

## 2021-2025 Strategic Plan Summary

### VISION

A Washington state free of death and disease related to commercial tobacco\* use.

### THE BURDEN OF COMMERCIAL TOBACCO<sup>1,2</sup>

<b>13%</b>	OF ADULTS SMOKE
<b>5%</b>	OF HIGH SCHOOL STUDENTS SMOKE
<b>21.2%</b>	OF HIGH SCHOOL STUDENTS USE E-CIGARETTES
<b>8,300</b>	PEOPLE DIE FROM SMOKING EACH YEAR
<b>27.4%</b>	OF CANCER DEATHS ARE ATTRIBUTABLE TO SMOKING
<b>\$2.8</b>	BILLION IN ANNUAL HEALTH CARE COSTS ARE CAUSED BY SMOKING
<b>\$789</b>	MILLION IN MEDICAID COSTS WERE CAUSED BY SMOKING IN 2017

### HEALTH EQUITY

The United States has steadily expanded protections from commercial tobacco since 1964—with less smoke in the air and fewer advertisements for harmful products as a result. But these protections are less likely to cover the places where certain people live, learn, work, and play. This helps to explain why commercial tobacco-related diseases, such as cancers, cardiovascular and lung diseases, disproportionately affect individuals identifying as Black or American Indian/Alaska Native, certain Hispanic and Asian American communities, rural communities, populations facing behavioral health challenges, and LGBTQ+ communities.

We need additional data to assess the full burden of commercial tobacco use in these communities with disproportionately high rates.

### INDUSTRY INFLUENCES

Commercial tobacco product marketing, retailer density, and placement in communities increases commercial tobacco use, especially among youth.

The commercial tobacco industry is continuing to spend enormous amounts of money to market their products - \$90.1 million annually in Washington alone.<sup>3</sup> That's more than 50 times what the state commercial tobacco prevention and control program receives in state funding to prevent commercial tobacco use.<sup>4</sup>

### WE KNOW WHAT WORKS

Washington state has proven that providing adequate and sustained funding for commercial tobacco prevention is a wise public health investment. During the time of heaviest investment (from 1999 to 2010), adult smoking rates dropped by one-third and youth smoking was cut in half,<sup>5</sup> which outpaced national reductions in smoking. A 2011 study in the American Journal of Public Health found that during that time of heavy investment, Washington state actually saved five dollars for every dollar spent by reducing hospitalizations for heart disease, stroke, respiratory disease and cancer caused by tobacco use.<sup>6</sup>

\*Commercial tobacco includes any product that contains tobacco and/or nicotine, such as cigarettes, cigars, electronic cigarettes, hookah, pipes, smokeless tobacco, heated tobacco, and other oral nicotine products. Commercial tobacco does not include FDA-approved nicotine replacement therapies.



## WASHINGTON STATE COMMERCIAL TOBACCO PREVENTION AND CONTROL POLICY PRIORITIES

In order to reduce the harmful effects of commercial tobacco use, the Washington state Commercial Tobacco Prevention and Control community is committed to the following:

- Demonstrating the importance of restoring funding for an evidence-based, statewide commercial tobacco prevention and control program at the CDC-recommended annual investment of \$44 to \$63 million annually.
- Educating policymakers and stakeholders on the value of local control to allow for local regulation of commercial tobacco products.
- Establishing partnerships to address health insurance regulations so that all licensed health care providers can be reimbursed for providing tobacco dependence treatment.
- Extending restrictions on flavored commercial tobacco products, including flavored e-cigarettes, menthol cigarettes, and flavored cigars to reverse the youth use epidemic.

### references:

1. Washington State Department of Health. Tobacco and Vapor Products Data and Reports. <https://www.doh.wa.gov/DataandStatisticalReports/HealthBehaviors/Tobacco>
2. Washington State Department of Health. Washington State Healthy Youth Survey, available online: [www.askhys.net/FactSheets](http://www.askhys.net/FactSheets)
3. Campaign for Tobacco Free Kids. Toll of Tobacco in the United States: The Toll of Tobacco in Washington, available online: [www.tobaccofreekids.org/facts\\_issues/toll\\_us/Washington](http://www.tobaccofreekids.org/facts_issues/toll_us/Washington)
4. Calculated using the SFY 2020-2021 state funding level of \$1.6 million.
5. Washington State DOH Tobacco Prevention and Control Progress Report of March 2011
6. Dilley, J.A., Harris, J.R., Boysun, M.J., Reid, T.R. Program, policy, and price interventions for tobacco control: quantifying the return on investment of a state tobacco control program. *American Journal of Public Health* 102, e22-28 (2012).

## 2021-2025 Strategic Plan Goal Areas + Strategies

The Commercial Tobacco Prevention Program worked with Washington Tobacco Prevention and Control stakeholders to update the previous strategic plan to create the 2021-2025 strategic plan aimed at ending the commercial tobacco epidemic in Washington state. The plan is a comprehensive and integrated approach to achieve the following four goals with specific strategies and tactics.

### GOAL 1: REDUCE COMMERCIAL TOBACCO-RELATED DISPARITIES AMONG PRIORITY POPULATIONS

1. Establish commercial tobacco prevention as a critical investment in Washington state. Increase state investment to a minimum of 25% of CDC-recommended funding.
2. Ensure community-informed approaches inform program development and funding allocation to local communities, tribes and priority populations.
3. Utilize a Social Determinants of Health framework to incorporate an ACES/Trauma-informed approach into entire program.
4. Develop appropriate, effective tools to eliminate commercial tobacco-related health inequities.

### GOAL 2: PREVENT COMMERCIAL TOBACCO USE AMONG YOUTH AND YOUNG ADULTS

1. Educate youth and young adults.
2. Build the capacity of early learning providers, K-12 schools, and colleges and universities to raise awareness and prevent use of commercial tobacco.
3. Address needs for stronger regulation of commercial tobacco including point-of-sale, price, and nicotine content.

### GOAL 3: LEVERAGE RESOURCES FOR PROMOTING AND SUPPORTING COMMERCIAL TOBACCO DEPENDENCE TREATMENT

1. Increase access to tobacco dependence treatment resources.
2. Build health care provider knowledge, skills, and capacity for treating commercial tobacco dependence and nicotine addiction.
3. Provide population-level tobacco dependence treatment services to underserved populations.

### GOAL 4: ELIMINATE EXPOSURE TO SECONDHAND SMOKE AND ELECTRONIC CIGARETTE EMISSIONS

1. Increase commercial tobacco-free environments.
2. Provide consistent and effective enforcement of commercial tobacco regulations.