

**A. TOBACCO USE**

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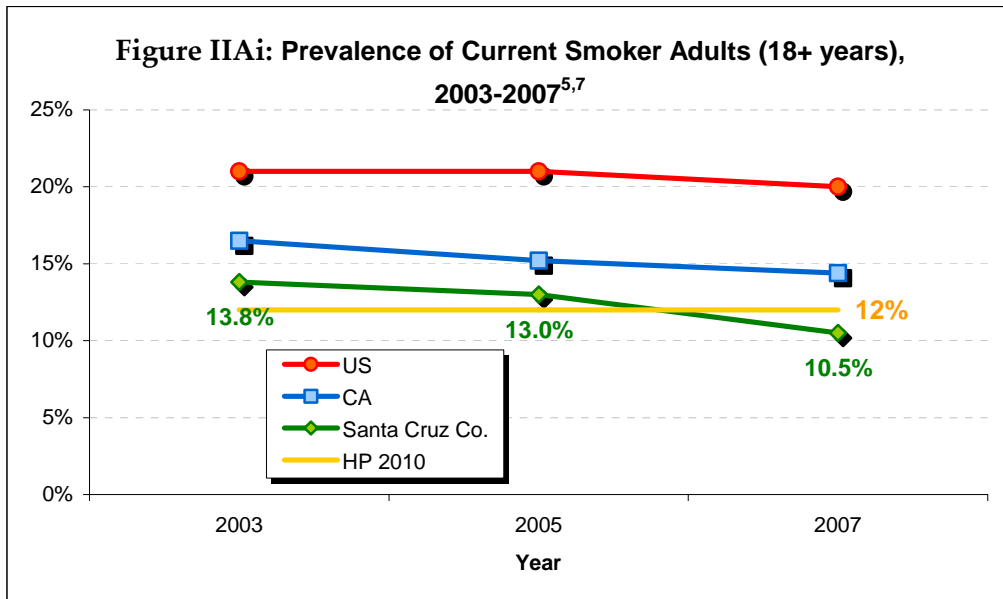
<p><b>Importance</b></p>	<p>According to the Surgeon General, “Smoking harms nearly every organ of the body, causing many diseases and reducing the health of smokers in general.”<sup>1</sup> Cigarette smoke contains over 4,000 chemicals, at least 250 of which are known to be toxins or carcinogens that harm not only the smoker but also those exposed to environmental smoke.<sup>2</sup> In fact, non-smokers inhale many of the same chemicals as smokers, including side-stream smoke, which is unfiltered, unlike secondhand smoke exhaled by the smoker, and can contain benzene, arsenic, and numerous nitrogen compounds.<sup>2</sup> Non-smokers are also exposed to “third hand smoke,” chemicals that attach to a smoker’s clothing, hair, and skin and are passed to a non-smoker through direct contact. This type of exposure is most harmful to infants and young children who may touch and/or place items in their mouths.<sup>3</sup> Overall, cigarette smoking and exposure to tobacco smoke resulted in at least 443,000 premature deaths per year in the United States from 2000 to 2004.<sup>4</sup> Fortunately, “[q]uitting smoking has immediate as well as long-term benefits, reducing risks for diseases caused by smoking and improving health in general.”<sup>1</sup></p>
<p><b>Highlights</b></p>	<ul style="list-style-type: none"> <li>▪ In 2007, the prevalence of adult smokers in Santa Cruz County reached and surpassed the HP 2010 goal of less than 12%.<sup>5</sup></li> </ul>
<p><b>Definitions</b></p>	<p>“Third Hand” Smoke: Chemicals that attach to the smoker’s clothing, hair, and skin and are passed to the non-smoker through direct contact.</p>
<p><b>Healthy People 2010 Objective</b></p>	<ul style="list-style-type: none"> <li>▪ Reduce current smokeless tobacco use among high school students to <b>1%</b></li> <li>▪ Reduce current cigarette use among adults to <b>12%</b></li> <li>▪ Reduce current cigarette use among high school students to <b>16%</b></li> </ul>

**i. ADULT SMOKING**

Since 1964, when the first surgeon general’s report on tobacco was presented, the prevalence of adult smoking in the U.S. has dropped from 42.4% to 20.6% in 2008.<sup>6</sup> Residents of both Santa Cruz County and the state of California continue to exhibit healthier tobacco habits than the general U.S. population. In 2007, Santa Cruz County adults not only reached but surpassed the HP2010 goal of less than 12% smoking. The prevalence of adults who smoked in California and the US also continued to move toward the HP2010 goal (Figure IIAi).<sup>5,7</sup>

Much of these improvements are attributable to anti-smoking legislation focused on preventing second-hand smoke-related health problems, and making smoking a less attractive habit. The State of California and the County of Santa Cruz have developed and enforced a series of anti-smoking laws that prevent smoking in public and semi-private areas, including restaurants, bars, and workplaces. In January 2008, the State of California began enforcing a law that bans smoking in cars when children under the age of 18 are present.<sup>8</sup>

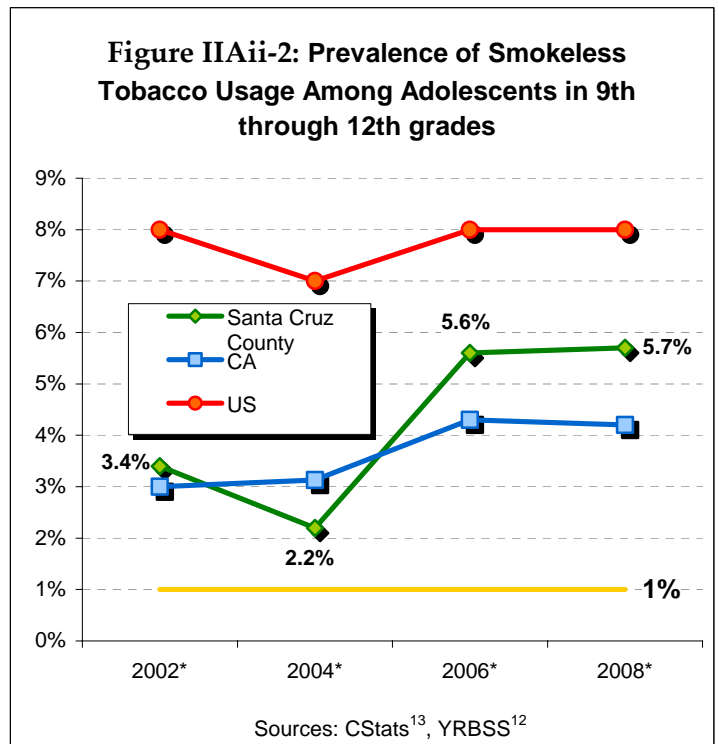
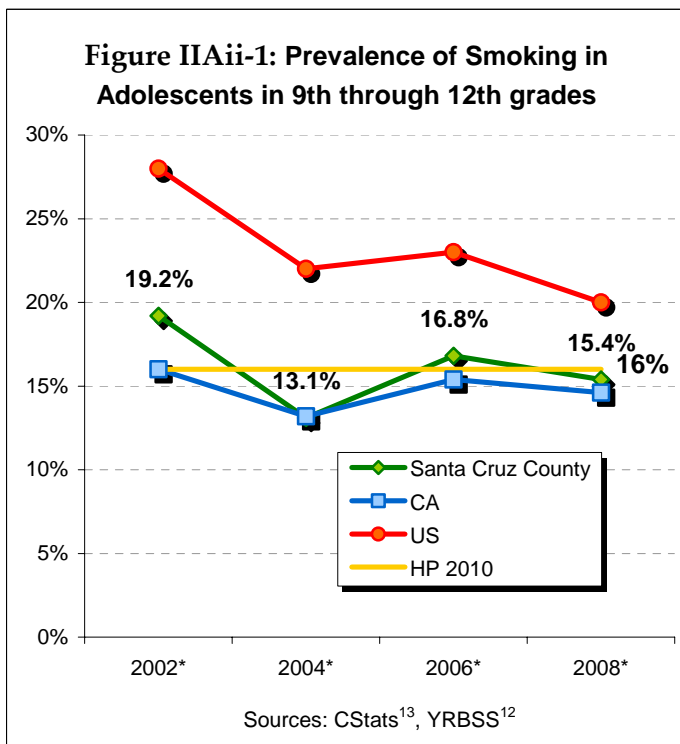
In October 2009, the City of Santa Cruz passed stricter non-smoking laws targeting public gathering areas such as the municipal wharf, parks, beaches, and Pacific Avenue, to decrease second-hand smoke exposure of residents and visitors.<sup>9</sup> Unfortunately, current anti-smoking laws have not addressed smoking in the home; 6.5% of Santa Cruz residents are still exposed to second-hand smoke in their homes.<sup>5</sup> Most recently, the Watsonville City Council unanimously approved a new tobacco retailer licensing ordinance on August 24<sup>th</sup>, 2010, which was recommended and supported by Watsonville’s Chief of Police, Manny Solano.<sup>10</sup>



**ii. ADOLESCENT SMOKING**

Many adult smokers are introduced to tobacco as adolescents, leading to a lifetime of exposure to cancer-causing chemicals not only for the smoker but for those around them as well. Fortunately, the prevalence of smoking among adolescents has decreased in the U.S. in recent years, and California and Santa Cruz County both have lower prevalences of adolescent smoking than the U.S. does.

In 2008, the prevalence of Santa Cruz County adolescents who smoke reached the HP 2010 goal of 16%, dropping to 15.4%, from 19.2% in 2002 (Figure IIAii-1).<sup>11,12</sup> In contrast, the prevalence of adolescents in the region (Santa Cruz, Monterey, San Benito, San Luis Obispo, Santa Barbara, and Ventura Counties) who use smokeless tobacco has moved further away from the HP 2010 goal of 1%, increasing from 3.4% in 2002 to 5.7% in 2008 (Figure IIAii-2).<sup>12,13</sup>



## Primary Prevention Activities

- The Santa Cruz County Health Services Agency (HSA) staffs the Tobacco Education Coalition, an advocacy group that promotes a tobacco-free lifestyle and environment through education and legislation. HSA also provides self-help materials and a list of classes offered in Santa Cruz County.

## Sources

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