

THE BEGINNING OF THE END OF TOBACCO

California Leads the Way



1988



1992



1994



1995



1998



2003



2015



2016

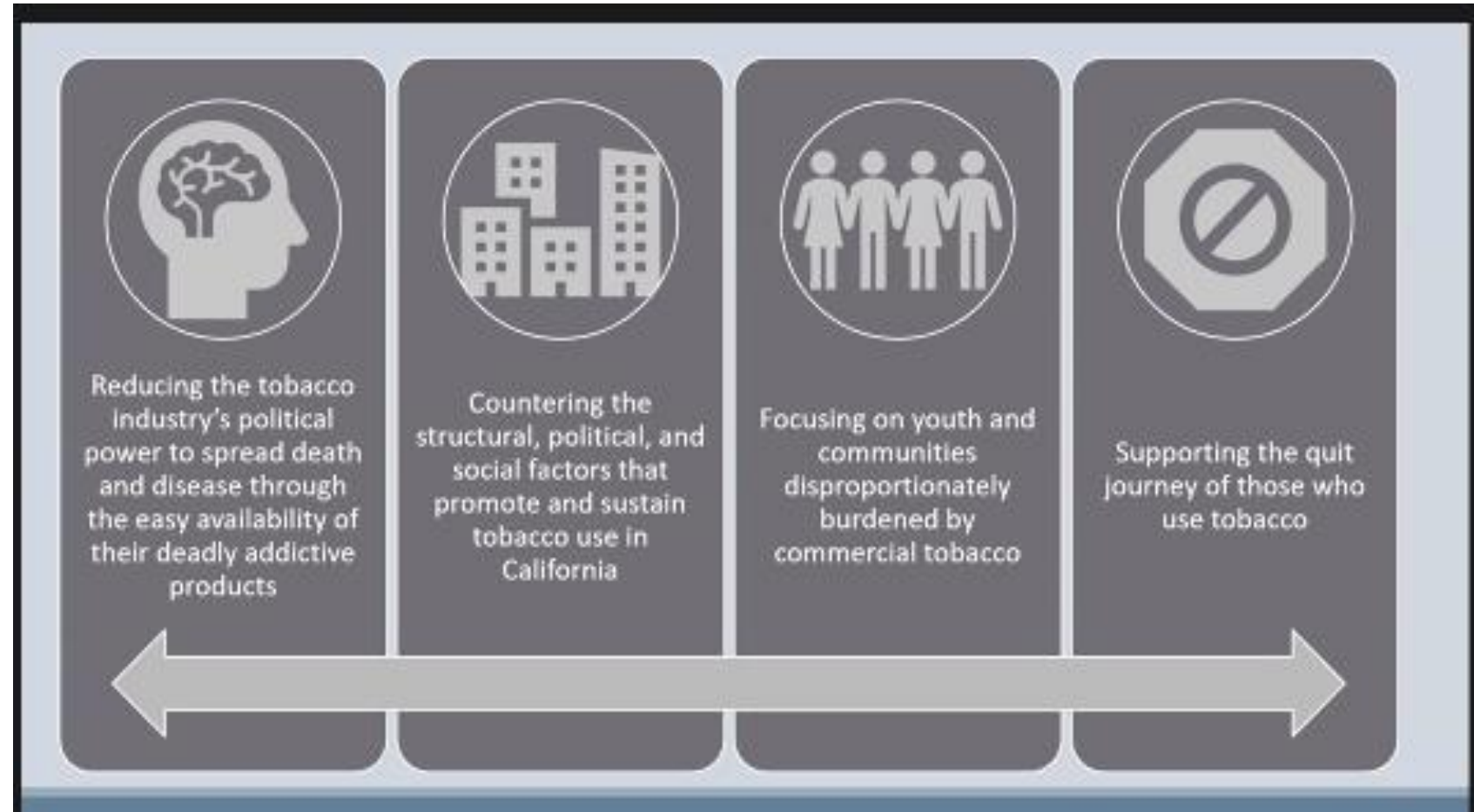


2020

DEFENDING CALIFORNIANS-TAKING ACTION AGAINST THE TOBACCO INDUSTRY

Goals:

- Promote Health Justice
- Eliminate Tobacco-Related Disparities
- Reduce Health Inequities for all Californians

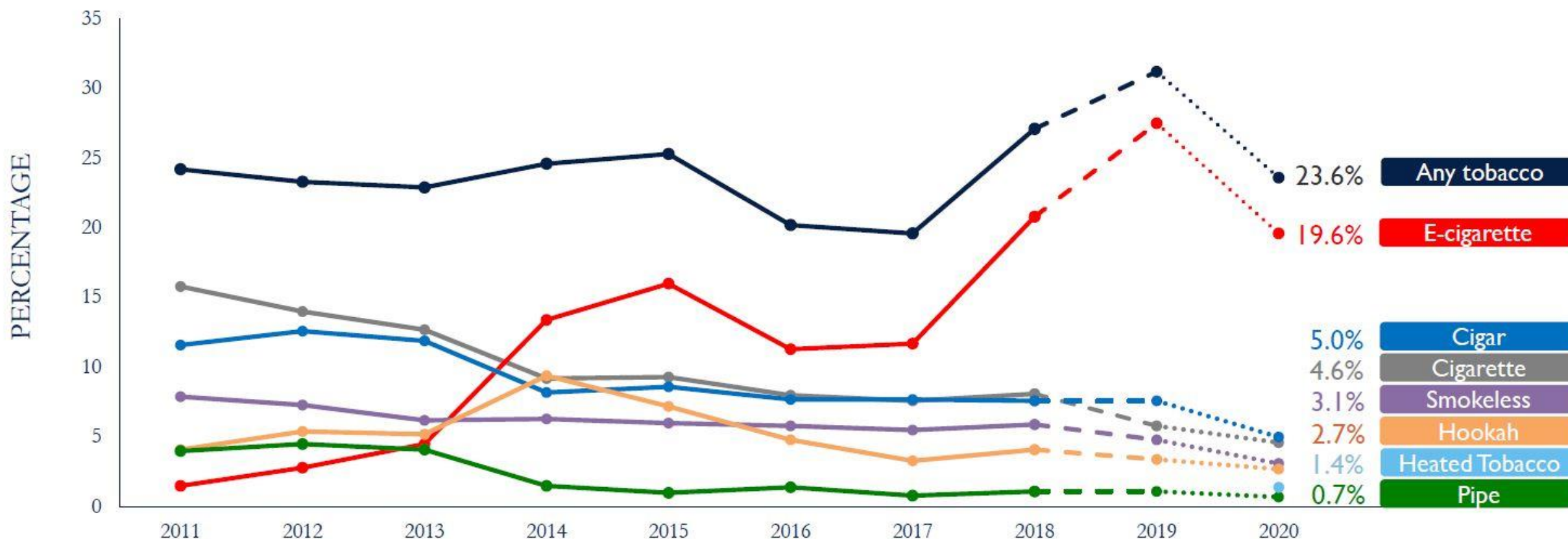


IMPLICATIONS



LIVE WELL
SAN DIEGO

Current Tobacco Product Use Among High School Students – U.S. 2011-2020



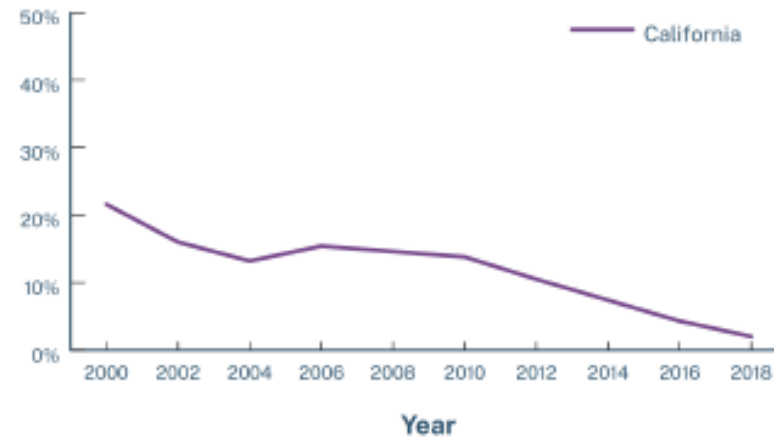
Notes: Dashed lines represent a change in the mode of survey administration beginning in 2019. Dotted line indicates that 2020 survey fielding time was truncated (January 16 – March 16) due to COVID-19.

In 2020, any tobacco product use was defined as past 30-day use of e-cigarettes, cigarettes, cigars, smokeless tobacco (chewing tobacco, snuff, or dip; snus; and dissolvable tobacco), hookah, pipe, bidis, or heated tobacco products.

Sources: National Youth Tobacco Survey. Gentzke AS, Wang TW, Jamal A, et al. Tobacco Product Use Among Middle and High School Students — United States, 2020. MMWR Morb Mortal Wkly Rep 2020;69:1881–1888.

THE END IS WITHIN OUR REACH

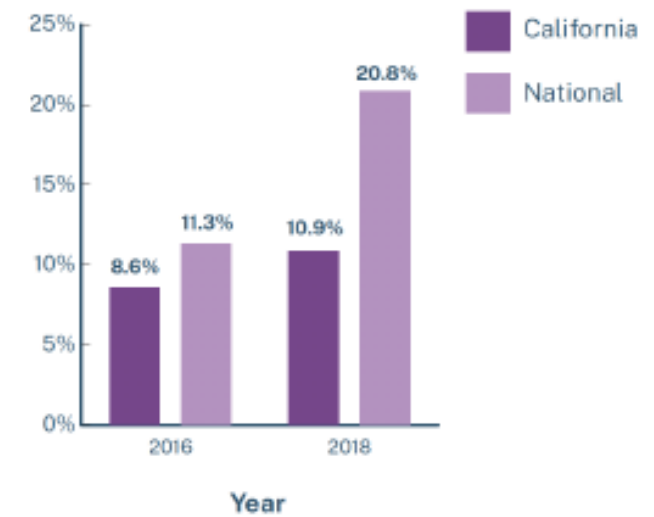
HIGH SCHOOL SMOKING RATE



Source: National Youth Tobacco Survey 2000 (California data), California Student Tobacco Survey 2001-02 to 2017-18

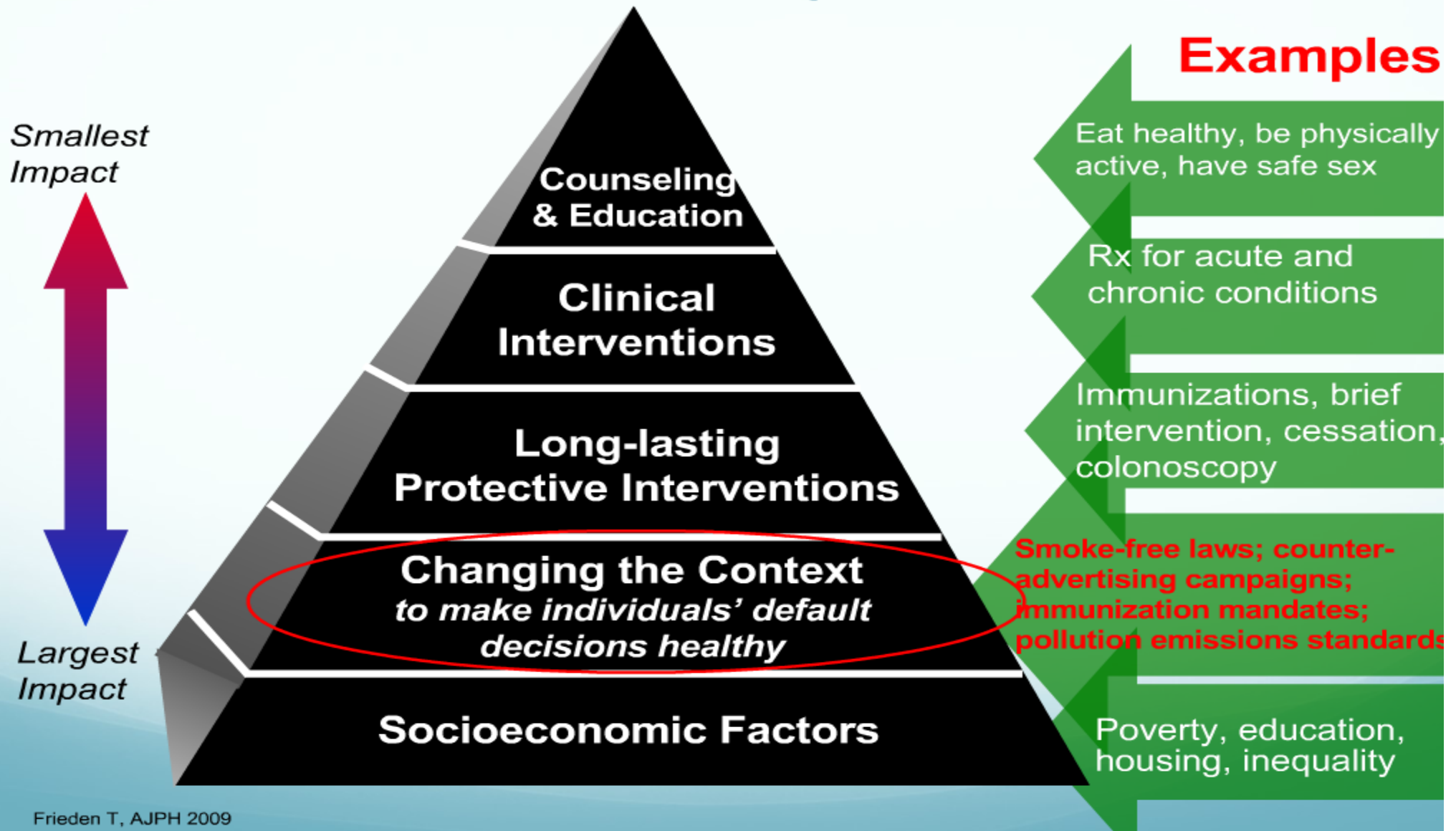
| Year | California |
|------|------------|
| 2000 | 21.6% |
| 2002 | 16.0% |
| 2004 | 13.2% |
| 2006 | 15.4% |
| 2008 | 14.6% |
| 2010 | 13.8% |
| 2012 | 10.5% |
| 2016 | 4.3% |
| 2018 | 2.0% |

HIGH SCHOOL VAPING RATE



Source: National Youth Tobacco Survey 2016 to 2018, California Student Tobacco Survey 2015-16 to 2017-18

Health Impact Pyramid



JOIN THE TOBACCO-FREE COALITION OF SAN DIEGO COUNTY

THE SPECTRUM OF PREVENTION (PREVENTION INSTITUTE)

Influencing Policy and Legislation

Changing organizational practices

Fostering coalitions and networks

Educating Providers

Promoting Community Education

Strengthening individual knowledge and skills

POLICIES ADOPTED IN 2020-2021



LIVE WELL
SAN DIEGO

City of Encinitas

- Flavor Ban

City of Escondido

- Smoke Free Outdoor Dining
- Tobacco Retail License

City of Imperial Beach

- Flavor Ban
- Smoke-Free Outdoor Dining

City of La Mesa

- Smoke-Free Outdoor Public Places

City of San Diego

- Smoke-free Outdoor Dining - 'Spaces as Places'

City of San Marcos

- Smoke-Free Outdoor Dining

City of Solana Beach

- Flavor Ban

City of Oceanside

- Tobacco Retail License

County of San Diego Unincorporated Area

- Smoke-Free Outdoor Dining
- Flavor Ban
- Tobacco Retail License



ENDGAME STRATEGIES

Current Cigarette Smoking Among U.S. Adults, 2018



Race/Ethnicity

22.6% American Indian/
Alaska Native
15% White



Education Level

36% GED
3.7% Graduate degree



Annual Household Income

21.3% <\$35,000
7.3% ≥\$100,000



Health Insurance Coverage

23.9% Uninsured
23.9% Medicaid
10.5% Private
9.4% Medicare



Disability/Limitation

19.2% Yes
13.1% No



Sexual Orientation

20.6% Lesbian/Gay/Bisexual
13.5% Heterosexual

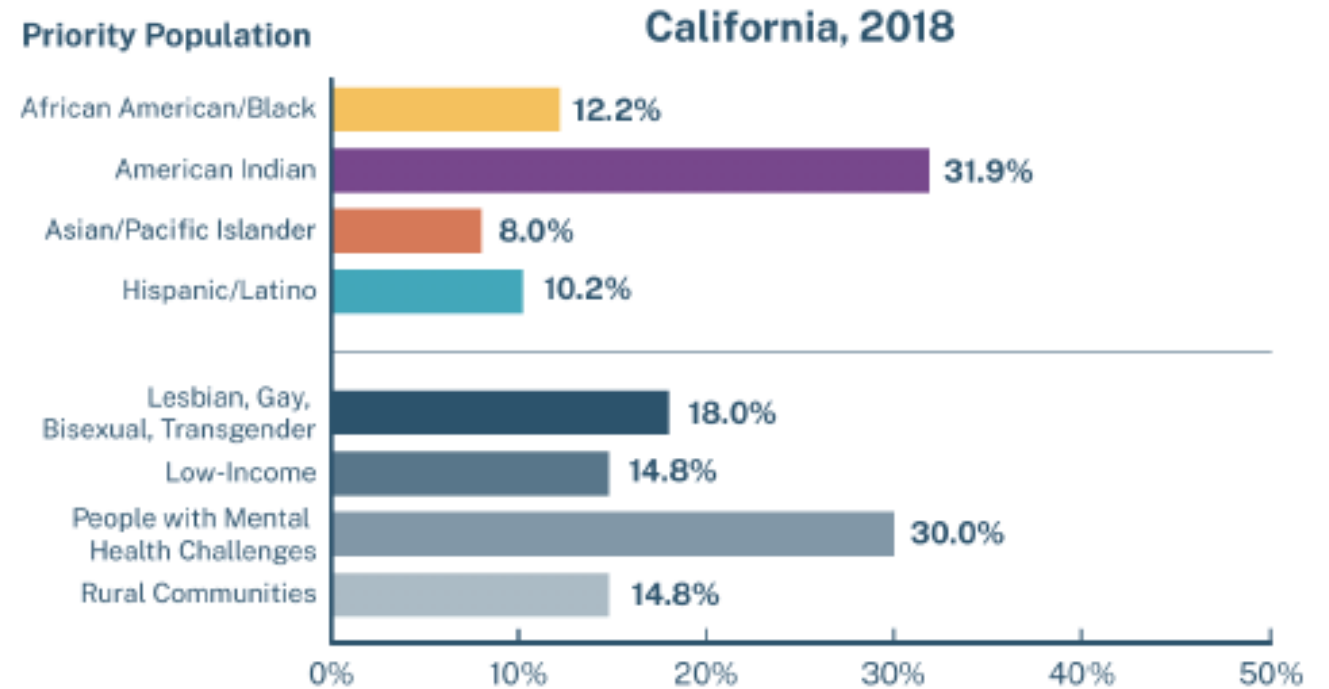


Serious Psychological Distress

31.6% Yes
13.0% No

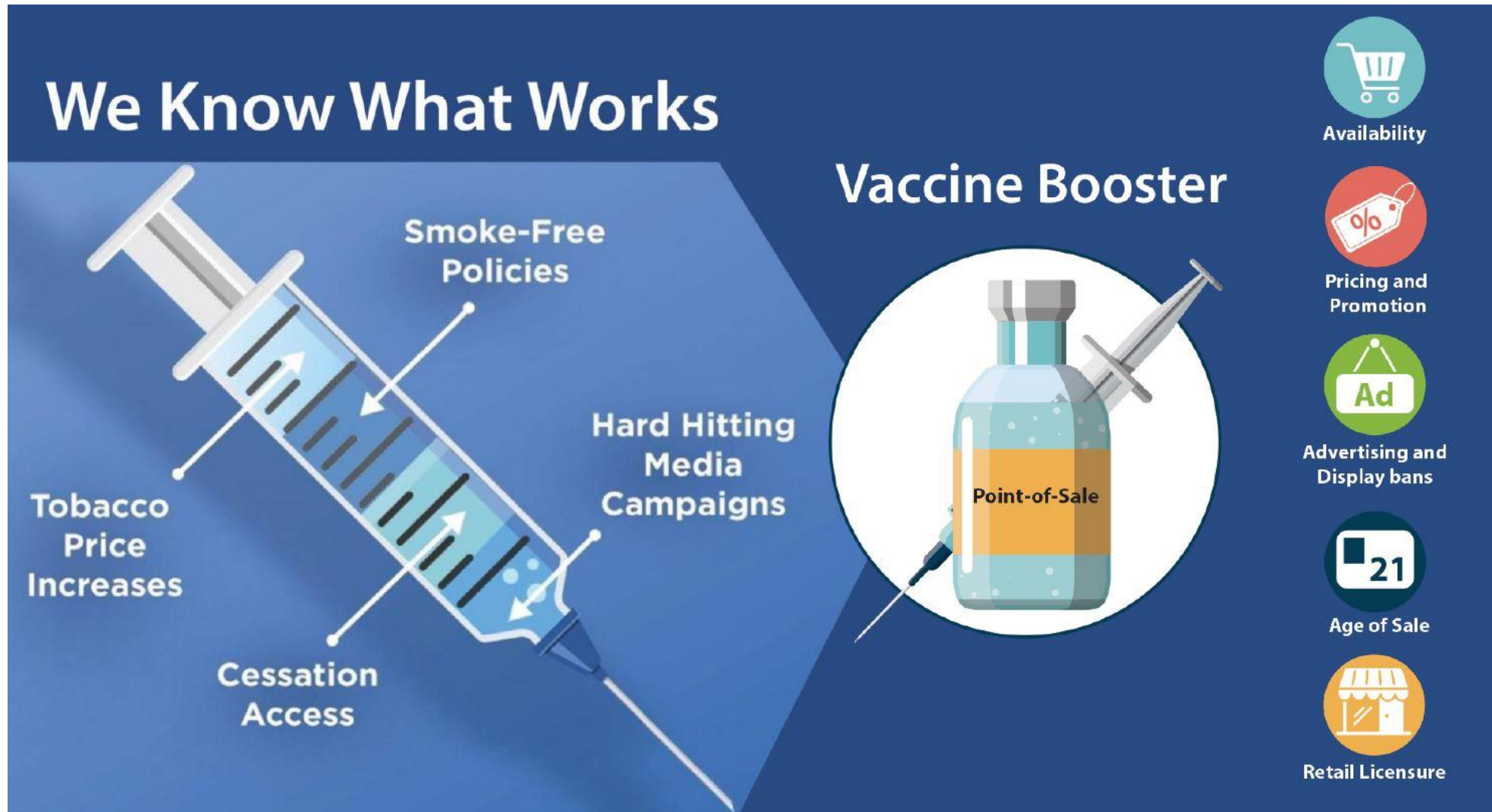
**MORE
WORK TO
BE DONE**

ADULT SMOKING RATE, PRIORITY POPULATION



Source: California Health Interview Survey 2018

ENDING THE COMMERCIAL SALE OF TOBACCO PRODUCTS



Source: Creamer MC et al. Tobacco Product Use and Cessation Indicators Among Adults – United States, 2018. MMWR 2019;68:1013-1019.

CONTACT INFORMATION



LIVE WELL
SAN DIEGO

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On May 17, 2016, the County of San Diego Health and Human Services Agency Division of Public Health Services received accreditation from the Public Health Accreditation Board.