American Population



**TOBACCO COMPANIES
AGGRESSIVELY MARKET
MENTHOL-FLAVORED PRODUCTS
IN BLACK
COMMUNITIES**

**IN MAJOR CITIES
THERE ARE UP TO
10X
MORE TOBACCO
ADS IN BLACK
NEIGHBORHOODS
THAN IN OTHER
NEIGHBORHOODS**

Industry Targeting- Behavioral/Mental Health Population

IT'S A PSYCHOLOGICAL FACT: PLEASURE HELPS



How's your disposition?

EVER FEEL MEAN AS A MULE? when stubborn when you remember this psychology your disposition. For instance, are the most pleasurable smoke for the most pleasure?



For pure pleasure... choose your Camel.

Today more people smoke Camels than any other cigarette. Give them more pure pleasure! So — choose your Pleasure helps your disposition. And you need to agree: no other cigarette is so rich-tasting, yet so

No other cigarette is so rich-tasting

Collier's, The National Weekly

"COWBOYS NEED HEALTHY NERVES — AND, BELIEVE ME, SO DO HOUSEWIVES"

Mrs. Phyllis L. Potter, Montclair, N. J., says: "I don't doubt but what it takes healthy nerves to ride an outlaw horse! But any woman who is a house smoker will agree with me that shopping, cooking, cleaning, washing, unweaving the doilies a dozen times a day, and tending to all the other duties of running a household are enough to jangle anybody's nerves. I know that I have to be careful in choosing my cigarettes. I am a confirmed Camel smoker because I can smoke Camels freely without a hint of jumpy nerves. And they are the nicest cigarettes I ever smoked!"

Edith Woods, Champion, Georgia, says: "To have nerves that can ride 'em, I smoke only Camels. I've tried them all but Camels are my smoke! They have a natural kick, and I like their taste better. Camels do not jangle my nerves, even when I smoke one after another."

How Are Your Nerves?

Fatigue induced in that modern man or woman who does not get necessary rest, sleep, laughter, exercise, all too often, is the cause of the day. If nerves are your problem, we suggest a check.

as soon as your eating, sleeping, and smoking. Get a break about your smoking by changing to Camels. Much is heard about the tobacco used in various cigarettes. But this is a fact, an important fact—Camels expert will tell you.

Camels are made from Sun, MORE EXPENSIVE tobacco than any other cigarette brand.

Everywhere you see Camels smoked more and more. People do more about nothing... about good nerves... without their nerves. And Camels were got on your nerves... about the most taste.

Camel's Costlier Tobaccos

NEVER GET ON YOUR NERVES... NEVER TIRE YOUR TASTE



The Literary Digest for February 16, 1929 47



AWAY FROM NERVES!

ALL APPRECIATE SPUD'S GREATER COOLNESS!

...but by first pack. Then... continued coolness... full tobacco flavor.

news. Spud's smoke is scientifically proved 16% cooler. This refreshing coolness heightens your enjoyment of Spud's full tobacco flavor. That's why Spud is the new freedom in old-fashioned tobacco enjoyment. At better stands, 20 for 20c. The Axton-Fisher Tobacco Co., Inc., Louisville, Ky.

SMOKE 16% COOLER by TEST

How the coolness of Spud smoke was proved scientifically, and what "Smoke 16% Cooler by Test" means to you, are told in this little book, sent gladly on request.

COOLED **SPUD** CIGARETTES

Industry Targeting- Youth & Young Adults



Commercial Tobacco Use in Communities of Color

- Higher death rates from tobacco-related disease
- More likely to be exposed to secondhand smoke
- Nearly 90% of all African American smokers use menthol cigarettes
- African American menthol smokers quit smoking at a lower rate than non-menthol smoking African Americans



Behavioral Health & Commercial Tobacco Use

- Approximately 1 in 4 adults in the US have a behavioral health condition
- These adults consume approximately 40% of all cigarettes smoked by adults
- Nicotine dependency rates for individuals with behavioral health disorders is 2-3 times higher than the general population



Behavioral Health & Commercial Tobacco Use

Recovery

- 70 to 80% of individuals receiving substance use disorder treatment have expressed an interest in tobacco cessation
- Participation in smoking cessation efforts while engaged in substance use treatment has been associated with a 25% greater likelihood of long-term abstinence
- Historically, individuals living with a behavioral health condition have not routinely been offered specialized support to quit

Youth & Young Adult E-Cig Use

- Flavored products are STILL driving youth use
- Shift in use to disposable and menthol¹
- E-cigarette use in adolescents increases risk of cigarette use during adulthood²
- Nicotine harms the brain development of teenagers
- Most e-cigarettes, e-hookahs, mods, vape pens, vaporizers, vapes, and tank systems contain:
 - Nicotine
 - Flavoring chemicals
 - Formaldehyde
 - VOCs³

1 Campaign for Tobacco-Free Kids. *E-Cigarettes: Flavored Products Fuels a Youth Addiction Crisis*, April 2023. Accessed 2023.

2 Truth Initiative. Young people who vape are much more likely to become smokers, new research confirms. Accessed 2023

3ACS. What Do We Know About E-cigarettes?. Accessed 2023.

Youth & Young Adult E-Cig Use

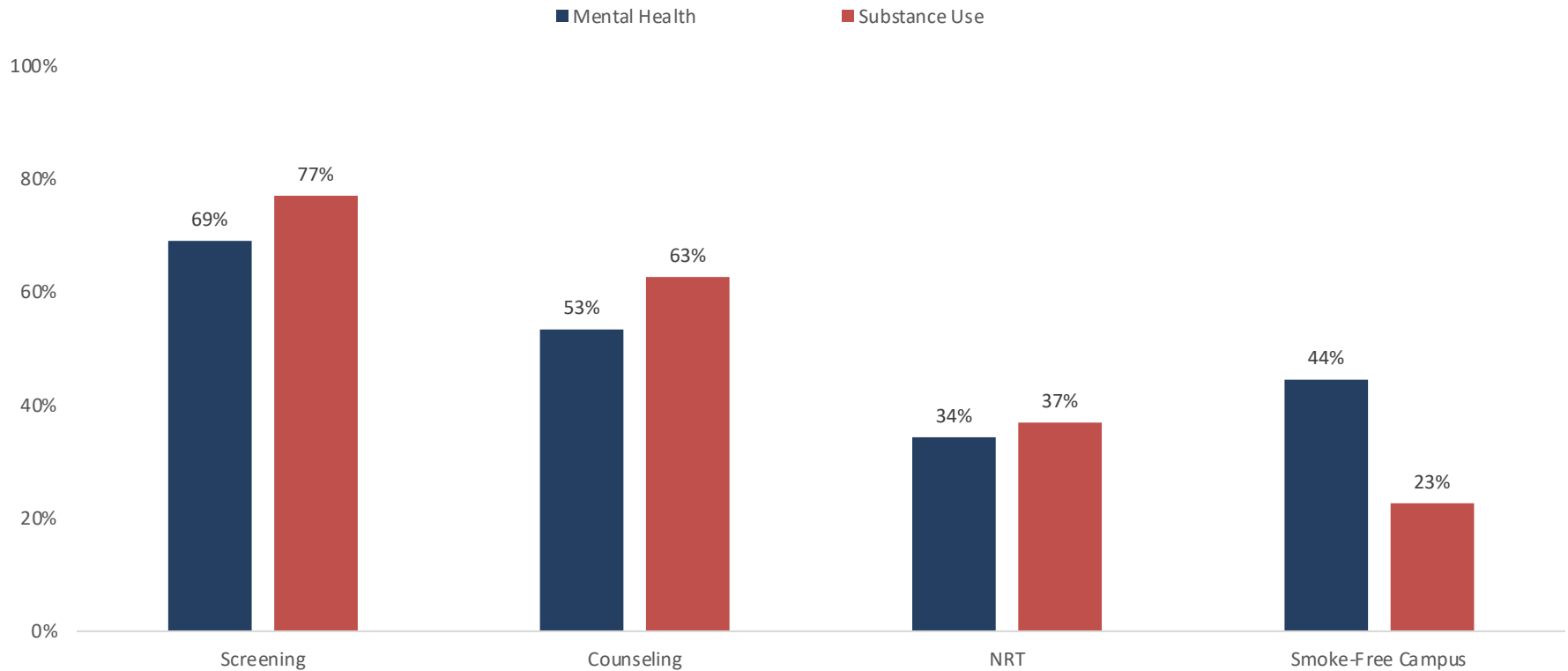
“...the potential benefit of e-cigarettes for cessation among adult smokers cannot come at the expense of escalating rates of use of these products by youth.”

-United States Surgeon General Jerome M. Adams, MD, MPH

Opportunities for Policy Intervention

Mental Health & Substance Use Facilities in TN

Policies & Protocols by Facility Type 2023 Analysis




Opportunities for Policy Intervention

- K-12 School Policy
 - Tobacco Free Schools Toolkit
 - [K-12-Toolkit-with-Digital-Authorization.pdf \(tn.gov\)](https://www.tn.gov)
 - Supportive discipline processes with cessation integrated
- Higher Education Institutions
 - ALA & the Pennsylvania Dept of Health Toolkit
 - [CampusToolKit_FIN.pdf \(rptfc.org\)](https://www.rptfc.org)



Evidence-Based Quit Support



Tennessee Tobacco
QUITLINE

Call **1-800-QUIT-NOW**
or TEXT **"QUIT"** to **615-795-0600**
www.tnquitline.com



Healthy Babies. Born on Time.

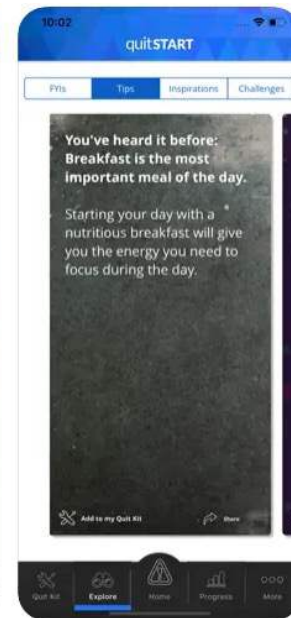


READY TO
QUIT VAPING?

WE'RE WITH YOU

TEXT DITCHVAPE TO 88709

THIS IS QUITTING





Liz Johnson, MPH
Director, Tobacco Control Program
615-253-2991
liz.johnson@tn.gov