

Science into Action: Impact of the 2006 Surgeon General's Report



Steve Babb, MPH
Joel London, MPH
Gabrielle Promoff, MAPM
Office on Smoking and Health

Centers for Disease Control and Prevention
Coordinating Center for Health Promotion
National Center for Chronic Disease Prevention
and Health Promotion

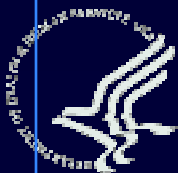
American Public Health Association Meeting
November 5, 2007
Washington, D.C.

The Health Consequences
of Involuntary Exposure
to Tobacco Smoke

A Report of the Surgeon General



Department of Health and Human Services



SAFER • HEALTHIER • PEOPLE™



Report Process

- 29th Surgeon General's Report on Smoking and Health
- 2nd Surgeon General's Report on secondhand smoke (SHS)
- 1st Report on this topic in 20 years
- Rigorous review of published scientific evidence
- Conclusions based upon standardized criteria of causality



Report Process

- Senior Scientific Editor: Dr. Jonathan Samet
- 22 National experts served as primary chapter authors
- 40 International experts served as chapter peer reviewers
- 30 Senior Scientific Reviewers with diverse perspectives

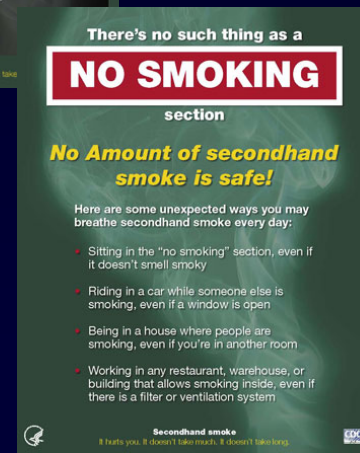
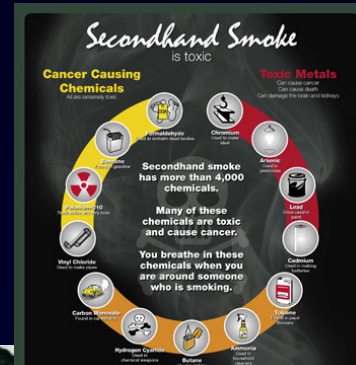
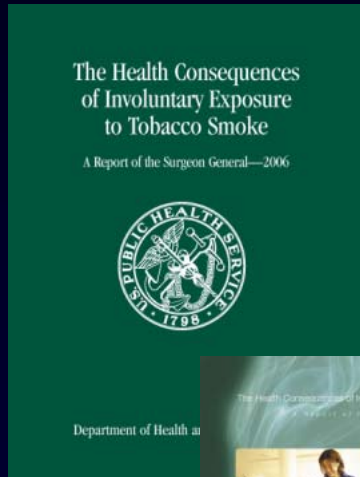


Report Release

- Crafted key messages, talking points, speeches
- Proactive outreach to news media
- Consultation and collaboration with partners
- Planned press conference for maximum impact
- Developed consumer materials



Report Ancillary Materials



Major Conclusions of Report

- SHS causes premature death and disease in children and nonsmoking adults.
- Children exposed to SHS are at an increased risk of SIDS, acute respiratory infections, middle ear disease, more severe asthma, respiratory symptoms, and slowed lung growth.
- SHS exposure has immediate adverse effects on the cardiovascular system and causes heart disease and lung cancer in nonsmoking adults.



Major Conclusions of Report

- There is no risk-free level of SHS exposure.
- Many millions of Americans are still exposed to SHS in their homes and workplaces.
- Eliminating smoking in indoor spaces fully protects nonsmokers from SHS exposure. Separating smokers from nonsmokers, cleaning the air, and ventilating buildings cannot eliminate this exposure.



News Media Coverage

- Cover stories and headlines in every major national newspaper
- Editorials in many national, state, and local newspapers
- Extensive television and radio coverage.
 - 1,700+ television and radio broadcast hits
 - Reached 192 of 210 market areas
 - More than 136 million audience impressions



Public-Sector Policy Decisions

- Twelve states have adopted laws making many workplaces and public places smoke-free since the Report's release.
- Seven states have adopted such laws in 2007 alone - the most ever in a single year.
- More than 80 communities have enacted comprehensive local smoke-free laws since the Report's release.
- Most major U.S. cities have some type of smoke-free law in place.



Public-Sector Policy Decisions

- A diffusion effect is evident, with sites that are considering laws finding similar sites that have had successful experiences.
- U.S. is at a tipping point.
- All states could adopt smoke-free laws in foreseeable future, although probably not in time to achieve the relevant Healthy People 2010 objective.



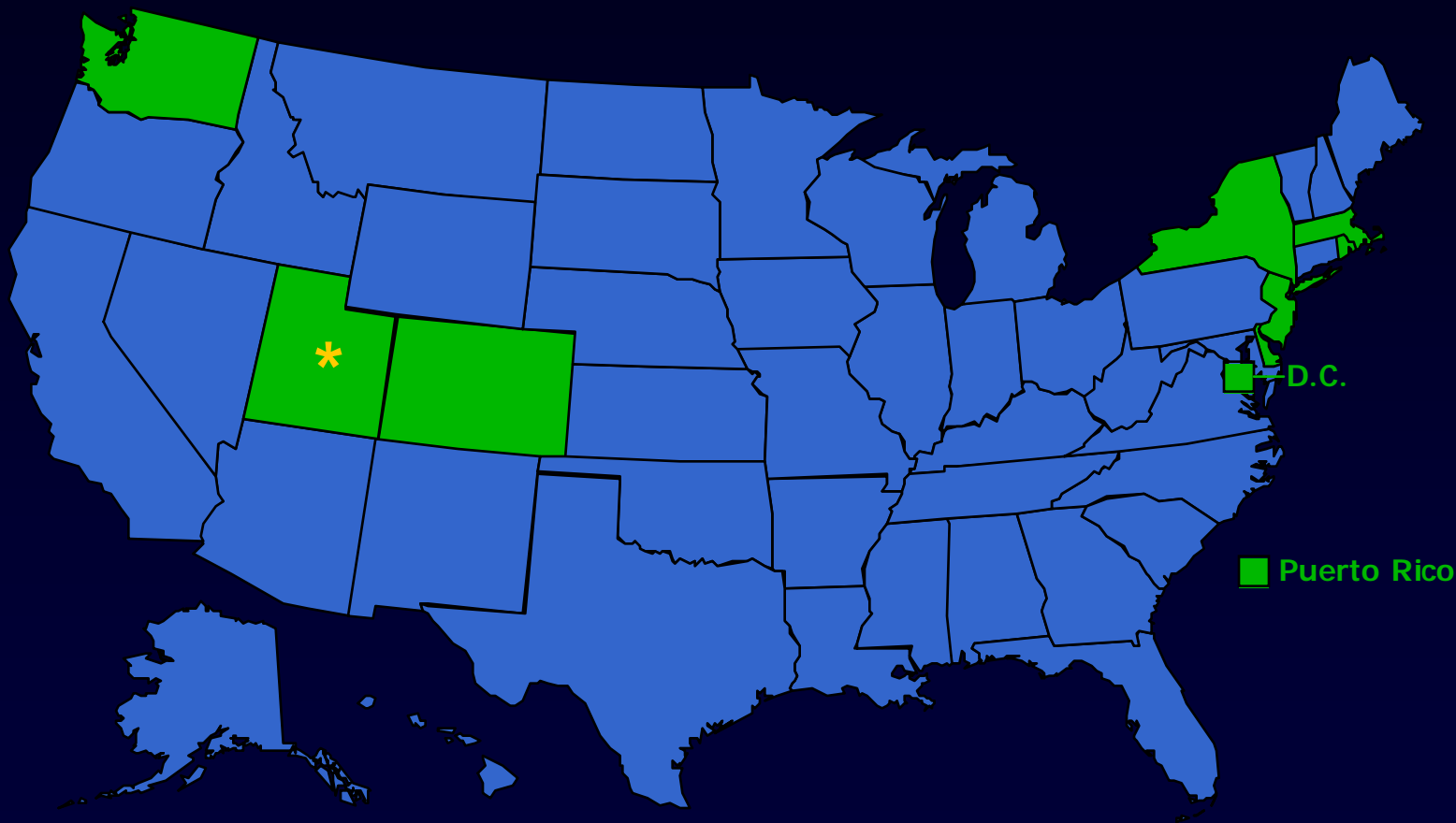
Public-Sector Policy Decisions

- "If someone had told me a couple of months ago we would be voting on an ordinance like this, I would have told them they were crazy . . . That changed when the surgeon general released his report. Now we owe it to the people of Hattiesburg to protect their health."
 - Council President Carter Carroll, Hattiesburg, Mississippi



Comprehensive Smoke-free Laws Adopted Before Report Release

■ Adopted prior to June 27, 2006 Report release



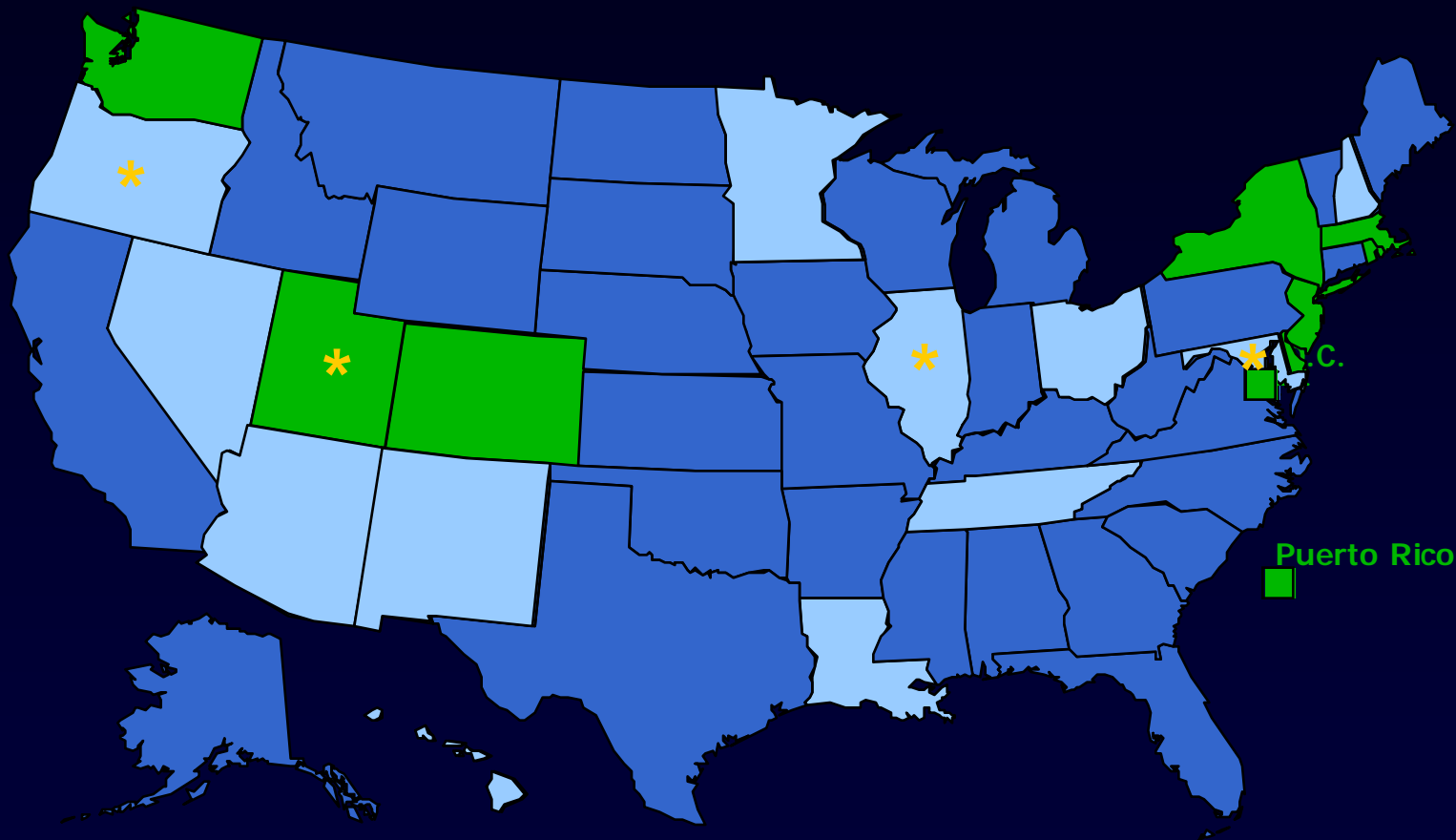
State Tobacco Activities Tracking and Evaluation (STATE) System

* not in effect yet



Smoke-free Laws Adopted Since Report Release (provisions vary)

■ Adopted since Report release



Based on the State Tobacco Activities Tracking and Evaluation (STATE) System
<http://www.cdc.gov/tobacco/statesystem>

* not in effect yet



Private-Sector Policy Decisions

- Several major U.S. hotel chains have adopted smoke-free policies throughout their facilities, including all guest rooms.
- Several major U.S. employers have implemented tobacco-free campus policies.
- A number of state restaurant associations and state and local chambers of commerce have come out in support of comprehensive smoke-free laws.



Private-Sector Policy Decisions

- “Demand for non-smoking rooms continues to rise with new information from the Surgeon General on the hazards of secondary smoke.”
 - Marriott press release



Smoke-Free Conference Policies Adopted Since Report Release (partial list)

- American Medical Association
- American Heart Association
- American Lung Association
- American Academy of Pediatrics
- National Cancer Institute
- National Institute on Drug Abuse
- Centers for Disease Control and Prevention



Follow-up Activities: Partners

- Two meetings of the Interagency Committee on Smoking and Health
 - First meeting reviewed findings of Surgeon General's Report and considered next steps
 - Second meeting focused on children's exposure



Follow-up Activities: Partners

- Head Start Initiative
 - Joint Initiative of Administration for Children and Families and Environmental Protection Agency
 - Educate parents to reduce SHS exposure among children in Head Start
- American Academy of Pediatrics Call to Action
 - Directed to pediatricians
 - Screen children
 - Advise parents to make homes and vehicles smoke-free to protect children from SHS
 - Help parents quit smoking



Follow-up Activities: CDC Office on Smoking and Health (OSH)

- Publication containing key excerpts of 2006 Surgeon General's Report addressing children
- Educational resource for Hispanic/Latino parents
- Additional educational resources for African American parents and for all parents in development



Follow-up Activities: OSH

- Goal: Extend and maximize the Report's impact
- Work closely with partners
- Expand the science base
 - Publish and present studies
- Translate scientific findings
 - Work with the news media
 - Disseminate information and consumer materials
- Continue to provide technical assistance to states
 - Implementation of state smoke-free laws
 - Evaluation of state smoke-free laws





Philadelphia Inquirer



Science into Action: Impact of the 2006 Surgeon General's Report



Steve Babb, MPH

sbabb@cdc.gov

Joel London, MPH

Gabrielle Promoff, MAPM

Office on Smoking and Health

Centers for Disease Control and Prevention
Coordinating Center for Health Promotion
National Center for Chronic Disease Prevention
and Health Promotion

American Public Health Association Meeting

November 5, 2007

Washington, D.C.

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the views of the Centers for Disease Control and Prevention.

SAFER • HEALTHIER • PEOPLE™

The Health Consequences
of Involuntary Exposure
to Tobacco Smoke

A Report of the Surgeon General



Department of Health and Human Services



CS112940