No Smoker Left Behind
The Tobacco Industry Loves Older Smokers
Why Don’t We?

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Older Smokers

- There are 4 million smokers over the age of 65
- Older smokers less likely to be treated for tobacco dependence than younger smokers
- Tobacco related diseases are the leading cause of death in older adults
Causal Health Consequences Then and Now

Cancers
- Oropharynx
- Larynx
- Esophagus
- Trachea, bronchus, and lung
- Acute myeloid leukemia
- Stomach
- Liver
- Pancreas
- Kidney and ureter
- Cervix
- Bladder
- Colorectal

Chronic Diseases
- Stroke
- Blindness, cataracts, age-related macular degeneration
- Congenital defects—maternal smoking: orofacial clefts
- Periodontitis
- Aortic aneurysm, early abdominal aortic atherosclerosis in young adults
- Coronary heart disease
- Pneumonia
- Atherosclerotic peripheral vascular disease
- Chronic obstructive pulmonary disease, tuberculosis, asthma, and other respiratory effects
- Diabetes
- Reproductive effects in women (including reduced fertility)
- Hip fractures
- Ectopic pregnancy
- Male sexual function—erectile dysfunction
- Rheumatoid arthritis
- Immune function

Note: Condition in red is a new disease that has been causally linked to smoking in 2014 Surgeon General's Report
Who is Interested in Older Smokers?

(hint – not health care)
Tobacco Industry has Always Valued Older Smokers

Men who smoke wisely want a SENSIBLE cigarette- a cigarette that is cool and comfortable to the throat and that leaves a man feeling “fit” and clear-headed even though he may smoke more often than usual.
Women Too

Land Sakes!
I do believe I'll try one

...for one thing
Chesterfield is the cigarette that's Milder

...for another thing
Chesterfield is the cigarette that Tastes Better
A Digital Library of Tobacco Documents

The Legacy Tobacco Documents Library (LTDL) contains more than 11 million documents (60+ million pages) created by major tobacco companies related to their advertising, manufacturing, marketing, sales, and scientific research activities.

Search the Documents

Getting Started | Search Help | Advanced | Expert

Popular Documents

Selected documents highlighting the diversity of the collection and some of its most useful and popular documents:

- "The Importance of Younger Adults"
- "We Are, Then, in the Business"

Links & Resources

Advertising & Marketing
Document Research Examples
Glossaries of Names
Podcasts and Videos
Tobacco Wiki
Targeting Older Smokers
As they assume a larger share of the population, people 65 and older will become an increasingly important market for cigarette manufacturers.
Alive with pleasure!

Newport

After all, if smoking isn't a pleasure, why bother?


SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
Mighty Tasty!

"that's fresh, baby"
Tobacco Industry Loves Older Smokers

- Heavy smokers
- Loyal smokers
- **BUT** – they are the group that begins to express health concerns
Here Come The Baby Boomers
Born 1946-1964

THE MAJOR GROWTH SEGMENT OF THE POPULATION DURING THE COMING YEARS WILL BE THOSE AGED 35 TO 49 - THE SO-CALLED "BABY BOOM" GENERATION REACHING MATURITY. THEIR SHEER NUMBERS WILL MAKE THEIR AGGREGATE INFLUENCE KEY TO CIGARETTE MANUFACTURERS.

1980 Lorillard
Baby Boomer Analysis

- “smoking incidence [was] higher among Baby Boomers than the general population group”

- Preferred “low tar” cigarettes

Brown & Williamson 1995
Who chooses “light” cigarettes

- Those who want a "better" way to smoke
- Those who want to quit
Please don't forget Carlton is lowest
Psychographic Analysis of Baby Boomers

Likely to respond to messages that encourage:

- independence and individuality
- control and choice
'Vantage. I just won't compromise on taste.'

"I'm willing to make some concessions, but taste isn't one of them. Even though I've heard the low tar myths, I still want a cigarette with good taste. That's why I'm glad I switched to Vantage. With Vantage, I get the taste I smoked for in the first place. And that wasn't easy to find in a low tar.

"For me Vantage is the best tasting low tar cigarette there is."

Jack A. Beam


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'I know why I smoke.'

"There's only one reason I ever smoked. Good taste. So when I switched to low tar, I wasn't about to give that up. If you don't smoke for taste, what else is there? But there was all that talk about tar. Unfortunately, most low tar cigarettes tasted like nothing. Then I tried Vantage. Vantage gives me the taste I enjoy. And the low tar I've been looking for."


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'Why I choose to smoke.'

"What did I lose? I smoke because I enjoy it. I like the hand-crafted, high-quality blend of tobacco. And the smooth taste is something I can't live without. So switched a cigarette that would give me taste but low tar. And Vantage delivered. Vantage's all-in-one cigarette offers a smoother, milder taste than I've ever had before.

"Why did I choose Vantage? Because I love it."

Discouraging Quitting Among Older Smokers

- “Low-tar” cigarettes and increase nicotine levels (Kessler, 2001)

- Direct mail surveys “targeted … to very old, quitting prone smokers” (AT 1992 slg46e00)

- Mailing lists “for direct marketing communication” (AT 1988 acb33a00)

- Targeted custom mailings
  - “to demographically correct targets [older smokers] … highly vulnerable … quitters” (AT 1994 tid tbs25f00)
Coupons

• Mailed week pension checks arrived

Effect Multiple carton purchases in the first week when their pension checks are received.
The Tobacco Industry Went Everywhere Older Adults Went
PGA Senior Golf Tour
Casinos

Swing by and say hi!
XOXO Mia

PLEASUREorBUST.com

CALLS AND WEBSITE RESTRICTED TO LEGAL AGE SMOKERS
1.866.Ms.Camel

11 mg. “tar” 0.9 mg. nicotine as per cigarette by FTC method.
Actual amount may vary depending on how you smoke.
For TN info, visit www.rptamc.com

Get in on all the action at
PLEASUREorBUST.COM
"Experience is the best teacher!"

"I know from experience there's no other cigarette like a Camel!"

"More people are smoking CAMELS than ever before."

"Greatest Match Game Bowler of All Time" is the title that bowling enthusiasts have given Ned Day. He's had several years of experience as a bowler. His most thrilling experience is a smoker down back in the winning cigarette drought.

"Don't wear the days," says Ned, "when I smoked whatever brand I could get. Naturally, I learned the difference between a smoke I tried by experience that no other cigarette was my "I Zone" like a Camel!"

"Millions had that same experience. With smokers who smoked only Camel and Camel, Camel is the "choice of scientists." Try Camel. Let your own experience... your "I Zone"... tell you why more people are smoking Camels than ever before!"

"More Doctors Smoke CAMELS than any other cigarette."

"Your "T-Zone" will tell you... T for Taste... T for Throat... That's your smoking ground for any cigarette. See Cameron don't you?..."
The tobacco industry aggressively targets older smokers and tries to prevent them from quitting smoking.
Older smokers are less likely to be treated than any other group

- Ageism
- Smoker stigma
- Cigarettes more deadly than 50 years ago
- Older smokers do not know/believe in the benefits of cessation
- Health care providers do not know/believe in the benefits of cessation for older smokers
Anticipating Affluent Baby Boomers

“For people who like to smoke”
Denormalization of Tobacco
Stigmatization of Smokers

• For the last 20 years public health has tried to tear down that social construct which has lead to the denormalization of tobacco
• One of our most successful tobacco control strategies
• Transformation from a mark of sociability to deviant behavior has lead to
Cigarettes are More Deadly Today Than 50 Years Ago

• Smokers’ risk of death from all causes, compared to never smokers, has gone up significantly over 50 years

• Today’s cigarette smokers (both men and women) have a much higher risk of lung cancer and COPD than 1964 smokers; despite smoking fewer cigarettes
Today’s Smokers

The poor;
The homeless;
The least educated;
Persons with mental health, substance abuse, and alcohol diagnoses;
LGBT community;
Minorities
Cigarettes are More Deadly Today Than 50 Years Ago

• Since 1959 lung cancer risk for never smokers is about the same, but the risk for smokers has increased steadily.
• Lung cancer risk increased 10X for female smokers and doubled for male smokers
• 90 percent of lung cancer deaths and 80 to 90 percent of COPD deaths are caused by smoking
Changes in Design of Cigarettes Makes Them More Deadly

“ The evidence is sufficient to conclude that the increased risk of adenocarcinoma of the lung in smokers resulted from changes in the design and composition of cigarettes since the 1950s.”

“…suggestive evidence that ventilated filters and increased levels of tobacco-specific nitrosamines have played a role.”

2014 Surgeon General’s Report (SGR)
Unaware of the Benefits

- Quitting smoking by 50 halves lung cancer risk
- Quitting smoking immediately decreases cardiovascular risk
- Older age is positively correlated with rationalizing beliefs about quitting smoking
- Older smokers greater unrealistic optimism about their risks
- But those aware of the risks of smoking and the benefits of cessation are 12 times more likely to quit
Uptick In Tobacco Industry Targeting Of Older Smokers

• Encouraging older smokers to use smokeless tobacco and e-cigarettes (alternative tobacco products – ATP)
• ATP marketed for use in non-smoking areas
• ATP marketed as cessation aid or help for decreasing cigarette consumption
ATP: e-Cigarettes

e-cig—an electronic inhaler that vaporizes a liquid solution of nicotine into an aerosol mist, simulating the act of tobacco smoking.
ATP: e-cigarettes

• Sales in cigarettes dropped 6.2% in the first quarter of 2012 — a jump from the 3-4% declines in recent years

• Sales of e-cigarettes doubled. In 2011, 21% of smokers had tried e-cigs, up from 10% in 2010 (CDC)

• Retail sales of e-cigs are expected to balloon from $500 mill in 2011 to over $1 billion in 2014 (Wall Street Journal)
Old Tactics to Renormalize Smoking
Some New Tactics

Welcome Back
Study Aims

- Expand investigation of ATP messages to older adults (not previously studied)
- Characterize older smokers’ perceptions of the risks and benefits associated with cigarettes and ATP
- Determine the extent to which perceptions relate to exposure to pro- and anti-tobacco messages
Methods

• Six focus groups
• Recruitment of smokers and former smokers over 45 by flyer and craigslist
• Transcribed data double coded using Excel coding matrix
• Participants provided their perceptions of:
  - Pictures and definitions of ATP
  - Cigarette marketing
  - ATP marketing
  - Proposed graphic cigarette warning labels
Results – Older smokers receptive to ATP messaging

- Participants exposed to tobacco marketing had increased perceptions of benefits and decreased perceptions of risks of products
- 90% of sample expressed willingness to try new products before trying cessation
- High interest in e-Cigarettes
- Ads used nostalgia and glamour effectively
- Warning labels were not viewed as effective
Results – public health messages don’t resonate with older smokers

• Majority of participants felt anti-tobacco public health messaging did not apply to them:
  “It’s not meant for me”
  “It’s about young people”
  “It’s too late for us.”

• Perception that anti-tobacco images only include older adults as end of life patients – often with tracheotomies
What to do? What to do?

- Develop public health programs that target or at least include older smokers
- Educate health care providers
- Educate the public
- Educate older smokers
- Treat older smokers

Addiction is the disease - Smoking is the symptom
Tobacco Dependence Treatment for Older Adults
Current Guidelines

• U.S. Public Health Service in 2000 and updated for 2008

• 5 A’s
  – Ask
  – Assessment
  – Advise
  – Assist
  – Arrange
Pharmacotherapy

• First-line, FDA- approved medications for smoking cessation include:
  – NRT
  – Bupropion sustained release
    • Age related slower drug clearance: 150/day for 1 week; if OK then increase to 300 2\textsuperscript{nd} week; if OK maintain for at least 12 weeks.
  – Varenicline

http://rxforchange.ucsf.edu
Combination Pharmacotherapy

- Combination NRT
  - Long acting formulation + short acting formulation (patch = gum, lozenge, inhaler, nasal spray).
  - NRT + Bupropion SR
Tobacco Dependence
Treatment for Highly Dependent Smokers

- Tobacco dependence is a chronic disease and relapse is intrinsic to this disease.
Components of Rx for HDS

• Tailored intensive interventions that combine behavioral interventions with pharmacologic cessation aides.
• Use of telephone counseling has been shown to be effective.
• Proactive counseling helps motivated smokers stay abstinent compared with standard self-help.
EBP for Older Smokers

• Treat as a chronic disease; most smokers have multiple quitting attempts and relapse is the norm.

• Hall et al., achieved abstinence rates with older smokers of more than 55% at 24, 52, 64, and 104 weeks using bupropion and extended cognitive behavioral treatment.
Additional Features

• Meaningful motivational factors; most older adults ARE motivated to quit.
• Smoking stigma and shame.
• Mood management – evaluate and treat patients for mood disorders and assist with effective coping strategies.
• Smoke-free homes.
• Social support.
Addiction is the Disease
Smoking is the Symptom