

Slide 1 - Creating a Tobacco Free Volusia County (Image)

Slide 2 - History of the Tobacco Issue in Florida

- In 1995 Governor decided to sue tobacco companies.
- Originally developed as a result to recover Medicaid expenses for smoking-related diseases.
- 13.1 billion (estimated) over 25 years
 - Established \$200 million pilot program
 - Tobacco Free Partnerships in each county
 - SWAT (Students Working Against Tobacco)

Slide 3 - Response to Current DOH Plan

- Creating or Enhancing Community Partnerships
- Youth Component
- Chronic Disease Component

Slide 4 - Goal of the Project

- To recreate the previous relationships of the partnership and increase membership. This campaign will help in the efforts to:
- Prevent the initiation of tobacco use among youth,
- Protect individuals from environmental tobacco smoke,
- Reduce/eliminate disparities in tobacco use among minority populations

Slide 5 - How Florida Compares

- In Florida, smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders and suicides COMBINED.
- Each year in Florida 26,300 kids under 18 become new daily smokers
- 28,700 adults in Florida die each year from their own smoking
- 28.8 million packs of cigarettes are bought or smoked by kids each year in Florida
- Young adults (18 to 24) smoke at higher levels than any other age group

Slide 6 - Hitting Home

Tobacco Kills 81 Florida SMOKERS Daily

Slide 7 - \$\$\$\$\$\$\$\$\$\$

The tobacco industry spent \$970 million on marketing in 2003
in Florida alone.

That's 970 times what the state spent on Tobacco Prevention in 2003.

Slide 8 – Tobacco Industry Marketing Expenditures in Florida vs. Florida Youth Tobacco Prevention Funding

Graph Showing:

Big Tobacco Marketing
U.S. Dollars (In millions)

1998 - \$399.2
1999 - \$494.6
2000 - \$573.9
2001 - \$676.8
2002 - \$772.6
2003 - \$967.9
2004 - \$1,105.3*
2005 - \$1262.3*

* Estimates based on previous 5-year trend

Legislative Funding
U.S. Dollars (In millions)

1998 - \$70
1999 - \$44.2
2000 - \$44.2
2001 - \$37.3
2002 - \$39
2003 - \$1
2004 - \$11
2005 - \$1

Slide 9 - Florida Youth Tobacco Control Program Results and Funding

Graph Showing:

1998 Middle School = 18.5,	High School = 27.4,	Program Budget in Millions = \$70
1999 Middle School = 15.0,	High School = 25.2,	Program Budget in Millions = \$61
2000 Middle School = 11.1,	High School = 22.6,	Program Budget in Millions = \$45
2001 Middle School = 9.8,	High School = 19.0,	Program Budget in Millions = \$44*
2002 Middle School = 9.2,	High School = 17.8,	Program Budget in Millions = \$39-22.5**
2003 Middle School = 8.0,	High School = 17.5,	Program Budget in Millions = \$1+
2004 Middle School = 7.8,	High School = 17.3,	Program Budget in Millions = \$1
2005 Middle School = 7.4,	High School = 15.7,	Program Budget in Millions = \$1

* Not allowed to spend until late November, threatened cut in February

** Mid-year cut

From 1998-2005, the prevalence of Florida students who currently smoke decreased by 60 percent among middle school students and by 42.7 percent among high school students.

Slide 10 - Adult Cigarette Use

Graph showing:

White - 18.4%
Black - 14.2%
Hispanic 16.9%
Other 11.9%

Male – 21.3%
Female – 13.8%

18-24 – 26.9%
25-34 – 17.0%
35-44 – 18.8%
45-54 – 21.6%
55-64 - 21.1%
65+ - 6.6%

<\$25,000 – 22.8%
\$25,000- 49,000 – 20.7%
\$50,000+ - 14.4%

< HS diploma 27.2%
HS diploma – 21.4%
Some College – 19.8%
College and beyond – 10.3%

Disability - 20.4%
No Disability - 16.9%

Slide 12 & Slide 13 - Product Placement (Images)

Slide 14 - Which brands have you seen advertising for? (Teen Survey)

Graph Showing:

Asked of 56% of teens who recall seeing tobacco advertising in the last two weeks

Marlboro – 52%
Camel – 26%
Newport – 15%
Kool – 6%
Winston – 2%
Virginia Slims – 3%

Slide 15 - Recall of Tobacco Advertising

Teens are more than twice as likely as adults to recall seeing advertising for cigarettes or spit tobacco

Graph Showing:

Teens – 56%

Adults – 26%

International Communications Research(ICR)

Nationwide survey of teens aged 12-17; Nationwide survey of adults

March 2005

Slide 16 - Tobacco Product Trends

Hookah (a.k.a. water pipe) - Growing popularity w/ college age

Flavored tobaccos - Cigarettes, cigars, hookah, smokeless, etc..

Snus - Fine cut smokeless product, designed with SHS laws in mind -“when you can’t smoke...”

PREPs - Potentially Reduced Exposure Products

Slide 17 - So...Has Big Tobacco Changed?

They increased spending on improving their corporate image But they are...

Still targeting youth

Still manipulating the political process

Still deceiving the public

Still manipulating the media

And the death toll keeps mounting 5 million a year worldwide and counting.....