

Understanding the Burden of Tobacco in Texas

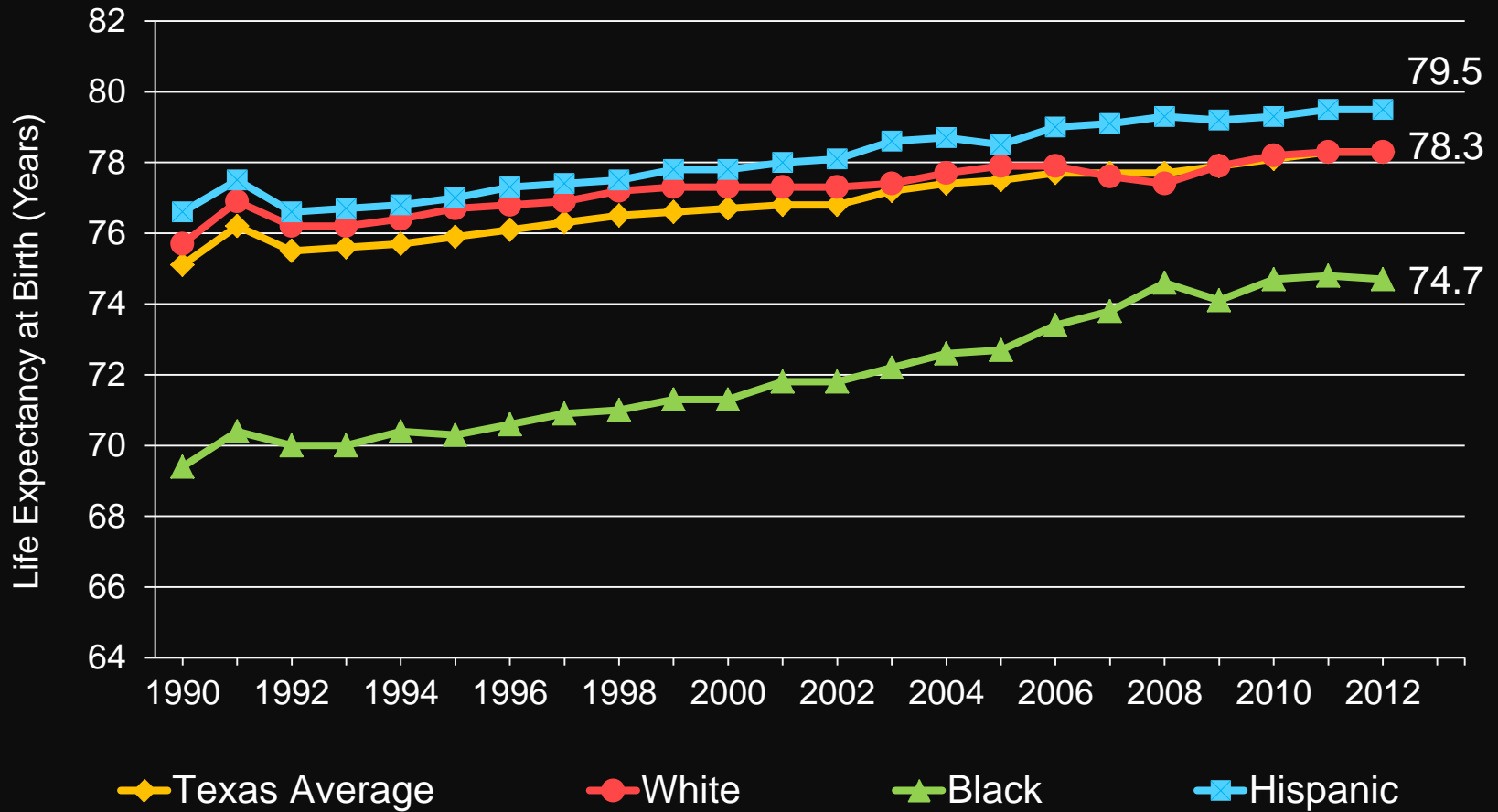
Texas Tobacco Summit
June 26, 2014

David Lakey, M.D.
Commissioner

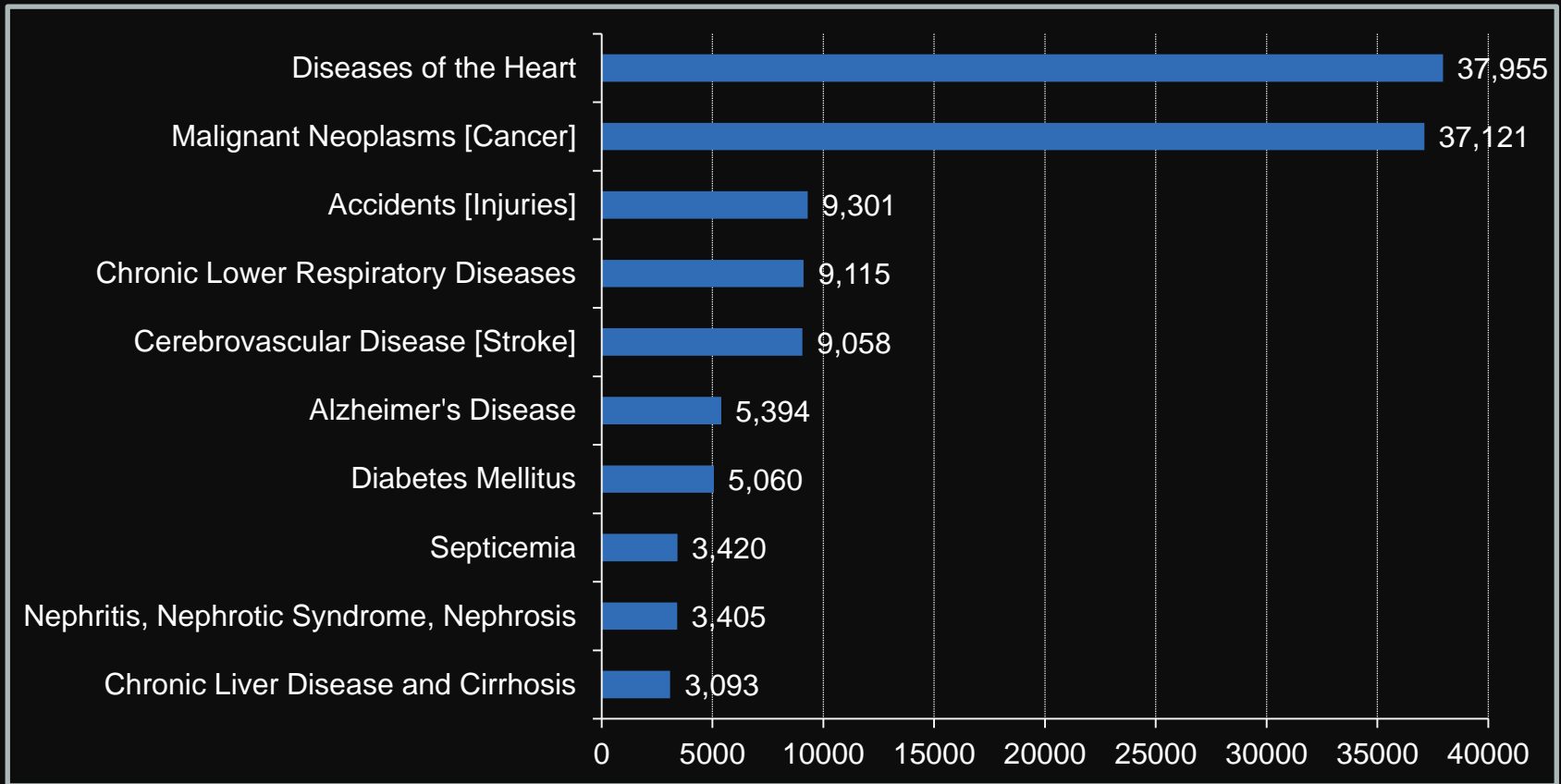
Texas Department of State Health Services



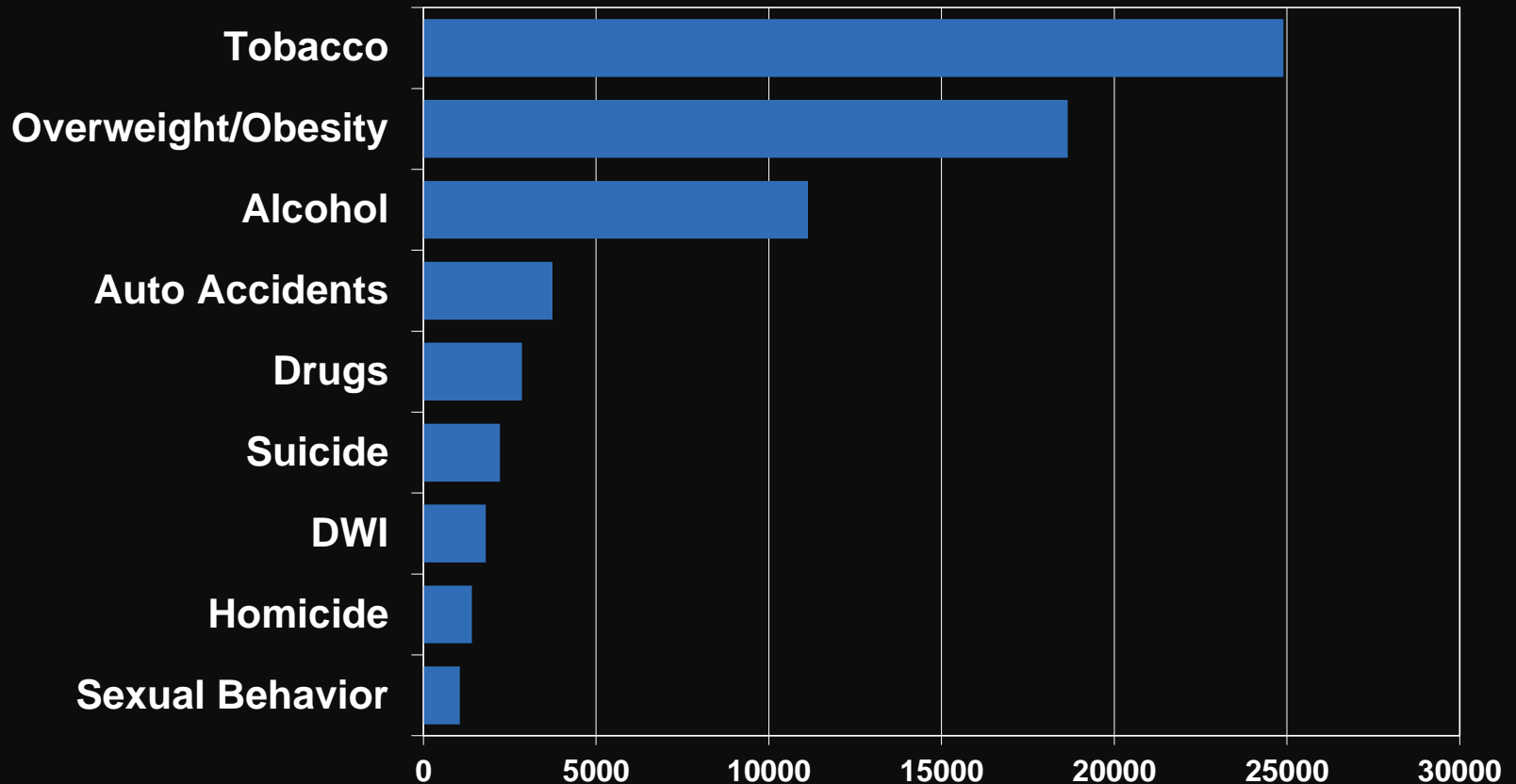
Life Expectancy in Texas



Leading Causes of Death Texas 2011



Actual Causes of Death Shaped by Behavior



Source: Chronic Disease in Texas 2007, DSHS

Cancer Facts

- In 2014, more than 119,000 Texans will likely be diagnosed with cancer.
- Over 44,000 Texans will die from cancer.
- The total annual cost associated with cancer in the state is estimated to be \$30 billion.
 - This includes medical care, as well as indirect costs due to lost productivity from illness and premature death.
- More than half the cancer deaths and more than half the total costs associated with cancer are tied to tobacco use.

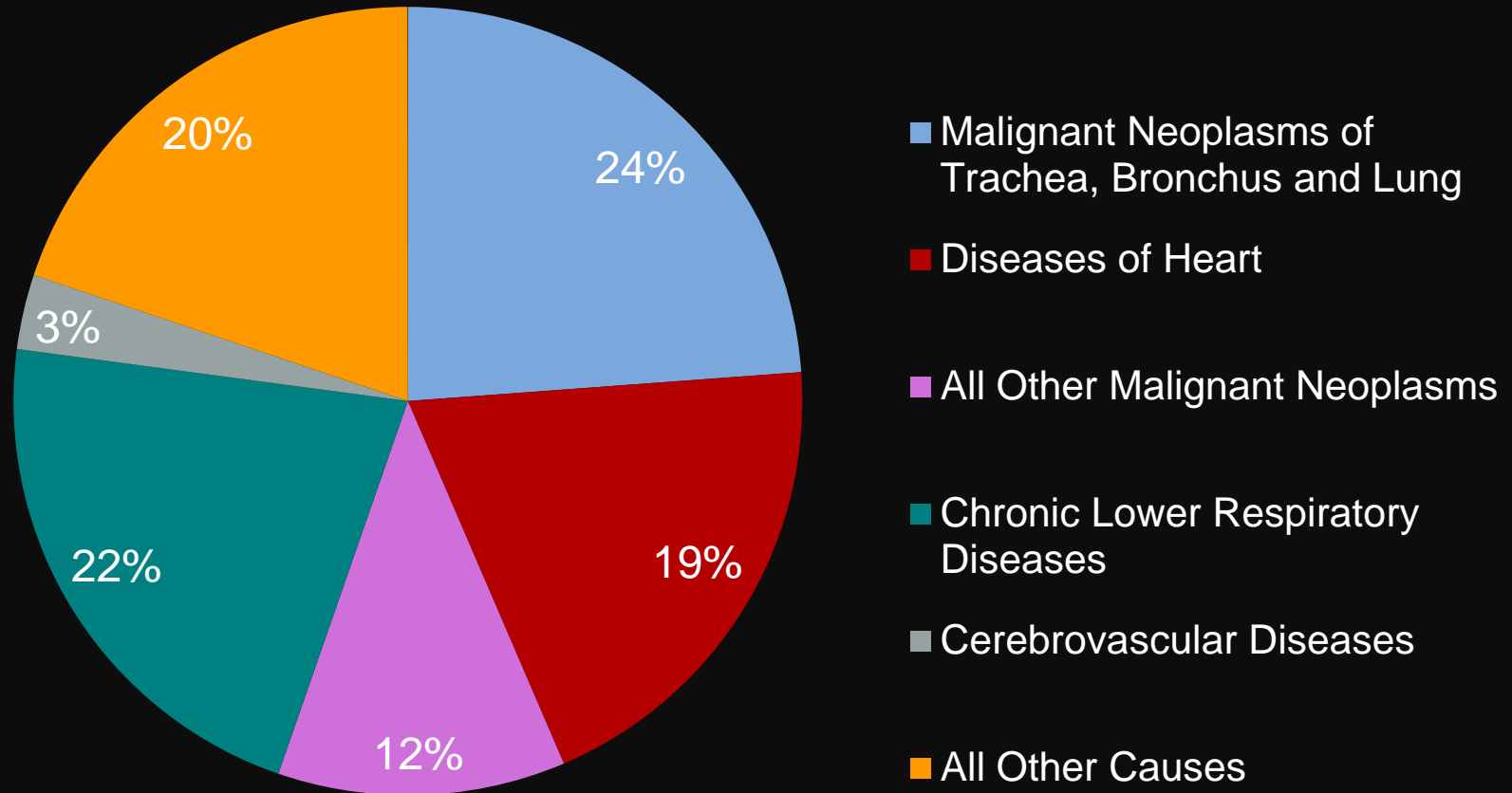
50 Years Later, the Struggle Continues

- Former U.S. Surgeon General Luther L. Terry, M.D., declared a public health war against the effects of tobacco in 1964.
- The Surgeon General's landmark report connected tobacco use to lung cancer and other illnesses.
- Almost 5 decades later, governments, communities, public health officials and individuals continue to fight against tobacco use.
- This addiction kills more Texans than AIDS, heroin, cocaine, alcohol, car accidents, fire and murder – combined.

Tobacco-Related Cancer Deaths vs. Various Causes



Five Most Common Causes of Tobacco User Death



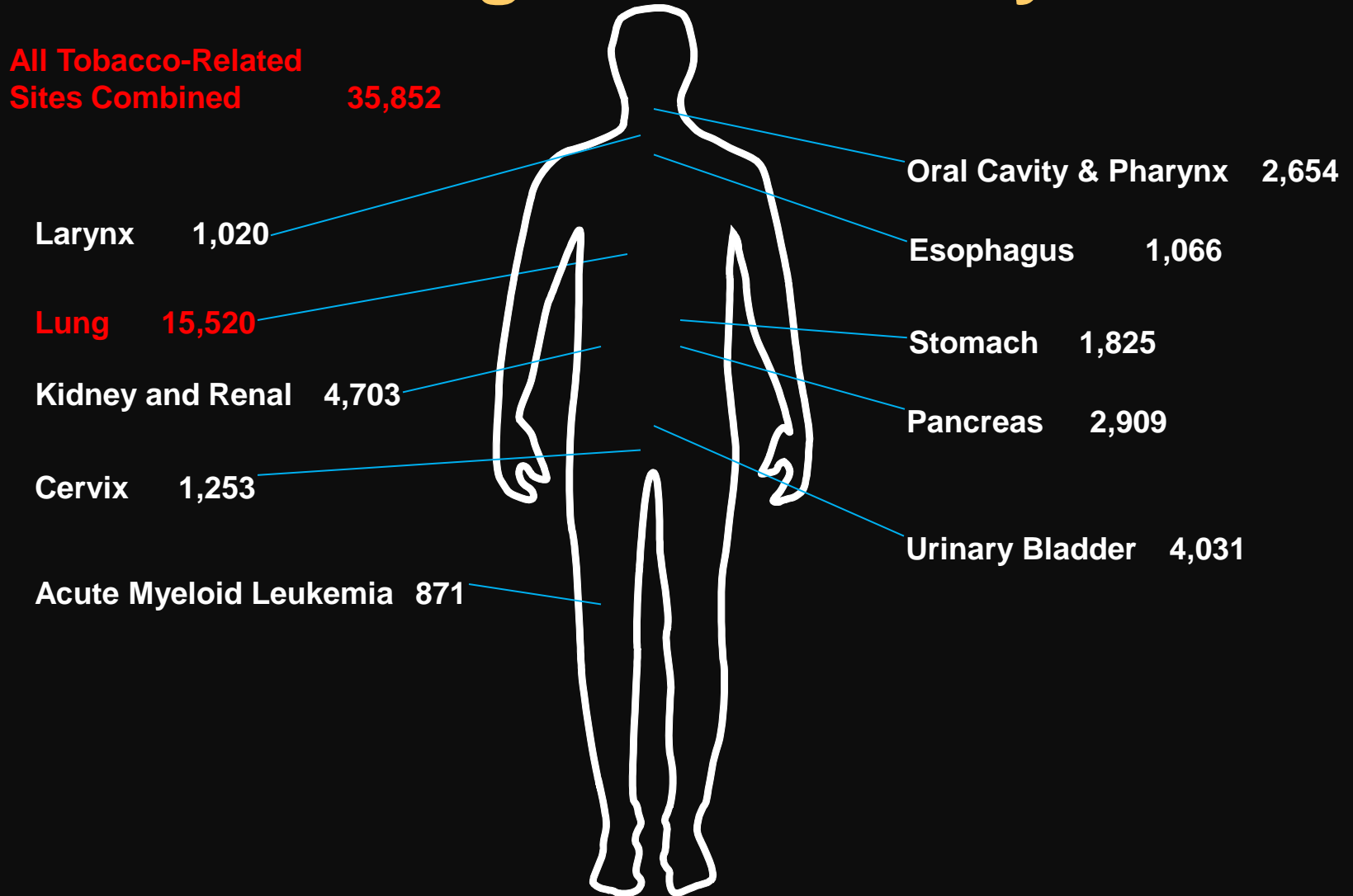
Source: National Center for Health Statistics , Center for Health Statistics, 2012 Death Certificate data

Expected New Tobacco-Related Cancer Cases and Deaths by Cancer Site

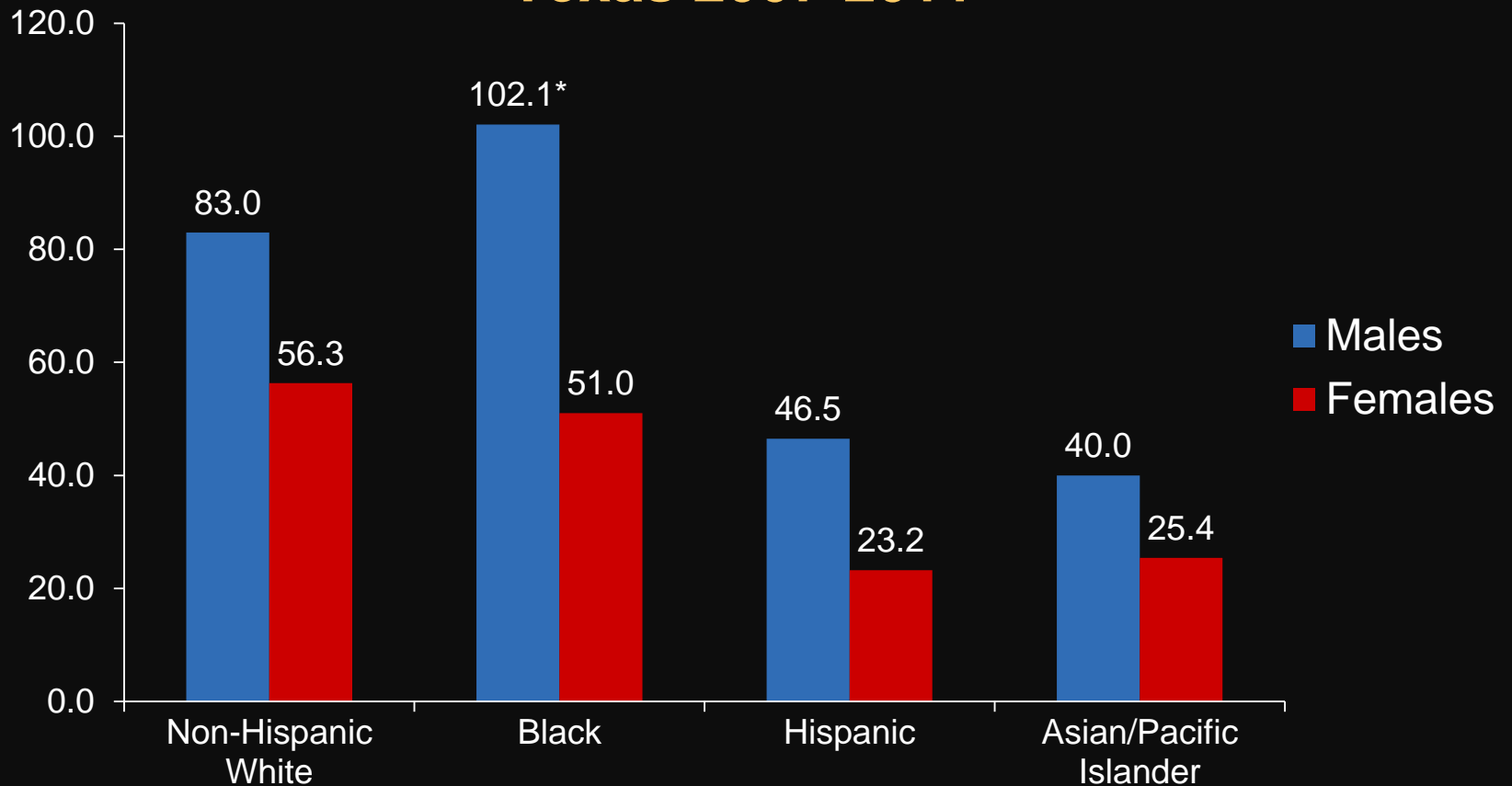
Texas 2014

<u>Type</u>	<u>Cases</u>	<u>Deaths</u>
All Tobacco-Related Sites Combined	35,852	20,311
Lung and Bronchus	15,520	11,257
Kidney & Renal	4,703	1,318
Urinary Bladder	4,031	908
Pancreas	2,909	2,745
Oral Cavity & Pharynx	2,654	673
Stomach	1,825	1,085
Cervix	1,253	429
Esophagus	1,066	911
Larynx	1,020	315
Acute Myeloid Leukemia	871	670

Tobacco Causes Damage Throughout the Body



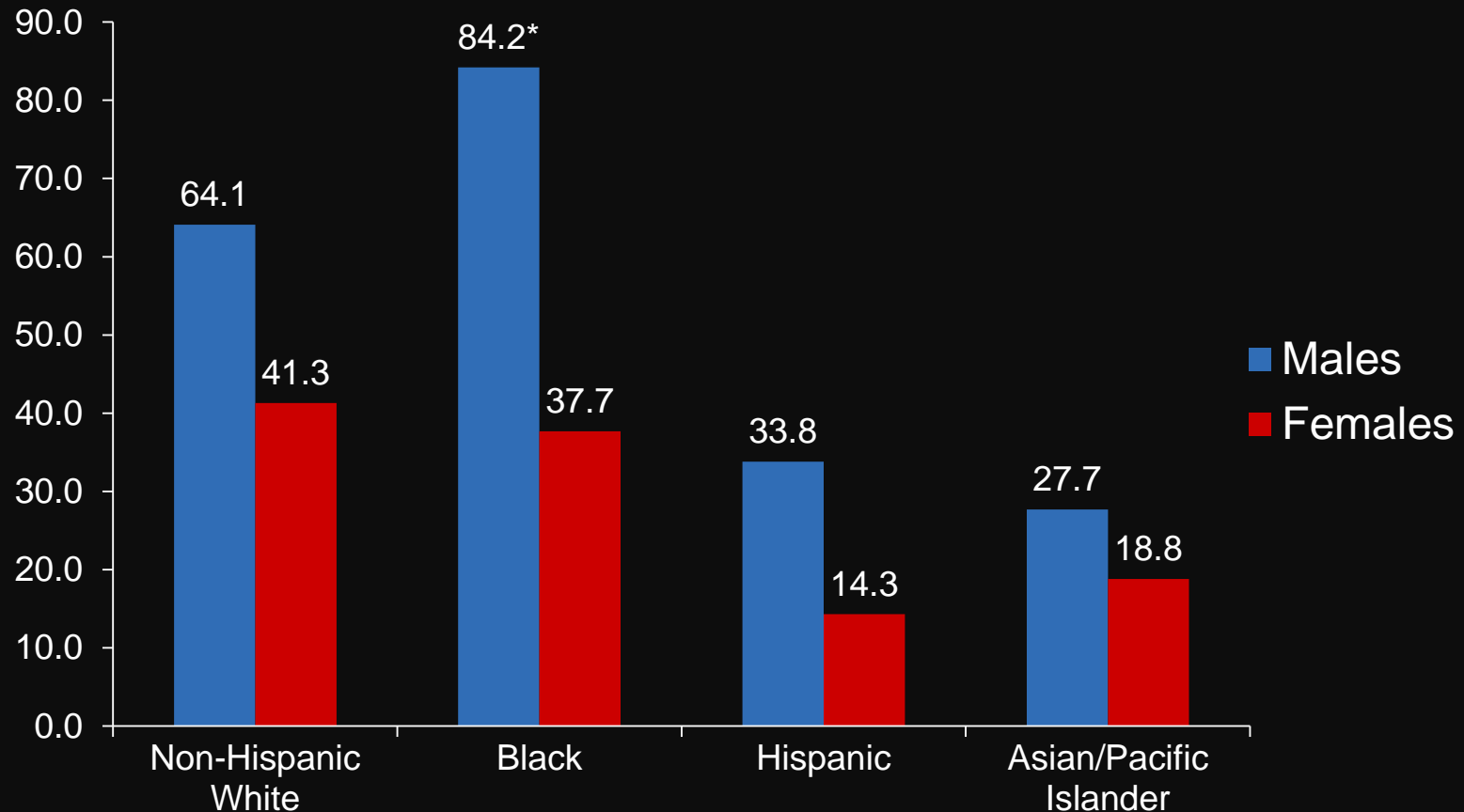
Lung Cancer Incidence Rate By Sex and Race/Ethnicity Texas 2007-2011



*Rate is statistically significantly higher than the rate of Non-Hispanic Whites.

Rates are average annual rates per 100,000, age-adjusted to the 2000 U.S. Standard Population.

Lung Cancer Mortality Rate By Sex and Race/Ethnicity Texas 2007-2011

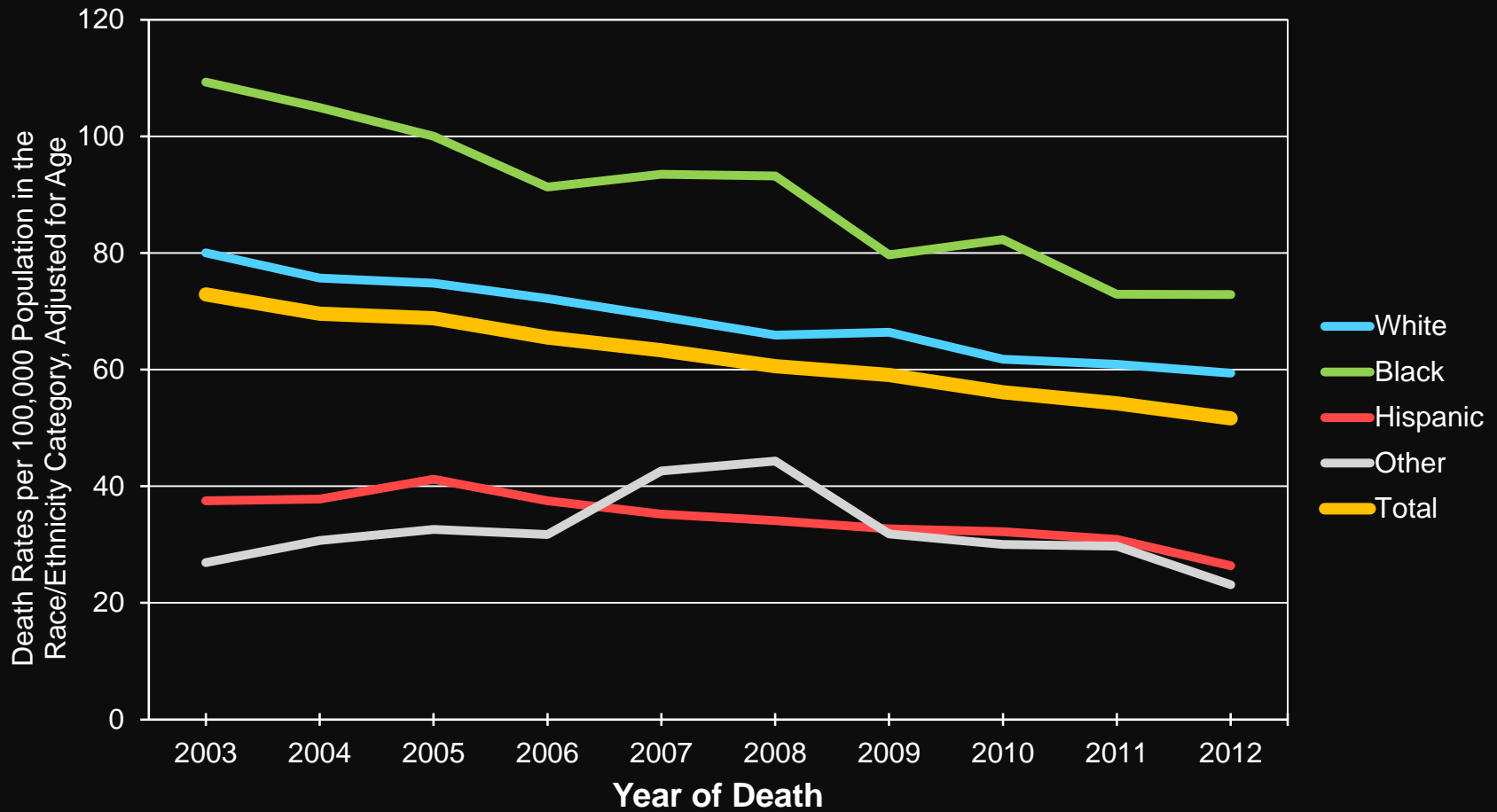


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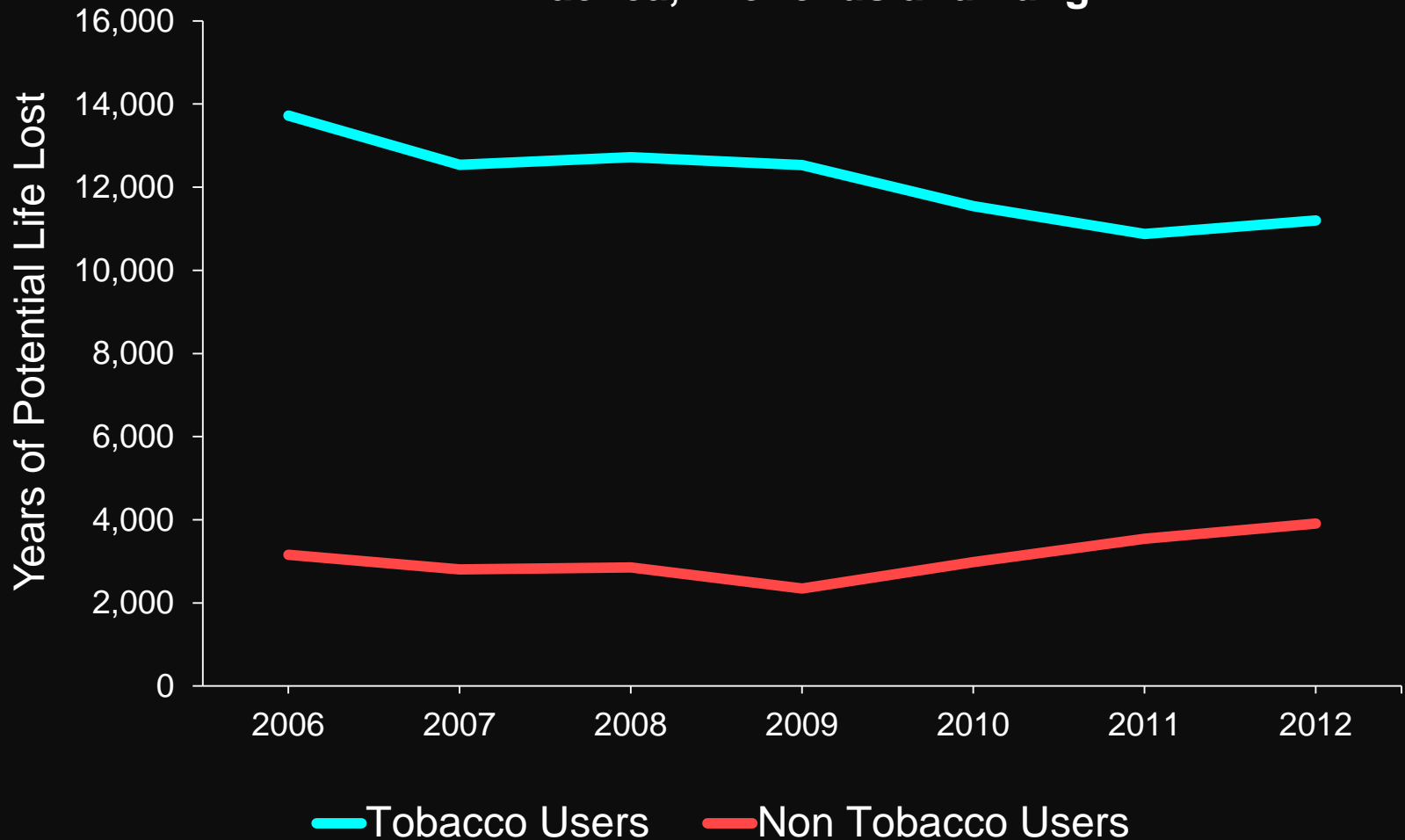
Mortality Rates for Cancer of the Trachea, Bronchus, and Lung

Texas Residents 2003-2012



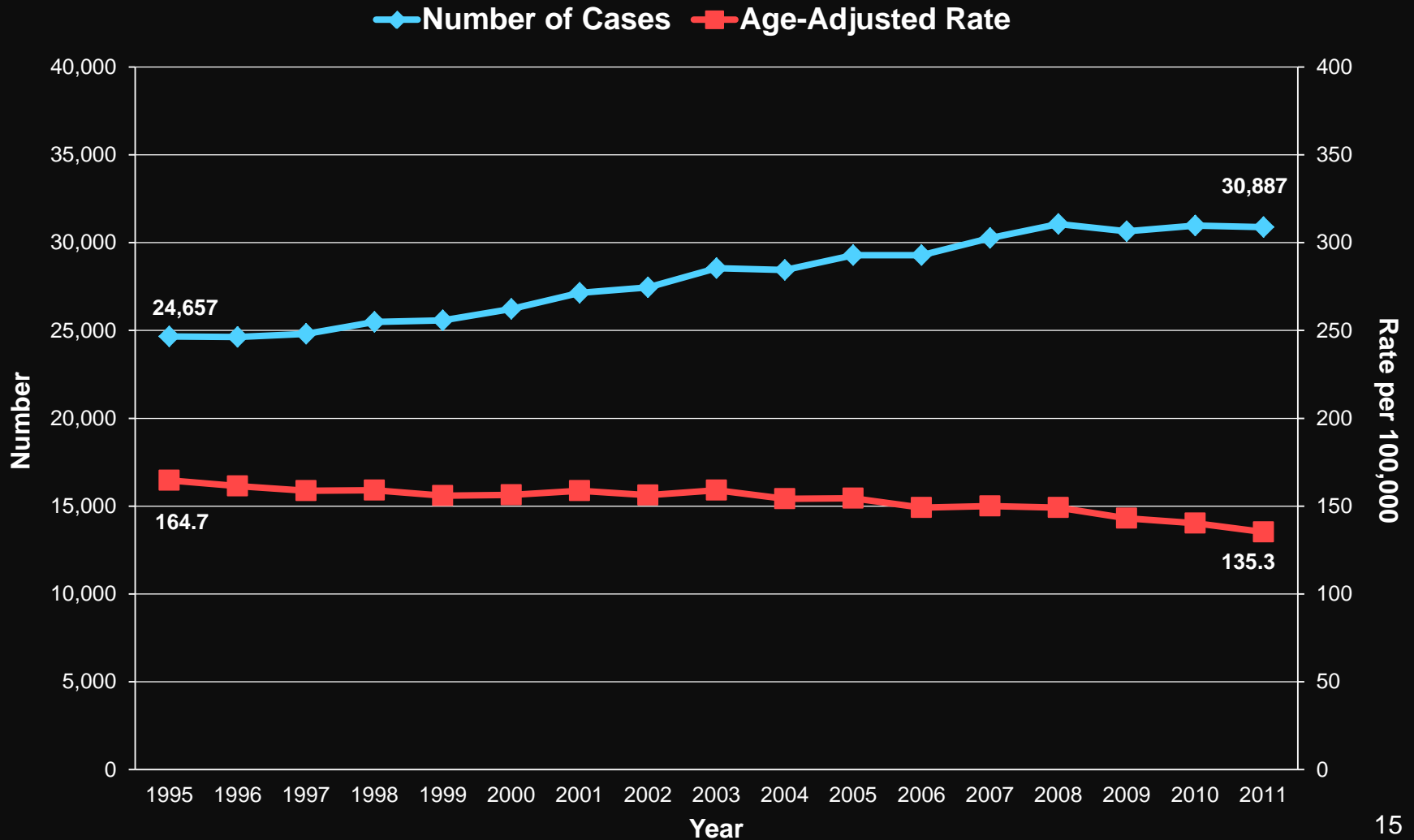
Comparing Years of Potential Life Lost, Tobacco Users vs. Non-Users

Total Years of Potential Life Lost to Malignant Neoplasms of Trachea, Bronchus and Lung



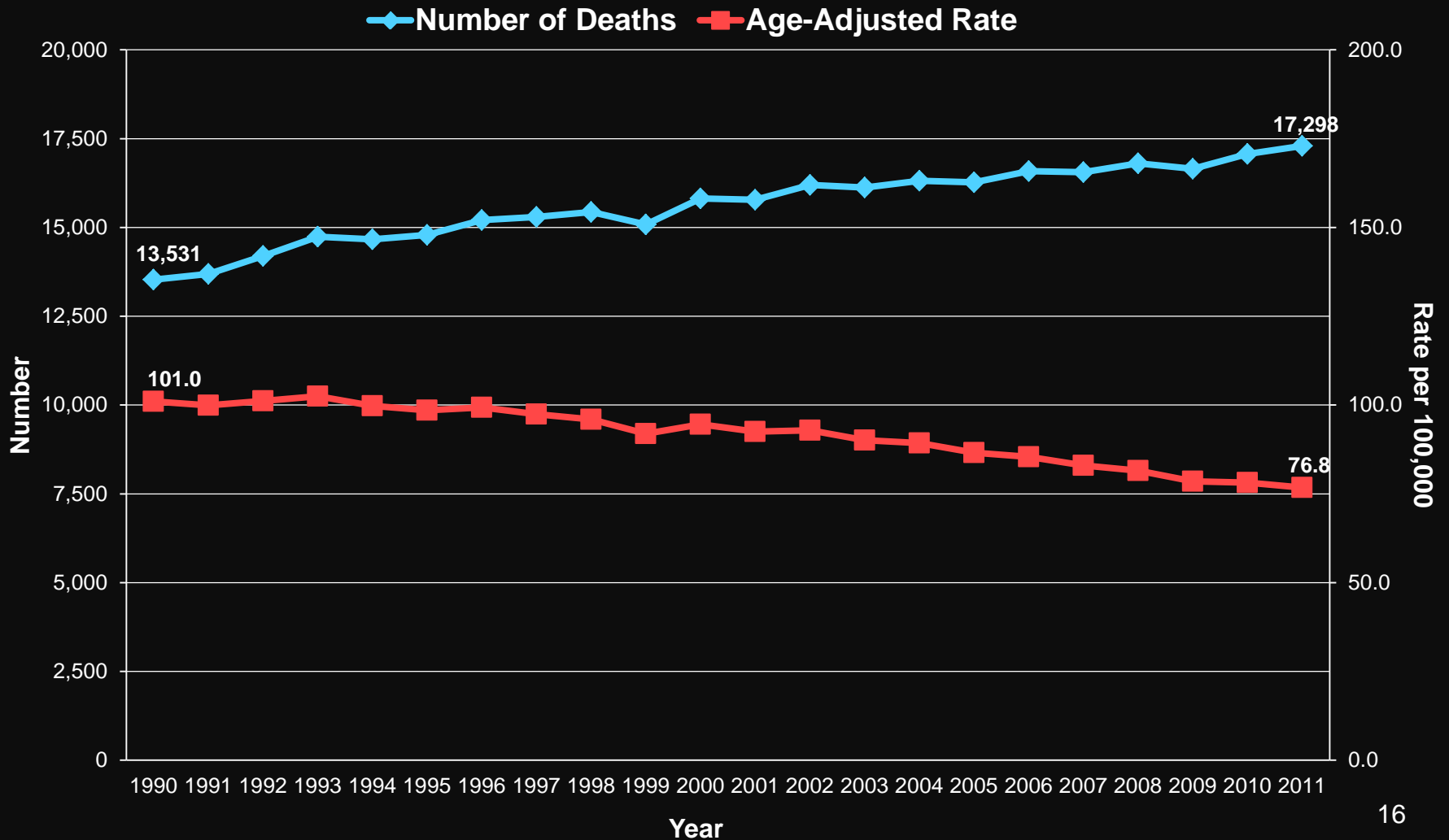
Trends in Tobacco-Related Cancer Cases and Incidence Rate

Texas 1995-2011



Trends in Tobacco-Related Cancer Deaths and Mortality Rate

Texas 1990-2011



Lung Cancer Disparities

- Cigarette smoking is the number one risk factor for lung cancer, causing about 90% of all U.S. lung cancers.
- Lung cancer is diagnosed in black males at a rate more than 20% higher than that of white males.
- Black men also have higher lung cancer mortality rates, over 30% higher than white men.
- Among Texas women, white women are diagnosed with and die from lung cancer at rates higher than other race/ethnic groups in Texas.

Preventing Lung Cancer

- Tobacco control programs prevented 800,000 lung cancer deaths in the last quarter of the 20th Century.
- More than 3 times as many deaths could have been prevented if the entire population stopped using tobacco in 1965.

The Economic Costs of Tobacco in Texas

- Cigarette smoking remains the leading cause of premature death and disability in Texas.
- Tobacco use costs Texas taxpayers ~\$17 billion annually in medical care and health-related productivity losses.
- Every year, > 24,000 Texans die from cancer, heart disease and other causes related to smoking or exposure to secondhand smoke.
- For every person who dies from smoking, 20 more people suffer from at least one serious tobacco-related illness, such as cancer, heart diseases and stroke.

Additional Costs of Tobacco in Texas

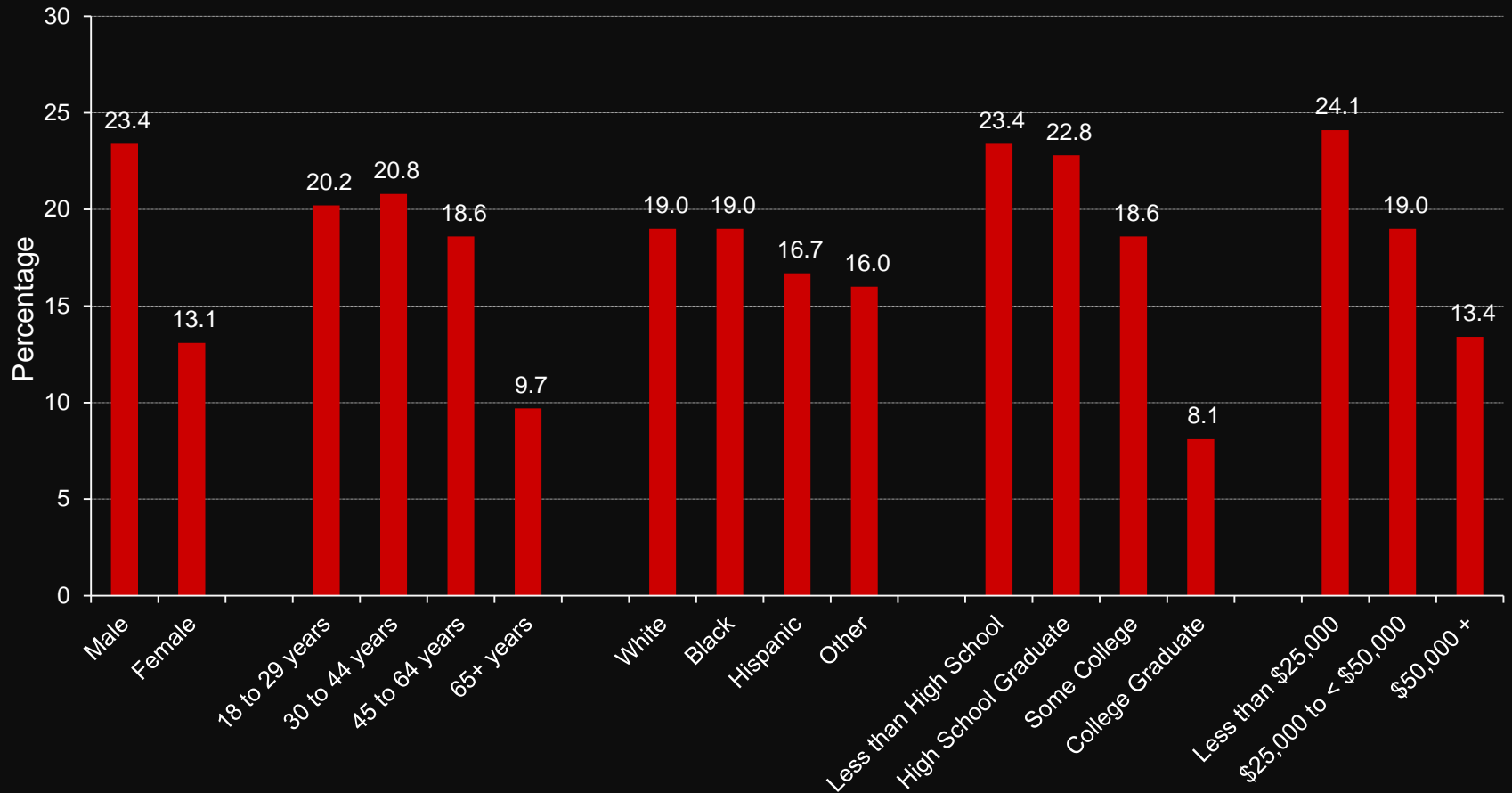
Litter

- TXDOT spent \$47 million in litter clean up in 2012.
- Tobacco constituted the majority of roadside litter.
- Cigarette butts continue to be the most littered item – 31% in 2013.

Fires

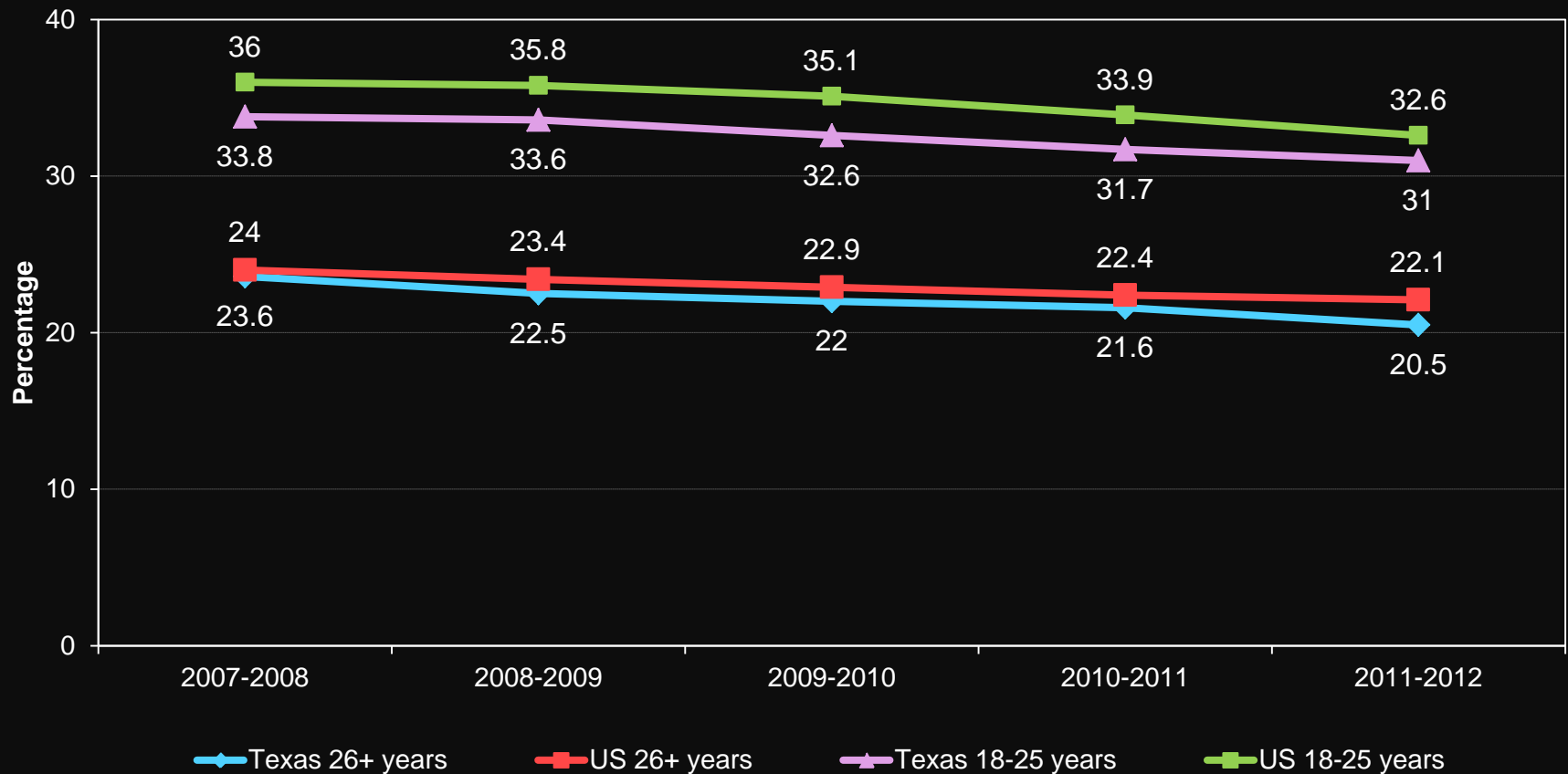
- 508 structure fires in Texas caused by smoking.
- 26 civilian injuries, 6 civilian deaths, ~\$7 million in property loss.
- 678 outside fires caused by smoking.
- Most were likely highway right of way or pasture fires caused by improperly discarded smoking materials.

Prevalence of Smoking by Demographics, Texas 2012



Past-Month Cigarette Use

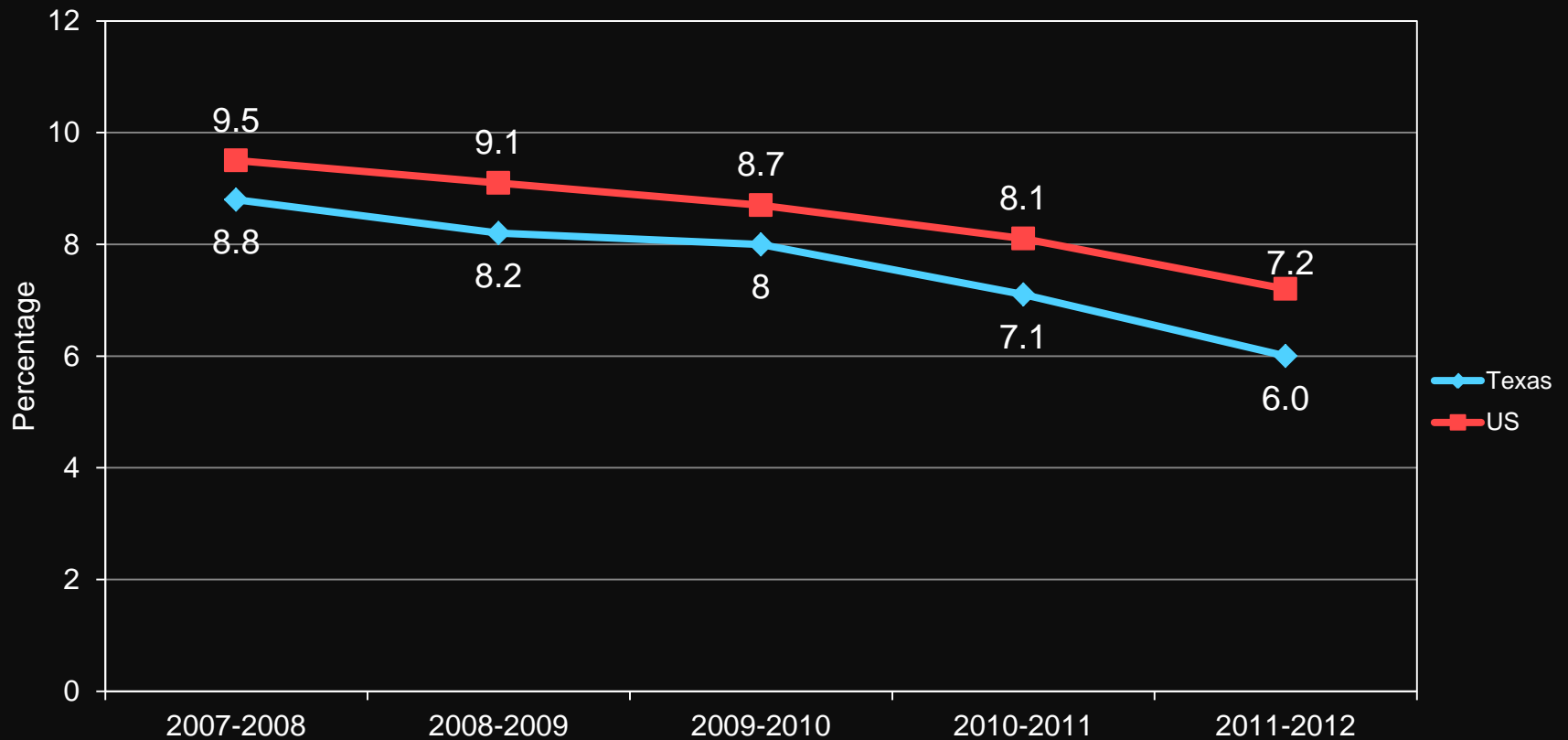
Adults, Texas & U.S.



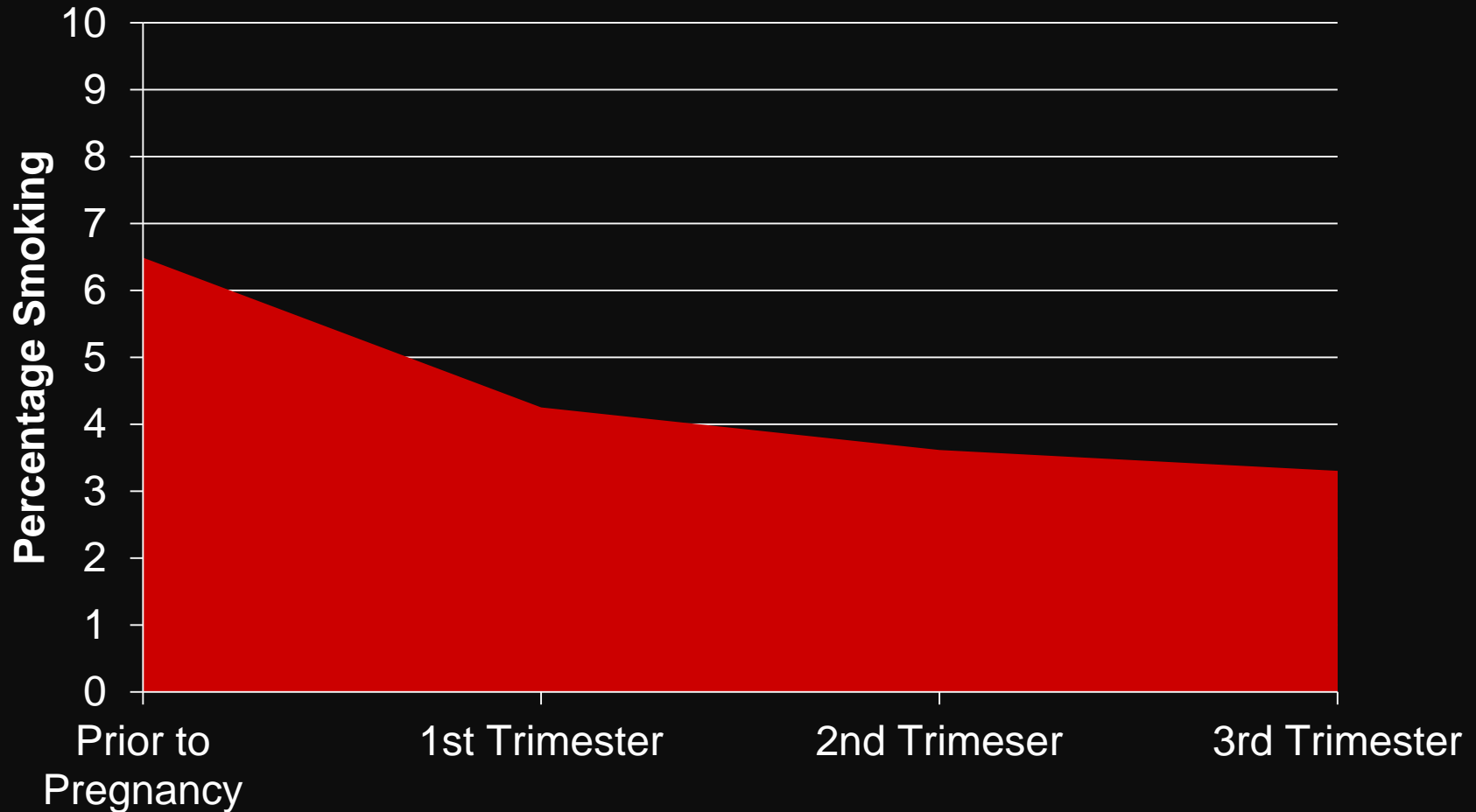
Source: National Survey on Drug Use and Health (NSDUH). <http://www.samhsa.gov/data/NSDUH.aspx>

Past-Month Cigarette Use Among Youth

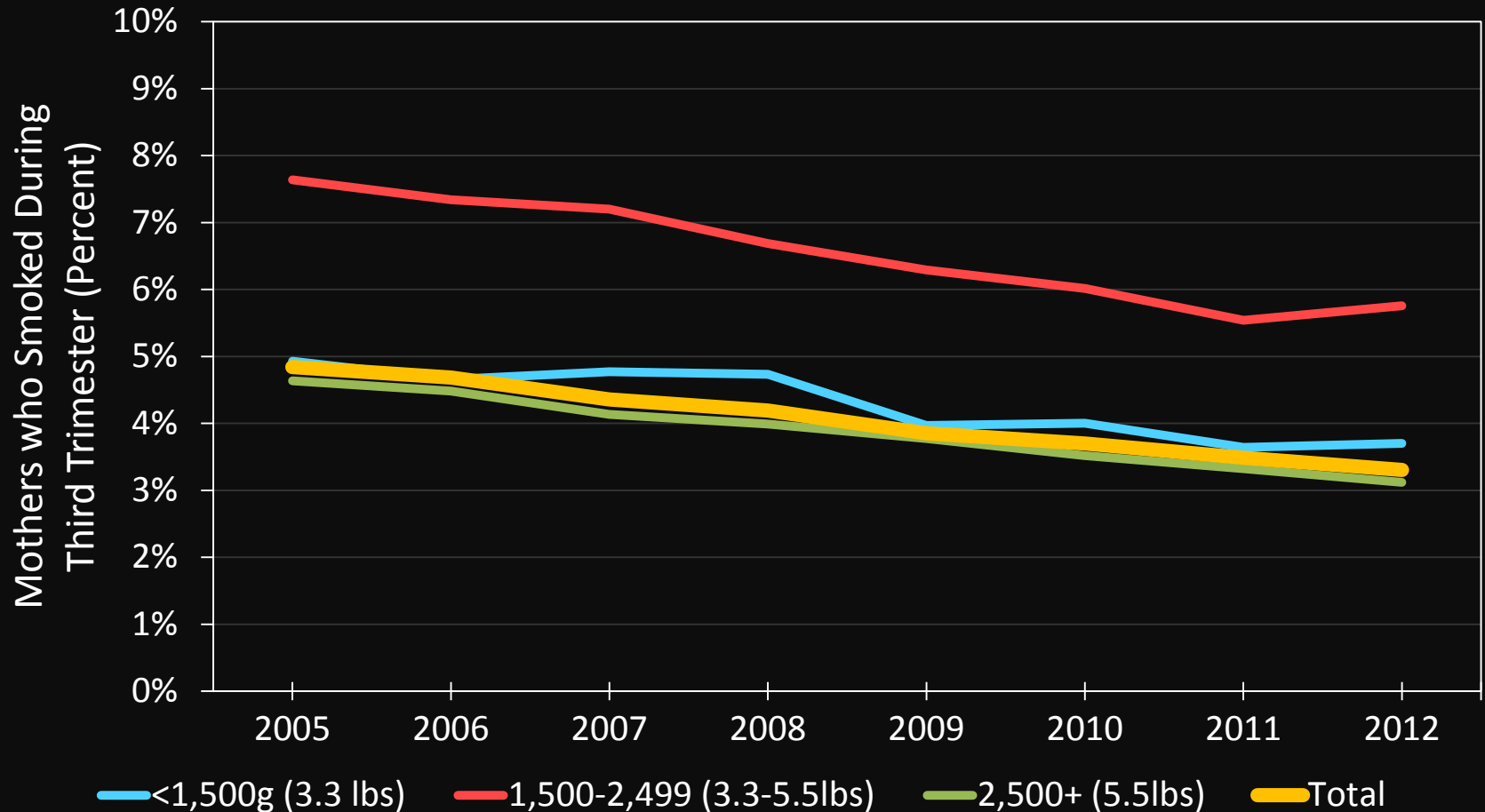
12-17 years old, Texas & U.S.



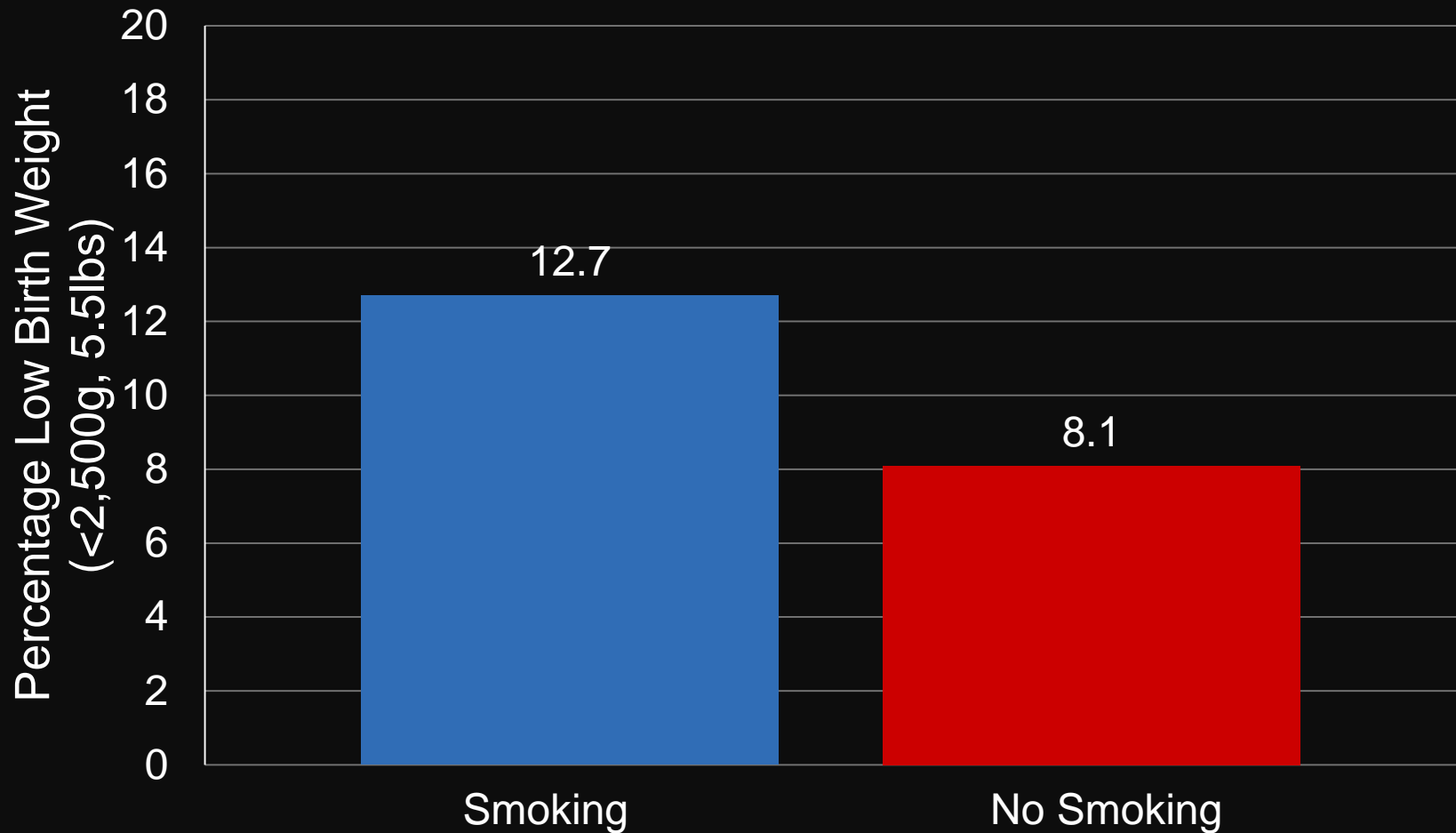
Percentage Smokers Before and During Pregnancy 2012



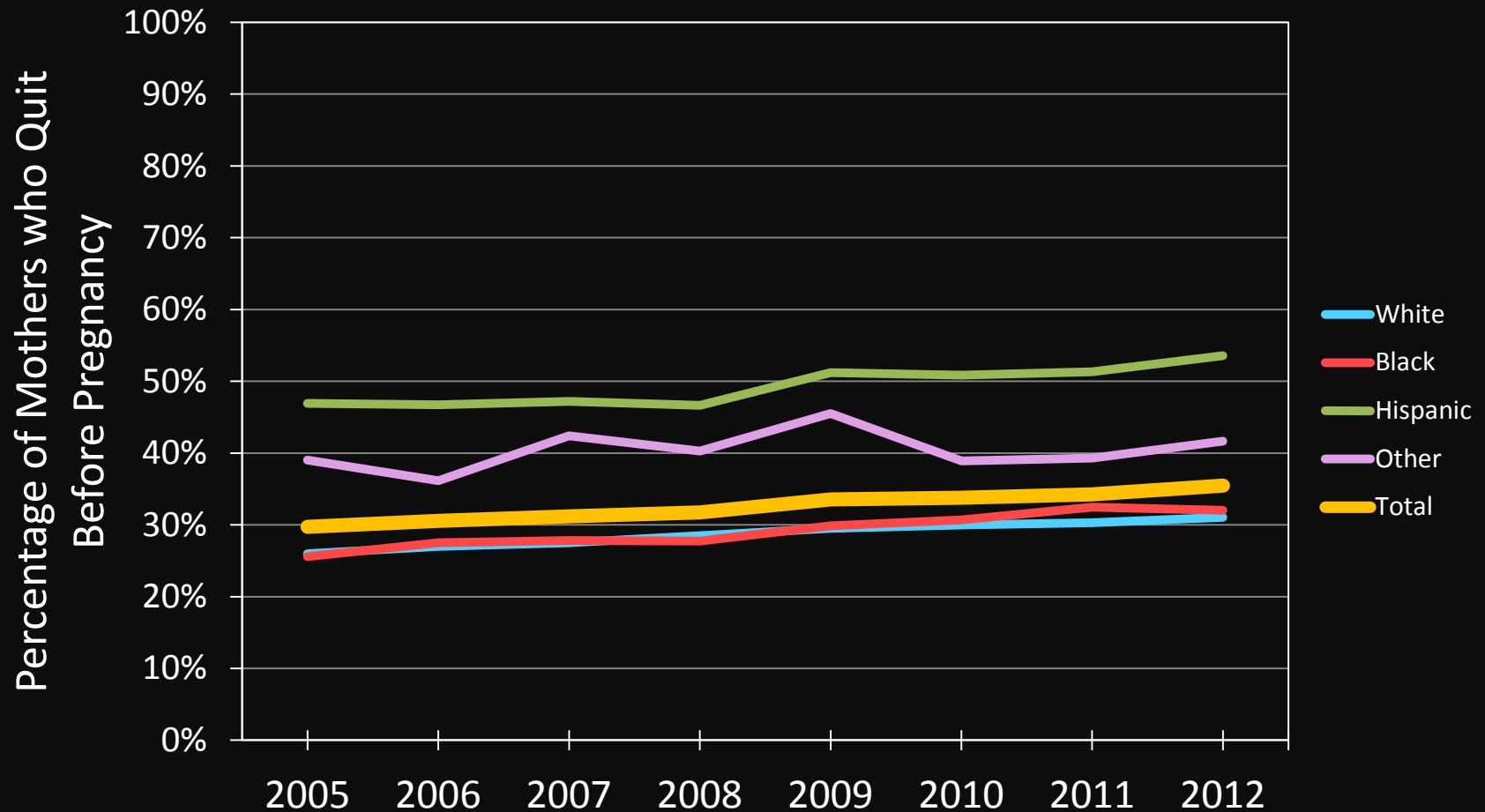
Texas Mothers who Smoked During 3rd Trimester by Birth Weight



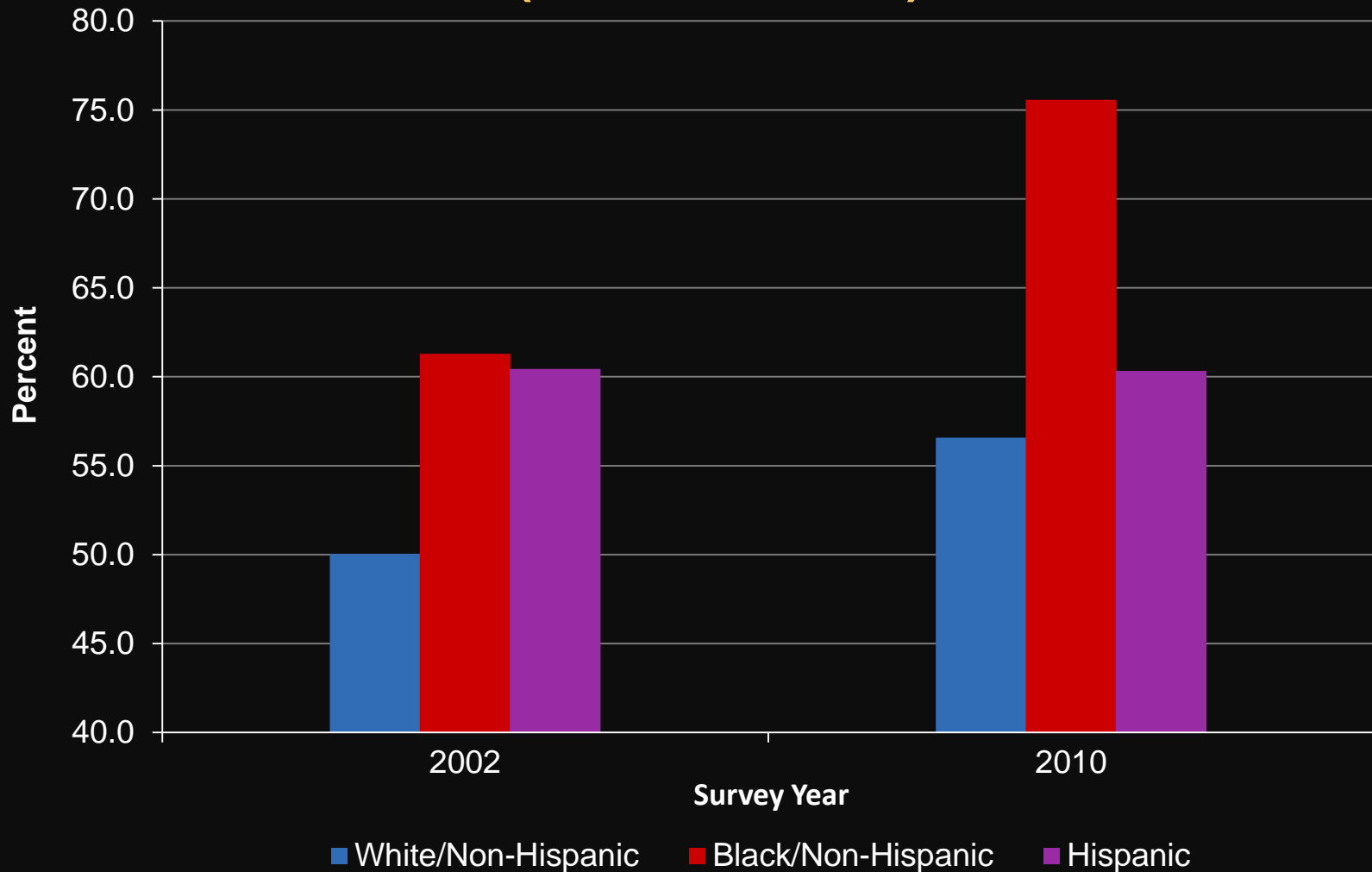
Percent Low Birth Weight by Mother's Smoking Status 2012



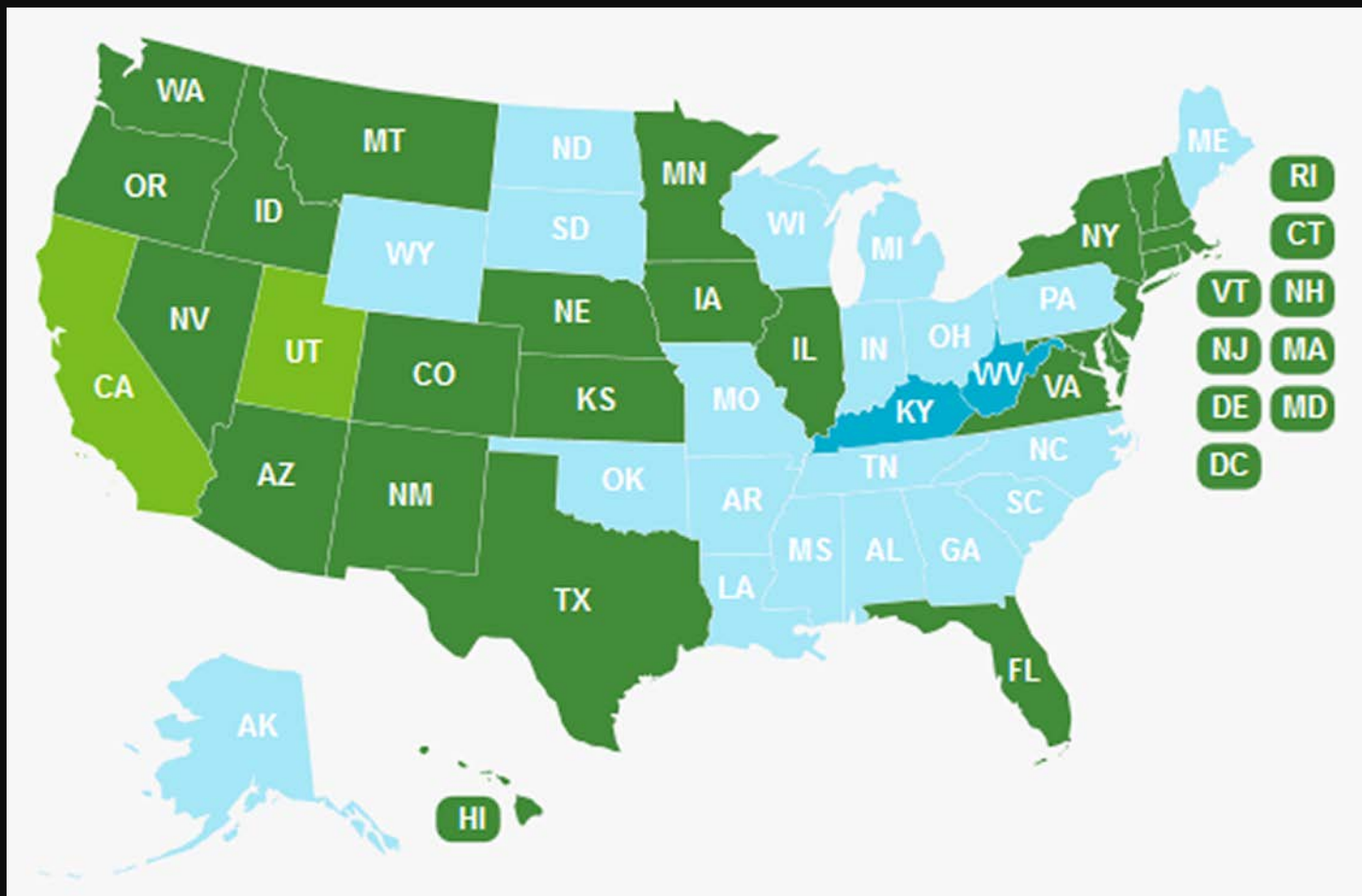
Mothers who Quit Smoking Prior to Pregnancy by Race/Ethnicity



Attempted to Quit Smoking in Past 12 Months (2002 and 2010)



Smoking in America



9.1% - 14.4% 14.5% - 19.7% 19.8% - 25.1% 25.2% - 30.4% 30.5% - 35.7% No data

Weighted sum of the number of standard deviations each core measure is from the national average.

Source: America's Health Rankings, UnitedHealth Foundation

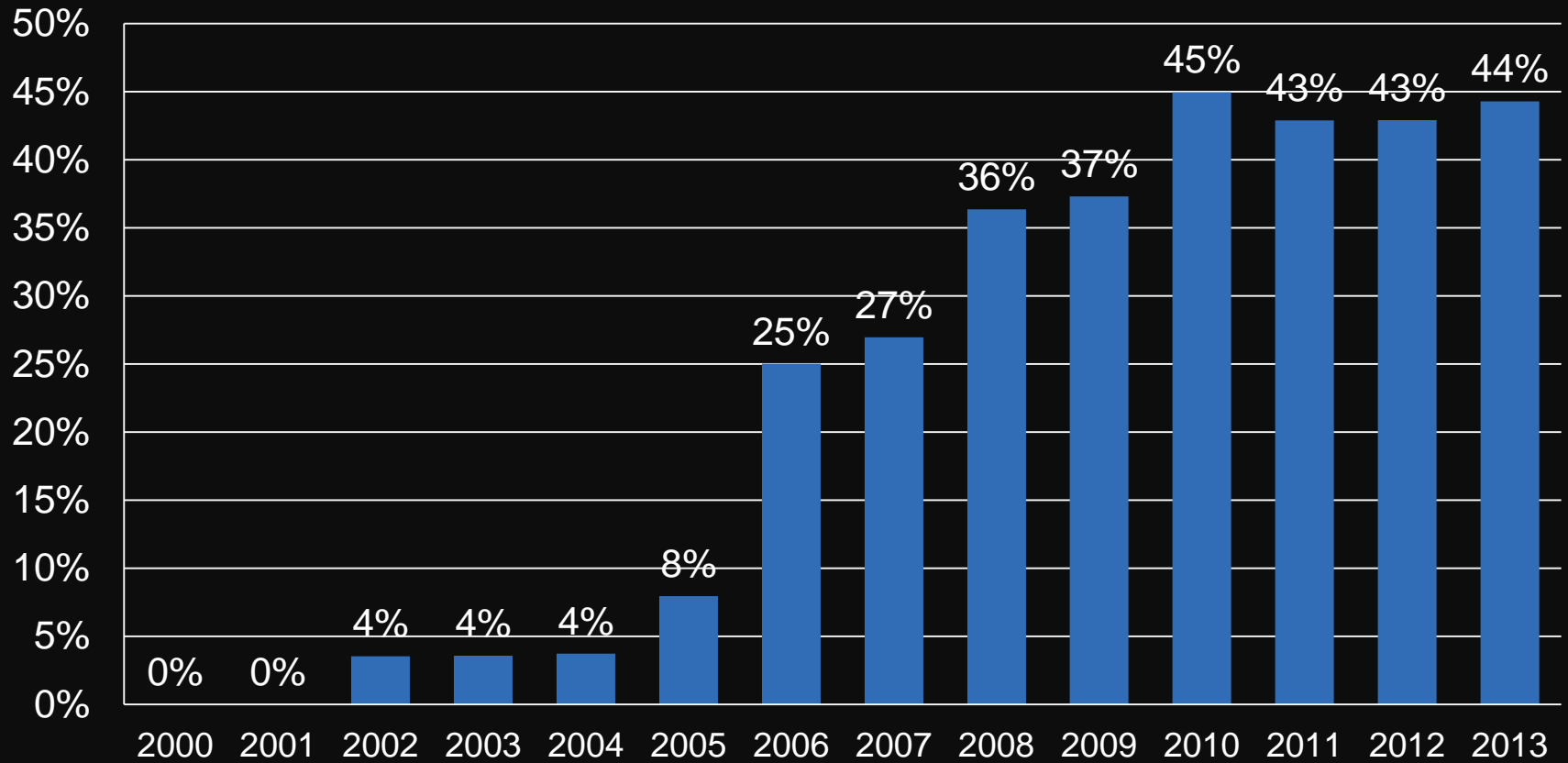
Reducing Tobacco Use in Texas

- Reducing tobacco use is a winnable battle.
- Effective strategies to reduce tobacco use and related health consequences are well known.
- Proven strategies include:
 - Sustained funding of comprehensive programs
 - 100% smoke-free policies & ordinances
 - Cessation access
 - Strict enforcement of tobacco laws
 - Aggressive media campaigns
 - Comprehensive advertising restrictions
 - Excise tax increases

Smoke Free Ordinances Texas

- In 2013 there were >8 million Texans (44%) living in municipalities that had 100% smoke free protection in all five domains
 - municipal worksites
 - private worksites
 - restaurants
 - bars in restaurants
 - bars not in restaurants
- Total number of Texas municipalities with Second Hand Smoke Ordinances statewide – 273

Texas Cities with 100% Smoke-Free Ordinances in all Settings*



Note: Total Municipal Population for years 2000-2010 based on 2000 census = 15,738,989.

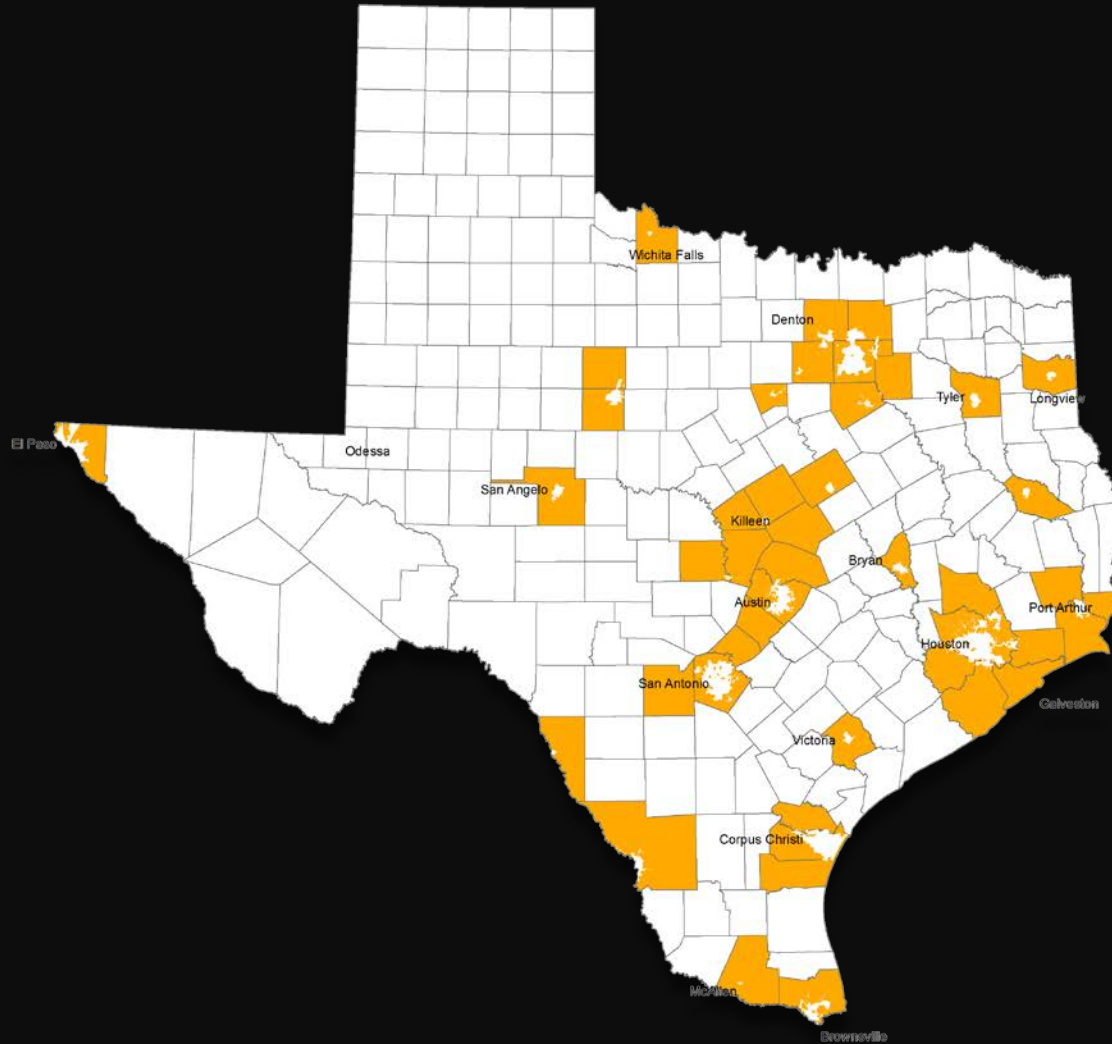
Total Municipal Population for 2011-2013 based on 2010 census = 18,514,153.

*Settings include Municipal Worksites, Private Worksites, Restaurants, Bars in Restaurants, and Bars not in Restaurants.

Source: UTMB (<http://utmb.edu/shsordinances/>)

Counties and Municipalities with Current Smoke Free Ordinances

Texas 2002-2013



Department of State Health Services

Tobacco Prevention and Control

The mission of the DSHS Tobacco Prevention and Control Program is to reduce the health effects and economic toll of tobacco. The goals of the program include:

- Prevent tobacco use among young people.
- Promote compliance and support adequate enforcement of federal, state, and local tobacco laws.
- Increase cessation among young people and adults.
- Eliminate exposure to secondhand smoke.
- Reduce tobacco use among populations with the highest burden of tobacco-related health disparities.

Department of State Health Services

Tobacco Prevention and Control

DSHS implements a variety of initiatives to prevent tobacco use and emphasize enforcement of state and federal laws limiting youth access to tobacco. These include:

- Public awareness campaigns and youth outreach initiatives to prevent tobacco use, increase cessation, and reduce exposure to secondhand smoke.
- DSHS partners with the State Comptroller and Texas State University to enforce state tobacco laws.
- DSHS also partners with the FDA to enforce federal tobacco laws targeting underage sales of tobacco.

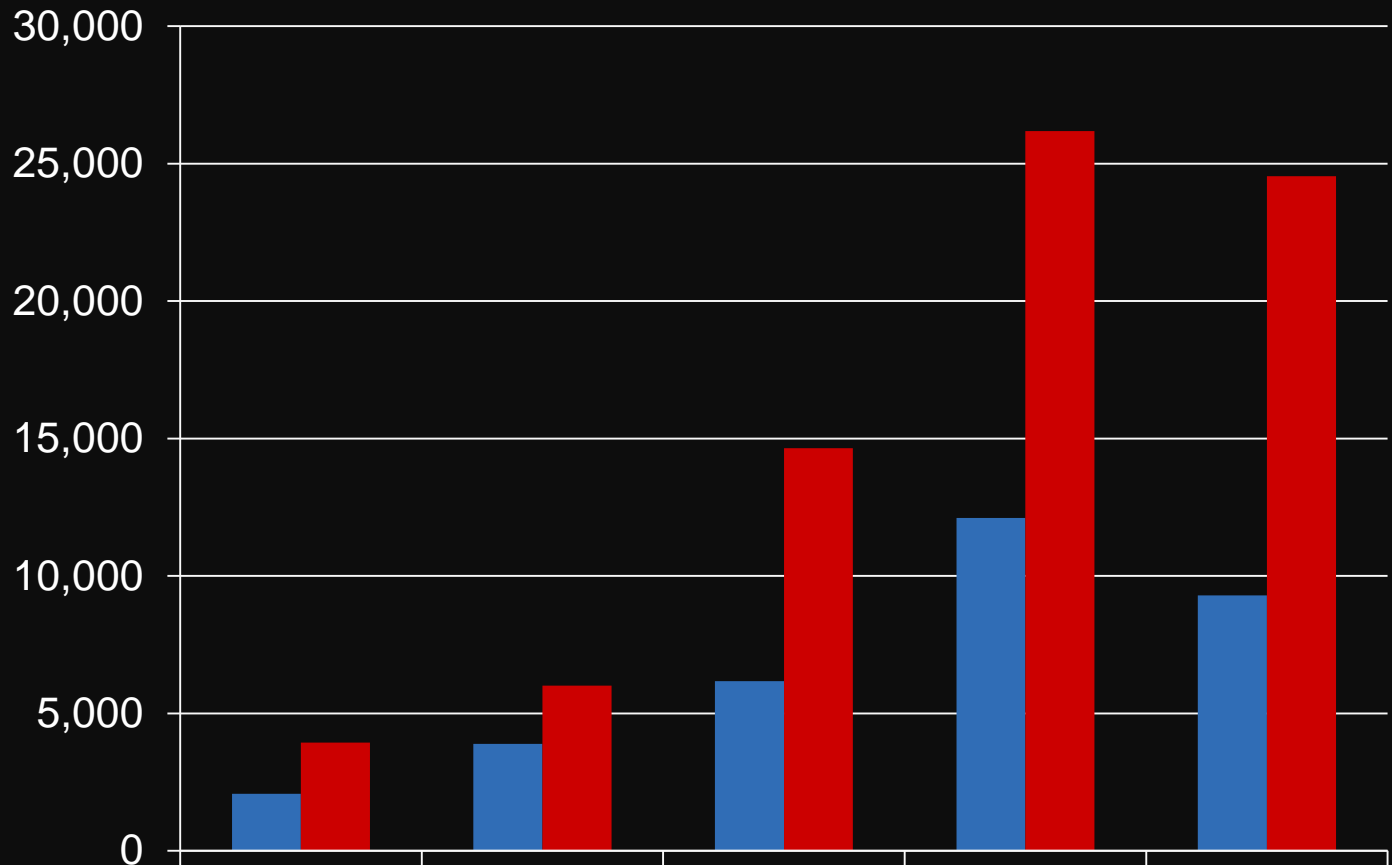
Evidence Based Cessation Strategies

Texas Quitline 1-877-YES QUIT

- Proactive telephone and web counseling, text messages
- Nicotine Replacement Therapy for targeted and high risk populations
- Services in English/Spanish 24/7 (other languages with translation service)



Texas Quitline



■ Enrolled in Counseling	2078	3893	6178	12113	9293
■ Calls to Quitline	3935	6007	14653	26183	24540

Evidence Based Cessation Strategies

Clinician referrals increases enrollment in Quitline 30 times over providing phone number.

- JAMA article showed in a study with the Harris County Hospital District that patients receiving a referral form from a physician to the Quitline were 30 times more likely to enroll in cessation services than patients who were given the Quitline number as a resource to call on their own.

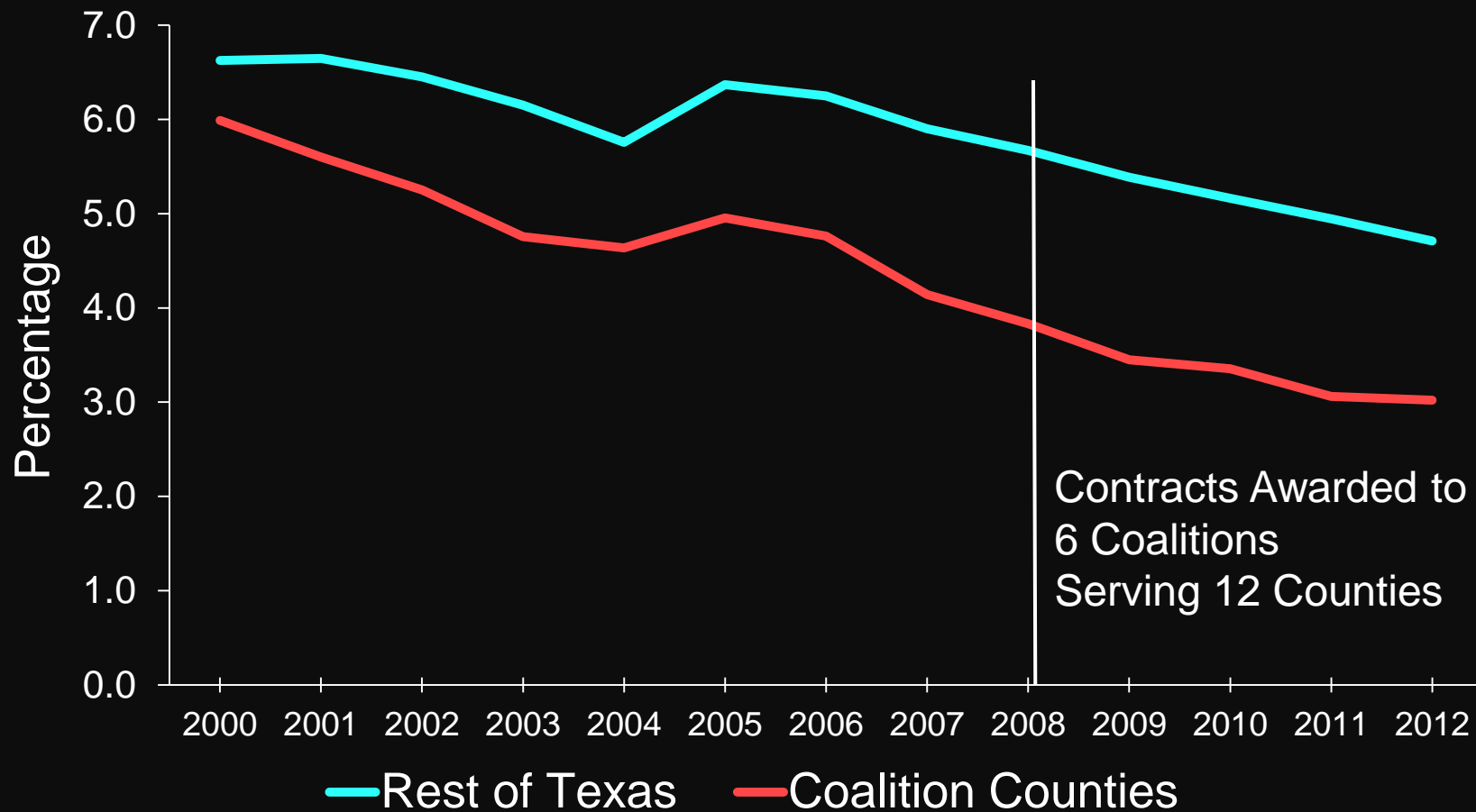
Evidence Based Cessation Strategies

Supportive Interventions

- Comprehensive coalitions in 12 counties with mass media campaigns
- Counties with coalitions have 8 times more calls to Quitline than other counties
- Medicaid Rx benefit covers cessation medications/NRT
- eTobacco initiative provides EMR referrals to Quitline
- Referring clinicians receive feedback on clients from Quitline

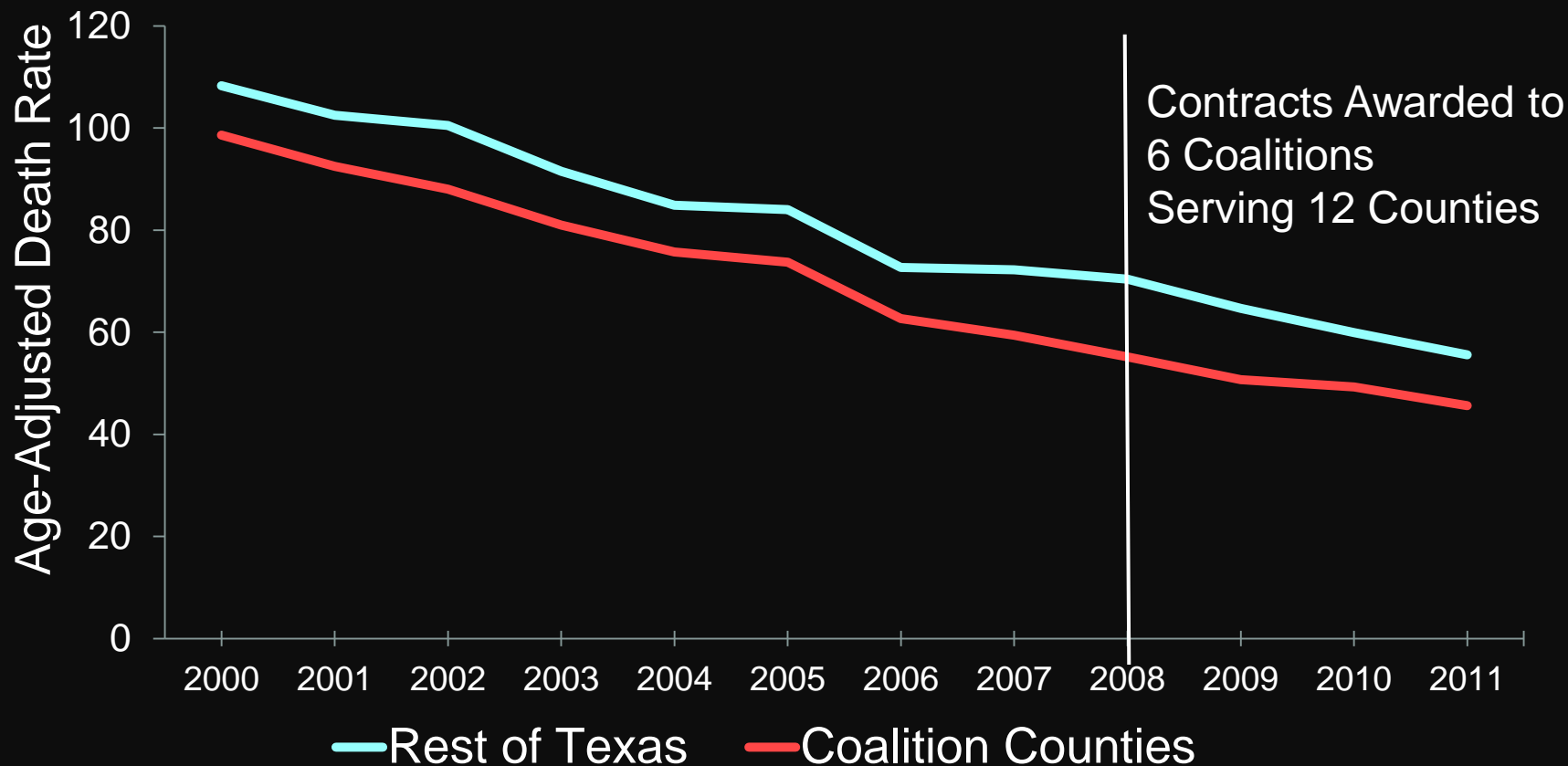
Tobacco Prevention and Control Coalitions: Early Data

Percentage of New Mothers who Smoked during Pregnancy



Tobacco Prevention and Control Coalitions: Early Data

Acute Myocardial Infarctions



Calculating Return on Investment (ROI) for Reducing Tobacco Use in Texas

The Kaiser Permanente Center for Health Research partnered with the University of Texas to calculate ROI for tobacco reduction programs and efforts.

- They calculated healthcare expenditure and productivity cost savings over 5 years associated with the decline in adult smoking.
- Smoking prevalence in Texas declined from 19.4% in the years 2004-2007 to 15.8% in 2010.
- That reduction led to an estimated 500,000 fewer smokers in 2010.

Calculating Return on Investment (ROI) for Reducing Tobacco Use in Texas

- The decline resulted in ~\$2.1 billion in healthcare expenditure savings over 5 years and \$1.7 billion in reduced productivity costs (in discounted 2010 dollars).
- These savings represent over \$209 per capita for the adult population.
- For each percentage point decline in smoking prevalence, Texas is estimated to have saved about \$1 billion in reduced health care expenditures and productivity losses.

A Proven Investment in a Healthier Texas

- Smoking rate reductions have led to substantial economic savings in Texas.
- State spending on comprehensive tobacco control and the state quitline can lead to substantial net financial savings to Texas employers, health plans, and the State.
- Investing in comprehensive tobacco control efforts is a highly cost-effective use of resources.

Thank You!