

January 2010

Supporting Tobacco Control for Kansas



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Internet Tobacco Control and Health Resource Links

Regional

Clean Air Kansas City
Clean Air Lawrence
Clean Air Manhattan
Reno County Tobacco Free
Central Kansas Foundation (Salina)
Tobacco Free Wichita

State

KDHE Tobacco Use Prevention
TASK
Cancer Kansas
Clean Air Kansas
It's Everybody's Business
Kansas Association of Local Health
Departments
Kansas Public Health Association
Kansas Health Institute

National

CDC Tobacco & Health
Tobacco.Org
Americans for Non-Smokers Rights
Campaign for Tobacco Free Kids
Tobacco Control Network
American Cancer Society
American Heart Association
American Lung Association
National Cancer Institute

Governor supports increasing tobacco tax and smoking ban

In Tuesday night's State of the State address, Governor Parkinson addressed two legislative priority areas for the Tobacco Free Kansas Coalition. He spoke of the importance of passing an effective clean indoor air law, one that is not weakened by the addition of loopholes proposed by the tobacco industry. He indicated that Kansas legislators should respond positively to the wishes of 75 percent of Kansans who want a smokefree law and noted that even the legislature in North Carolina, a tobacco-growing state, has implemented such a law.

To help resolve the current budgetary crisis, the governor also proposed an increase in both the cigarette tax and in the tax rate for tobacco products. He reiterated the importance of increased tobacco prices in driving down youth prevalence rates. Under his recommendation, the cigarette tax would increase 55 cents, going from 79 cents to \$1.34, the national average for such taxes. He projects that such a tax would bring in approximately \$52 million dollars in revenue in the coming fiscal year. He also proposed an increase in the tax rate on all other tobacco products from the current 10 percent to 40 percent, leading to additional revenues of \$17.5 million in Fiscal Year 2011. The 10 percent rate on tobacco products has not been raised since first set in 1972.

Although tax revenues would not provide tobacco prevention and cessation programs, the increase itself would reduce both adult and youth smoking rates and help maintain and increase various safety net programs needed by vulnerable Kansans.

Coalition Statewide Meeting coming

TFKC's next Statewide Meeting will be held in the Madison Ballroom at the Ramada Inn, 420 SE 6th Street, Topeka on Wednesday, January 20, from 10:00 a.m. to 2:00 p.m. Lunch will be provided.

The meeting will cover strategies for achieving a statewide clean indoor air law this year; local and statewide achievements in tobacco control (local ordinances, youth smoking rates, Synar status, KU and K-State media ads, etc.); review of new information and research on

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The mission of Tobacco Free Kansas Coalition is to reduce the prevalence of tobacco use among Kansans, particularly among children and youth, to improve health and to avoid the negative economic impact of tobacco use.



E-Newsletter

prevention and cessation efforts; and an overview of the 2010-2015 strategic plan for tobacco control in Kansas.

Begin 2010 by meeting with other local prevention and cessation activists on how we are working to reduce tobacco prevalence in Kansas. Please RSVP to Theresa Johnston by Friday, January 15 at (785) 272-8396 or tjohnston@tobaccofreekansas.org.

An agenda is posted on the TFKC website at www.tobaccofreekansas.org.

Kansas gets failing grades

There's more evidence for the need for change in Kansas tobacco policies. The American Lung Association just released its annual State of Tobacco Control report and once again, it found Kansas is falling behind on reducing the terrible burden caused by tobacco use.

The American Lung Association's *State of Tobacco Control* looks at how well states do at preventing tobacco use and helping smokers quit. The report looks at four key areas—smokefree air, tobacco control program funding, cigarette taxes and coverage of tobacco cessation treatments and services. Kansas earned an F in tobacco prevention and control spending, an F in smokefree air, an F in cessation coverage and a D for its cigarette tax.

To view the full report and related materials for the American Lung Association *State of Tobacco Control 2009* report, visit www.stateoftobaccocontrol.org

Strategic planning session held

On December 14, more than 30 health and prevention professionals met in Emporia to continue work on the Kansas Strategic Plan for Tobacco Prevention and Cessation. Vic Coleman, facilitator with Uncommon Solutions, Olympia, WA, helped focus attention on the overview of the planning operation, the outline of program areas and the recommended activities that can ensure significant reductions in tobacco prevalence in Kansas.

The planning process is provided under the sponsorship of TFKC with technical support and assistance from the Tobacco Use Prevention Program of the KDHE. Participants in the planning process are determining tobacco control recommendations in



Vic Coleman, Uncommon Solutions, facilitated the planning process

four areas: cessation, state/local and school programs and policies, media and evaluation of strategies and progress. Technical Advisory Groups in these areas are meeting separately to complete logic models of goals and activities that will be incorporated into the



Dr. James Gardner, Manhattan, chair of the cessation technical advisory group (TAG) spoke to the group.

overall plan set for release later this year.

The plan will outline the programs and advocacy needed for effective tobacco control efforts during 2011-2015. It will also provide the framework for action by a variety of state and local agencies, state and local coalitions and various health voluntary and health professional organizations in Kansas.

U.S. teens smoking less – smokeless threatens comeback

Teen smoking reached its recent peak levels around 1996 and 1997, followed by a sharp decline for about six years and a continued more gradual decline ever since, according to the latest Monitoring the Future study of the nation's young people.

“Over the past two years we have seen the smoking rates among young people continue to decline only very gradually, at rates much slower than were occurring previously,” said University of Michigan researcher Lloyd Johnston, principal investigator of the *Monitoring the Future* study. “The proportions of students seeing a great risk associated with being a smoker has leveled off in the past several years, as has the proportion of teens who say they disapprove of smoking.”

Monitoring the Future has been conducting annual, nationwide surveys of U.S. teens in school for the past 35 years. The 2009 survey included a total of 46,097 eighth, tenth, and twelfth graders in 389 secondary schools.

Among high school seniors in the Class of 2009, 20 percent have smoked in the most recent month and one in nine (11 percent) is a current daily smoker.

One reason smoking has declined so sharply is that the proportion of students ever *trying smoking* has fallen dramatically. While 49 percent of 8th graders in 1996 had tried cigarettes, “only” 20 percent of the 8th graders in 2009 indicated having ever done so, a decline of six tenths in smoking initiation over the past 13 years.

A number of attitudes toward smoking and smokers changed in important ways during the period of decline in cigarette use. These changes included increases in preferring to date nonsmokers, strongly disliking being around people who are smoking, thinking that becoming a smoker reflects poor judgment, and believing that smoking is a dirty habit. All of these negative attitudes about smoking and smokers rose to high levels by 2007, but have shown little change since then.

The use of smokeless tobacco (which includes snuff, plug, dipping tobacco, chewing tobacco, and more recently “snus”) is assessed in all three grades.

From the mid-1990s to the early 2000s, there was a substantial decline in use, with monthly prevalence falling by one third to one half; but the declines have not continued. In fact, there have been significant increases occurring over the past three to four years in 10th and 12th grades (with still little change in 8th grade). While so far modest in size, these changes suggest an upward trajectory in use.

Kreteks are clove-flavored cigarettes from Indonesia, and at the beginning of this decade there was concern that they could become popular among American youth. However, the annual prevalence of kretek use was not very high in the first year of measurement (2001); after that use declined by roughly half in 8th and 10th grades by 2005, before the question was dropped from the 8th- and 10th-grade questionnaires. Among 12th graders, annual prevalence declined steadily from 2001 to 2004, before leveling at around 6–7%. In 2009 there was a further drop, bringing annual prevalence for kreteks down to 5.5%—reflecting a decline of almost half from the level of use as first measured in 2001. The investigators conclude that kretek use was a short-term fad that simply did not catch on with mainstream youth.

Bidis are small, flavored cigarettes imported from India, and again there was early concern that they might find favor among youth. A question on their use was added in 2000, and again their annual prevalence was fairly low, at 3.9%, 6.4% and 9.2% for 8th, 10th and 12th graders, respectively. The rates of use fell fairly sharply thereafter, with the result that the annual prevalence rates in 2005 were less than 2% among 8th and 10th graders, at which point the question was dropped for them. Among 12th graders, a further decline of more than one half has been observed since 2005; use was 1.5 percent in 2009—down by 84 percent from the peak level in 2000.

Using new regulatory authority granted under federal legislation, the Food and Drug Administration in September 2009 banned the sale of flavored cigarettes (with the exception of menthol-flavored cigarettes). Thus, the already low-use of kreteks and bidis is likely to decline even further.

Two of the latest developments to raise concern are the smoking of tobacco in the form of small cigars and also by using hookah water pipes. Questions about these behaviors will be included in the 2010 survey.