

Module 1: Overview of the Tobacco Problem: History, Prevalence, and Products

1.1 Module 1:

Module One

Module 1:

Overview of the Tobacco Problem:
History, Prevalence, and Products

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1.2 Module One Objectives

Module One

Module One Objectives

- ▶ Discuss the history of tobacco use in the U.S.
- ▶ List the types of tobacco and nicotine products
- ▶ Describe prevalence of tobacco/nicotine use in the U.S. and globally
- ▶ Describe components of comprehensive tobacco control

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1.3 WHO

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The World Health Organization Calls the Tobacco Epidemic “one of the biggest public health threats the world has ever faced”

- ▶ Despite a reduction in use globally, tobacco use still kills over 7 million people each year
- ▶ Environmental Tobacco Smoke (“secondhand smoke”) kills around 1.6 million people prematurely every year
- ▶ All forms of tobacco use are harmful, and there is no safe level of exposure to tobacco
- ▶ Over 80% of the world’s 1.3 billion tobacco users live in low- and middle-income countries

Let’s start looking at the problem . . .

WHO, 2025

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1.4 Untitled Slide

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A history of tobacco use in the U.S.

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1.5 Tobacco before European Colonization

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Tobacco before European Colonization

- ▶ The tobacco plant is indigenous to North and South America.
- ▶ Use of tobacco, both smoked and chewed, was widespread across the Americas before Europeans arrived.

From the website, “Keep It Sacred” (<https://keepitsacred.itcmi.org/>) “Traditional tobacco has been used by American Indian nations for centuries as a medicine with cultural and spiritual importance.” It may be used as an offering or gift, or for healing purposes. The preparation and use of traditional tobacco is done with care and respect.



- ▶ In 1492, Christopher Columbus and his crew returned from the Americas with the first tobacco leaves and seeds seen in Europe.

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1.6 Colonial Tobacco Economy 1600 - 1835

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Colonial Tobacco Economy 1600 – 1835



Columns in North Carolina Statehouse are adorned with gilded tobacco leaves

- ▶ The origins of tobacco cultivation by European colonists began in the early Jamestown years. Virginia is discovered to be a “perfect” place to grow tobacco.
- ▶ Joseph C. Robert wrote in, *The Story of Tobacco in America*, that “The discovery that tobacco could be successfully grown and profitably sold was the most momentous single fact in the first century of settlement on the Chesapeake Bay.”

- ▶ Tobacco became an important export from the colonies, and taxes on those exports became one of England’s largest sources of revenue.
- ▶ By the end of the 17th century, 40 million pounds of tobacco were produced each year.

1.7 Impact of Early Tobacco Cultivation: Slavery

Module One

Impact of Early Tobacco Cultivation: Slavery

- ▶ Tobacco cultivation was labor-intensive. At first colonists recruited English servants, the poor and landless, and convicts to work in the fields as indentured servants.
- ▶ As the need for labor continued to grow, landowners turned to enslaved Africans and blacks from the West Indies as a cheap source of labor.
- ▶ T.H. Breen, author of *Tobacco Culture*, wrote “Without slave labor, the . . . plantations could never have existed.”



Tobacco Label depicts the labor expected of enslaved Africans in 17th and 18th century Virginia and Maryland

1.8 Impact of Early Tobacco Cultivation:

Module One

Impact of Early Tobacco Cultivation: American Indians

- ▶ Tobacco cultivation and profitability impacted the growth of colonies.
- ▶ Tobacco growth depletes fields, requiring land to be left fallow to restore fertility.
- ▶ Colonists claimed more land belonging to American Indians to grow more tobacco/ become more profitable.
- ▶ Further, the Indian Religious Crimes Code of 1883 “prohibited Native American ceremonial activity,” restricting access to traditional tobacco. American Indians only had access to commercial tobacco as a result of this.

For more information: Watch “Reclaiming Sacred Tobacco in Minnesota’s Indigenous Communities” here: [Reclaiming Sacred Tobacco in Minnesota’s Indigenous Communities | Full Documentary – YouTube](#)



1.9 The Impact of Industrialization 1835 - 1911

Module One

The Impact of Industrialization 1835 – 1911

- ▶ Developments in industrialization contributed to wider use of tobacco products, especially cigarettes:
 - 1835: Flue-curing introduced, resulting in smoke that is easier to inhale
 - 1880: Buck Duke invents cigarette making machine capable of producing 120,000 cigarettes per day
- ▶ Advent of magazines introduces advertising
- ▶ The match is invented
- ▶ Completion of the railroad allows new forms of distribution



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1.10 Rise of the Modern Cigarette

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Rise of the Modern Cigarette



- ▶ 1913 Camel introduced by R.J. Reynolds as the company's only major brand
- ▶ New blend of tobacco
- ▶ Heavily marketed at discount price

- ▶ Other brands followed the success of Camel
- ▶ Consumption rose rapidly for decades
- ▶ Industry marketing associated cigarettes with health, thinness, and the developing women suffragist movement



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1.11 New Products and Renewed Marketing

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New Products and Renewed Marketing

- ▶ The 21st century has produced a new generation of tobacco products that are threatening the efforts to reduce the incidence and prevalence of tobacco use, including electronic cigarettes and vapes; Heat-not-burn products such as IQOS; candy, fruit and alcohol-flavored products; and novel smokeless products in pouches.



The tobacco industry continues to develop new products which attract new users.

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1.12 Synthetic Nicotine is in Some Newer Products

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Synthetic Nicotine is in Some Newer Products

- ▶ Synthetic nicotine is a liquid, created in a laboratory; not derived from tobacco leaves
- ▶ It is still nicotine and therefore addictive
- ▶ Originally not regulated by the FDA (only nicotine derived from tobacco was), but in March of 2022 the US Congress passed a law clarifying that synthetic nicotine products must be regulated by the FDA's Center for Tobacco Products, just as tobacco-derived nicotine products are.
- ▶ For more information, visit: <https://www.publichealthlawcenter.org/commentary/220223/whats-deal-synthetic-nicotine>

1.13 List the types of tobacco and nicotine products

Module One

List the types of tobacco and nicotine products

1.14 Types of Nicotine and Tobacco Products

Module One

Types of Nicotine and Tobacco Products

Combustible	Electronic Products	Non-Combustible and Smokeless
Cigarettes	Electronic Cigarettes	Chewing tobacco
Cigars		Snuff
Hookah	Heated Tobacco Products	Snus, Pouches
Bidis		Dissolvable + Other Oral Products
Kreteks		

1.15 Combustible


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Combustible

Combustible

Cigarettes
Cigars
Hookah
Bidis
Kreteks

► Combustible products require burning of tobacco, creating smoke that contains thousands of chemicals



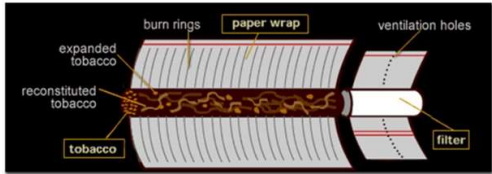
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1.16 Anatomy of a Combustible Cigarette

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Anatomy of a Combustible Cigarette:
Click on the link below to learn more



[http:// Nova: Anatomy of a Cigarette](http://nova.org/Anatomy%20of%20a%20Cigarette)

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1.17 Cigars and Cigarillos

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Cigars and Cigarillos

► A cigar is a roll of tobacco wrapped in leaf tobacco or in a substance that contains tobacco. This is different from cigarettes. A cigarette is a roll of tobacco wrapped in paper or other substance that does not contain tobacco

<https://www.cdc.gov/tobacco/other-tobacco-products/cigars.html>



From left to right: 1. Roll-your-own cigarette made by hand with roll-your-own tobacco, 2. Roll-your-own cigarette made in a commercial roll-your-own machine with pipe tobacco, 3. Factory-made cigarette, 4. Small cigar, 5. Filtered large cigar, and 6. Traditional large cigar

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1.18 RYO's (Roll-your-Own)

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RYO's (Roll-your-Own)

- › Roll your own tobacco – loose tobacco that can be rolled in papers to smoke
- › Can be cheaper than manufactured cigarettes
- › Can still contain additives
- › High levels of
 - Carbon monoxide
 - Nicotine
 - Tar
- › FDA regulations require warning placed on package



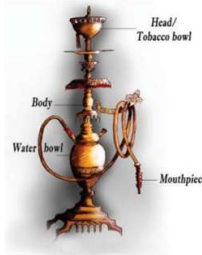
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1.19 Waterpipe (Hookah)

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Waterpipe (Hookah)

- › Also called shisha, nargiles, hubble-bubble
- › Contain water through which smoke passes before reaching person using the pipe
- › Most prevalent in Asia, Africa and the Middle East; originated those regions centuries ago
- › Most recently (1990's) using flavored tobacco
- › Strong social dimension; using in the company of friends, at home or cafes is most common
- › Nicotine levels of one session may equal 100 cigarettes and produces high carbon monoxide levels
- › Water does not filter out tars as originally thought



<https://www.who.int/publications/i/item/advisory-note-waterpipe-tobacco-smoking-health-effects-research-needs-and-recommended-actions-by-regulators-2nd-ed>

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1.20 Other Combustible Products

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Other Combustible Products

- › Pipe tobacco
- › Bidis (or "beedies") – small, flavored, filter-less Indian cigarettes; hand-rolled in a tendu or temburi leaf (plants native to Asia), and tied with colorful strings on the ends
- › Kreteks ("kree-tekts"), or clove cigarettes, are imported mainly from Indonesia or other southeast Asian countries. Kreteks contain 60 percent to 70 percent tobacco and 30 percent to 40 percent ground cloves, clove oil and other additives.

<https://www.michigan.gov/mdhhs/keep-mi-healthy/mentalhealth/drugcontrol/prevention/prvcontent/tobacco/tobproducts/bidikretek>

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1.21 Electronic Products

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Electronic Products

Electronic Products

Electronic Cigarettes and Vaping Products

Heated Tobacco & Nicotine Products

- › Unlike traditional combustible products, these heat but do not burn the tobacco
- › Marketed as a "harm reduction" choice. More about this will be covered in Module 2
- › Nicotine can be derived from the tobacco plant or made synthetically
- › Dual use (ENDS with combustible tobacco, and/or ENDS use with cannabis) is common

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1.22 Electronic Nicotine Delivery Systems

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Electronic Nicotine Delivery Systems:

E-cigarettes and Vapes

- › Most are battery-operated
- › "Vaping" with a metal cylinder heats a liquid nicotine solution
- › Devices produce an aerosol, not water vapor
- › Nicotine levels are highly variable
- › 4th generation vape pods: more rapid delivery of nicotine
- › Nicotine salts increase acidity and palatability, allowing a high concentration to be tolerable
- › Larger pod can hold more liquid. Example: Vuse, Vibe, Alto

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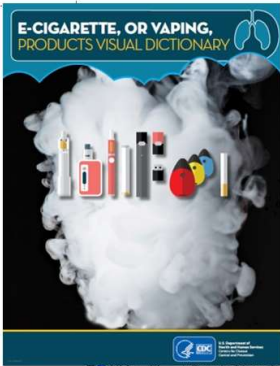
1.23 Electronic Cigarettes and Vaping Products Come in a Variety of Shapes/Sizes

Module One

Electronic Cigarettes and Vaping Products Come in a Variety of Shapes/Sizes

- › Products continue to evolve
- › Disposable products are preferred among youth
- › The CDC has produced a helpful guide to the types of products available

[CDC E-cigarette, or Vaping, products visual dictionary](#)



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Electronic Nicotine Delivery Systems: Heat not Burn Products

- ▶ “Heat not burn” products, such as IQOS, heat tobacco, but do not burn it
- ▶ Sleek packaging (resembles an iPhone), marketed in expensive shopping areas
- ▶ Unlike e-cigarettes, these use real tobacco (not liquid nicotine)



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1.25 Non Combustible Tobacco Products

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Non-Combustible Tobacco Products

Non-Combustible

Nicotine Pouches

Smokeless tobacco

Snuff

Dissolvable Products

- ▶ A variety of smokeless tobacco/nicotine products are available

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1.26 Non Combustible Products

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Examples of non-combustible products

▶ Snuff

- Moist
- Dry



▶ Chew tobacco

- Leaf
- Twist
- Plug



- ▶ Nicotine content varies among brands and products. As users become more dependent, they can choose higher content products.

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1.27 Snus

Module One
Snus



- ▶ Teabag-like pouch of dry snuff originating in Sweden
- ▶ ↑ snuff use is on the rise in men aged 18–44 and daily cigarette smokers.
- ▶ High interest among smokers
- ▶ Cross-promotion with other tobacco products
 - Dual use and addiction
- ▶ Steam cured vs. air cured
 - Less harmful, *not harmless*


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1.28 Nicotine Pouches

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Nicotine Pouches

- ▶ Nicotine pouches, such as Zyn, on! or Rogue, contain nicotine and other chemicals.
- ▶ Containing varying amounts of nicotine, they are tucked in between a person's lip or cheek and gums; the nicotine is absorbed into their bloodstream through mucous membranes in their mouth.
- ▶ According to the 2024 National Youth Tobacco Survey, they are the second most used tobacco product among high school students.
- ▶ These can contain a high amount of nicotine and are easy to use without being noticed.



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1.29 Smokeless Tobacco is Popular around the World

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Smokeless Tobacco is Popular around the World




- ▶ Alaska
 - Iqmiq (tobacco mixed with punk ash)
- ▶ Scandinavia
 - Snus
- ▶ India: a few of the many different variations and combinations
 - Betel quid
 - Pan Masala
 - Gutka
- ▶ Africa
 - Toombak

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1.30 Prevalence of Tobacco

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Describe prevalence of tobacco/
nicotine use in the U.S. and globally

1.31 Worldwide Consumption is Decreasing –

Module One

Worldwide Consumption is Decreasing –
but Not in All Countries

- ▶ All major tobacco companies continue to aggressively advertise cigarettes and vigorously fight tobacco control efforts around the world.
- ▶ Significant reductions in smoking rates in countries that have advanced tobacco control laws are offset by increasing consumption in other countries.
- ▶ Cigarette consumption is predicted to increase in many low- and medium-HDI (Human Development Index) countries due to dynamic economic development and continued population growth.

1.32 Current Smoking Prevalance

Module One

Current smoking prevalence

Percentage of daily smokers age 15+ (2017 or latest data available)



Overall smoking prevalence is declining but there are still more than one billion smokers in the world.

THE TOBACCO ATLAS

<https://tobaccoatlas.org/challenges/prevalence/>

"Although global smoking prevalence has declined (from 22.7% in 2007 to 17% in 2021), the total number of smokers remains high due to population growth. Globally, at least 940 million males and 193 million females ages 15 or older were current smokers in 2019. More than 75% of male daily smokers live in a country with a medium or high human development index (HDI), whereas more than 53% of female daily smokers live in very high-HDI countries."

1.33 Factors Affecting Tobacco/Nicotine Use: Prevalence and Health Consequences

Module One

Factors Affecting Tobacco/Nicotine Use: Prevalence and Health Consequences

- ▶ While looking at prevalence of tobacco and nicotine use, it's important to consider factors that impact certain populations inequitably.
- ▶ A broad range of complex social, environmental, and economic conditions, which originate from larger societal forces and historical policies, shape tobacco-related behaviors and outcomes
- ▶ Inequitable and persistent exposure to adverse social, environmental, and economic conditions have in turn put certain populations more at risk of tobacco-related risk behavior, exposure, and diseases
- ▶ Factors include built environment, marketing, generational trauma, and more
- ▶ We will discuss these social and environmental factors in a later module

1.34 The U.S. Tobacco Epidemic

Module One

The U.S. Tobacco Epidemic

- ▶ More than **480,000** Americans die each year as a result of tobacco use
- ▶ This accounts for 1 in 5 of all deaths in the US
- ▶ Smoking-attributable economic costs are more than **\$600 billion/year** in 2018, including nearly **\$240 billion** in medical costs and more than **\$185 billion** in lost productivity from smoking-related illnesses

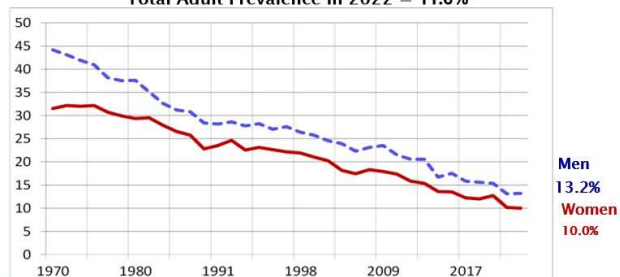
CDC Fact Sheet 2024.
Economic Costs of Smoking 2024

1.35 In the US, Cigarette Use is Decreasing Overall –

Module One

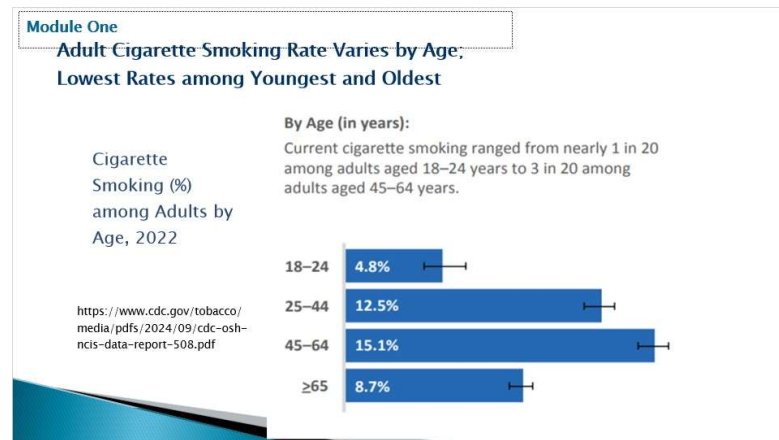
In the US, Cigarette Use is Decreasing Overall – but Remains High among Certain Populations

Total Adult Prevalence in 2022 = 11.6%

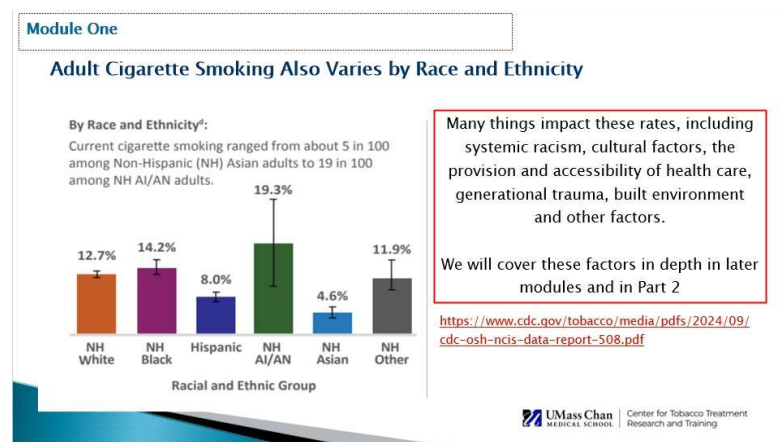


2022 NHIS Highlights

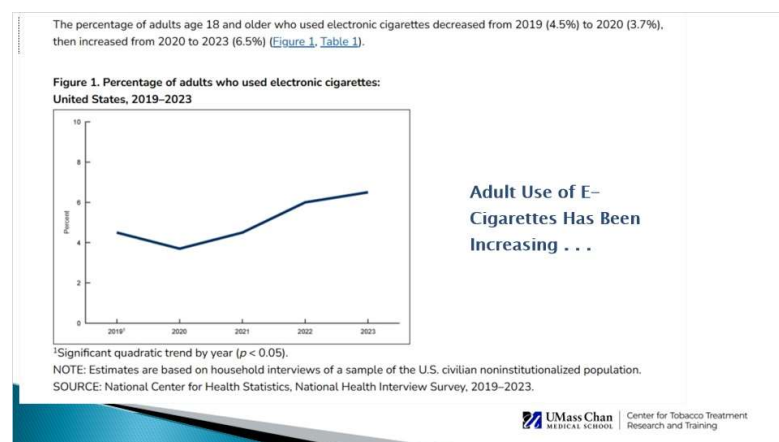
1.36 Adult Cigarette Smoking Rate Varies by Age;



1.37 Adult Cigarette Smoking Also Varies by Race and Ethnicity



1.38 Adult Use of E-Cigarettes Has Been Increasing . . .

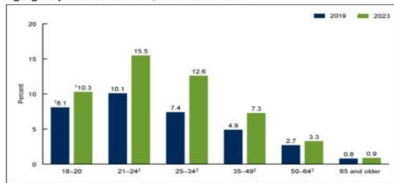


1.39 And Varies by Age Group: Younger Ages More Likely to Vape

Module One

And Varies by Age Group: Younger Ages More Likely to Vape

Figure 3. Percentage of adults who used electronic cigarettes, by age group: United States, 2019 and 2023



<https://www.cdc.gov/nchs/products/databriefs/db524.htm>

¹Significant quadratic trend by age ($p < 0.05$).

²Significantly different by year ($p < 0.05$).

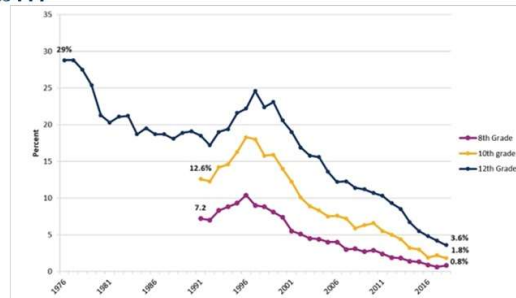
NOTES: In 2019, all pairwise comparisons were significant ($p < 0.05$), except comparisons between adults ages 18-20 and 21-24 and between adults ages 18-20 and 25-34. In 2023, all pairwise comparisons were significant, except comparisons between adults ages 18-20 and 25-34. Estimates are based on household interviews of a sample of the U.S. civilian noninstitutionalized population.

SOURCE: National Center for Health Statistics, National Health Interview Survey, 2019 and 2023.

1.40 Cigarette Smoking (%) among Adolescents Has Been Decreasing Through the Decades . . .

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Cigarette Smoking (%) among Adolescents Has Been Decreasing Through the Decades . . .



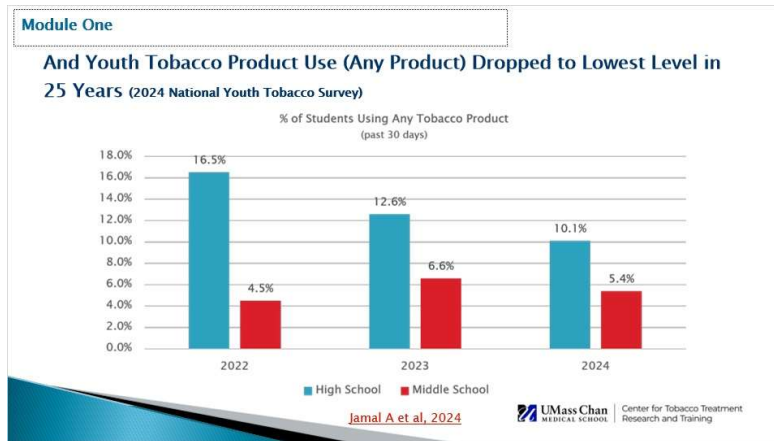
* Smoking 1 or more cigarettes during the previous 30 days

Johnston et al, 2019

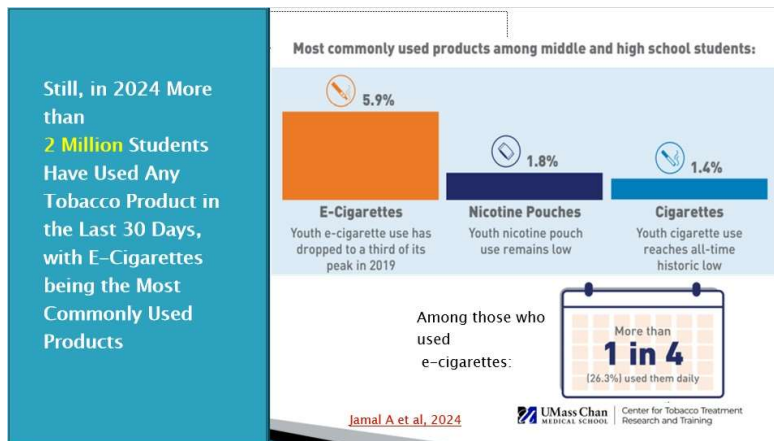
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1.41 And Youth Tobacco Product Use (Any Product) Dropped to Lowest Level in 25 Years (2024 National Youth Tobacco Survey)



1.42 Still, in 2024 More than



1.43 Popular Vaping Products Among Youth



1.44 Hookah/Shisha/Waterpipe Use

Module One

Hookah/Shisha/Waterpipe Use

- ▶ In 2021 exclusive pipe among adults in the US was 0.9% according to the National Health Interview Survey, but this includes non-water pipes
- ▶ Among middle/high school students in 2024, hookah use was 0.7%, a decrease from 2023
- ▶ Generally a social activity; using among family/friends in homes or bars/lounges is most common
- ▶ Use is associated with younger age, being male, owning a water pipe, and cigarette smoking
- ▶ Hookah-only (not polysubstance user) users tend to be of minority ethnicity

Cornelius ME et al, 2023; Jamal A et al 2024; Sun DL et al 2022;
Robinson JN et al, 2018

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1.45 Smokeless Tobacco Use in the US Varies by Age,

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Smokeless Tobacco Use in the US Varies by Age, Gender, Ethnicity, Education, and State

- ▶ About 2.1% of adults 18 or older use smokeless tobacco (2021)
- ▶ Highest rates of use are found among younger men, white males, and American Indians and Alaskan Natives
- ▶ Smokeless tobacco use decreases with increasing education
- ▶ States with high cigarette use are also more likely to have a high smokeless tobacco prevalence

Cornelius ME, 2023; CDC 2010

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1.46 Cigar Products

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Cigar Products

- ▶ Sales of all cigars more than doubled between 2000 and 2021, largely driven by sales of smaller cigars (often flavored).
- ▶ Adult usage in 2021: overall 3.5%* but higher in men (6.2%)
- ▶ While the prevalence overall in US declined in past 20 years, cigar smoking increased among Black persons from 2002 to 2019.
- ▶ Flavors still permitted, warning labels can be absent
- ▶ Just as harmful and addictive
 - More puffs, nicotine, CO, tar
 - Many inhale



Current use (past 30 days). Tobacco Free Kids, 2023 https://www.tobaccofreekids.org/press-releases/2023_10_04_cigar-report; Cornelius ME, et al, 2023; Packey LR et al, 2023.

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1.47 Polytabacco Use is Common

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Polytabacco Use is Common

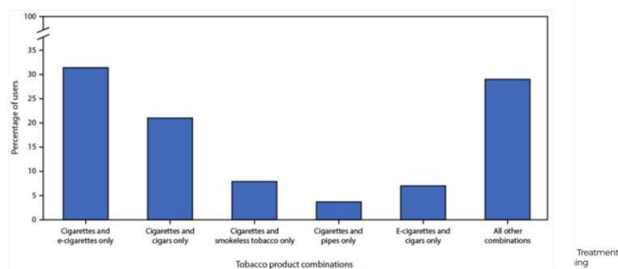
- ▶ Adults ≥ 18 :
 - In 2018, 3.7% of adults used 2 or more tobacco products “every day” or “some days”
 - More men use 2 or more products
- ▶ Youth (High School):
 - In 2019, 8.0% of female students and 13.4% of male students reported using 2 or more tobacco products in the previous 30 days.

1.48 % of Adults Using Two or More Types of Tobacco, 2021

Module One

% of Adults Using Two or More Types of Tobacco, 2021

Combustible cigarettes + e-cigarettes was the most common combination of use



1.49 Cannabis and Tobacco Co-Use

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Cannabis and Tobacco Co-Use

- ▶ In 2021, the prevalence of cannabis and tobacco co-use among US adults was 6.38%.
- ▶ From 2002 to 2019, the co-use prevalence increased significantly among adults overall.
- ▶ Co-use decreased significantly among young adults ages 18–25.
- ▶ All other subgroups of sex, race/ethnicity, and age had increased co-use prevalence.
- ▶ Among youth aged 12–17, co-use of cannabis and tobacco is more prevalent than using both substances by themselves. Odds of cannabis use were higher among youth who had a history of using e-cigarettes.

1.50 Regulations on Tobacco: Manufacturing, Use, Sales, Marketing

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Regulations on Tobacco: Manufacturing, Use, Sales, Marketing

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1.51

Module One

Regulations Can Help Address Inequities that Impact Tobacco Use

- ▶ These may include:
 - Unfair social policies and practices
 - Lack of health promotion resources
 - Increased exposure to risk factors
 - Neighborhood and built environment (such as housing, environmental conditions, and safety)
 - Reduced access to health care services, including tobacco dependence treatment

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1.52 Why Tobacco Regulations?

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Why Tobacco Regulations?

- ▶ Protect the health of people who do not use tobacco by limiting exposure to secondhand smoke
 - Workplace, restaurant, bar, and other public space laws
- ▶ Protect youth
 - Tobacco 21 Laws (now federal in the US)
 - Banning tobacco use at schools/school grounds
 - Restrictions on flavors, access
- ▶ Protect tobacco users
 - Restrict certain products
 - Restrict availability
 - Restrict use in public places

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Tobacco Control Interventions Can Target Determinants of Health

Tobacco Control Intervention	Targets social & context determinants of health
Sustain funding of comprehensive programs	Increase accessibility to resources
Price Regulations/Increases	Limiting access, Limiting tobacco marketing
Smoke-Free Policies (Housing/Work)	Impacting Social Norms, Changing Environments
Media Campaigns	Impacting Social Norms
Community-based cessation access	Increase accessibility to Resources

Treatment ing

1.54 Family Smoking Prevention and Tobacco Control Act (FSPTCA) was a milestone for tobacco control in 2009

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Family Smoking Prevention and Tobacco Control Act (FSPTCA) was a milestone for tobacco control in 2009



- Authorized the US Food and Drug Admin (FDA) to regulate cigarettes and smokeless tobacco products
 - Requires disclosure of tobacco product ingredients
 - Bans flavored cigarettes except menthol
 - Creates standards for tobacco products
 - Restricts tobacco sales, distribution, and marketing
 - Limits advertising to minors
 - FDA approval required for new products
 - Requires stronger health warnings on packaging and in advertisements
- Limitations:
 - Does not apply to cigars and pipe tobacco

<http://www.fda.gov>

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1.55 March 2010: Patient Protection and Affordable Care Act

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March 2010: Patient Protection and Affordable Care Act

- Provides funds to prevent and reduce tobacco use
- Mandated insurance coverage of evidence-based smoking cessation counseling and medications without barriers/copayments
- Expands Medicare and Medicaid coverage for smoking cessation treatment

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1.56 The FDA has addressed Regulation of E-cigarettes

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The FDA has addressed Regulation of E-cigarettes

- ▶ FDA finalized a rule in 2016 – regulatory authority to cover ALL tobacco products, including hookah, pipe tobacco, and e-cigarettes and their components (but not accessories)
 - Regulated as tobacco products, *unless* specific therapeutic claims are made
 - New products (marketed after Feb 2007) must undergo premarket authorization
- ▶ Beginning in 2018, all covered tobacco products must bear the required nicotine addictiveness warning statement on product packages and advertisements

FDA E-Cigarettes

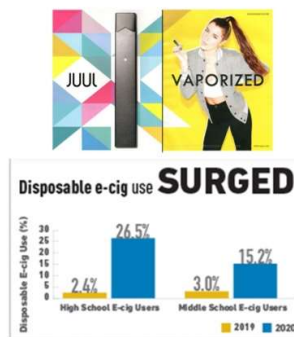
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1.57 Marketing of E-Cigarettes Has Been Very Effective

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Marketing of E-Cigarettes Has Been Very Effective

- ▶ Hundreds of brands, thousands of flavors
- ▶ Poor age verification for youth
- ▶ Technologically appealing
- ▶ Cost varies but can be less expensive than cigarettes
- ▶ Unclear intent
 - Harm reduction or cessation?
 - Short- or long-term use?
- ▶ In 2020, use of disposable e-cigs by youth surged



1.58 And Even More Changes to Protect Youth

Module One

And Even More Changes to Protect Youth

- ▶ December, 2019 – US federal minimum age of sale of tobacco products was raised from 18 to 21. It is illegal for retailers to sell any tobacco product to anyone under 21.
- ▶ January, 2020 – US FDA prioritized enforcement of the following products that have been illegally marketed (no premarket authorization):
 - Any flavored, cartridge-based ENDS product (other than a tobacco- or menthol-flavored ENDS product);
 - All other ENDS products for which the manufacturer has failed to take (or is failing to take) adequate measures to prevent minors' access; and
 - Any ENDS product that is targeted to minors or likely to promote use of ENDS by minors.
- ▶ Massachusetts bans sale of all Menthol products as of June 2020

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1.59 2022 Events

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2022 Events

- ▶ April: FDA can regulate tobacco products containing nicotine from any source (including synthetic/non-tobacco nicotine: NTN)
 - Includes products containing nicotine extracted from tobacco but no tobacco leaf
 - ~1 million applications for NTN products were submitted by May 2022
 - After 7/13/22 any new NTN product without premarket authorization cannot be marketed
 - However, enforcement is lagging and illegal products are being sold
- ▶ April: FDA proposes to prohibit menthol cigarettes and all flavored cigars

1.60 The CDC provides guidance for States and Communities: Best Practices for Comprehensive Tobacco Control

Module One

The CDC provides guidance for States and Communities: Best Practices for Comprehensive Tobacco Control

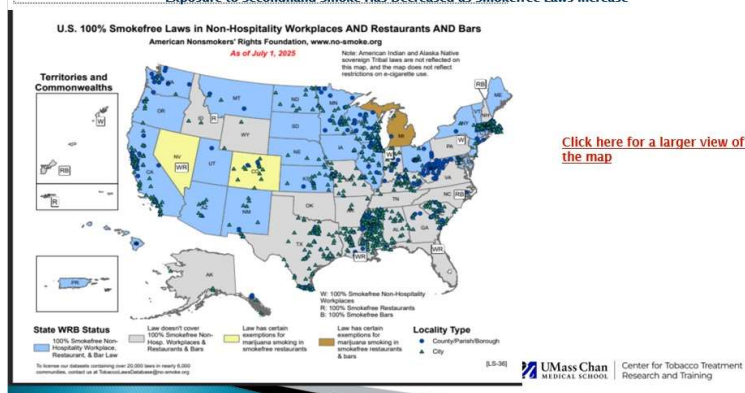
- ▶ "Best Practices for Comprehensive Tobacco Control Programs" gives guidance for:
 - State and Community Interventions
 - Health Communication
 - Cessation Interventions
 - Surveillance and Evaluation
 - Administration and Management



1.61 Exposure to Secondhand Smoke Has Decreased as Smokefree Laws Increase

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Exposure to Secondhand Smoke Has Decreased as Smokefree Laws Increase

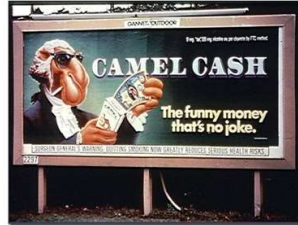


1.62 Public Health Efforts must Compete with

Module One

Public Health Efforts must Compete with Industry Marketing

- ▶ Tobacco industry cites First Amendment rights to fight marketing restrictions
- ▶ Billboards and cartoon figures banned in 1998
- ▶ In 2018 the industry spent more than \$9 billion on advertising and promotional expenses in US



FTC, 2018

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1.63 Counter-Marketing

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Health Communication and Counter-Marketing



- ▶ Health communication is a central component of tobacco control
- ▶ Counter-marketing has proven successful in prompting quit attempts
- ▶ Truth campaign targets industry tactics <http://www.thetruth.com/>
- ▶ CDC Media Campaign Resource Center provides access to counter-advertising resources, including videos from the Tips Campaign TV ads

Zhang, 2015

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1.64 Cessation Interventions are a Critical Component of Tobacco Control

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Cessation Interventions are a Critical Component of Tobacco Control We Will Cover These in Part 2



PHS Guideline



North American Quitline Consortium

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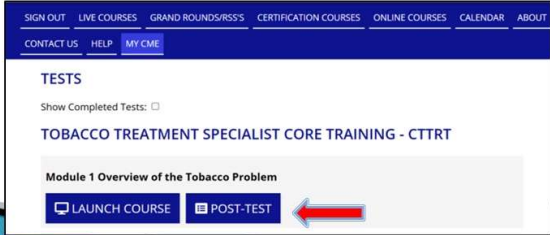
1.65 Module Quiz

Module One

Module 1 Required Quiz

To take the quiz, click on the 'course homepage' link below, it will take you to the course main homepage where you can click on the module quiz 'button' to start the quiz.

[Course homepage](#)



The screenshot shows a web interface with a blue header containing navigation links: SIGN OUT, LIVE COURSES, GRAND ROUNDS/RSSES, CERTIFICATION COURSES, ONLINE COURSES, CALENDAR, and ABOUT. Below the header is a sub-header with CONTACT US, HELP, and MY CME. The main content area is titled TESTS and includes a checkbox for Show Completed Tests. The course title TOBACCO TREATMENT SPECIALIST CORE TRAINING - CTTRT is displayed. Under the heading Module 1 Overview of the Tobacco Problem, there are two buttons: LAUNCH COURSE and POST-TEST. A red arrow points to the POST-TEST button.