

### RWJF Retrospective Series

# Surgeon General's Reports on Tobacco

Center for Public Program Evaluation

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A companion report to
The Tobacco Campaigns of the
Robert Wood Johnson Foundation
and Collaborators, 1991–2010

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Robert Wood Johnson Foundation

Route 1 and College Road East P.O. Box 2316 Princeton, NJ 08543-2316

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# Companion Reports in this RWJF Tobacco Retrospective Series

The Tobacco Campaigns of the Robert Wood Johnson Foundation and Collaborators, 1991–2010

- Smoking in Movies and Television: Research Highlights
- Clearing the Air: An Overview of Smoke-Free Air Laws
- Social Norms and Attitudes About Smoking, 1991–2010
- More Than a Decade of Helping Smokers Quit: RWJF's Investment in Tobacco Cessation
- The Impact of Tax and Smoke-Free Air Policy Changes
- RWJF's Tobacco Work:
   Major Programs, Strategies
   and Focus Areas
- Major Tobacco-Related Events in the United States
- The Way We Were: Tobacco Ads Through the Years
- Tobacco-Control Work, 1991–2010: RWJF and Collaborators Slideshow
- IMPACT: Smokers and Smoking-Related Deaths Slideshow



#### Preface

Twenty years ago the Robert Wood Johnson Foundation decided to put our name and substantial financial and human resources behind a bold initiative to reduce tobacco use in this country. For two decades, RWJF has been working with partners in government, education, philanthropy and the private sector to make literally the air that we breathe safe to inhale and to free many Americans from a gripping, destructive addiction to which they were seduced in their youth. As this retrospective indicates, our tobacco-control campaigns often have seemed an uphill battle, but they have made significant inroads against the harmful effects of tobacco.

Because of that significant progress, we have scaled back our investments in tobacco control to allow us to focus on new public health challenges. Yet the moral injunction of medicine is "First, do no harm." As we wound down these investments (though ongoing, we are still providing \$3,589,258 to reduce tobacco use), I was adamant that we needed to monitor the state of tobacco control going forward and to assess the legacy and impact of our body of tobacco-control work.

As we address other critical public health challenges, like the need to roll back the epidemic of childhood obesity, it is important to harvest lessons that can be learned from our tobacco-control work, which has been unique in terms of magnitude, duration, scope and methods. We therefore asked the Center for Public Program Evaluation to conduct an independent assessment to help us and the field understand the results of our efforts, what worked, what didn't, and what could be adopted or adapted to fulfill our mission to improve and make a demonstrable difference in health and health care for all Americans.

I wish to emphasize our insistence that the center's work be truly independent. The center's president, George Grob, is a former Deputy Inspector General of the U.S. Department of Health and Human Services, who personally took charge of this assessment. Grob asked Henry Aaron, Bruce and Virginia MacLaury, senior fellow and former director of economic studies at the Brookings Institution, and Michael O'Grady, senior fellow at the National Opinion Research Center and principal, O'Grady Health Policy, to provide an additional layer of independent review. Aaron and O'Grady advised on study methods and findings, and reviewed draft reports. The resulting assessment report describes both the significance and limits of RWJF's contributions and achievements.

I want to thank the many individuals and organizations—often working in collaboration who conducted the tobacco-control campaigns, and I especially want to thank the many RWJF staff members (and former staff) who have worked with such competence and endurance on reducing Americans' addiction to tobacco. Among them were: Diane Barker, Michael Beachler, Sallie Petrucci George, Karen Gerlach, Marjorie Gutman, Robert Hughes, Nancy Kaufman, Jim Knickman, Michelle Larkin, Joe Marx, Tracy Orleans, Marjorie Paloma and Steven Schroeder, and many others behind the scenes and too numerous to name.

Risa Lavizzo-Mourey, M.D., M.B.A.

President and Chief Executive Officer Robert Wood Johnson Foundation



## Surgeon General's Reports on Tobacco



ince 1964 when the seminal report linking tobacco and health was published, more than 30 Surgeon General's reports have appeared, and many of them have had major impacts on policy and social norms. Each of those documents is briefly described here.

#### 2006

The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General.

Reviews the health effects of involuntary exposure to tobacco smoke, updating the last comprehensive review of this evidence by the Department of Health and Human Services in the 1986 Surgeon General's report.

#### 2004

The Health Consequences of Smoking: A Report of the Surgeon General. Systematically reviews the full sweep of evidence for the health effects of active smoking. Researchers have continued to identify new adverse effects, and lengthy follow-ups are now available for thousands of participants in long-term studies. This report also updates the methodology for evaluating evidence that the 1964 report initiated. It does not cover secondhand smoke.

#### 200I

Women and Smoking: A Report of the Surgeon General. The second report of the U.S. Surgeon General devoted to the health effects of smoking among women, updating a 1980 report with hundreds of additional studies.

#### 2000

Reducing Tobacco Use: A Report of the Surgeon General. The first report to offer a composite review of the various methods used to reduce and prevent tobacco use, although previous reports have touched on some of the strategies.

#### 1998

Tobacco Use Among U.S. Racial/Ethnic Minority Groups: A Report of the Surgeon General.

Describes patterns of tobacco use among African-Americans, American Indians, Alaska natives, Asian-Americans, Pacific Islanders and Hispanics. Presents information on national and regional efforts to curtail consumption of tobacco products among members of these racial/ethnic groups.

#### 1994

Preventing Tobacco Use Among Young People: A Report of the Surgeon General. The first in this series to focus on young people, this report underscores the seriousness of tobacco use, its relationship to other adolescent problem behaviors and the responsibility of all citizens to protect the health of children.

*Surgeon General's Report for Kids About Smoking.* A magazine-format publication for children with facts about smoking and kids. Includes an interview with the Surgeon General.

#### 1992

Smoking and Health in the Americas: A Report of the Surgeon General. Examines the use, health impacts, production and consumption of tobacco in Latin America and the Caribbean.

#### 1990

The Health Benefits of Smoking Cessation: A Report of the Surgeon General. Reviews the evidence that smoking cessation has major and immediate health benefits for men and women of all ages.

#### 1989

Reducing the Health Consequences of Smoking: 25 Years of Progress: A Report of the Surgeon General: 1989 Executive Summary. Assesses progress made against smoking in the 25 years since the first Surgeon General's report on smoking was published.

#### 1988

The Health Consequences of Smoking: Nicotine Addiction: A Report of the Surgeon General. Focuses on the pharmacologic basis of tobacco addiction.

#### 1986

Smoking and Health, A National Status Report: A Report to Congress. Describes state laws and federal bills that have been introduced or adopted; summarizes the activities of the Interagency Committee on Smoking and Health; lists smoking and health advocacy groups; describes local ordinances in the 20 largest cities in the United States; summarizes results of the 1986 Adult Use of Tobacco Survey; and summarizes a Centers for Disease Control and Prevention study on smoking-attributable mortality, years of potential life lost and economic costs in the 50 states.

The Health Consequences of Involuntary Smoking: A Report of the Surgeon General. Examines the evidence that even low levels of exposure to smoke carry a health risk to nonsmokers. This is the first report in the health consequences series to establish the risk of secondhand smoke.

The Health Consequences of Using Smokeless Tobacco. Completes the Public Health Service's initial examination of smokeless tobacco's role in cancer, noncancerous and precancerous oral diseases or conditions, addiction, and other adverse health conditions.

#### 1985

The Health Consequences of Smoking—Cancer and Chronic Lung Disease in the Workplace: A Report of the Surgeon General. A comprehensive review of the interaction of cigarette smoking and occupational exposures in causing cancer and chronic lung disease.

#### 1984

The Health Consequences of Smoking-Chronic Obstructive Lung Disease: A Report of the Surgeon General. A comprehensive review of available information on the occurrence and etiology of chronic obstructive lung diseases. The report concludes that "cigarette smoking is the major cause of chronic obstructive lung disease in the United States for both men and women."

#### 1983

The Health Consequences of Smoking. Cardiovascular Disease—A Report of the Surgeon General. A comprehensive review of the relationship between smoking and cardiovascular disease.

#### 1982

The Health Consequences of Smoking. Cancer—A Report of the Surgeon General. A comprehensive evaluation of the relationship between cigarette smoking and cancer.

#### 1981

The Health Consequences of Smoking-The Changing Cigarette: A Report of the Surgeon General. Considers the relative health effects of cigarettes with varying levels of tar and nicotine and the relative health effects of cigarette additives.

#### 1980

The Health Consequences of Smoking for Women: A Report of the Surgeon General.

Provides evidence that an epidemic of smoking-related disease among women is occurring.

#### 1979

Smoking and Health: A Report of the Surgeon General. Describes the current knowledge of the health consequences of smoking, the behavioral aspects of smoking and efforts in education and prevention.

The Health Consequences of Smoking, 1977-1978. Presents recently published mortality data on smoking and discusses the special problems incurred by women who smoke.

#### 1976

The Health Consequences of Smoking: A Reference Edition. Contains selected chapters from previous reports to Congress summarizing known health hazards from smoking, including cardiovascular disease, chronic obstructive pulmonary disease, cancer, pregnancy, peptic ulcer disease, involuntary smoking, allergies, pipes and cigars, exercise performance, and harmful constituents of cigarette smoke. The scientific consensus is that disease risks are dose-related and reducing tar and nicotine intake reduces harmful effects.

#### 1975

The Health Consequences of Smoking 1975. Reviews recent research in four major areas: cardiovascular disease, cancer, respiratory disease and the effects on nonsmokers who share the environment of those who smoke.

#### 1974

The Health Consequences of Smoking 1974. Focuses on recent research that enlarges the evidence on which knowledge about smoking and health is based and broadens the understanding of the mechanisms by which smoking contributes to the development of various forms of cancer, cardiovascular disease and respiratory disease.

#### 1973

The Health Consequences of Smoking 1973. Reiterates, strengthens and extends the findings in earlier reports that cigarette smoking is a major health problem in the United States.

#### 1972

The Health Consequences of Smoking 1972. Reviews the pertinent research literature on smoking and health available in the past year.

#### 1971

The Health Consequences of Smoking: A Report of the Surgeon General: 1971. Reviews the entire field of research on smoking and health, with an emphasis on the most recent additions to the literature.

1969

The Health Consequences of Smoking: 1969 Supplement to the 1967 Public Health Service Review. Reviews the pertinent research literature on smoking and health available in the past year.

1968

The Health Consequences of Smoking: 1968 Supplement to the 1967 Public Health Service Review. Reviews the pertinent research literature on smoking and health available in the past year.

1967

The Health Consequences of Smoking, A Public Health Service Review. Summarizes current knowledge about the health consequences of smoking, based on a review of research available after the 1964 Surgeon General report, and concludes that the new evidence strengthens the association between smoking and mortality.

1964

Smoking and Health: Report of the Advisory Committee of the Surgeon General of the Public Health Service. The historic first review of the existing evidence on tobacco use and health. The report concluded that "Cigarette smoking is a health hazard of sufficient importance in the United States to warrant appropriate remedial action."