30 YEARS OF SUCCESS & INNOVATION
Celebrating the Past, Present, and Future of Tobacco Control in California
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ACKNOWLEDGEMENTS

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# Abbreviations and Acronyms

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<tr>
<td>ad(s)</td>
<td>advertisement(s)</td>
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<tr>
<td>e-cigarette(s)</td>
<td>electronic cigarette(s)</td>
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<tr>
<td>CDC</td>
<td>Centers for Disease Control and Prevention</td>
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<td>CTCP</td>
<td>California Tobacco Control Program</td>
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<td>EPA</td>
<td>Environmental Protection Agency</td>
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<td>FAA</td>
<td>Federal Aviation Agency</td>
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<td>FDA</td>
<td>Food and Drug Administration</td>
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<td>STAKE Act</td>
<td>Stop Tobacco Access to Kids Enforcement Act</td>
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<td>UCSF</td>
<td>University of California, San Francisco</td>
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<td>U.S.</td>
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The architects of Proposition 99, the Tobacco Tax and Health Protection Act of 1988, were public health visionaries. Their vision for a comprehensive statewide tobacco control program funded by a tobacco tax changed the trajectory of tobacco use and its diseases in California. It fundamentally changed the structure, implementation, and evaluation of tobacco prevention and cessation programs in California, the nation, and the world.

Proposition 99 and its enabling legislation created a powerful infrastructure that fostered oversight, accountability, and innovation. These helped thwart Tobacco Industry tactics that sought to undermine the California Tobacco Control Program (CTCP) and redirect public health funding toward direct health care services. Key architectural elements sustaining one of the most successful public health interventions of our lifetime include:

- the Tobacco Education and Research Oversight Committee;
- evaluation and surveillance requirements;
- leveraging the local public health department, community based organization, and educational system infrastructure;
- a statewide mass media campaign;
- a dedicated research program combined with a requirement for public health and education programs to continuously apply the most current research findings; and
- multi-year spending authority, a tool that lessens the naturally occurring fiscal reductions resulting from using a declining revenue source to fund CTCP.

"We wouldn’t let stores sell edible rat poison for human beings or allow glue sniffing salons to be available. We don’t allow the sales of marijuana in our city, which is probably actually less damaging than tobacco. If we truly want to lead, we need to have the courage of our convictions."

VICE MAYOR, BEVERLY HILLS, JOHN MIRISCH, AUGUST 7, 2018
Proposition 99 enabling legislation also shifted prevention and cessation activities away from a classical educational approach focused on individuals. Instead, it emphasized a social norm change approach that influences current and potential future tobacco users by creating a social milieu and legal climate in which tobacco becomes less desirable, less acceptable, and less accessible.

Nicotine is very addictive. We can argue whether vape products drive kids to cigarettes or whether they take lifelong smokers and make their lives healthier. But the fact of the matter is that addictive substances create addicts and addictive behavior translates to other ways to be an addict. There’s an awful lot of evidence about that. Addiction in of itself is a bad thing.

JEFF HARRIS, SACRAMENTO CITY COUNCIL, APRIL 16, 2019

Throughout its existence, CTCP benefited from leaders willing to challenge the Tobacco Industry and its role in promoting death and disease. In CTCP’s first decade, Dr. Kenneth W. Kizer, Dr. Dileep G. Bal, and Ms. Carol Russell stand out as providing superb leadership, especially in navigating a treacherous political environment.

Dr. Ron Chapman must also be singled out. In 2015, he was one of the first public health leaders in the nation to raise the alarm about the dangers of e-cigarettes and their potential to addict a whole new generation of young people to nicotine.

Time and time again, CTCP was bolstered and sustained by the American Cancer Society, American Heart Association, American Lung Association, and Americans for Nonsmokers’ Rights. They have been tenacious in protecting Program funding, advancing progressive public health protections for all Californians, and taking on the Tobacco Industry.

While strong voluntary health organization leadership is essential, it’s the people in the trenches who make the magic happen. They are the unsung heroes responsible for the sustained success of CTCP. Many of the best and brightest people in state and local government, community-based organizations, and universities were attracted to work in tobacco use prevention and cessation. Over and over, individuals from these institutions blazed new territory, especially in the policy arena. This report pays homage to their creativity, agility, and tenacity in navigating a complex, continuously evolving marketplace and regulatory environment. Their work produced remarkable results.
As we mark this 30-year milestone, it is appropriate to reflect on our losses, celebrate our accomplishments, and consider how the past will shape our next steps. Guiding the future is a bold vision to end the tobacco epidemic in California by 2035.

“"It’s amazing to me that we’re having to install vaping detectors in all our classrooms because these guys are making clothing so you can hide the use of it. I saw a hooded shirt where the strings have the tubing inside, and they can vape in a class by sucking on a string of a hood. I say shame on the manufacturers for even coming up with this and shame on our federal government for allowing this product even to be sold.

DAVID PITTMAN, OROVILLE CITY COUNCIL, JANUARY 7, 2020

For over three decades, CTCP and its partners have built public health community capacity, resulting in a wealth of diverse, talented people and organizations. Because of Proposition 56, the 2016 ballot measure that raised the tax on cigarettes by $2.00 per pack, California has the resources to cross the finish line. Voters and lawmakers signaled the political will to conclude that which began in 1988. In 2016, California approved sweeping tobacco control legislation that included raising the legal age of tobacco sales to 21. Later that year, Proposition 56 won by a 62 percent majority. In 2018, San Francisco voters rebuffed Tobacco Industry attempts to overturn a ban on the sale of menthol cigarettes and flavored tobacco products by a 68 percent majority. In 2019, San Francisco voters defeated a Juul-backed referendum to overturn a moratorium on the sale of vape products by 81.8 percent. Across California, more than 80 urban, suburban, and rural communities now restrict flavored tobacco product sales. More than 20 restrict the sale of vape products altogether.

Meanwhile, bellwether communities such as Beverly Hills have enacted a complete ban on the sale of all tobacco products to protect their youth. Our elected officials have never been more aware, smarter, or more articulate about the issues. California has the talent, the resources, and the political will to do this. Now is the time to lean in to ending the tobacco epidemic in California.

April Roeseler, Tobacco Control Branch Chief
California Department of Public Health
OUR BIG ACHIEVEMENTS

1988-1990

CALIFORNIA LAUNCHES TOBACCO CONTROL PROGRAMS

♦ November 8, 1988: Voters Approve Proposition 99, Increasing the Tobacco Tax to $0.35 Per Pack to Fund Tobacco Health Education

♦ October 2, 1989: California Department of Health Services Director Ken Kizer Creates CTCP To Oversee Tobacco Health Education Campaign from Proposition 99 Funds

1991-2000

CALIFORNIA LEADS THE WAY

♦ August 1, 1992: California Smokers’ Helpline, the Nation’s First State Sponsored Tobacco Cessation Telephone Helpline, Launches

♦ July 21, 1994: After More than 200 California Communities Pass Smokefree Laws, California Passes the Nation’s Toughest Smokefree Workplace Law, Protecting Workers from Secondhand Smoke

♦ December 9, 1998: The Four Largest Tobacco Companies and the Attorneys General of 46 States Reach a Master Settlement Agreement; Tobacco Companies Sign a $206 Billion Deal and Agree to Marketing Restrictions
2001-2010

A DECADE OF FIRSTS

♦ October, 21, 2003: Solana Beach Unanimously Passes the First Smokefree Beach Law in California and Continental U.S.

♦ February 15, 2006: Calabasas Prohibits Smoking in All Indoor and Outdoor Public Places

♦ October 9, 2007: Belmont Becomes the First City in the U.S. to Prohibit Smoking in Multi-unit Housing

♦ August 7, 2008: San Francisco is the First City in the U.S. to Ban the Sale of Tobacco in Pharmacies

2011-2020

COUNTERING BIG TOBACCO AT THE COUNTER

♦ September 13, 2012: Launch of the Healthy Stores for a Healthy Community Campaign

♦ May 4, 2016: California Passes Multiple Tobacco Control Laws, Including Regulating E-cigarettes and Vaping Products as Tobacco Products and Raises Tobacco Sales Age to 21

♦ October 25, 2016: Yolo County Is the First Community in California to Pass a Comprehensive Ban on the Sale of Flavored Tobacco, Including Menthol

♦ November 8, 2016: California Proposition 56 Passes and Increases the Tobacco Tax to $2.87 Per Pack

ENDGAME
The California Tobacco Control Program (CTCP) is one of the longest-running comprehensive tobacco control programs in the U.S. For 30 years, CTCP has led the fight to keep tobacco out of the hands of youth, help tobacco users quit, and ensure that all Californians can live, work, play, and learn in tobacco-free environments.
THE QUARTER THAT CHANGED THE WORLD

In November 1988, California voters approve the Tobacco Tax and Health Protection Act of 1988, also known as Proposition 99.

This initiative increased the state cigarette tax by 25 cents per pack and added an equivalent amount on other tobacco products. Twenty percent of the tax money funds both community- and school-based health education programs to prevent and reduce tobacco use, jointly administered by CTCP and the California Department of Education (CDE), respectively. CTCP receives approximately two-thirds of health education account funds and CDE receives approximately the other one-third.
1988

November 8, 1988
Voters Approve Proposition 99, a 25-cent Tax Per Pack to Fund Tobacco Health Education

1989

October 2, 1989
California Department of Health Services Director Kenneth W. Kizer Creates CTCP to Oversee Tobacco Health Education Campaign from Proposition 99 Funds

November 21, 1989
Congress Directs FAA to Extend Smoking Ban on Domestic Flights from Two-hour Flights to Six-hour Flights; Effective February 25, 1990
April 10, 1990
CTCP Launches a Hard-Hitting Media Campaign Targeting the Tobacco Industry, Breaking New Ground in Mass-Reach Health Communication Interventions

June 6, 1990
Lodi Becomes the First “100 Percent Smokefree” City in California; Effective December 1990

June 12, 1990
CTCP Unveils Asian-language, Spanish-language, and African American Advertising

July 3, 1990
San Luis Obispo Passes First Smokefree Bar Policy in the U.S.; Effective August 2, 1990
California has been referred to as “America’s Non-Smoking Section.” This reputation came about in 1994 as California became the first state in the U.S. to protect California workers by banning smoking in nearly every workplace.
1991

- Marlboro Comes Off the Mountain – Mammoth Mountain Ski Resort Drops Its Marlboro Course Sponsorship Because Tobacco Advertising Contradicts the Healthy Atmosphere and Clean Air Offered by the Resort

- CTCP Funds African American, American Indian, Asian/Pacific Islander, and Hispanic/Latino Networks to Begin Tobacco Health Education in Their Communities
The California Smokers’ Helpline begins as an experiment from Proposition 99 grant funds in 1992.

A randomized clinical trial, led by University of California, San Diego, shows that telephone counseling timed to the relapse curve was the most successful intervention for cessation outcomes. Within 10 years of the launch of the Helpline, every state in the country has telephone quitline services based on California’s model.

The Helpline is able to transcend language and geographical barriers, and provides an opportunity to tailor services to unique populations like Asian language speakers (1994), chew tobacco users (1997), teens (1999), pregnant women (2001), and, most recently, e-cigarette and vape users (2019). Delivery methods continue to evolve, including the launch of a Helpline website (2004), texting services (2013), online chat (2016) and a mobile app (2017). In October 2019, the Helpline launches a toll-free Vape Helpline (1-844-8-NO-VAPE) to provide specialized protocol to help people quit vaping.
Panel fears state’s anti-smoking campaign might be curtailed

Associated Press

SACRAMENTO — California’s $232 million anti-smoking campaign could be stifled by state fiscal woes and Gov. Pete Wilson’s new budget proposals, a panel of experts warned Wednesday.

“California is a leader in the country,” said Panelist chairman, told a City that, and was a

“Can we afford to do all that we can to improve tobacco use and the health of our children in the future?”

The California Tobacco Education Oversight Committee was asked to explain the reasons for the state’s $37 million deficit, the panel said.

Panelist members found that the state’s anti-smoking campaign was a $16 million deficit, and state revenues were down 10 percent in fiscal 1992. During the month of September, the panel was told, the state had failed to collect all its cigarette taxes.

1992

January 10, 1992
California Cuts CTCP Media Campaign Funds; the American Lung Association Sues the State to Restore Funding

July 10, 1992
Congress Requires States to Have and Enforce Laws Prohibiting Underage Tobacco Sales to Receive Grant Funds

August 1, 1992
California Smokers’ Helpline, the Nation’s First State Sponsored Tobacco Cessation Telephone Helpline, Launches Services in English and Spanish
January 5, 1993
Shasta County Passes the First Comprehensive Smokefree Policy, Making All Workplaces Smokefree

January 7, 1993
U.S. EPA Declares Tobacco Smoke a Known Human Carcinogen

September 7, 1993
California Protects Children from Secondhand Smoke by Banning Smoking in Childcare Facilities
Since its beginning, the state’s administration and the California State Legislature create challenges for California’s tobacco control efforts.

Governor Pete Wilson diverts funds away from health education, and defunds the media campaign. The voluntary health agencies attempt to restore funding to the Health Education Account by filing a series of lawsuits. The voluntary agencies’ willingness to file lawsuits is key to CTCP’s stability in the 1990s and continually brings media attention to the issue. In 1996, restoration of the diverted funds begins because of this significant media attention.

The Program also faces direct challenges from the tobacco industry. In 1994, the industry threatens to sue the state over the “Nicotine Soundbite” advertisement that used actual footage from the 1994 congressional hearing with tobacco industry executives, and in 2003 they follow through on their threat of legal action. The industry’s lawsuit against California’s advertising campaign claims that the anti-smoking advertisements violate their First Amendment rights and unfairly bias the jury pools against them. However, the Court rules against the industry, stating that the media campaign is “simply the cost of living in a democracy.”
The Tobacco Control Program developed the Operation Storefront campaign in 1994 to stem the proliferation of tobacco advertising and promotion at the community level.

Youth and adult volunteers with Operation Storefront documented point-of-purchase advertising and promotions in 52 counties; the survey results were released in 13 simultaneous press conferences around the state. Afterwards, community readiness and resources to address the problem of tobacco advertising were assessed. Operation Storefront participants then created community action plans to mobilize their communities to limit exposure to tobacco advertising and promotion. Nineteen agencies participated in an evaluation, and case studies of communities that used different approaches were developed.
1994

April 14, 1994
Tobacco Industry Executives Appear Before Congress to Testify that Nicotine is Not Addictive

May 12, 1994
Whistleblower “Mr. Butts” Sends a Box of Internal Tobacco Industry Documents to UCSF, which Becomes the Basis for the Freely Available Industry Documents Library

July 21, 1994
After More than 200 California Communities Pass Smokefree Laws, California Passes the Nation’s Toughest Smokefree Workplace Law, Protecting Workers from Secondhand Smoke
September 28, 1994
California Passes the Stop Tobacco Access to Kids Enforcement (STAKE) Act to Address Underage Tobacco Sales

October 6, 1994
R.J. Reynolds Threatens Legal Action Against California for Airing “Nicotine Soundbites” TV Ad, Which Shows Congressional Hearing Footage of Tobacco Executives Stating They Don’t Believe Nicotine Is Addictive

November 8, 1994
Voters Reject Repeal of the Smokefree Workplace Law
California Leads The Way

March 17, 1995
Tobacco Industry Discontinues and Pulls “Menthol X” Brand Cigarettes from Stores Amid Protests from the African American Network and Other National Organizations

August 2, 1995
California’s Operation Storefront Results Show Pervasive Advertising and Promotions Targeted at Children

August 10, 1995
California Bans Smoking on All Public Transportation Systems
April 2, 1996
Del Mar Fair Board Cancels Its Contract for Marlboro-sponsored Latino Day

April 30, 1996
San Diego Museum of Art Turns Down $1 Million Sponsorship From Philip Morris

March 20, 1997
CTCP Launches Advertising Parodying 1950s Tobacco Ads, with Campaigns that Include “Mind If I Smoke? Care if I Die?” and “Bob, I’ve Got Emphysema” Ads
THE MASTER SETTLEMENT AGREEMENT

In 1998, the attorneys general of 46 states, including California, and the tobacco industry agree to settle the pending Medicaid lawsuit, signing the Master Settlement Agreement (MSA) and the Smokeless Tobacco Master Settlement Agreement (STMSA).

The MSA and STMSA provide payments to California and restrict certain advertising, marketing, and promotional activities. One of the major restrictions includes preventing the industry from directly or indirectly targeting youth. The California Office of the Attorney General holds the industry responsible by enforcing the MSA and STMSA.
January 1, 1998  
California Bars Become Smokefree with Final Phase of the Smokefree Workplace Law  

May 20, 1998  
Launch of the Project SMART Money (Sponsorship Mission: Avoid Reliance on Tobacco) Campaign  

November 3, 1998  
Proposition 10 Passes, Raising the Tobacco Tax by $0.50 Per Pack to Fund Early Childhood Programs
December 9, 1998
The Four Largest Tobacco Companies and the Attorneys General of 46 States Reach a Master Settlement Agreement; Tobacco Companies Sign a $206 billion Deal and Agree to Marketing Restrictions

April 5, 2000
Federal Government Bans Smoking on International Flights To and From U.S.
A DECADE OF FIRSTS

2001–2010

In the 2000s, local cities in California were pioneers in tobacco control in the U.S. The City of Solana Beach was the first to implement a smokefree beach policy, the City of Calabasas was the first to ban smoking in all public places, the City of Belmont was the first to ban smoking in multi-unit housing, and the City of San Francisco was the first to ban the sale of tobacco in pharmacies.
2001

**January 2, 2001**
All U.S. Department of Defense Indoor Facilities Go Smokefree

**June 28, 2001**
The U.S. Supreme Court Rules in Favor of Lorillard Tobacco Company in Lorillard v. Reilly, and Strikes Down 43 Local Policies in California that Regulated Placement of Tobacco Ads

**August 6, 2001**
California Passes the Smokefree and Litter-free Tot Lot Law, Prohibits the Smoking or Disposing of Cigarettes and Other Tobacco-related Products within a Playground or Tot Lot Sandbox Area
2002

April 2002
Launch of the Strategic Tobacco Retail Effort (STORE) Campaign

2003

April 1, 2003
R.J. Reynolds and Lorillard Tobacco Company Sue California Over California’s Tobacco Control Media Campaign, Claiming that the Ads Violate Their First Amendment Rights and Bias the Jury Pool; U.S. District Judge Lawrence Karlton Dismisses Lawsuit on July 22, 2003

September 8, 2003
California Prohibits Smoking In and Around Public Buildings Owned or Leased by the State, a County, a City, a City and County, or a Community College District

October 12, 2003
California Passes the California Cigarette and Tobacco Products Licensing Act to Counter Smuggling
October 21, 2003
Solana Beach Unanimously Passes the First Smokefree Beach Law in California and Continental U.S.

February 2004
CTCP Launches TobaccoFreeCA.com, an Educational Website for Consumers

July 30, 2004
Brown & Williamson and R.J. Reynolds Tobacco Company Combine to Form Reynolds American in a $3 billion Deal to Better Compete in U.S. Market

September 27, 2004
California Implements a Ban on the Sale of All Tobacco Products from Self-Service Displays

September 27, 2004
California Passes a Law Banning Use of Tobacco at Department of Corrections Facilities
October 7, 2005  
Cigarettes Are Required to be Fire-safe in Order to be Sold in California

January 26, 2006  
California EPA Classifies Secondhand Smoke as a Toxic Air Contaminant

February 15, 2006  
Calabasas Prohibits Smoking in All Indoor and Outdoor Public Places; Effective March 17, 2006

August 17, 2006  
Court Rules Tobacco Companies Violated Racketeering Laws by Lying for Decades about the Health Risks of Smoking and Marketing to Children

August 22, 2006  
Ruyan Introduces the First E-cigarette to the U.S. Market
November 7, 2006
The Tobacco Industry Spends Over $62 Million to Defeat Proposition 86, an Initiative to Increase the Tobacco Tax by $2.60 Per Pack

July 11, 2007
California State University (CSU) Board of Trustees Adopts a Policy Prohibiting Tobacco Industry Sponsorship of CSU Organizations and Sponsored Events

October 9, 2007
Belmont Becomes the First City in the U.S. to Prohibit Smoking in Multi-unit Housing

October 10, 2007
California Bans Smoking in Cars with Youth
March 28, 2008
Philip Morris International Separates from U.S. Parent Company Altria to Protect the Company from Increased U.S.-based Regulation and Litigation

May 6, 2008
Jeff Rubin Wins the “Be a Reel Hero” Video Contest and the Winning Spot, “Other Ways to Use a Cigarette,” Airs During American Idol.

August 7, 2008
San Francisco is the First City in the U.S. to Ban the Sale of Tobacco in Pharmacies
February 3, 2009
U.S. Smokeless Tobacco Company Settles Lawsuit with California, Limiting Copenhagen Brand Promotion at Professional Bull Riding Tours in California

June 22, 2009
President Barack Obama Signs the Family Smoking Prevention and Tobacco Control Act into Law, Banning Flavored Cigarettes with the Exception of Menthol

October 12, 2009
Governor Arnold Schwarzenegger Vetoes Bill (SB 400) to Ban the Sale of E-cigarettes in California
As the tobacco landscape changes with the rise of flavored tobacco and vaping, California continues to counter the industry by limiting the accessibility and availability of tobacco in the retail environment. In 2016, California increased the age of sale for tobacco, regulated e-cigarettes as a tobacco product, and increased the tobacco tax to $2.87 on each pack of cigarettes.
2011

August 1, 2011
Thirdhand Smoke (THS) Research Consortium, a Multi-institutional and Interdisciplinary Effort to Determine How Much Harm THS Causes to Health, Begins

September 13, 2011
Researchers Receive Funding for Medi-Cal Incentives to Quit Smoking (MIQS) Program, Increasing Use of the Helpline by Medi-Cal Members

2012

April 25, 2012
Lorillard Tobacco Company Purchases Blu eCigs for $135 Million, Making Them the First Big Tobacco Company to Enter the Vaping Market

June 5, 2012
The Tobacco Industry Spends $46.5 Million to Defeat Proposition 29, an Initiative to Raise the Tobacco Tax to $1.87 Per Pack

September 13, 2012
Launch of the Healthy Stores for a Healthy Community Campaign

Countering Big Tobacco at the Counter • 37
HEALTHY STORES FOR A HEALTHY COMMUNITY

The tobacco industry’s continued investments in retail marketing and promotions, totaling more than $8 billion in 2011, coupled with the U.S. Surgeon General conclusion...

... that exposure to tobacco marketing in stores increases tobacco experimentation and use by youth, prompted CTCP to assess and focus on the retail environment. CTCP worked collaboratively with the 61 local health departments to assess the retail store environment and its potential impact on youth in 2013, 2016, and 2019, by measuring a range of unhealthy and healthy products and marketing practices for tobacco, alcohol, food and beverage, and condom availability. It was decided to look at the retail environment from a more comprehensive perspective, integrating tobacco, alcohol, sexually transmitted disease, and nutrition topics, since there were many local and state efforts examining one or more of these health issues.
2013

September 9, 2013
California Bans Smoking in Group Homes and Foster Family Agencies

December 5, 2013
University of California Bans All Tobacco Use on All Campuses

2014

January 17, 2014
The U.S. Surgeon General Publishes The Health Consequences of Smoking—50 years of Progress, an Update to the Landmark Publication 50 Years Prior

February 5, 2014
CVS Pharmacy Announces It Will Be the First National Pharmacy Chain to Stop Selling Tobacco Products; Sales End on September 3, 2014

September 19, 2014
California Expands Smokefree Child Care Laws, Prohibiting Smoking in Home Daycares Regardless of Operating Hours

September 30, 2014
California Bans Smoking at Certified Farmer’s Markets

November 3, 2014
Healdsburg Passes First Tobacco 21 Policy in California; Effective July 1, 2015
Governor Jerry Brown instructs the California State Legislature to meet in a special session on health care.

During this session, the Legislature sends Governor Brown six tobacco-related bills: (1) closing loopholes in the secondhand smoke workplace laws; (2) regulating vaping devices as a tobacco product; (3) establishing tobacco-free schools; (4) raising the licensing fees for selling tobacco; (5) raising the minimum age to purchase tobacco to 21 years; and (6) allowing local jurisdictions to pass local tobacco taxes. Governor Brown signs five of the six bills into law on May 4, 2016, vetoing only the local tobacco tax bill. All laws went into effect one month later, on June 9, 2016. CTCP supports implementing these 2016 tobacco laws through educational and media campaigns.
January 28, 2015
California Launches the Countering E-cigarettes Media Campaign and Report

April 21, 2015
PAX Labs Introduces Juul to U.S. Market

June 12, 2015
R.J. Reynolds Acquires Lorillard Tobacco Company for $27.4 Billion, Increasing its U.S. Cigarette Market Share to 34 Percent

October 11, 2015
California Bans Smokeless Tobacco at Baseball Stadiums

March 4, 2016
U.S. Department of Transportation Bans the Use of E-cigarettes on All Flights; Permanently Bans Devices from All Checked Bags in May 2016

March 29, 2016
Sonoma County Becomes the First Jurisdiction in California to Establish a Minimum Price for Cigarette Packs at $7.00 Per Pack
SPOTLIGHT

CALIFORNIA TOBACCO TAXES: GETTING TO $2.87

The California State Legislature establishes a tobacco tax in 1959 at $0.03 per pack of cigarette. Eight years later, the Legislature raises the tax to $0.10 per pack in 1967.

Proposition 99, also known as the Tobacco Tax and Health Protection Act of 1988, passes with 58.2 percent of California voters. Its passage raises the tobacco tax to $0.35 per pack, with the new revenue funding tobacco education and research. Following Proposition 99, the Legislature agrees to fund breast cancer research in 1993, raising the tax to $0.37 per pack. California voters also agree to raise the tobacco tax by passing Proposition 10, known as the California Children and Families Act, to fund early childhood programs in 1998. Proposition 10 raises the tobacco tax to $0.87 per pack.

The tobacco tax does not change for another 18 years, when California voters pass Proposition 56, or the California Healthcare, Research and Prevention Tobacco Tax Act of 2016. Proposition 56 raises the tobacco tax from $0.87 to $2.87 per pack.
May 4, 2016

- California Becomes the Second State to Raise the Minimum Legal Tobacco Sales Age to 21; Effective June 9, 2016
- California Closes Several Loopholes in its Smokefree Workplace Law; Effective June 9, 2016
- California Regulates E-cigarettes and Vaping Products as Tobacco Products; Effective June 9, 2016

June 9, 2016

- All Public Schools and County Offices of Education are Smokefree; Effective June 9, 2016
- California Increases Licensing Fee and Requires Annual Renewal; Effective June 9, 2016

CDC Designates California as a Comprehensive Smokefree State

September 23, 2016

- Youth Sports Events Become Tobacco Free in California; Effective January 1, 2017
California Voters Overwhelmingly Approve Proposition 56

In November 2016, Proposition 56, also known as the California Healthcare, Research and Prevention Tobacco Tax Act, passes with an overwhelming 64 percent of California voters in favor of it. In addition to adding e-cigarettes to the definition of “tobacco products” that can be taxed, it increases the tax on a pack of cigarettes from $0.87 to $2.87 and an equivalent amount on other tobacco products. The passage is especially noteworthy since two previous initiatives, Proposition 86 in 2006 and Proposition 29 in 2012, that both aimed to increase tobacco taxes by lesser amounts, had been narrowly defeated due to heavy campaigning from the tobacco industry.
2016

October 2016
Researchers at Stanford University Launch the Tobacco Prevention Toolkit, an Online Curriculum Aimed at Reducing and Preventing Youth Tobacco Use

October 25, 2016
Yolo County Is the First Community in California to Pass a Comprehensive Ban on the Sale of Flavored Tobacco, Including Menthol

November 8, 2016
♦ California Voters Legalize Cannabis, Creating New Secondhand Smoke Challenges; Effective Immediately
♦ California Proposition 56 Passes and Increases the Tobacco Tax to $2.87 Per Pack, Despite Approximately $71 Million Spent by the Tobacco Industry in Opposition

December 5, 2016
U.S. Housing and Urban Development Finalizes Rule Requiring Public Housing to be Smokefree; Effective August 1, 2018

December 8, 2016
The U.S. Surgeon General Publishes E-Cigarette Use Among Youth and Young Adults, Reporting that E-cigarettes are a Public Health Threat to Youth and Young Adults

Countering Big Tobacco at the Counter • 45
April 7, 2017
California State University System Passes Policy to Go Tobacco-free

July 7, 2017
San Francisco Adopts a Policy Prohibiting the Sale of All Flavored Tobacco Products, Including Menthol

July 25, 2017
After Years of Acquisitions, British American Tobacco Completes Purchase of Reynolds American for $49.4 Billion

September 11, 2017
CTCP Uses Proposition 56 Funds to Launch the Initiative to Reduce Tobacco-related Disparities

April 24, 2018
CTCP Launches the “Flavors Hook Kids” Advertising Campaign Aimed at Educating Parents and Exposing the Tobacco Industry’s Predatory Marketing Practices to Children
May 1, 2018
Launch of the Story of Inequity Website to Highlight Evidence-based Stories for Each Priority Population and Explain Why Specific Tobacco-related Health Inequities Exist

May 14, 2018
California Community College System Urges All 114 Community Colleges in California to Go Smoke- and Tobacco-free

December 18, 2018
The U.S. Surgeon General Releases an Advisory on E-cigarette Use in Youth, Stressing the Importance of Protecting Children from a Lifelong Nicotine Addiction

December 20, 2018
Altria, the Largest Tobacco Company in 2018, Invests $12.8 Billion in Juul, the U.S. Leader in E-cigarettes
March 5, 2019
U.S. Department of Veterans Affairs Announces All VA Health Care Facilities Will Be Smokefree; Effective October 1, 2019

April 30, 2019
Altria’s IQOS Becomes the First Heated Tobacco Product to Be Sold in U.S.

May 1, 2019
Disney Resorts Bans All Smoking on Its California and Florida Theme Park Properties

June 4, 2019
Beverly Hills Becomes the First U.S. City to Ban the Sale of Most Tobacco Products; Effective January 1, 2021

June 28, 2019
San Francisco Places a Moratorium on the Sale of E-cigarettes that are Not Approved by FDA; Effective January 1, 2020

August 30, 2019
CDC Issues a Health Advisory on Severe Lung Illness Associated with Using E-cigarette and Vaping Products After Multiple States Report Vaping-related Cases
The Sale of Tobacco Products to Persons Under 21 Years of Age Is Prohibited by Law and Subject to Penalties

To Report an Unlawful Tobacco Sale Call 1-800-5 ASK-4-ID

U.S. Armed Forces active duty personnel with military ID must be at least 18 years of age
Valid Identification May Be Required

Valid Identification May Be Required

California Department of Public Health
Health Advisory – September 24, 2019

Vaping Related Lung Illness: A Summary of the Public Health Risks and Recommendations for the Public

This health advisory seeks to inform the public about the recent public health risks posed by vaping any product, including the use of electronic cigarettes (e-cigarettes), as vaping has recently been linked to severe breathing problems, lung damage, and even death.

Vaping is inhaling aerosol from an e-cigarette or other vaping device that contains a liquid that can contain nicotine, marijuana (THC) cannabinoids (CBD) or other substances. The shapes and sizes of these devices vary and include refillable vape pens, modified tank systems, and new pod-based devices that can look like USB flash drives, cell phones, dental floss tubes, and highlighters. These devices are frequently referred to as e-cigarettes, e-cigs, vapes, vape pens, electronic cigarettes, pod mods, or pod systems.

The California Department of Public Health (CDPH) urges everyone to refrain from vaping, no matter the substance or source, until current investigations are complete. Since June 2019, CDPH has received reports that 16 people in California who have a history of vaping were hospitalized for severe breathing problems and lung damage, and two people have died. Across the U.S., there are over 100 reports of lung damage associated with vaping across 38 states, and 1 U.S. territory, and more reports are coming in nearly every day.

CDPH, along with other states, the Centers for Disease Control and Prevention (CDC), the U.S. Food and Drug Administration (FDA), local health departments, and healthcare providers are working hard to investigate what is in the vape materials that is making people sick.

Although CDPH regulates manufacturers of cannabis vaping products to ensure

2019

September 16, 2019
California Strengthens the STAKE Act, Requiring Age Verification and Signature for Tobacco Product Delivery

September 24, 2019
CDPH Issues a Health Advisory on Vaping to the Public in Response to the Lung Illness Outbreak Investigations Urging Everyone to Refrain From Vaping, No Matter the Substance or Source

October 11, 2019
California Prohibits Smoking and Vaping at State Parks and Beaches; Effective January 1, 2020
50

2019

October 24, 2019
As Part of Governor Gavin Newsom’s Executive Order to Confront Youth Vaping, California Launches Media Campaigns Targeting Parents and Young Adults About the Recent Vaping-Related Lung Illness Outbreak

December 20, 2019
Age of Sale for Tobacco Products Becomes 21 Nationally

21+ AGE OF SALE FOR TOBACCO

EXECUTIVE ORDER N.18-11

WHEREAS vaping devices are the most commonly used tobacco product in California; and
WHEREAS more than 80% of high school students who consume tobacco use e-vaping devices; and
WHEREAS from 2014 to 2018, vaping among California high school students rose 27 percent; and
WHEREAS in 2018, 18.3 percent of California high school students reported using e-cigarettes and 14.7 percent reported using any nicotine product; and
WHEREAS 86.1 percent of California teenagers who consume tobacco products report using a flavored tobacco product; and
WHEREAS e-vaping products and e-vaping devices have been linked to the appearance or flavor of vapor and alternative nicotine products as well as advertising and promotional activities by companies targeted at youth; and
WHEREAS there are no manufacturing standards for non-nicotine vapor products; and
WHEREAS there are over 7,500 e-fluid flavors for vaping devices, some of which cause respiratory responses, some of which are cytotoxic to lung cells, and some of which may cause a cataract in addition; and
WHEREAS since August 2019, a clinical syndrome has emerged of respiratory illness in previously healthy individuals who had recently used illegally-sold and flavored e-vapor products, and the cause of this syndrome is not yet known; and
WHEREAS 50 cases of this syndrome have been reported in California, and patients aged 12-45; and
WHEREAS residents suffering from this syndrome have experienced gastrointestinal illness, including 38 patients requiring hospitalization, and one patient with severe symptoms requiring mechanical ventilation; and
NOW THEREFORE I, GAVIN NEWSOM, Governor of the State of California, by virtue of the power and authority vested in me by the Constitution and statutes of the State of California, do hereby issue this Order to become effective immediately.
CALIFORNIA ACHIEVEMENT IN NUMBERS & DATA POINTS

242 LOCAL POLICIES
Passed 242 local policies protecting workers from secondhand smoke

1,200 ADVERTISEMENTS
Produced over 1,200 advertisements to educate California consumers on the dangers of tobacco products and secondhand smoke

16 LANGUAGES
Produced media and educational materials adapted in at least 16 languages
85 LOCAL POLICIES
Passed 85 local policies eliminating some or all flavored tobacco sales †

339 CITIES AND COUNTIES
339 cities and counties with local policies making some or all outdoor spaces smokefree *

183 CITIES AND COUNTIES
183 cities and counties with local policies protecting residents from secondhand and thirdhand smoke in their homes *

850,000 CALIFORNIANS
Enrolled 850,000 Californians in services with the California Smokers’ Helpline ‡

42.8 PERCENT
Reduced lung and bronchial cancer incidence rates by 42.8 percent

59.1 PERCENT
Decreased adult cigarette smoking rates by 59.1 percent

* as of 12/31/2019
† as of 6/24/2020
‡ as of 12/2018
ADULT SMOKING RATE

Fewer adults are smoking cigarettes than ever before.

The adult smoking rate reaches a new low in California in 2018, according to data from the 2018 Behavioral Risk Factor Surveillance Survey (BRFSS). The survey estimates that 9.7 percent of California adults currently smoke cigarettes. In addition to the BRFSS, CTCP utilizes data from the California Health Interview Survey (CHIS) to track smoking rates by demographic characteristics. Substantial disparities continue to exist in smoking rates by gender, race and ethnicity, gender identity and sexual orientation, and income.
## ADULT SMOKING RATE

### California Achievement in Numbers & Data Points

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<td>2018</td>
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Source: Behavioral Risk Factor Surveillance Survey and California Adult Tobacco Survey 1988 to 2018
ADULT SMOKING RATE, PRIORITY POPULATION

Source: California Health Interview Survey 2018
LUNG CANCER INCIDENCE AND MORTALITY RATES PER 100,000 IN CALIFORNIA

Notes: Rates are per 100,000 and age-adjusted to the 2000 U.S. Standard Population standard. Excludes cases reported by the Department of Veteran Affairs.

Source: California Cancer Registry 1988 to 2016
In high school youth, the cigarette use rate reaches a historic low in California according to the 2018 California Student Tobacco Survey (CSTS).

The survey estimates that 2.0 percent of high school youth in California currently smoke cigarettes. This is a decrease from the 21.6 percent estimate in 2000. However, as cigarette use decreases in the youth population, the rate of current vaping product use increases. In 2018, the current vaping use rate estimate among high school youth is 10.9 percent. This is an increase from the 8.6 percent estimate in 2016.
HIGH SCHOOL SMOKING RATE

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<td>2018</td>
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Source: National Youth Tobacco Survey 2000 (California data), California Student Tobacco Survey 2001-02 to 2017-18

HIGH SCHOOL VAPING RATE

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<tr>
<td>2018</td>
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<td>20.8%</td>
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</table>

Source: National Youth Tobacco Survey 2016 to 2018, California Student Tobacco Survey 2015-16 to 2017-18
TIMELINE REFERENCES


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