By Undoing Big Tobacco, We Have the Power to Upend Cancer

Presented by Bob Gordon, MPH
Health Consequences attributable to tobacco use (Surgeon General Report 2016)

Figure 1.1A The health consequences causally linked to smoking

Cancers
- Oropharynx
- Larynx
- Esophagus

Chronic Diseases
- Stroke
- Blindness, cataracts, age-related macular degeneration*
- Congenital defects—maternal smoking: orofacial clefts*
- Periodontitis
- Aortic aneurysm, early abdominal aortic atherosclerosis in young adults
- Coronary heart disease
- Pneumonia
- Atherosclerotic peripheral vascular disease
- Chronic obstructive pulmonary disease, tuberculosis,* asthma, and other respiratory effects
- Diabetes*
- Reproductive effects in women (including reduced fertility)
- Hip fractures
- Ectopic pregnancy*
- Male sexual function—erectile dysfunction*
- Rheumatoid arthritis*
- Immune function*
- Overall diminished health

Note: Each condition presented in bold text and followed by an asterisk (*) is a new disease that has been causally linked to smoking in this report.
40% of all cancers are attributable to tobacco use (CDC 2016)
Seven *Million*
Tobacco-related deaths a year
In the United States...

Tobacco causes more deaths than:

Suicides, homicides, alcohol,
auto accidents, drug use, HIV

**COMBINED** (CDC)
Traditional tobacco products
Newer tobacco products

New Tobacco Products

- Heat Not Burn
- E-Cigarette/Vape
- Oral Nicotine Pouch
LGBT

The LGBT community is disproportionately impacted by tobacco.

LGB Female Youth (Aged 14-17 years)

3x more than 3x as likely to use cigarettes and cigars as straight females in the past month.

2x more than 2x to as likely to use e-cigarettes as straight females in the past month.

20.5% LGB adults 34.9% transgender adults 15.3% straight adults

Who smokes cigarettes?

LGBT Adults

nearly 2x as likely to use e-cigarettes and little cigars.

Project COHUM
When did smoking become part of us?
Big Tobacco has toyed with us
CAMEL presents these 2000 Pride Celebration events.

WEDNESDAY, JUNE 21
Lexington Club
540 W. Olympic Blvd, L.A. 90015

Sundown
255 N. Orange St, L.A. 90036

THURSDAY, JUNE 22
Lexington Club
1621 S. La Cienega Blvd, L.A. 90025

FRIDAY, JUNE 23
Spaface SSW
1620 Ontario St, L.A. 90026

Paradise Lounge
743 E. 6th St, L.A. 90021

SBU
1800 W. 7th St, L.A. 90011

Lexington Club
1621 S. La Cienega Blvd, L.A. 90025

SATURDAY, JUNE 24
Lexington Club
540 W. Olympic Blvd, L.A. 90015

The Codoc
4615 Wilshire Blvd, L.A. 90010

SUNDAY, JUNE 25
Lexington Club
1621 S. La Cienega Blvd, L.A. 90025

ONE LINERS
Unico
256 1/2 W. Sixth St, L.A. 90013

Julio’s Supper Club
1377 Olive St, L.A. 90016

The Blind
4424 Wilshire Blvd, L.A. 90010

Space 880
1038 Lillian St, L.A. 90036

The Sidewalk
2910 S. La Cienega Blvd, L.A. 90016

Surgeon General’s Warning: Cigarette Smoke Contains Carbon Monoxide.
PARLIAMENT
Menthol Lights

PERFECT RECESS

SPECIAL GENERAL'S WARNING: Quitting Smoking
Now Causing Serious Risks to Your Health.
TAKE PRIDE IN YOUR FLAVOR

Enjoy smoke-free, spit-free, drama-free tobacco that’s packed in a pouch for great tasting, long-lasting anytime enjoyment.

Camel SNUS — the pleasure’s all yours.

camelsnus.com®

WARNING: Smokeless tobacco is addictive.
Ending the sale of flavored and menthol tobacco products is an issue of social justice.
Examples of Local Tobacco Control Policy

Policies at San Francisco Board of Supervisors 1988-present:

- **Retail environment**: single cigarette sales, vending machines, self-service displays, pharmacies, licensing, density, tobacco 21, flavors/menthol, e-cigarette sales

- **Protection from secondhand smoke**: restaurants, bars, workplaces, playgrounds, transit stops, entryways, taxis, bingo, public housing, parks
STOP THE BAN

PROHIBITION DOESN'T WORK

A ballot measure this June:

X Bans the sale of menthol cigarettes
X Prohibits adults from buying most vaping products anywhere in the city
X Hurts local stores like this one and the communities they serve

LEARN MORE AT LetsBeRealSF.com
Important Voter Information

Learn how Proposition E:
- Repeats the failed policy of Prohibition
- Leads to unintended consequences
- Fails to address the City’s real problems
Big Tobacco is targeting our kids...

... with candy-flavored products...

to get them hooked.
這些糖果味煙草產品是煙草公司用來吸引兒童抽食。

6月5日投贊成票
FLAVORED TOBACCO PRODUCTS BAN
SAN FRANCISCO PROPOSITION E

REPORTING 99%

YES ✓ 68%
100,380

NO 32%
46,389
SAN FRANCISCO’S FLAVORED TOBACCO SALES BAN IS NOW IN EFFECT!

What is the Flavored Tobacco Sales Ban? The ban prohibits retail tobacco permit holders from selling any nicotine or tobacco product, including but not limited to smokeless products, cigarettes, cigars, cigarillos, pipe tobacco, hookah tobacco, and liquid nicotine products, that is manufactured to have an aroma and/or flavor, such as fruit, sweet, candy, alcohol, mint, spice or menthol.

When is the ban effective and how can I prepare now? The ban took effect on July 20, 2018. Discontinue ordering and restocking flavored tobacco products now to prevent losing your investment once the rules and regulations are ready to implement.

Will the City help retailers implement the new law? Yes. Education and outreach efforts will begin in September 2018. Compliance checks will begin in October 2018, where a notice of correction will be issued if flavored tobacco products are observed.

Examples of tobacco products now banned from sale in San Francisco:

- “Menthol” has a distinguishable taste and aroma.
- “Soul Apple” is a fruit flavor; “Mint” has a distinguishable taste and aroma.
- “Cherry”, “Strawberry”, “Peach” and “Blueberry” are fruit flavors.
- Sold individually and in packs; those that are flavored are banned.
- “Lemonade” is a fruit flavored beverage.
- “Berry” is a fruit flavor; mint has a distinguishable taste and aroma.
- “Raspberry”, “Blueberry”, “Cranberry”, “Grape” and “Cherry” are fruit flavors.

Images are shown for educational purposes only.

This fact sheet is available in:
- Arabic
- Chinese (Traditional and Simplified)
- Spanish
- Tagalog
- Vietnamese

When will the City enforce the new law? The Rules and Regulations are aimed for completion in January 2019, and enforcement will commence. Avoid permit suspensions of up to 90 days by discontinuing sales of flavored tobacco products now.

How can I stay informed? Throughout this process, stay informed by visiting our website: https://www.sfph.org/dph/eh/tobacco/flavoredtobacco.asp.

- We will also invite retailers to meet with City staff to discuss approaches to phase out existing products, technical assistance needs, and improve the retailers’ customer experience.
- Read the mailings from the City and pay attention to the website for posting of FAQs and the proposed Rules and Regulations for public comment.
- If you are interested in submitting questions and suggestions to the San Francisco 311 at (415) 701-2311 or https://311.org.
Regulating / Implementing

San Francisco banned flavored tobacco sales. Now what?

By PRIA MAHADEVAN • FEB 27, 2019

Janine Young, Senior Environmental Health inspector from San Francisco’s Department of Public Health, conducts a compliance visit in a local corner store

PRIA MAHADEVAN / KALW
OUR PROGRESS IS ACCELERATING

Communities up and down the state have moved quickly over the last few years to protect their kids from flavored tobacco products. But there’s still work to be done.
Tobacco / Nicotine Use / addiction: Does not take place in a vacuum

-Poverty: Low education, Low opportunity
-Alcohol and Other Drugs: meth; opiates
-Chronic disease:
  Diabetes, Obesity, Hypertension, Asthma, HIV
-Mental health
-Violence and safety: Rape and bullying
-Racism
-Concern over legal status
-Environmental issues: air, water, noise, food deserts
Good-bye to Big Tobacco; Good-bye to many cancers!