


Press Coverage of Tobacco Issues as a Component of the SmokeLess States Evaluation



Analysis of news coverage

I. Coverage of Tobacco Issues Overall

Volume

Scope

Types of Articles

Slant

II. Coverage of SmokeLess States Efforts: Clean Indoor Air, Excise Taxes, and Medicaid Coverage of Cessation

Volume

Scope

Types of Articles

Slant

III. Relationship between newspaper coverage and: SLS Tobacco Control Efforts (SoTC) Policy Changes (Legislative Tracking)

The Good News.....

DAILY FREEMAN

**KINGSTON, NY
SATURDAY 27,000
MAY 11 2002**

Tobacco foe hopes to clear air

■ Russell Sciandra is promoting two pieces of state legislation that would impose stricter limits on smoking in public buildings.

3428/Pg. A3
By JONATHAN MENT
Freeman staff

SUN CHRONICLE

ATTLEBORO, MA

FRIDAY 24,000

MAY 10 2002

Advocates want to force Swift to fund anti-smoking programs

3428 pg 5
BOSTON (AP) — Anti-smoking activists asked the state's highest court Thursday to order acting Gov. Jane Swift to restore \$22 million to smoking cessation and other health programs.

HERALD-CITIZEN

**COOKEVILLE, TN
FRIDAY 11, 160
MAY 10 2002**

A higher tax on cigarettes favored

By KARIN MILLER

Associated Press Writer

3428 8-A
NASHVILLE, Tenn. (AP) —
Nearly two-thirds of Tennessee voters want lawmakers to raise the cigarette tax as a means of increasing state revenues and reducing the number of people who smoke, according to poll results released Thursday.

And Now For The Bad News.....

ARIZONA REPUBLIC

PHOENIX, AZ
THURSDAY 365,979
MAY 9 2002

Tobacco lobbyists fight hard against tax

3428/8832
By Chip Scutari
The Arizona Republic

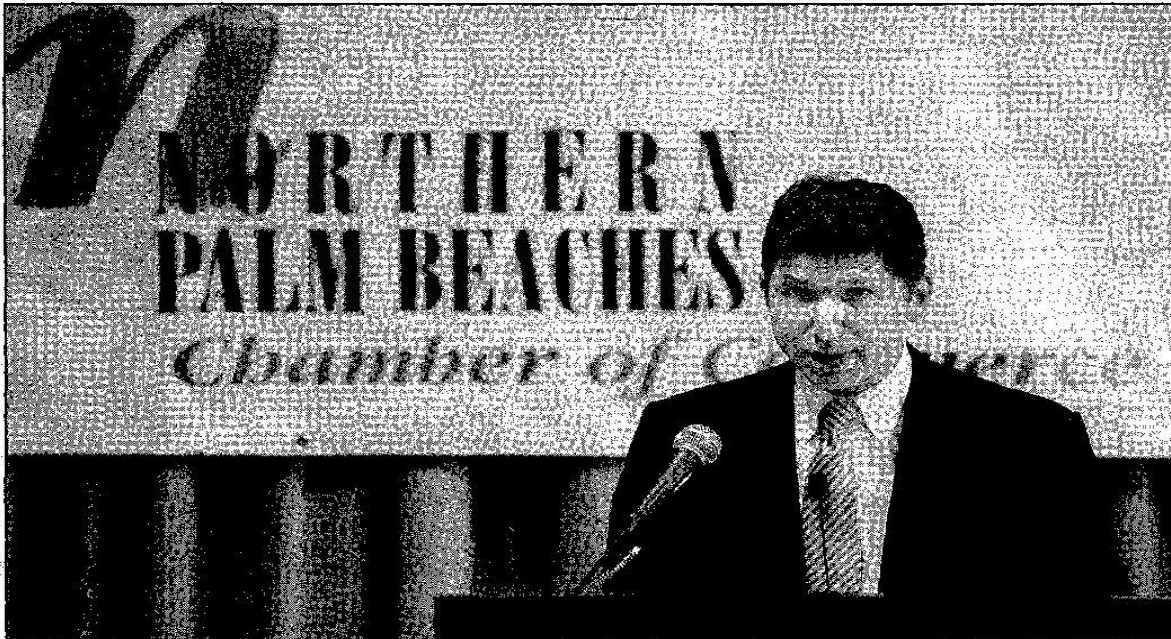
“
They’ve been
everywhere. They
have really come
out of the
woodwork.”

Rep. Deb Gullett

R-Phoenix, talking about tobacco
company lobbyists

PALM BEACH POST

WEST PALM BEACH, FL
THURSDAY 173,000
MAY 9 2002



JENNIFER PODIS/Staff Photographer

Mark Berling says Philip Morris, which is changing its name to Altria Group Inc., does a lot more than make cigarettes.

Philip Morris: We're good citizens

A corporate lawyer talks
locally about the positive
things the diversified
tobacco company is doing.

DAVID HARRIS

SUNDAY NEW YORK POST

NEW YORK, NY
SUNDAY 368,636
MAY 12 2002

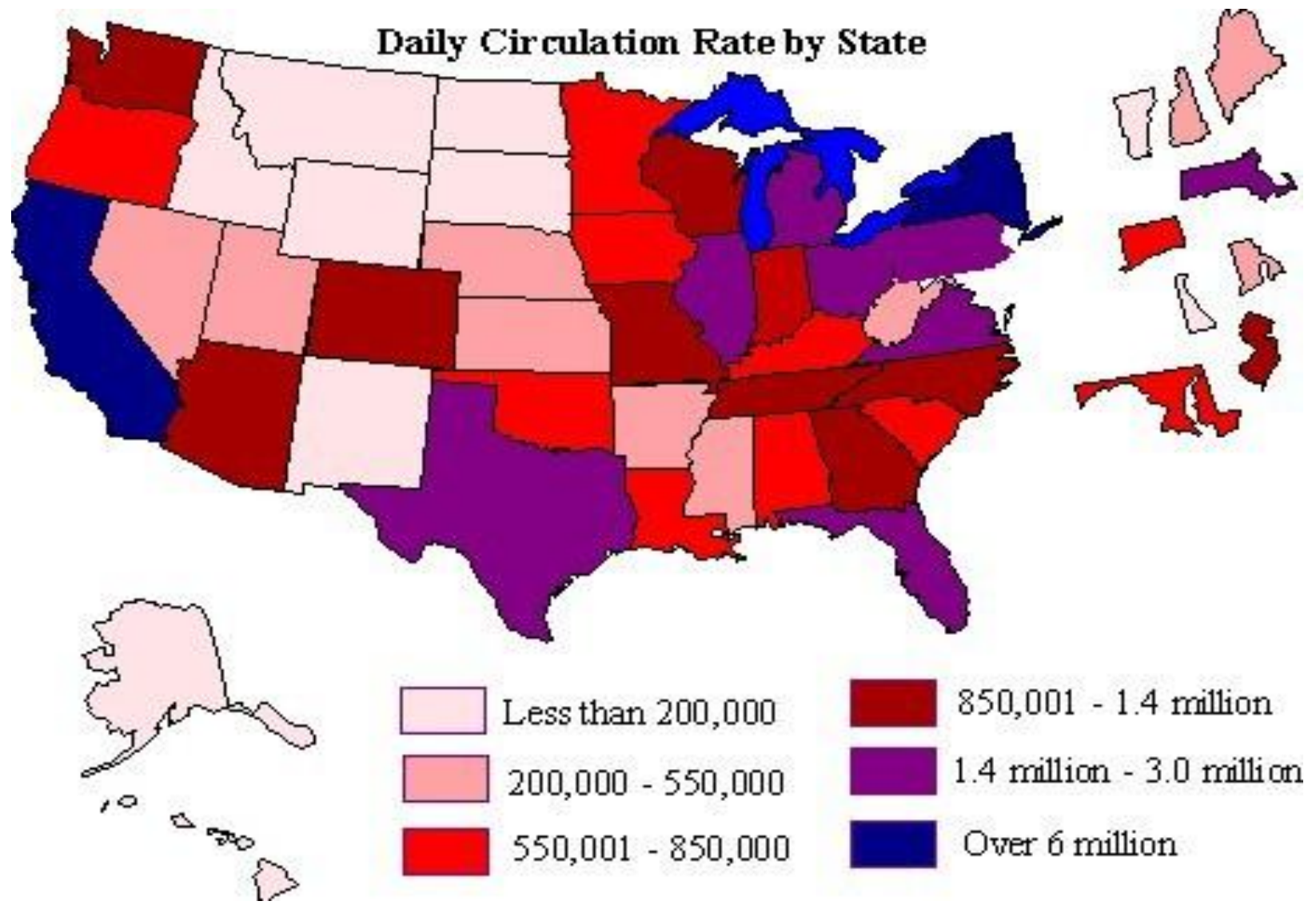
A Killing Tax

3428 / A24

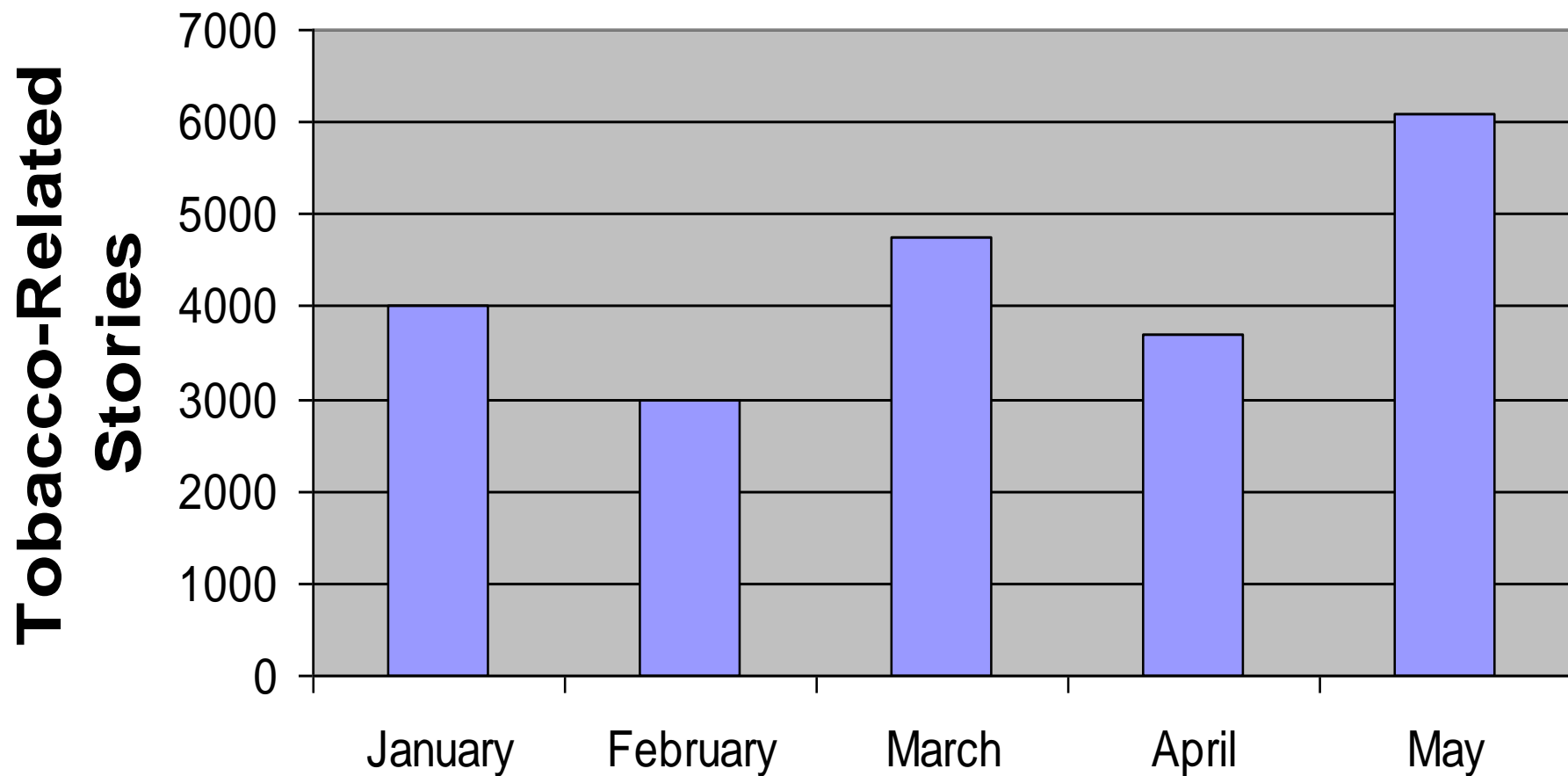
You don't have to be a smoker to be uncomfortable with the enthusiasm that politicians in Albany and elsewhere show for cigarette taxes. It's no secret that such high taxes encourage smuggling and provide juicy opportunities for criminals.

PHOTO BY AP/WIDEWORLD; ILLUSTRATION BY JEFFREY M. HARRIS FOR THE NEW YORK POST

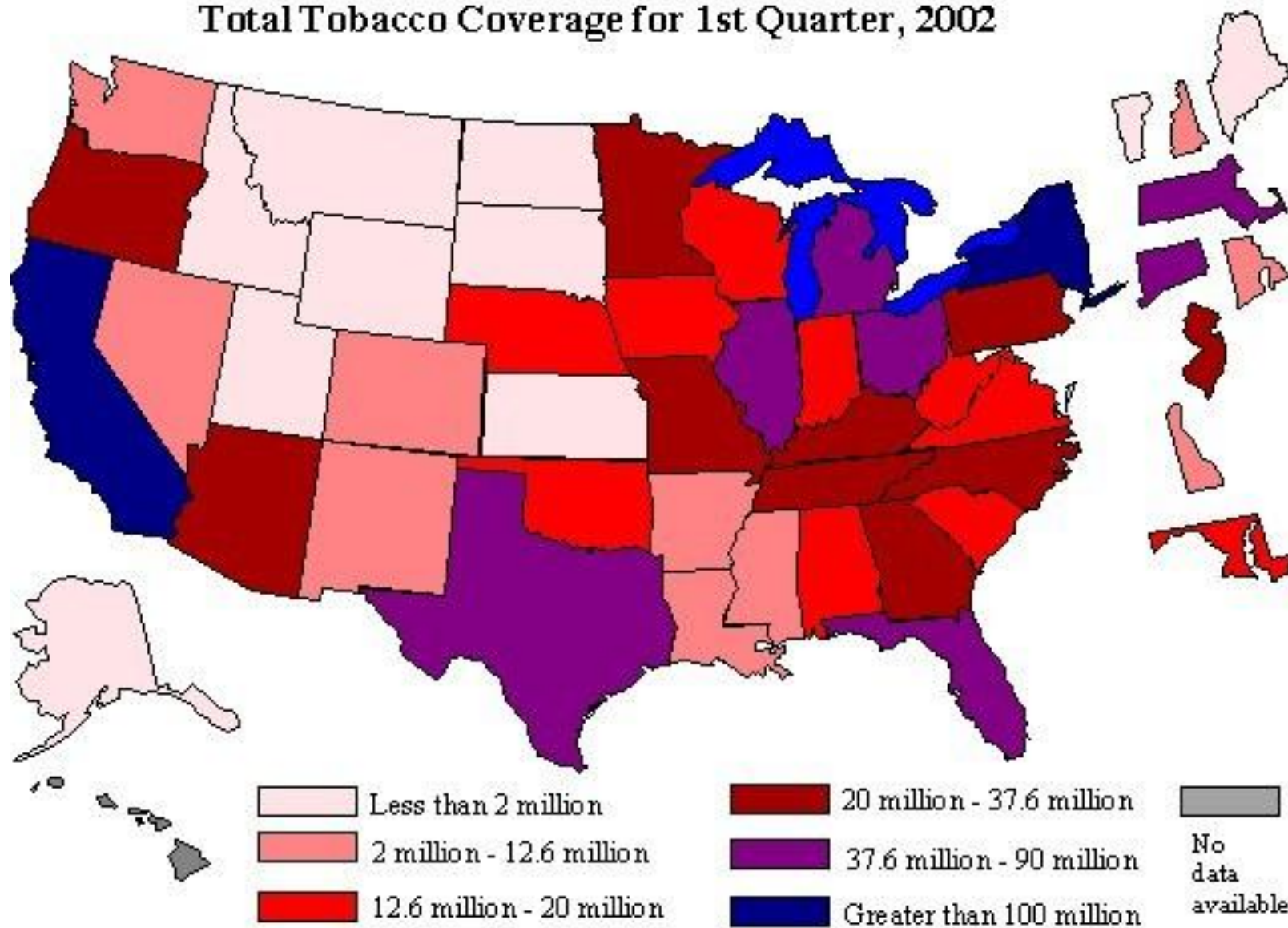
Daily Circulation Rate by State



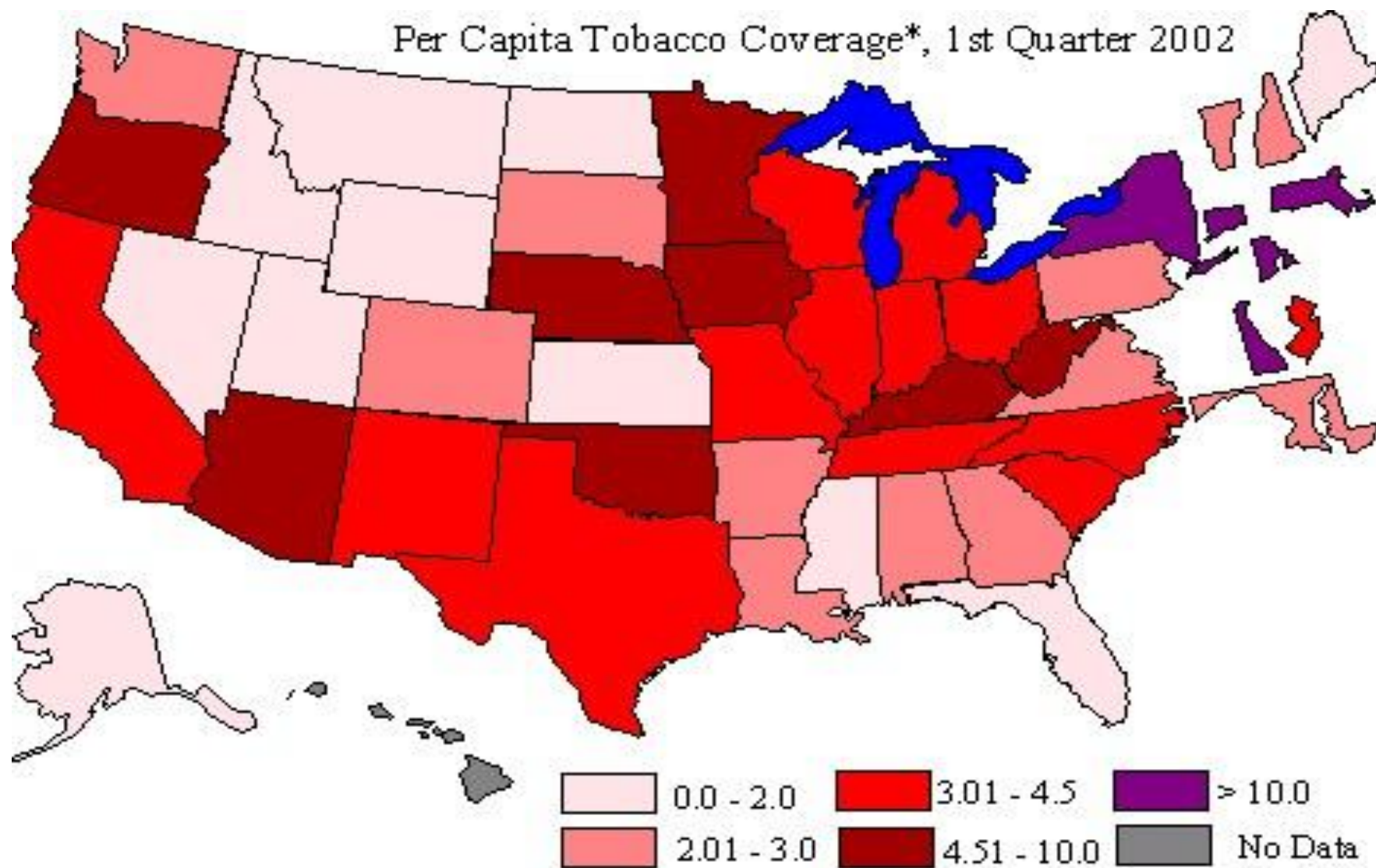
Stories per Month, 1/02-5/02




Total Tobacco Coverage for 1st Quarter, 2002




Per Capita Tobacco Coverage*, 1st Quarter 2002



* Total Tobacco Circulation/State Population



Legislative and Regulatory Tracking Component of the SmokeLess States Evaluation



AIM OF THE SYSTEM

- To monitor the substance and progress of tobacco-related bills and regulations across the SmokeLess States states and remaining states

Data Collected

- All bills/regulations containing tobacco-related keyword(s)
- Examples: Tobacco, Cigarettes, Smoking, Master Settlement Agreement
- Have received over 1,000 bills and proposed regulations since January 1, 2002

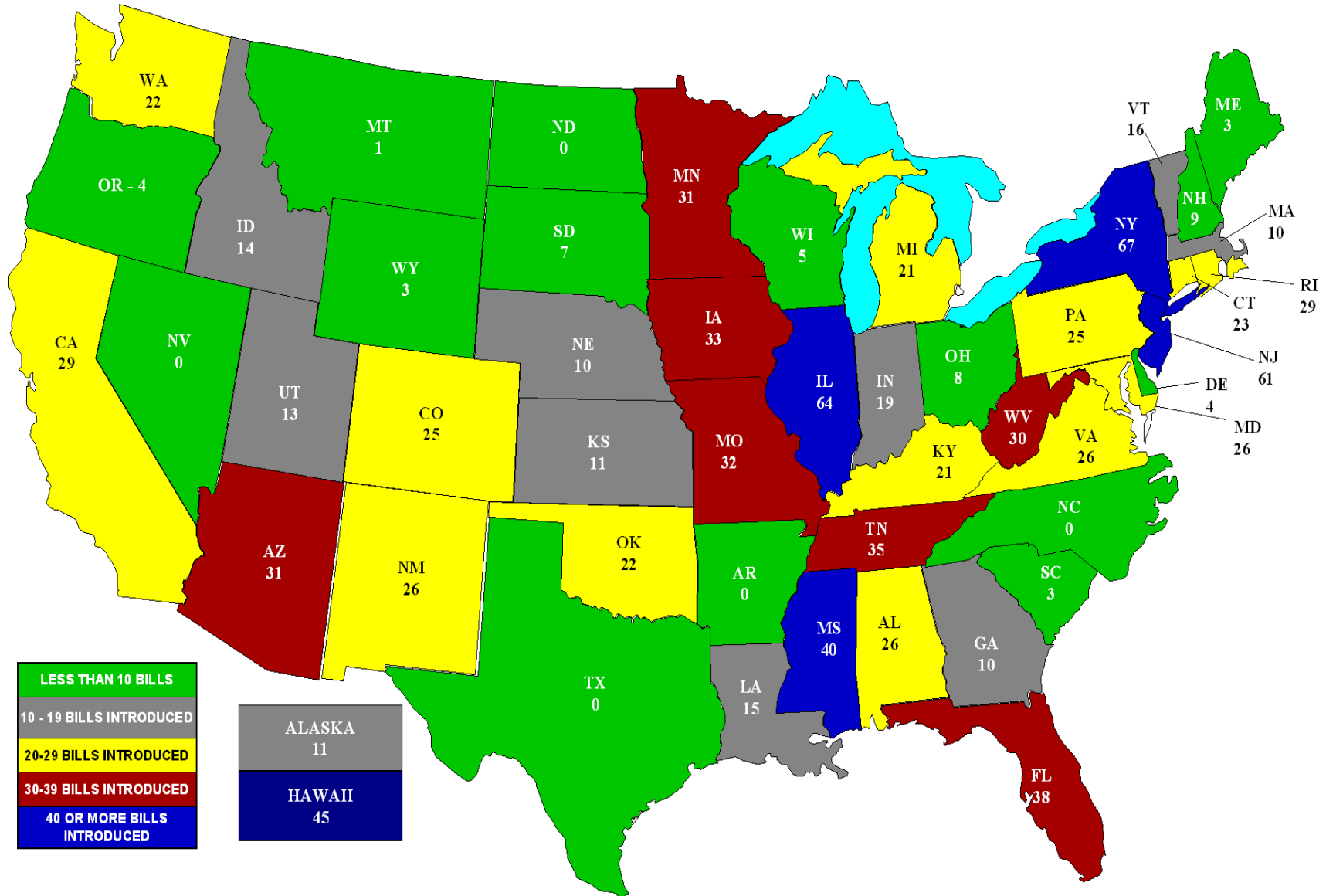
PROCEDURE vs. POLICY

- Are tobacco-related bills introduced within the SmokeLess States?
- Are these bills enacted?
- Or do they linger in committee?
- Which tobacco-related policy areas do the bills and regulations address?
- What do the bills and regulations aim to change?

POLICY FOCUS

- System tracks 17 tobacco policy areas (Advertising to Youth Access)
- However, system focuses most closely upon three policy types - Smoke-Free Air, Tobacco Excise Taxes & Medicaid Cessation Coverage
- Success measured by introduction, progress, and enactment of policies and/or defeat of anti-tobacco control measures (e.g. preemption)

Introduced Legislation: 1/1/02 - 5/31/02



impacTEEN



*A Policy Research Partnership
to Reduce Youth Substance Use*



**Supported by:
The Robert Wood Johnson Foundation**

THE
ROBERT WOOD
JOHNSON
FOUNDATION

UIC

ImpacTeen is part of Bridging the Gap: Research Informing Practice for Healthy Youth Behavior, supported by the Robert Wood Johnson Foundation and administered by the University of Illinois at Chicago



State-Specific Trends in Tobacco-Use Behaviors and Attitudes

Gary A. Giovino
Roswell Park Cancer Institute

Smokeless States Annual Meeting
June 27, 2002



*A Policy Research Partnership
to Reduce Youth Substance Use*

Introduction

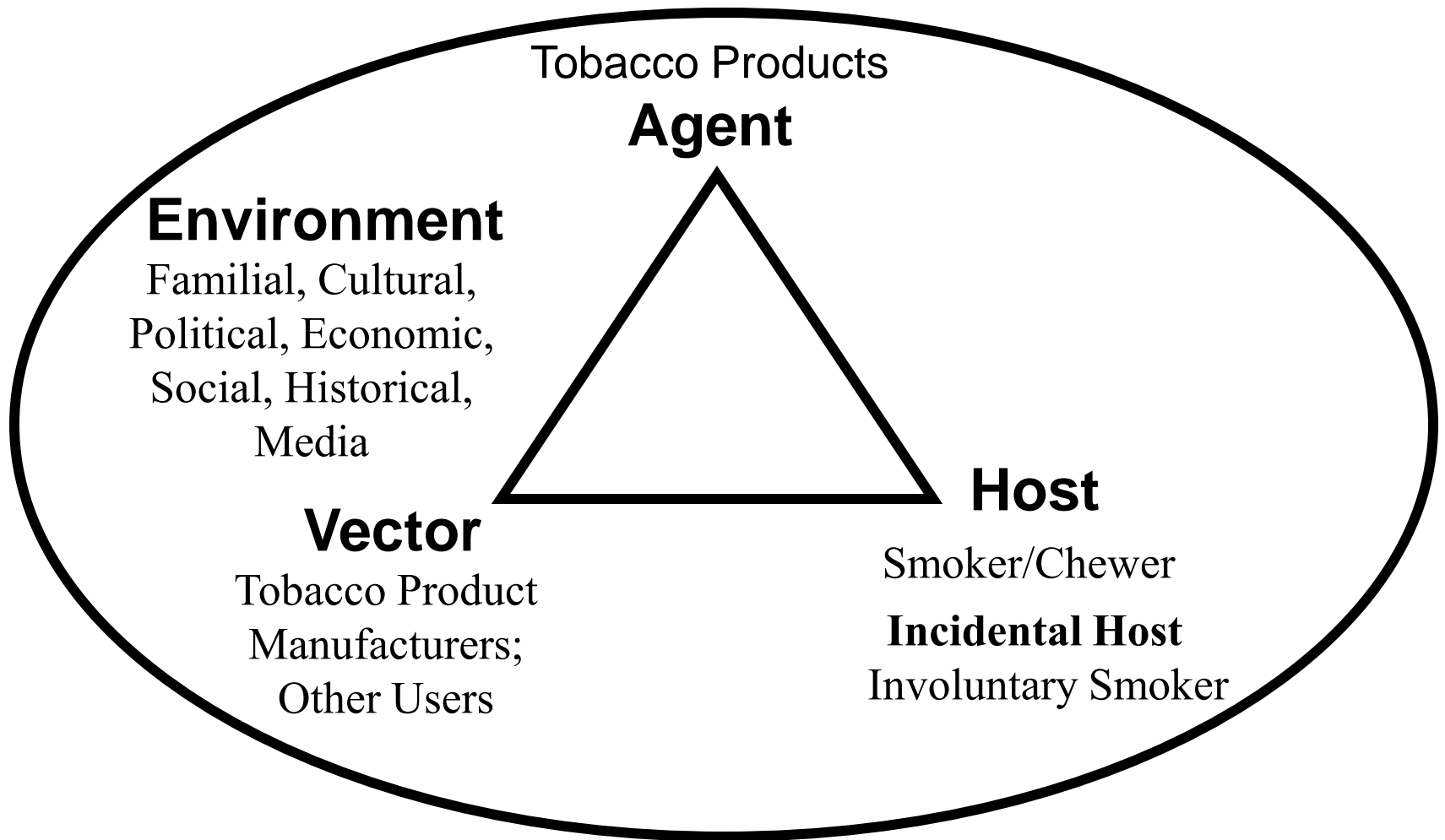


*A Policy Research Partnership
to Reduce Youth Substance Use*

- Tobacco prevention and control activities occur at the national, state, local, and individual levels.
- Epidemiologic model of agent, host, vector, and environment is useful.
- Monitoring patterns of use and attitudes is an important component of Project ImpactTeen and the SmokeLess States Evaluation.

Tobacco Control

Model of Nicotine Addiction



Adapted from Orleans & Slade, 1993

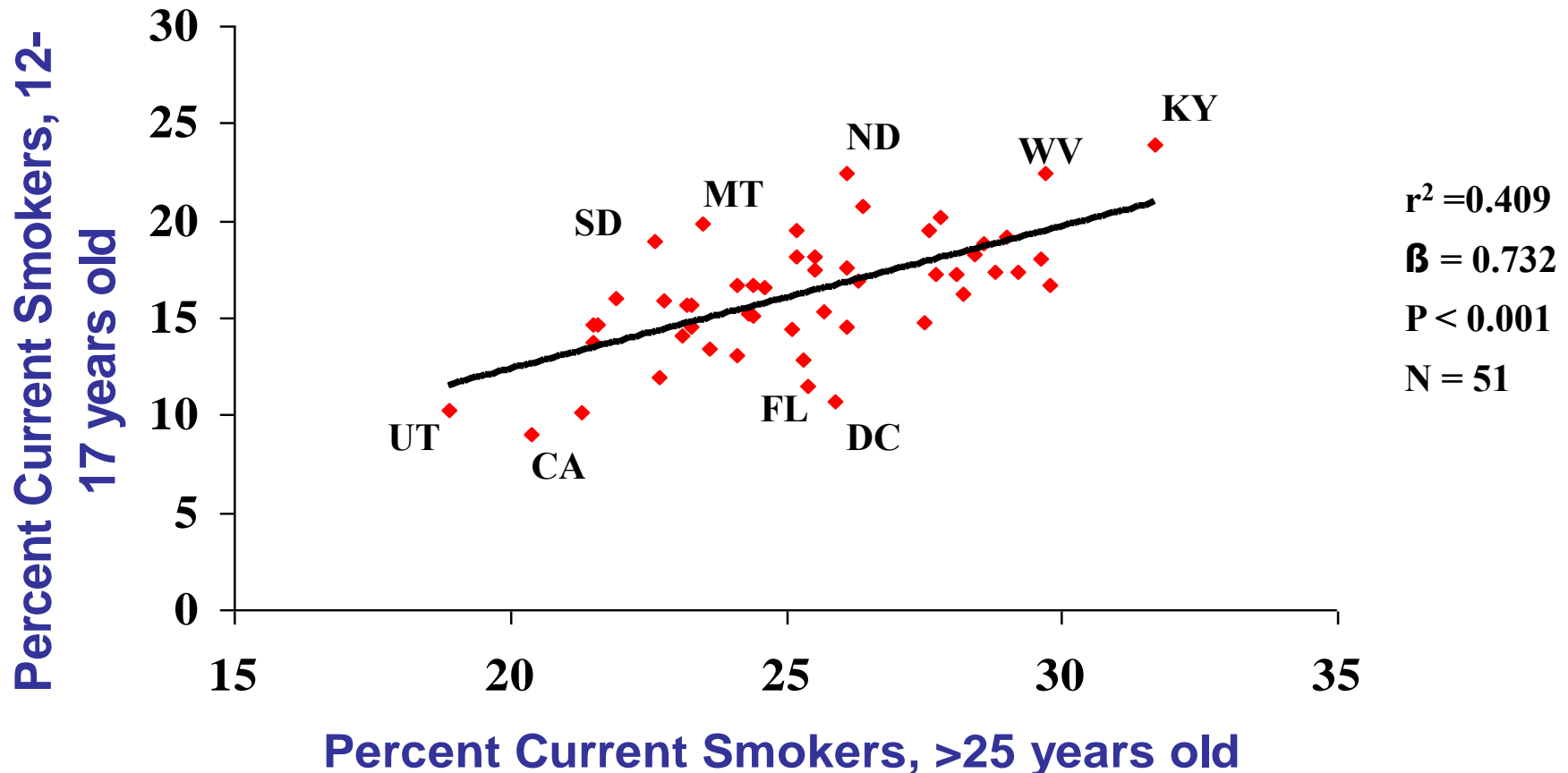
Introduction



*A Policy Research Partnership
to Reduce Youth Substance Use*

- Tobacco prevention and control activities occur at the national, state, local, and individual levels.
- Epidemiologic model of agent, host, vector, and environment is useful.
- Monitoring patterns of use and attitudes is an important component of Project ImpactTeen and the SmokeLess States Evaluation.

Smoking Prevalence Among Youths Aged 12-17 Years Old and Adults Aged >26 Years Old in All 50 States and the District of Columbia, 1999 NHSDA



Note: Current smokers were persons who smoked on ≥ 1 day during the previous 30 days

Source: 1999 National Household Survey on Drug Abuse



Tobacco Use Supplement to the Current Population Survey_____

- National Cancer Institute commissioned a Tobacco Use Supplement to the Current Population Survey to evaluate ASSIST. State estimates - sample sizes of 2,100 - 20,800.
- Tobacco Use Supplements conducted in 1992/93, 1995/96, and 1998/99 - public use data now available on CD. Tobacco use/attitudinal data collected in 2001/2002; cessation data to be collected in 2003; data collection to continue.
- Household survey; civilian, non-institutionalized population ages 15 years and older (18+ and 25+ used frequently).
- Mostly self-reports (about 20% proxy - for measures of use).

Prevalence of Cigarette Smoking (CPS)

	<u>1992 (%)</u>	<u>1998 (%)</u>	<u>% Change</u>
National	23.8	21.4	- 10.1
Low States			
Utah	16.9	13.7	- 18.8
California	18.9	16.6	- 12.4
Hawaii	22.2	18.3	- 17.3
High States			
Kentucky	32.0	29.8	- 6.8
Oklahoma	26.7	27.5	+ 2.9
Alaska	27.6	26.7	- 3.4

Percentage of Current Smokers Who Are Some-Day Smokers (CPS)

	<u>1992 (%)</u>	<u>1998 (%)</u>	<u>% Change</u>
National	17.7	18.6	+ 5.1
High States			
D.C.	31.6	33.3	+ 5.4
California	24.0	28.6	+ 19.1
Utah	19.3	26.4	+ 37.1
Low States			
W. Virginia	11.4	10.9	- 4.0
Kentucky	8.8	11.6	+ 32.0
Delaware	14.3	12.2	- 14.6

Average Number of Cigarettes Per Day Among Current Smokers (CPS)

	<u>1992 (%)</u>	<u>1998 (%)</u>	<u>% Change</u>
National	17.3	16.2	- 6.3
Low States			
D.C.	11.5	10.9	- 4.7
California	14.4	12.3	- 15.0
Hawaii	16.4	13.4	- 17.8
High States			
Kentucky	21.7	20.8	- 4.1
Tennessee	18.8	19.7	+ 4.8
W. Virginia	20.2	19.6	- 2.9

Receipt of Stop-Smoking Advice from a Physician During Previous Year (CPS)

	<u>1992 (%)</u>	<u>1998 (%)</u>	<u>% Change</u>
National	50.1	59.2	+ 18.3
High States			
R. Island	55.4	73.9	+ 33.5
N. Hamp.	56.1	69.8	+ 24.2
Connecticut	58.7	68.9	+ 17.4
Low States			
S. Dakota	46.6	47.7	+ 2.4
N. Dakota	42.7	48.9	+ 14.5
Iowa	50.9	50.3	- 1.1

Stopped for a Day Because Trying to Quit (Among Everyday Smokers) (CPS)

	<u>1992 (%)</u>	<u>1998 (%)</u>	<u>% Change</u>
National	35.7	36.8	+ 3.1
High States			
Maine	37.9	53.3	+ 40.5
N. Hamp.	35.4	48.3	+ 36.2
R. Island	36.6	45.4	+ 24.2
Low States			
Indiana	29.7	29.2	- 1.7
Arkansas	33.7	29.6	- 12.2
Idaho	35.0	30.2	- 13.6

Quit for 3+ months (among persons who smoked daily one year previously) (CPS)

	<u>1992 (%)</u>	<u>1998 (%)</u>	<u>% Change</u>
National	5.1	5.0	- 1.3
High States			
Vermont	5.0	8.7	+ 73.6
Washington	7.6	7.8	+ 2.7
N. Hamp.	4.4	7.8	+ 76.6
Low States			
Mississippi	4.1	2.4	- 41.8
Indiana	4.5	2.8	- 38.2
D.C.	2.8	3.0	+ 5.9

Home Smoking Ban (CPS)



*A Policy Research Partnership
to Reduce Youth Substance Use*

	<u>1992 (%)</u>	<u>1998 (%)</u>	<u>% Change</u>
--	-----------------	-----------------	-----------------

National	43.1	61.1	+ 41.8
-----------------	------	------	--------

High States

Utah	70.6	81.9	+ 16.1
California	58.9	74.2	+ 25.9
Arizona	55.8	71.8	+ 28.6

Low States

Kentucky	24.4	40.5	+ 66.1
W. Virginia	28.8	42.6	+ 47.9
Indiana	32.8	49.8	+ 51.9

Workplace Smoking Ban (CPS)

	<u>1992 (%)</u>	<u>1998 (%)</u>	<u>% Change</u>
National	46.1	68.9	+ 49.4
High States			
Utah	65.0	84.0	+ 29.2
Maryland	52.1	81.7	+ 56.8
Vermont	58.0	77.2	+ 33.3
Low States			
Nevada	33.5	48.7	+ 45.5
Kentucky	29.1	55.9	+ 91.8
Indiana	34.7	58.4	+ 68.1

Percentage of People Who Think Smoking Should be Prohibited in Restaurants (CPS)

	<u>1992 (%)</u>	<u>1998 (%)</u>	<u>% Change</u>
National	4.2	49.3	+ 9.0
High States			
California	55.9	71.4	+ 27.7
Utah	52.9	70.7	+ 33.7
Oregon	52.0	56.4	+ 8.3
Low States			
Kentucky	28.8	28.0	- 2.9
N. Carolina	34.5	35.6	+ 2.5
W. Virginia	33.9	36.2	+ 6.6

Future Plans

- Obtain Current Population Survey data as soon as they become available.
- Provide relevant information to SLS as needed and as requested.
- Plug data into overall evaluation strategy.