Lessons from the Tobacco Control Movement

Behavior, Energy and Climate Change Conference

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Lessons from the Tobacco Control Movement

- Science
- Advocacy
- Leadership
- Action
The Committee’s Judgment in Brief

On the basis of prolonged study and evaluation of many lines of converging evidence, the committee makes the following judgment:

Cigarette smoking is a health hazard of sufficient importance in the United States to warrant appropriate remedial action. (USDHEW, 1964, PHS Pub No. 1103, page 33)
Adult Per Capita Cigarette Consumption and Major Smoking and Health Events—United States, 1900-2004

- 1910: End of WW II
- 1930: Great Depression
- 1957: Broadcast Ad Ban
- 1959: Federal Cigarette Tax Doubles
- 1964: Fairness Doctrine
- 1966: Messages on TV and Radio
- 1969: 1st Smoking-Cancer Concern
- 1971: Nonsmokers’ Rights Movement Begins
- 1984: Master Settlement Agreement

Relationship Between the Smoking Rate and Perceptions That Smoking Causes Lung Cancer

Gallup Polls, 1954-1999

- % Who believe smoking causes lung cancer
- % Who smoke

GALLUP POLL
% seeing “great risk” in smoking a pack or more per day

Source. The Monitoring the Future study, the University of Michigan.
Disapproval

% disapproving of smoking a pack or more per day

Source: The Monitoring the Future study, the University of Michigan.
Question for the Energy and Climate Control Community

☐ What is the strength of the evidence of the harm caused?

☐ What is the strength of the evidence that there are effective interventions?
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Externalities

- Externalities – when your behavior has an effect, either positive or negative, on others.

- When there are negative externalities, government or public intervention is needed.

- Citizen action can stimulate government action, or replace it.

- For tobacco control, negative externalities led to lasting social change.
Externalities: Secondhand Smoke

- You can see it, smell it and taste it.

- Strong scientific evidence as to harm

- Asking nonsmokers to assume an involuntary risk – they chose not to smoke, but their health is at risk due to the behavior of others.
“Nearly six out of ten believe that smoking is hazardous to the nonsmoker's health, up sharply over the last four years. More than two-thirds of non-smokers believe it and nearly one-half of all smokers believe it. *This we see as the most dangerous development to the viability of the tobacco industry that has yet occurred.*” (emphasis added)
### Society of Actuaries 2005 Report
Total Annual Medical Costs for Selected Diseases

#### Table 12. Estimated Direct Medical Cost of Exposure to ETS per Year for the U.S. Population, Based on Present Values

<table>
<thead>
<tr>
<th>Category</th>
<th>Morbidity</th>
<th>Cost (1,000,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer</td>
<td>Lung cancer</td>
<td>191</td>
</tr>
<tr>
<td></td>
<td>Cervical cancer</td>
<td>14</td>
</tr>
<tr>
<td>Respiratory system</td>
<td>Asthma</td>
<td>773</td>
</tr>
<tr>
<td></td>
<td>Otitis media</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>Chronic pulmonary disease</td>
<td>1,215</td>
</tr>
<tr>
<td>Cardiovascular system</td>
<td>Coronary heart disease</td>
<td>2,452</td>
</tr>
<tr>
<td>Perinatal manifestations</td>
<td>Low birth weight</td>
<td>284</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>4,982</td>
</tr>
</tbody>
</table>

Eriksen MP, Cerak RL. 2008.
Question for the Energy and Climate Control Community

- What are your externalities, e.g., what behaviors do some engage in that harm others?

- How can you make these externalities more real, immediate and salient to the public?

- What strategies can be implemented to mitigate the harm caused by these externalities?
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The Vector
1994 Waxman Tobacco Hearings
“The cigarette industry is peddling a deadly weapon. It is dealing in people’s lives for financial gain...The industry we seek to regulate is powerful and resourceful. Each new effort to regulate will bring new ways to evade...Still, we must be equal to the task. For the stakes involved are nothing less than the lives and health of millions all over the world. But this is a battle which can be won...I know it is a battle which must be won.”
Robert F. Kennedy
September 1967
Robert F. Kennedy
September 1967

http://video.google.com/videoplay?docid=-2501590901254616694
Question for the Energy and Climate Control Community

☐ Who are your leaders?

☐ How can your leaders help increase the sustainability of the issue in the publics’ eye?

☐ Do you have an opponent that can be the focus of public attention (or even animosity)?

☐ Even if you do, could you achieve more through partnerships than confrontation?
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Trends in per capita cigarette consumption for selected states and the average consumption across all states, 1980-2003

Figure 3. Savings in California Personal Health Care Expenditures

Figure 2. Serum cotinine levels tracking exposure to secondhand smoke in the non-smoking U.S. population.
Factors Associated with Successful Health-related Social Change Efforts

- A persuasive science base documenting a socially and scientifically credible threat to the public health with important economic implications;

- A supportive partnership with the media;

- Strategic leadership and a prominent champion;

- A diverse constituency of highly effective advocates; and

- Enabling and reinforcing laws, regulations and policies.

Eriksen MP: Lessons learned from public health efforts and their relevance in preventing childhood obesity. In: Preventing Childhood Obesity, Institute of Medicine, 2005.
How Did Smoking Go From Being the Norm to Becoming Socially Unacceptable?

- Externalities documented by personal experience and scientific evidence.
- Citizen action, particularly among opinion leaders, innovators and early adopters.
- Changing social norms and decreasing social acceptability of the status quo.
- Institutional change among early majority reflected by laws and policies.
- Litigation to address failure in public policy and to move laggards.
Summary of Tobacco Lessons

With tobacco, social change has taken decades. The challenge is to accelerate social change for energy and climate change behaviors so that it takes years, not decades.
“When I look back at the processes of history, when I survey the genesis of America, I see this written over every page: that the nations are renewed from the bottom, not from the top; that the genius that springs up from the ranks of unknown men is the genius which renews the youth and energy of the people.”

Take Home Messages: Possible Solutions

- The public is ambivalent about the appropriateness and effectiveness of certain interventions.

- Part of this is due to concerns about frivolous lawsuits, the appropriate role of government and an increasing emphasis on personal responsibility.

- While we don’t know all the answers, we know enough now to begin to reduce the problem.

- Positive change will require small steps, sustained over time.

- We did not get here overnight, and success will take time.

- Effective solutions will require the involvement of all sectors of society.
Have you, yourself, smoked any cigarettes in the past week?

**GALLUP POLL**
Framework for Addressing Obesity

Prevention of Overweight and Obesity Among Children, Youth, and Adults

Note: Adapted from “Preventing Childhood Obesity.” Institute of Medicine, 2005.
An Organizing Framework for Public Health Interventions

- The Information Environment
- Access and Opportunity
- Economic Factors
- The Legal and Regulatory Environment
- Prevention and Treatment Programs
- The Social Environment
Figure 2
Relations between climate change, social determinants, and health inequity
Solid lines denote causal pathways, dotted lines indicate effect modifiers.

Figure 1
Deaths attributable to anthropogenic climate change between 1970 and 2000, density-equalling cartogram

Public Health Interventions Effective for Multiple Health Behaviors and Conditions

- Community-wide Campaigns
- School-based Interventions
- Mass Media Strategies
- Laws and Regulations

From Community Guide for Preventive Services
The significant problems we face cannot be solved at the same level of thinking we were at when we created them.

Albert Einstein