

TOBACCO PREVENTION NEWS

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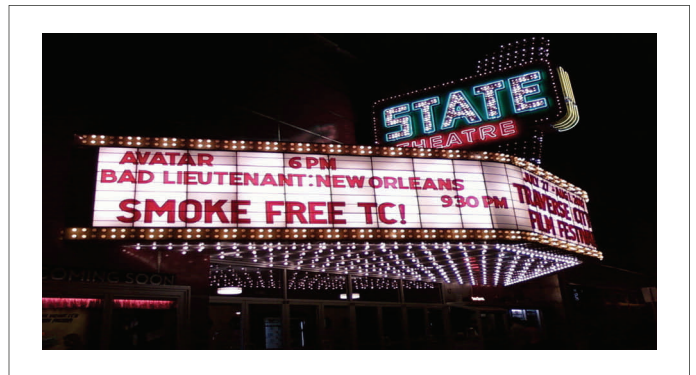
"Early indications are quite positive related to the new smoking law. We are seeing new customers coming in, our food business is up and we have a new menu coming out featuring more new healthy options. Regular non smoking customers and our employees love the clear air and our smoking customers have been very respectful of the law and are going outside to our designated smoking area."

Mark Zickel, Owner
Pub One Eleven
Downtown Whitehall, MI

DR. RON DAVIS SMOKE-FREE AIR LAW PROVING SUCCESSFUL

A team of researchers in the Michigan Department of Community Health (MDCH) Tobacco Section is studying the impact of Michigan's smoke-free law, which took effect May 1, 2010. Health effects, air quality, public opinion and behavior, and the economic impact of the law are measured both pre- and post-implementation of the law.

Preliminary results of the public opinion survey of nearly 10,000 Michigan residents indicate strong support for the law, regardless of age or smoking status. 74% of survey participants are in favor of the law. 86% of respondents believe secondhand smoke to be a serious health threat to nonsmokers, and 91% indicated awareness of the scope of the law covering all work-sites, restaurants, and bars. In addition, 89% indicated that they will visit restaurants and bars more frequently, or as frequently as before the law was implemented.



The State Theatre in Traverse City celebrates the new law May 1st, 2010

These survey results confirm support for Michigan's smoke-free law, and coincide with results of similar studies conducted in other states with smoke-free laws. As a result of strong public support, it is expected that compliance with the law will be high.

Secondhand smoke exposure causes heart disease and lung cancer in healthy non-smoking adults, and sudden infant death syndrome, acute respiratory infections, ear problems, and more frequent and severe asthma attacks in

children. Just thirty minutes of exposure to secondhand smoke can precipitate acute heart attack.

Studies show that in states with smoke-free workplace laws, exposure to secondhand smoke among workers and the general public decreases, and the rate of heart attack admissions declines. In addition, smoke-free policies have a positive economic impact.

CDC DIRECTOR ADDRESSES UM SCHOOL OF PUBLIC HEALTH

Tom Frieden, M.D., M.P.H., Director of the Centers for Disease Control (CDC), spoke at the April 29, 2010 University of Michigan School of Public Health graduation ceremony.

Dr. Frieden cited historical public health progress, noting that "tobacco control has

reduced tobacco use by more than half in a generation." He also recognized Michigan's new smoke-free air law, adding that it will change people's lives forever.

The MDCH Tobacco Program, along with state and local partners, has made significant progress in reducing the health burden of tobacco use on Michigan

residents, but much work remains.

The CDC recommends annual tobacco prevention funding in Michigan of \$121 Million. The current budget of \$2.6 Million falls far short. It is imperative that Michigan build on past successes in tobacco prevention, including the passage of

the recent smoke-free air law, by adequately funding tobacco prevention programming. Proactive budget solutions include increasing the tax on other tobacco products to parity with the cigarette tax, and using a portion of the generated revenue to fund tobacco programming.

MDCH TOBACCO & DIABETES PROGRAMS COLLABORATE TO EDUCATE HEALTH CARE PROVIDERS



“The risk of a heart attack or stroke dramatically increases among patients with diabetes who also smoke.”

The Michigan Department of Community Health (MDCH) Tobacco Program collaborated with the MDCH Diabetes Program to develop a webinar titled *Diabetes and Tobacco Use: A Deadly Combination*. The webinar, which was provided free of charge in January 2010 to public health professionals and health care providers, presented education regarding the important link between health risk factors associated with tobacco use and the impact on patients with diabetes.

Tobacco use is the leading cause of preventable death in Michigan, killing over 14,500 Michigan residents and costing our State over \$7.3 Billion in direct medical costs and lost productivity annually. Tobacco use increases the risk of heart disease, cancer, respiratory disease, low birth weight, Sudden Infant Death Syndrome, and diabetes.

During 2005-2007 an estimated 648,100 Michigan adults or 8.5% of the total adult population had diagnosed diabetes (Type 1 or Type 2). Another 279,100 adults had undiagnosed diabetes. Altogether, an estimated 927,200 adults or 12.2% of Michigan's total adult population had diabetes. The total cost of diabetes for people in Michigan is estimated at \$6.5 billion in 2007. This estimate includes direct medical costs of \$4.3 billion attributed to diabetes, and indirect costs valued at \$2.2 billion.

Dr. Greg Holzman, Chief Medical Executive for MDCH states that, “smoking is a major risk factor for heart attacks and strokes. The risk of a heart attack or stroke dramatically increases among patients with diabetes who also smoke. Smoking and diabetes both effect the vascular system and can have a

major impact on the incidence and management of vascular related diseases. The Tobacco and Diabetes Programs are working diligently with healthcare providers to focus on cardiovascular risks of tobacco use among diabetics, and to more effectively intervene with patients to help them quit tobacco use.” Dr. Holzman added, “No one should smoke, but for a patient with diabetes it is imperative that - if you smoke, quit - and if you do not smoke, do not start.” Reducing tobacco use and reducing the burden of diabetes in Michigan will improve the public's health, and will result in substantial savings in terms of both lives and dollars.

The webinar is archived online and can be accessed at <http://breeze.mdch.train.org/p12129165/>.



In Michigan, tobacco use kills more than 14,500 Michigan residents and costs the state \$3.4 billion in annual health care costs. Every day, another 40 lives are lost and more than 45 kids become new regular smokers.

FAMILY SMOKING PREVENTION AND TOBACCO CONTROL ACT: NEW PROTECTIONS PHASED IN BEGINNING JUNE '10

The FDA Family Smoking Prevention and Tobacco Control Act, passed in June 2009, focuses the FDA's authority to protect children and youth by directly regulating the manufacturing, marketing and sale of tobacco products. On June 22, 2010, new provisions of the FDA rules coming into effect will:

- Restrict the marketing and sale of cigarettes and smokeless tobacco products to youth under 18.
- Prohibit descriptors such as – or similar to, “lite,” “low,” “mild,” in all advertising, labeling and marketing of *existing* cigarettes and smokeless products.
- Require larger, stronger warning labels on all smokeless tobacco packages and in advertisements.

- Require all cigarette and smokeless advertising to be black text on white background only – with all audio ads only spoken words with no sound effects or music – except in adult-only facilities and in magazines with less than 15%, or fewer than 2 million youth readers
 - The new rules will not allow:
 - ◇ Vending machine sales or self-service displays of cigarettes or smokeless tobacco except in adult-only facilities.
 - ◇ Branded product tie-ins (e.g., T-shirts) with purchases of cigarettes or smokeless tobacco products
 - ◇ Sales of cigarettes in packages of fewer than 20 cigarettes.
 - ◇ Outdoor cigarette or smokeless advertising within 1000 feet of schools, parks or playgrounds.
 - ◇ Branded sponsorships of athletic or cultural events by cigarette or smokeless manufacturers, distributors or retailers
 - ◇ Free samples of tobacco products, except free samples of smokeless in adult-only facilities in certain restricted situations.
- Further details on the new rules going into effect on June 22, 2010 can be found at <http://www.fda.gov/TobaccoProducts/> or at <http://www.tobaccofreekids.org/reports/fda/>



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