

TOBACCO FREE FLORIDA HAS MADE REMARKABLE PROGRESS

Tobacco Free Florida is monitored by an independent evaluation team. According to their findings:¹

Exposure to the Tobacco Free Florida campaign resulted in smokers being motivated to quit, and being more concerned about their health.

Quit attempts across the state have increased as a result of the Tobacco Free Florida campaign.

The Tobacco Free Florida campaign has been linked to reducing relapses among those who have quit.

ADULT SMOKING RATE

2006: 21.0%²
2016: 15.5%³
lowest it has ever been

YOUTH SMOKING RATE

2006: 10.6 percent⁴
2017: 2.5%⁵
76% decrease

The program is financially beneficial for both the state and its residents:

STATEWIDE⁶

The reduction in adult smoking rates from 2007 to 2015 resulted in about **\$17.7 billion** in savings in cumulative smoking-related healthcare costs across the state.

The program saved the state **\$3.2 billion** in healthcare costs in 2015 alone.

If the adult smoking rate declines as expected, the state will save **\$8.2 billion** between 2016 and 2020 in cumulative smoking-related personal health care costs.

INDIVIDUAL

In just one year, a pack-a-day smoker in Florida can spend **more than \$2,100** on cigarettes.⁷

Smoking disproportionately affects **low income Floridians**, who could be spending that money on **daily expenses and savings**.⁸

CDC “Best Practices for Comprehensive Tobacco Control Programs” says:

TFF is a social marketing campaign, rather than an awareness campaign. As such, the audience behavior changes when they are exposed to the campaign.

Mass-reach health communication interventions are needed to counter tobacco industry marketing efforts and protect public health.⁹

Tobacco countermarketing campaigns curb smoking initiation in youth and promote smoking cessation in adults.¹⁰

Tobacco countermarketing campaigns must have sufficient reach, frequency and duration to be successful.¹¹⁻¹⁵



¹ Duke, J., MacMonegle, A., Cress, M., & Arnold, K. (2015). Outcome evaluation data synthesis: Adult smokers. Prepared for the Florida Department of Health, Bureau of Tobacco Free Florida, Research Triangle Park, NC: RTI International.

² Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2006.

³ Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2016.

⁴ Florida Youth Tobacco Survey (FYTS). Florida Department of Health, Bureau of Epidemiology, 2006.

⁵ Florida Youth Tobacco Survey (FYTS). Florida Department of Health, Bureau of Epidemiology, 2017.

⁶ Mann, Nathan M., Nonnemaker, James M., Thompson, Jesse. "Smoking-Attributable Health Care Costs in Florida and Potential Health Care Cost Savings Associated with Reductions in Adult Smoking Prevalence." 2016.

⁷ Campaign for Tobacco-Free Kids. State Excise and Sales Taxes per Pack of Cigarettes, Total Amounts & State Rankings. 2017.

⁸ Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2016.

⁹ National Cancer Institute. The Role of the Media in Promoting and Reducing Tobacco Use. Tobacco Control Monograph No. 19. Bethesda (MD): U.S. Department of Health and Human Services, Public Health Service, National Institutes of Health, National Cancer Institute, 2008. NIH Publication No. 07-6242.

¹⁰ Wakefield MA, Bove SJ, Durkin SJ, Yong HH, Spittal MJ, Simpson JA, Borland R. Does tobacco-control mass media campaign exposure prevent relapse among recent quitters? *Nicotine & Tobacco Research* 2013;15(2):385-92.

¹¹ Centers for Disease Control and Prevention. Increases in quitline calls and smoking cessation website visitors during a national tobacco education campaign — March 19–June 10, 2012. *Morbidity and Mortality Weekly Report* 2012;61(34):667-70.

¹² Schar E, Gutierrez K, Murphy-Hoefler R, Nelson DE. Tobacco Use Prevention Media Campaigns: Lessons Learned from Youth in Nine Countries. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.

¹³ Terry-McElrath Y, Wakefield M, Ruel E, Balch GI, Emery S, Szczyzka G, et al. The effect of antismoking advertisement execution characteristics on youth comprehension, appraisal, recall, and engagement. *Journal of Health Communication* 2005;10:127-43.

¹⁴ Terry-McElrath YM, Emery S, Wakefield MA, O'Malley PM, Szczyzka G, Johnston LD. Effects of tobacco-related media campaigns on smoking among 20-30-year-old adults: longitudinal data from the USA. *Tobacco Control* 2013;22(1):38-45.