

## **What does the Montana Tobacco Use Prevention Program Do?**

Tobacco use continues to be the leading cause of preventable death in Montana. More than 1,400 Montanans die each year from tobacco-related disease. Although tobacco addiction rates are down, financial costs to Montana are higher than for any other preventable cause of disease and death. Montana spends more than \$277 million a year due to tobacco-related health care costs.

The Montana Tobacco Use Prevention Program includes:

- Community-based programs in 50 counties, on every reservation and with two urban Indian centers;
- The statewide Montana Quit Line (800-QUIT-NOW);
- Youth activities carried out in 45 communities and in schools across the state in coordination with Office of Public Instruction (OPI);
- Tobacco free education and Quit Line promotion with strong student involvement on 10 college campuses;
- Public awareness and education efforts reaching 98% of Montanans;
- Programs to address disparities in tobacco use among certain populations including American Indians, Montanans with low incomes and pregnant women; and
- Media literacy workshops for Montana teachers that help them to increase youth awareness of tobacco industry marketing and improve students' critical thinking skills.

## **The Tobacco Use Prevention Program Works!**

This program has been highly effective. It is a national model among tobacco use prevention programs. The program has made significant strides to reduce tobacco use in Montana and continues to help Montanans quit, as well as not start, using tobacco.

- The sale of cigarettes has declined from 123 packs per capita in 1998 to 47 packs per capita in 2010 – a more than 60% reduction.
- The prevalence of cigarette smoking among adults has decreased from 22% in 1998 to 17% in 2009 – a 23% reduction.
- Smoking (in the past 30 days) among youth has decreased from 27% in 2000 to 15% in 2010 – a more than 45% reduction.
- Over 52,000 Montanans have called the Montana Quit Line (800-QUIT-NOW) since 2004, and approximately 15,600 (30%) have quit using tobacco by accessing this statewide resource. This is a very high quit rate among all types of cessation programs and one of the most effective cessation quit lines in the country.
- In January 2011 – over 1,600 Montanans called the Quit Line. This is the highest number of calls per month since the program was initiated.

## **Smoke Free and Tobacco Free**

Over the past five years, local tobacco prevention specialists, working with MTUPP, have diligently carried out education and enforcement efforts to ensure successful implementation of the Clean Indoor Air Act in their communities. They have involved businesses, boards of health, county commissions, county attorneys and other key stakeholders. This effort has been highly successful in:

- Significantly reducing Montanans exposure to harmful secondhand smoke;
- Achieving a nearly 100% compliance rate among workplaces of all types;
- Gaining strong support for clean indoor air from the public;
- Working with OPI to have 29 school districts with all school events tobacco free;
- seeing 35 medical campuses become 100% tobacco free, and;
- Having Montana Tech in Butte and the University of Montana, Missoula become 100% tobacco free campuses.

## **Challenges Remain**

A comprehensive tobacco use prevention program, clean indoor air and tobacco free policies, along with product price increases all contribute to tobacco use reductions. However, experiences in other states have demonstrated that when funding for comprehensive tobacco use prevention programs has been reduced or eliminated, tobacco use rises.

- If we do nothing, 18,000 Montana youth who are alive today will die from smoking-related causes.
- The 18-24 year old population is the only group in which tobacco addiction is increasing.
- Youth smokeless tobacco use has remained flat since 2000, estimated at 10.3% in 2000 and 10.7% in 2010 – virtually unchanged. This is one of the highest rates in the U.S.
- Smoking among American Indians, Montanans with low incomes and pregnant women remains high.
- In 2010, 38% of adults aged 18 to 64 enrolled in Medicaid currently used tobacco.
- In 2009, an estimated 128,000 adults and 10,000 high school age youth were smokers.
- In 2009, 32% of women enrolled in Medicaid who delivered an infant smoked during pregnancy.