

Title of Intervention: Tobacco Tax and Anti-Smoking Media Campaign in California

Intervention Strategies: Environments and Policies, Campaigns and Promotions

Purpose of the Intervention: To reduce cigarette consumption of adult smokers

Population: Adults smokers

Setting: California; community-based

Partners: None mentioned

Intervention Description:

- **Environments and Policies:** In 1988, the state of California passed Proposition 99, the California Tobacco Tax and Health Promotion Act, increasing the tax on each package of cigarettes from 10 cents to 35 cents. In addition, the act earmarked 20% of the revenue raised by this new tax for health educational programs to reduce tobacco use.
- **Campaigns and Promotions:** State-wide, anti-smoking, multi-media campaigns were conducted. Community relations agencies and public relations firms were hired to promote the campaigns and to foster opportunities for unpaid media coverage.

Theory: Not mentioned

Resources Required:

- **Staff/Volunteers:** Community relations agencies, public relations firms, lobbyist, organizers
- **Training:** Not mentioned
- **Technology:** Not mentioned
- **Space:** Meeting space for planning
- **Budget:** Not mentioned
- **Intervention:** Campaign materials
- **Evaluation:** California Adult Tobacco Survey

Evaluation:

- **Design:** Cohort
- **Methods and Measures:**
 - Cigarette consumption data was obtained from the California State Board of Equalization based on sales.
 - The California Adult Tobacco Survey assessed smoking habits of the state.

Outcomes:

- **Short Term Impact:** Not measured
- **Long Term Impact:** The results indicate that the state tax, the federal tax and the anti-smoking media campaign all were statistically significant in reducing cigarette sales in California. The tax increase seemed to be more effective though the media campaign.

Maintenance: Not mentioned

Lessons Learned: The implementation of Proposition 99 in California indicates that raising taxes and using part of the tax revenue for the anti-smoking media campaign is an effective approach to reducing cigarette consumption.

Citation(s):

Hu, T. W., H. Y. Sung, et al. (1995). "Reducing cigarette consumption in California: tobacco taxes vs an anti-smoking media campaign." *Am J Public Health* 85(9): 1218-22.

Pierce, J. P., E. A. Gilpin, et al. (1998). "Has the California tobacco control program reduced smoking?" *Jama* 280(10): 893-9.