

Improving Guam Through Policy Change

National Association of Chronic Disease Directors
Regional Meeting
September 2011 ~ Honolulu, Hawaii

Not too long ago...



- ...45% of Guam's high school youth were current smokers compared to only 36% of US mainland youth (YRBS, 1997)

- ... Smoking was allowed indoors... even in McDonalds!



- ...and tobacco was cheap and readily available!

Times are changing... it's OK to be Tobacco Free!



Department of Public Health & Social Services

TOBACCO-FREE FACILITY

 Because We Care About Your Health

Please do NOT smoke or chew tobacco in our facility

READY TO QUIT? CALL
1-800-QUIT-NOW (784-8669)

Executive Order 2007-18 & Public Law 30-63
Grant Number: 5U58DP001951-02

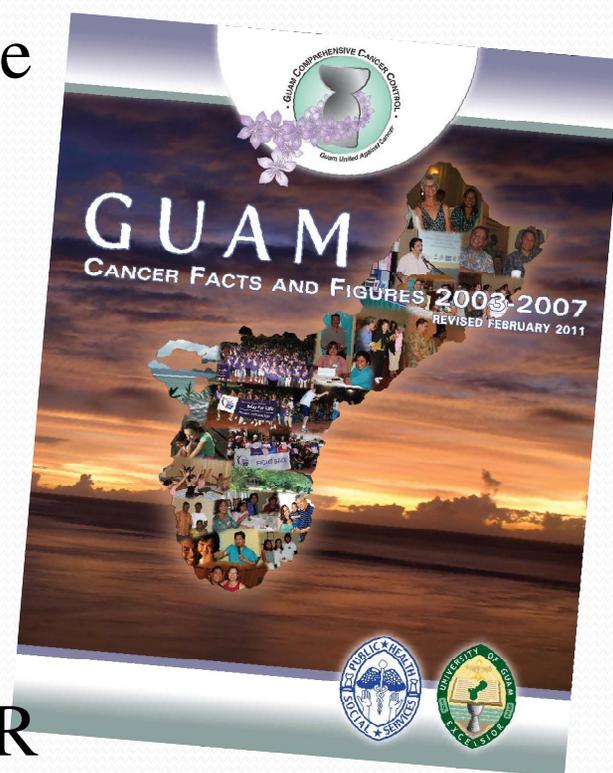
**GOVGUAM
WORKPLACES
NOW TOBACCO-FREE**

Executive Order No. 2007-18
mandates all Government of Guam
workplaces be tobacco-free effective
January 1, 2008



Unfortunately, that just wasn't enough...

- Cancer is the second leading cause of death on Guam
- 1,580 Guam residents were diagnosed with cancer
- 720 people died of cancer
- Leading cancer: **LUNG CANCER**



Source: Guam Cancer Registry, 2003-2007

Guamanians continued to use tobacco at alarming rates...

- ❖ **Guam has one of the highest adult and youth smoking rates in the entire U.S., to include territories and Pacific Island Jurisdictions**
 - ❖ **1 in 4 adults on Guam smoke cigarettes** (BRFSS 2010)
- ❖ **High School youth smoked almost as much as adults!**
(YRBS 2007)

Top Ten Causes of Death: Guam, 2005 (latest data available)

Rank	Cause of Death	# of Deaths	% of all Deaths
1	Diseases of the Heart	222	31.8
2	Malignant Neoplasm (Cancer)	97	13.9
3	Cerebrovascular	65	9.3
4	Diabetes	33	4.7
5	Suicide	29	4.2
6	Motor Vehicle Accidents	26	3.7
7	Septicemia	22	3.2
8	Other Accidents	21	3.0
9	Fibrosis and cirrhosis of the liver	15	2.2
10	COPD	13	1.9

Source: Death Certificates, Office of Vital Statistics, Guam DPHSS Preliminary Data



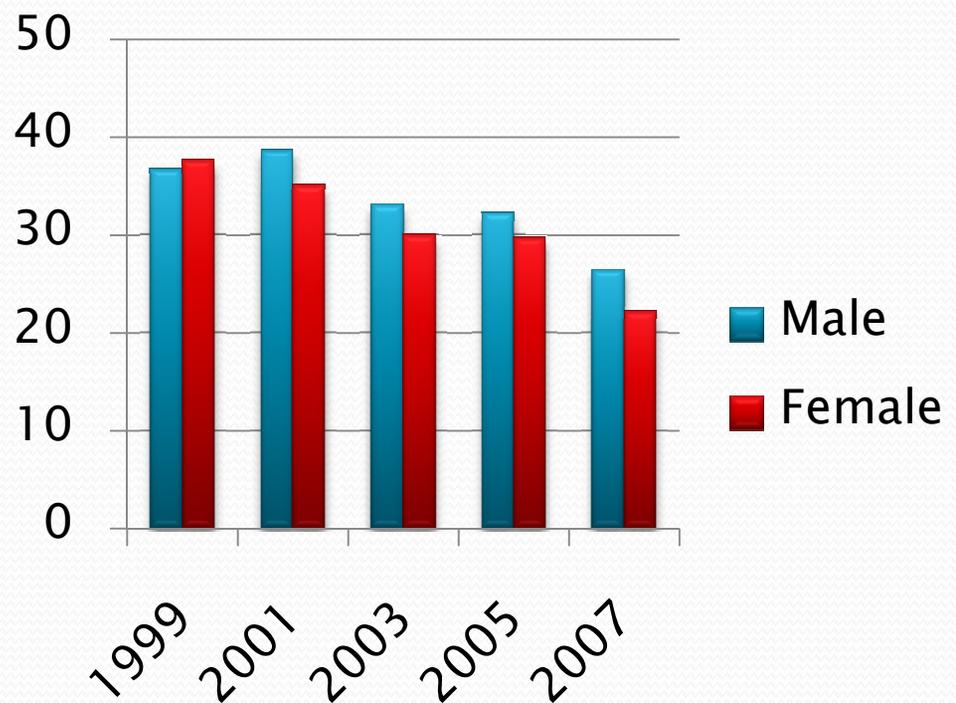
**We had to do
something!**

WHY POLICY CHANGE?

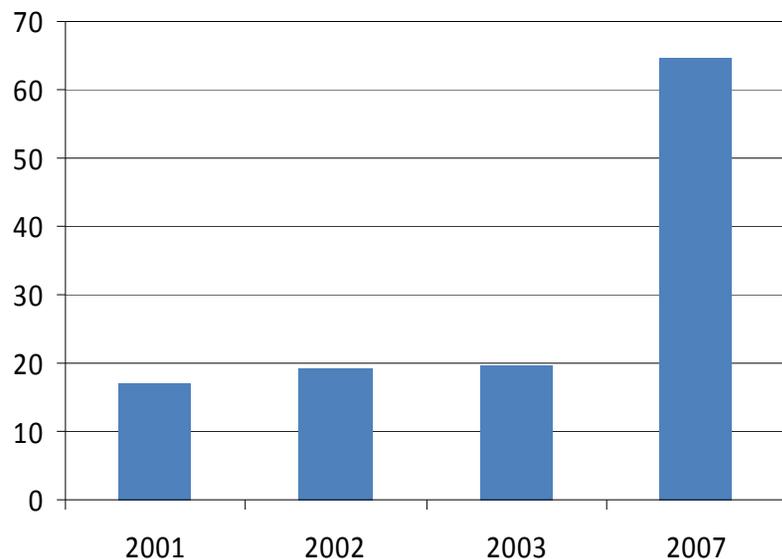
Since 1999, smoking among Guam's youth has been decreasing.

Source: YRBS 2007, GPSS

Current Smoking, High School Students, by Sex:



In 2007, smokers who attempted to quit increased by more than 3 times.

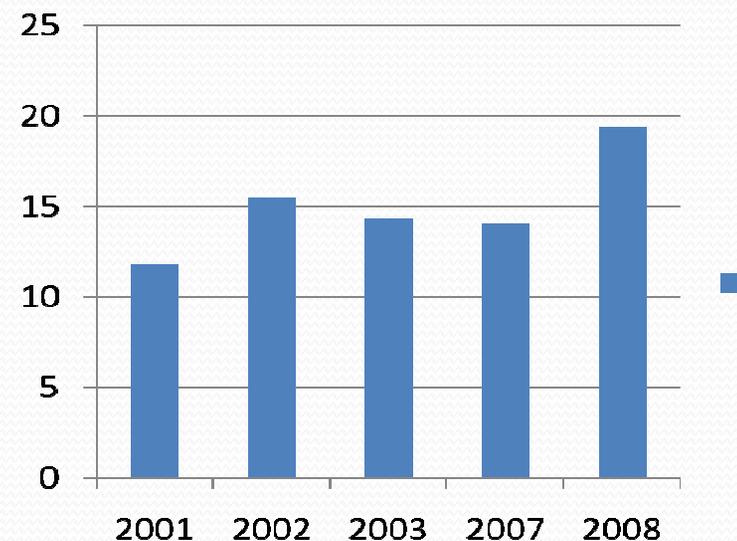


Year	Percent who attempted to quit for at least one day in the past year
2001	17.0
2002	19.4
2003	19.6
2007	64.7

Statistically significant increase in percent of smokers who attempted to quit at least one day in the past year.

2008 Data: Ex-smokers (successful quitters) increased

	Guam		
Year:	%	CI	n
2001	11.8	(9.5-14.1)	111
2002	15.5	(12.4-18.6)	120
2003	14.3	(11.6-17.0)	119
2007	14.1	(11.0-17.2)	90
2008	19.4	(16.0-22.7)	144

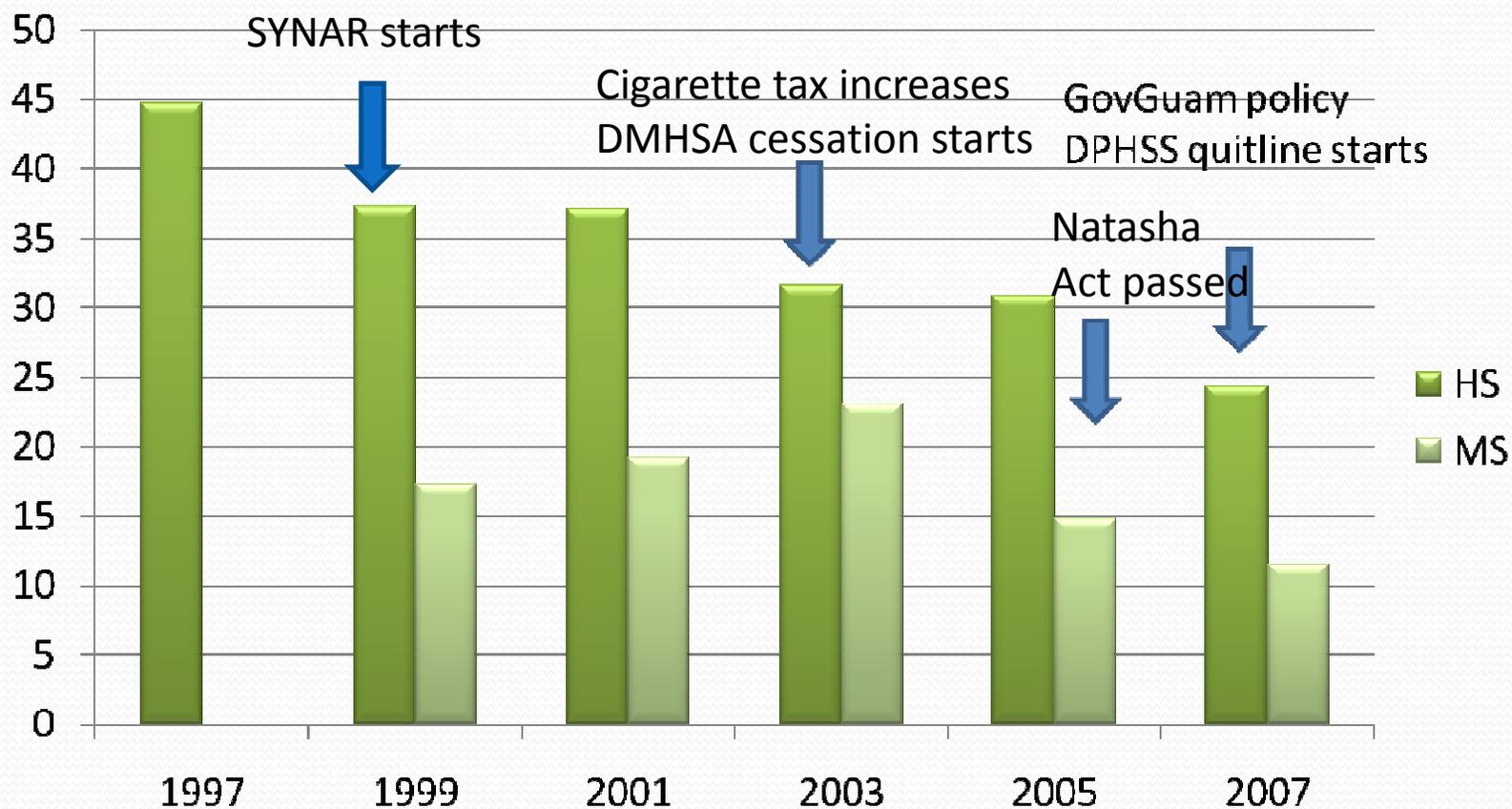


1st statistically significant increase in successful quitters noted in 2008.



What happened?

Policy change happened!



4 major decreases: 1999, 2003, 2005, 2007

Source: Dr. Annette David, 2010 Community Strategic Tobacco Control Planning Workshop



**In 2008 we got
busy...**

**... and here's
what we did:**

IDENTIFIED A LEAD PARTNER TO KEEP THE MOMENTUM GOING.



ACS Guam Field Office and Advisory Board Members
with these key partners:



FOUND A CHAMPION... someone to fight for the cause.

We were lucky – we got TWO!!

**Honorable
Judith T. Won Pat,
Speaker
31st Guam Legislature**



**Honorable
Benjamin J.F. Cruz,
Vice-Speaker
31st Guam Legislature**

They committed staff that attended meetings regularly and guided us through the legislative process.

GARNERED SUPPORT FROM KEY STAKEHOLDERS.



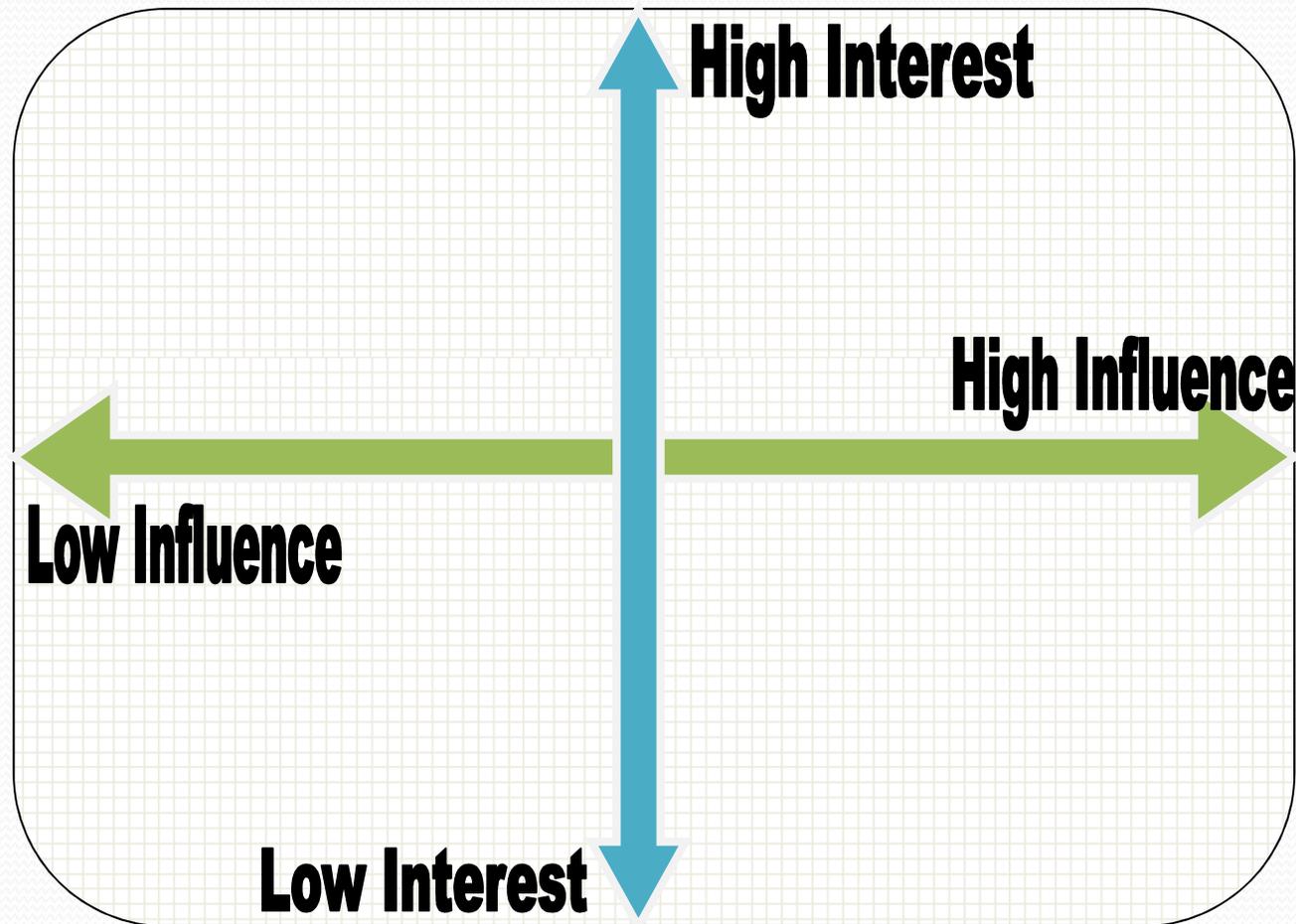
Meetings with **influential members** of Guam's community, such as Congresswoman Madeleine Bordallo and former Senator and current Bank of Guam President, Lou Leon Guerrero, who is also a Registered Nurse.



STRATEGIZED!... “Political Mapping”

One by one,
we plotted
where each
Senator was
on this grid.

This helped
identify which
Senators to
advocate with
to garner
their support.



STRATEGIZED!... Got supporting data.

National Organizations can HELP!



NEW REVENUES, PUBLIC HEALTH BENEFITS & COST SAVINGS FROM A \$1.00 CIGARETTE TAX INCREASE IN GUAM

Current state cigarette tax: \$1.00 per pack

New Annual Revenue from Increasing the Cigarette Tax Rate by \$1.00 Per Pack: \$1.6 million

Projected new revenue equals the amount of additional new revenue over the first full year after the effective date of the rate increase, above what would have been received absent any rate increase. Guam will collect less new revenue if the rate increase is not applied to all cigarettes in wholesaler and retailer inventories on the effective date, as is standard practice in most U.S. states.

<u>Projected Public Health Benefits from the Rate Increase</u>	
<i>Percent decrease in youth smoking:</i>	19.3%
<i>Kids in Guam kept from becoming addicted adult smokers:</i>	2,800
<i>Current adult smokers in Guam who would quit:</i>	1,300
<i>Guam residents saved from premature smoking-caused death:</i>	1,100
<i>5-year health savings from fewer smoking-caused heart attacks & strokes:</i>	\$0.9 million
<i>Long-term health savings in Guam from adult & youth smoking declines:</i>	\$61.4 million

WE PUT A FACE ON IT!

SURVIVORS

**Personal
Stories**



Families

Caregivers

THE HUMAN ELEMENT

2010 SUCCESS!!

- Public Law 30-80 signed into law on February 5, 2010
- Tripled the tax from \$1 to \$3 per pack for cigarettes
 - 1% of taxes collected for the Guam Cancer Registry
 - Created the Guam Cancer Trust Fund
 - Provided funding support for tobacco prevention & cessation services



WHERE ARE WE NOW?

Cigarette prices have increased...



- As of April 6, 2010, tobacco taxes went up from \$1.00 to **\$3.00** a pack (P.L. 30-80).
 - This is a **200%** increase of the previous tax.
 - 1 pack of Marlboros now costs ~ **\$6.60**.
- To date, over **\$2 million** in tobacco taxes have been collected!



EVALUATION OF EFFECTIVENESS

- True effectiveness will not be realized overnight
- In the meantime, Coalition members are monitoring:
 - Tobacco tax dollars collected
 - Calls to Tobacco-free Guam Quitline
 - Data – BRFSS, GYTS, Guam Cancer Registry



The work isn't over...

- Tobacco taxes collected for the Guam Cancer Trust Fund are being raided for other purposes
- After various delays, the Guam Cancer Trust Fund is only now getting established (Over 18 months later)

... these issues will determine future
Coalition advocacy efforts.

...but we look positively to the future as partners in policy change – for a better Guam!



2010 C-Change Award presented by Mr. Tom Kean, C-Change Executive Director, to Guam CCC Coalition for exemplary implementation by a PIJ Coalition, June 2011



**Si Yu'os Ma'ase...
Thank You for inviting
us to share our work
with you!**

Presented by Cerina Y. Mariano
Program Coordinator
Guam Comprehensive Cancer Control Program
Department of Public Health & Social Services
cerina.mariano@dphss.guam.gov