

# CALIFORNIA

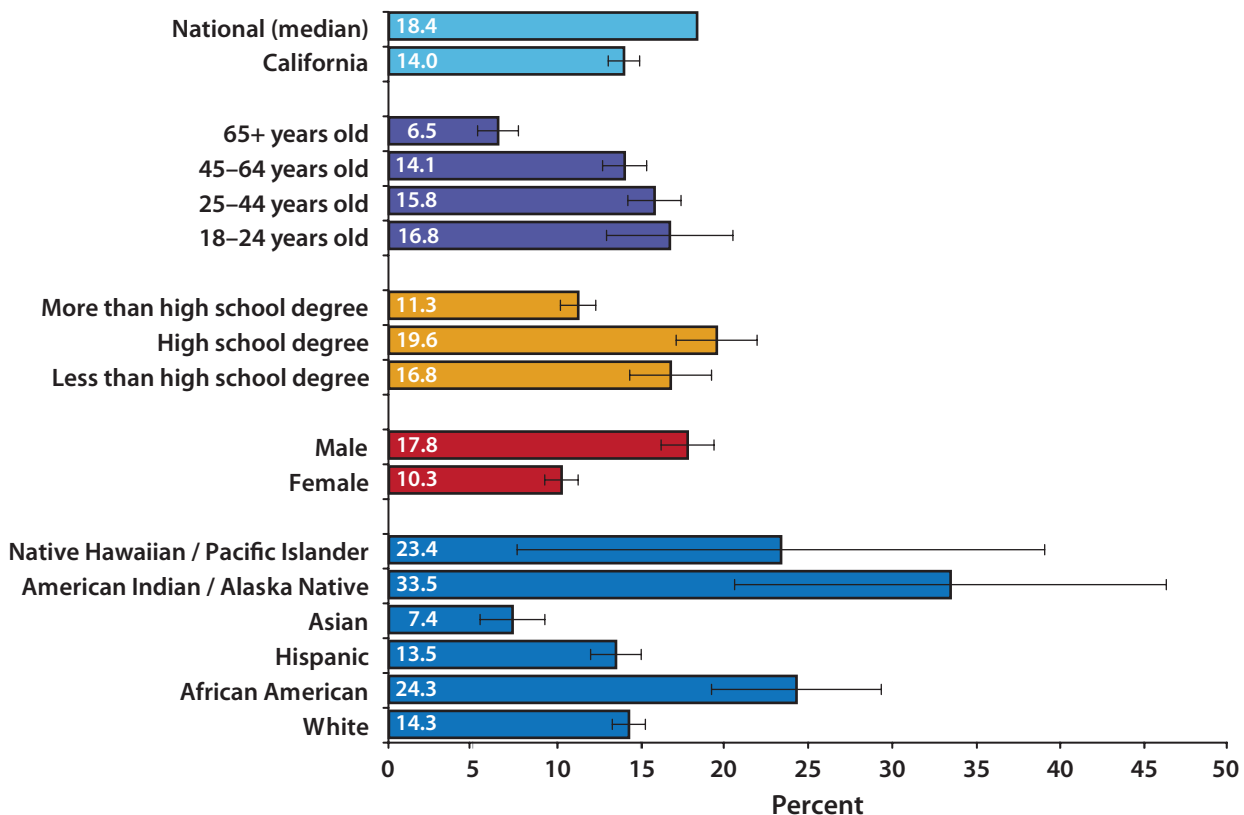
## Monitor

In California, 14.0% of the adult population (aged 18+ years)—over 3,839,000 individuals—are current cigarette smokers. Across all states, the prevalence of cigarette smoking among adults ranges from 9.3% to 26.5%. California ranks 2<sup>nd</sup> among the states.

Among youth aged 12–17 years, 6.9% smoke in California. The range across all states is 6.5% to 15.9%. California ranks 3<sup>rd</sup> among the states.

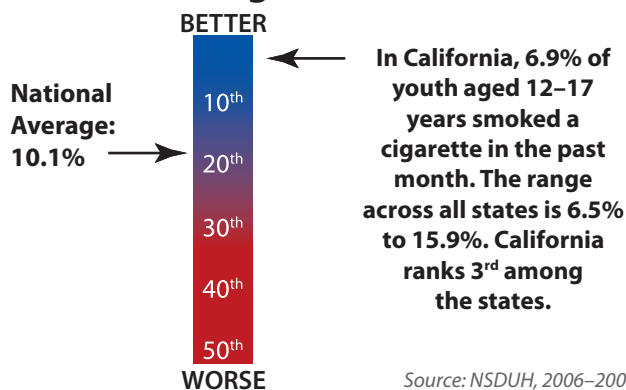
Among adults aged 35+ years, over 36,700 died as a result of tobacco use per year, on average, during 2000–2004. This represents a smoking-attributable mortality rate of 235.0/100,000. California's smoking-attributable mortality rate ranks 6<sup>th</sup> among the states.

### Current Smoking Among Adults by Demographic Characteristics



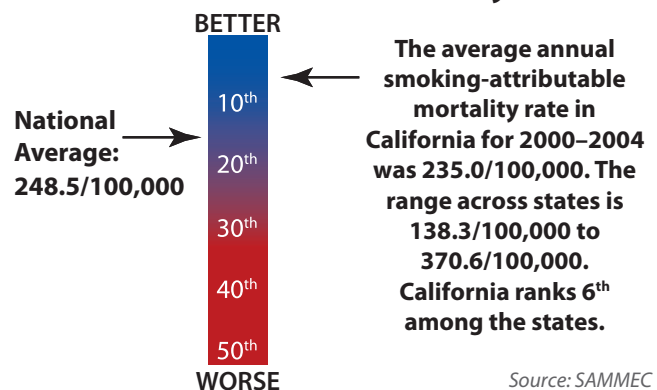
Source: BRFSS, 2007–2008

### Past-Month Cigarette Use Among Youth Aged 12–17 Years



Source: NSDUH, 2006–2007

### Smoking-Attributable Adult (35+ Years) Mortality



Source: SAMMEC

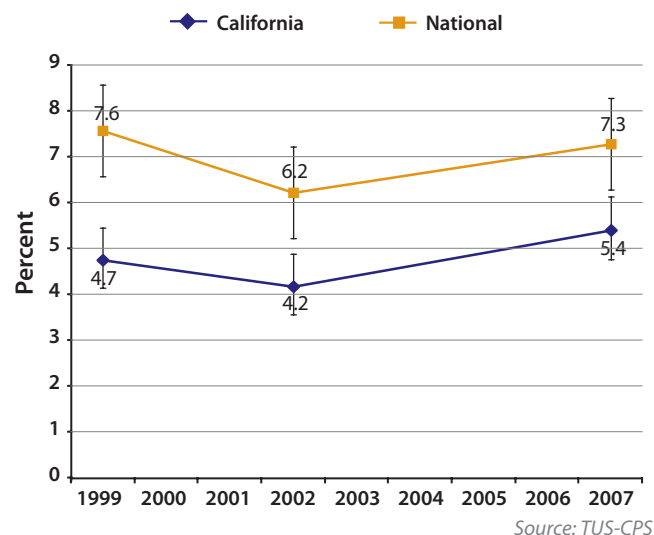
## Protect

California does not have a statewide smoke-free law that provides adequate protection against exposure to secondhand smoke in public places.

State Smoke-Free Policy		
Smoke-Free Workplaces	Smoke-Free Restaurants	Smoke-Free Bars
		
No	No	No

Source: STATE System, 2009

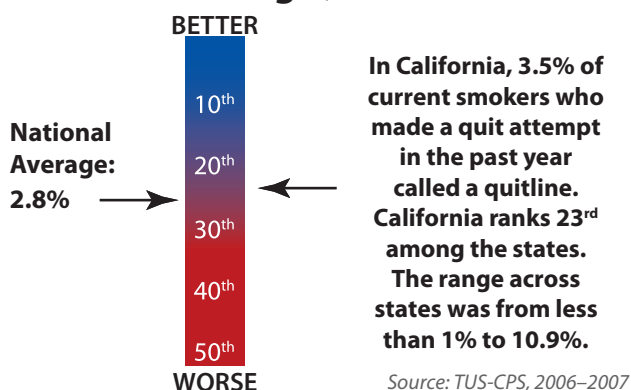
## Adults Who Reported Anyone Smoking in Work Area Within Past 2 Weeks



Among adults who work indoors, the percentage who reported anyone smoking in their work area within the preceding 2 weeks has remained lower in California than in the nation overall. Currently, California ranks 11<sup>th</sup> among the states for workplace exposure, at 5.4%.

## Offer





### Percentage of Smokers Calling Quitline



Best Practices estimates 8% of smokers could access quitlines each year. In California, 3.5% of current smokers who made a quit attempt in the past year called a quitline.

The Medicaid fee-for-service program in California provides full coverage for tobacco dependence treatment. California's Medicaid policy provides coverage for both bupropion and varenicline. California's Medicaid policy does not provide coverage for individual, group, or telephone counseling.

### Medicaid Coverage for Counseling and Medications

Nicotine Replacement	Varenicline	Bupropion	Counseling
			
Yes	Yes	Yes	No

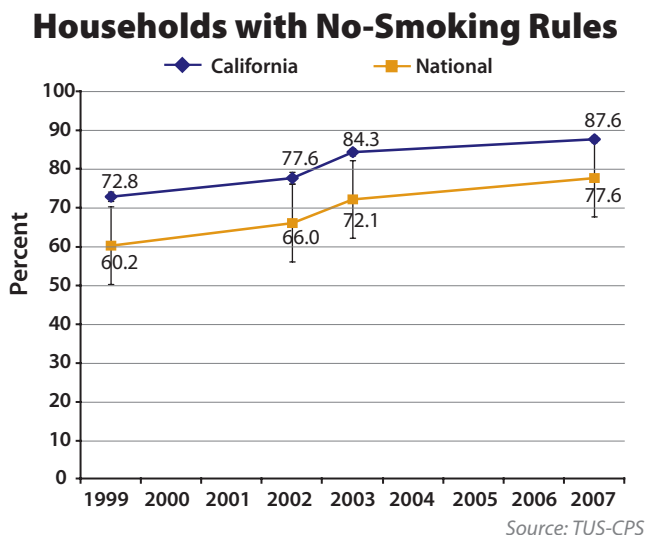
Source: MMWR 2009;58(43):1199–204

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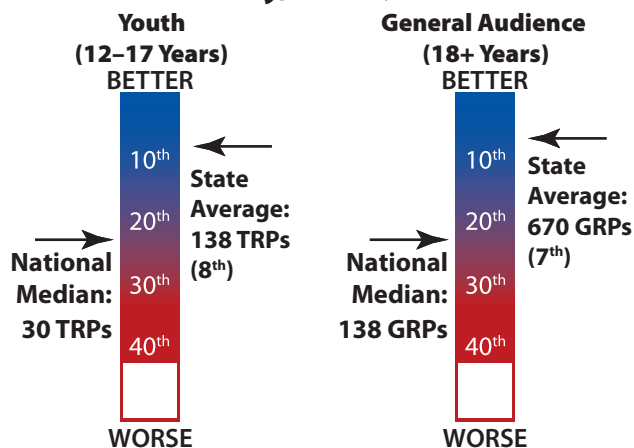
## Warn

Smoke-free home rules represent awareness of the dangers of secondhand smoke. In California, as in the nation, an increasing number of families have such a rule.

Currently, 87.6% of California homes have this rule. California ranks 2<sup>nd</sup> among the states.



## Antitobacco Media Campaign Intensity, Per Quarter



Source: CDC/OSH

Rating point data were available for 42 states and the District of Columbia. *Best Practices* recommendations translate into an average of 800 targeted rating points (TRPs) in effective youth and 1,200 gross rating points (GRPs) in effective general audience antitobacco media campaigns per quarter. California's major media market(s) aired an average of 138 youth TRPs and 670 general audience GRPs per quarter in 2008. California ranks 8<sup>th</sup> among the states for the number of youth TRPs and 7<sup>th</sup> among the states for the number of general audience GRPs aired.

## Enforce

California allows local regulation of tobacco industry promotions, sampling, and display of tobacco products in commercial establishments.

### State Allows Local Advertising and Promotion Laws

Display	Promotion	Sampling
✓ Yes	✓ Yes	✓ Yes

Source: STATE System, 2009

### Retail Environment Tobacco Licensure

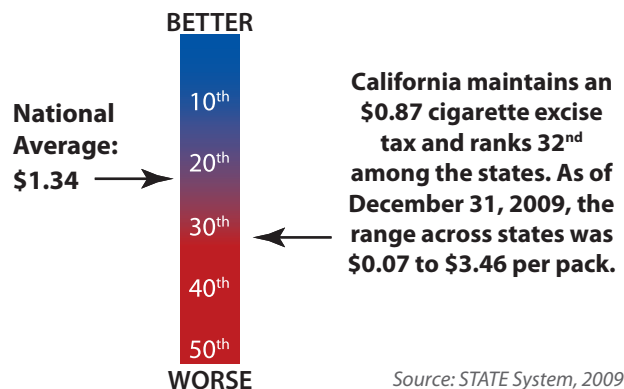
Over the Counter	Vending Machines
✓ Yes	✓ Yes

Source: STATE System, 2009

California requires all establishments selling tobacco products over the counter and by vending machine to be licensed. Currently, 38 states require licensure for both over-the-counter and vending machine sales.

# Raise

## Amount of Cigarette Excise Tax



California maintains an \$0.87 per pack tax and ranks 32<sup>nd</sup> among the states.

California does not have a minimum price law.

## Minimum Price Law for Cigarettes



Source: CDC/OSH

Approximately 24% of the annual revenue generated from state excise taxes and settlement payments would fund California's tobacco control program at the *Best Practices* recommended amount. However, in 2007, California's funding for tobacco control was 19.2% of the recommended level. California ranks 24<sup>th</sup> among the states.

## State Funding for Tobacco Control

