

# People's Health

Outcomes • Planning • Evaluation



## Know the Facts: Smoking Among Adults

### DID YOU KNOW?

- More than 480,000 people die every year in the United States due to smoking, 41,000 of these deaths from exposure to secondhand smoke.
- Women continue to consistently smoke less than men in California. In 2014, 14.9% of California men smoked compared to only 8.4% of women.
- Cigarette consumption in California during 2014 was 23 packs per capita compared to 41 packs per capita nationally.
- From 1989 to 2008, per capita consumption of cigarettes declined by 63% in California compared to 48% in the rest of the U.S.

### WHERE WE WERE (BASELINE):

Twenty-five percent of Shasta County Adults identified as being current smokers in 2011.

### WHERE WE ARE:

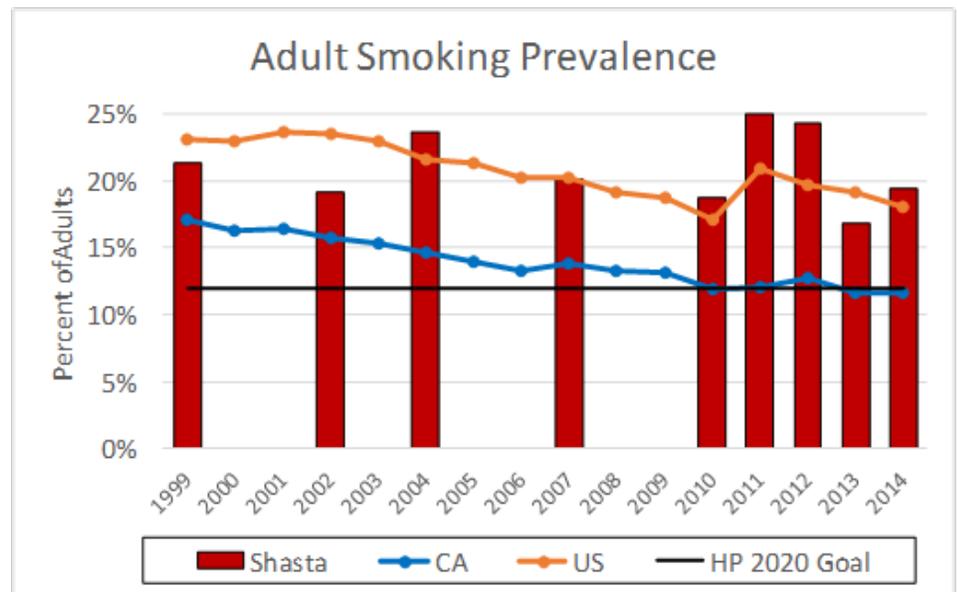
In Shasta County, 19% of adults identified as being current smokers in 2014.

### WHERE WE ARE AIMING (HEALTHY PEOPLE 2020 GOAL):

Reduce the rate of cigarette smoking by adults to below 12%.

### DEFINITION:

Adult smokers are those 18 years or older who have smoked at least 100 cigarettes in their lifetimes and who currently smoke.



**Contributing Staff:** Jeff Van Ausdall. Last updated October 2016.

Find more health information at [www.shastahhsa.net](http://www.shastahhsa.net). Click on "Health and Safety," then "Current Health Concerns." Questions? Email [shastahealthdata@co.shasta.ca.us](mailto:shastahealthdata@co.shasta.ca.us)

## KEY POINTS:

- The adult smoking prevalence in California has continued to decline since 1996 and has met the Healthy People 2020 goal of 12% or less in four of the last five years. The adult cigarette smoking prevalence in Shasta County did not change significantly between 1996 and 2014, and has not met the Healthy People 2020 goal.
- Based on local survey data, there is no statistically significant difference in smoking prevalence between adult men and adult women in Shasta County (2014).
- Shasta County residents living below 200% of the federal poverty level are more than twice as likely to be current smokers as those living at or above 200% of the federal poverty level (2014).
- In 2014, California residents aged 18-39 years had a smoking prevalence of 14.2% compared to 5.3% among residents aged 65 years and older.
- A California Department of Public Health Tobacco Control Program study calculated that in 2009, smoking cost each resident of Shasta County \$1,093 or an estimated \$148 million annually.

## PRIMARY PREVENTION ACTIVITIES:

- Increase the cost of tobacco products.
- Since nearly 90% of adult smokers started smoking before age 18, prevention efforts should be focused at pre-teen and teen years.
- Increase media campaigns to report on adverse effects of tobacco use, including issues important to teens, and ways to decrease exposure to second-hand smoke.
- Provide alternative sponsorship for organizations dependent on funds from the tobacco industry.
- Decrease access to tobacco for minors from all sources, including from family and friends.

## SECONDARY PREVENTION ACTIVITIES:

- Encourage physicians to refer patients who smoke to cessation services.

**From the Desk of  
Andrew Deckert,  
MD, MPH**  
*Shasta County  
Public Health Officer*



The adult smoking rate in Shasta County is 1.7 times that of California.

Recent California laws that increased the tobacco age to 21, raised the tobacco tax, defined e-cigarettes as tobacco products and decreased exposure to secondhand smoke should all help maintain the lowering trend in adult smoking, but rural counties' smoking prevalence is higher than the rest of the state.

Shasta County needs to pursue more effective tobacco policies in order to see the reduced trend in smoking that California has realized.

***To your health!***