

# TOBACCO FREE FLORIDA HAS MADE REMARKABLE PROGRESS

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

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%<sup>2</sup>  
2016: 15.5%<sup>3</sup>  
lowest it has ever been

## YOUTH SMOKING RATE

▼  
2006: 10.6 percent<sup>4</sup>  
2017: 2.5%<sup>5</sup>  
76% decrease

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

### STATEWIDE<sup>6</sup>

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.<sup>7</sup>

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

**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.<sup>9</sup>

Tobacco countermarketing campaigns curb smoking initiation in youth and promote smoking cessation in adults.<sup>10</sup>

Tobacco countermarketing campaigns must have sufficient reach, frequency and duration to be successful.<sup>11-15</sup>



<sup>1</sup> 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.

<sup>2</sup> 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.

<sup>3</sup> 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.

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

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

<sup>6</sup> 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.

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

<sup>8</sup> 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.

<sup>9</sup> 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.

<sup>10</sup> Wakefield MA, Bowe 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.

<sup>11</sup> 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.

<sup>12</sup> 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.

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

<sup>14</sup> Terry-McElrath Y, Emery S, Wakefield MA, O'Malley PM, Szczypka 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.