

Utah's Anti-Tobacco Efforts Are Making a Difference

Tobacco is a Leading Public Health Problem in Utah

- ✦ More than 1,200 Utahns (age 35 or older) die annually of smoking-related illnesses. ¹ Tobacco use is a leading cause of preventable death in Utah and the United States.
- ✦ It is estimated that one-third of those who continue to smoke will eventually die from tobacco-related diseases. ²
- ✦ Approximately 235,000 Utahns (adults and youth) smoke cigarettes. ³
- ✦ Nearly 17,000 Utah children (1.9%) are exposed to secondhand smoke in their homes. ⁴

The Tobacco Industry is a Formidable Foe

- ✦ The tobacco industry spends an estimated \$49.1 million yearly in Utah marketing its products to children and adults. ⁵ Utah must continue its vigilance against pervasive pro-tobacco influences.

Utah's Tobacco Prevention and Control Program is Working

Utah has made progress in its effort to reduce tobacco use in Utah.

- ✦ Utah's 2010 adult smoking rate is 11.2%⁶ (age-adjusted, updated BRFSS methodology includes PPF weighting and cell phone samples; 2010 BRFSS smoking rate is not comparable to earlier years).⁷
- ✦ Utah has achieved the Healthy People 2010 goal of reducing adult smoking to less than 12%.⁸
- ✦ 50% decline in rate of smoking among high school students (1999-2011)⁹
- ✦ 27% decline in smoking rate for pregnant women (1999-2010)¹⁰
- ✦ 68% decline in rate of children exposed to cigarette smoking in their homes (2001-2010)¹¹
- ✦ 64% decline in illegal tobacco sales to underage youth during compliance checks (2001-2011)¹²
- ✦ Reductions in smoking save the lives and money of Utahns. Each one percentage point reduction in smoking leads to:¹³
 - Fewer adult smokers: 18,900
 - Fewer pregnant smokers: 540
 - Fewer high school smokers: 1,800
 - Utah kids who will not become addicted adult smokers: 8,700
 - Reduction to future health costs from adult smoking declines: \$179.6 million
 - Reduction to future health costs from youth smoking declines: \$152.3 million

Through Counter-advertising and Smoke-free Norms, TPCP-funded Prevention Programs Keep Utah's Teen Smoking Rate the Lowest in the Nation

- ✦ Youth smokers are less healthy, less physically fit, engage in risky behaviors, and perform poorly in school.¹⁴
- ✦ In 2011, 93% of Utah youth ages 13 to 17 reported that they saw or heard anti-tobacco ads at least once a month during the past six months, and 92% said the TV ads made them think of the negative effects of tobacco use.¹⁵
- ✦ Since 2001, smoke-free social norms have increased dramatically in Utah homes (68% less secondhand smoke exposure of children).
- ✦ In FY2011, TPCP's partners assisted 14 health care entities and three outdoor recreation venues with enacting policies that strengthen tobacco-free norms and protect Utahns from secondhand smoke exposure.¹⁶
- ✦ Since 2002, 19 of Utah's 41 school districts worked with TPCP and local health departments to strengthen tobacco-free policies in schools, tobacco education, and policy enforcement. These districts serve nearly 200,000 students in 361 schools.¹⁶

TPCP-funded Tobacco Cessation Services Respond to Smokers' Needs for Quit Services, Increase Quit Success, and Reduce Numbers of Smokers

- ✦ Nearly 72% of Utah adult smokers want to quit within the next six months.¹⁷
- ✦ Without help, only 7-8% of smokers are able to quit.¹⁸ The addictive potential of nicotine is comparable to that of heroin, cocaine, and alcohol.¹⁹
- ✦ The TRUTH anti-tobacco campaign meets its objectives of informing smokers about quit services and motivating them to try to quit.
 - 94% of adult smokers are aware of the Utah Tobacco Quit Line.²⁰
 - 81% of adult smokers know about Utah's online quit service, UtahQuitNet.com.²⁰
- ✦ Since 2001, TPCP quit services (Utah Tobacco Quit Line and UtahQuitNet) have served nearly 87,000 registered users.¹⁶

Tobacco Prevention and Cessation Programs Create Jobs, Bring Funds to Communities, and Save Taxpayers Money via Decreased Medicaid Costs Spent on Treating People with Illnesses Related to Tobacco Use

- ✦ Utah's tobacco efforts bring FTEs and millions of dollars directly into communities.
- ✦ Tobacco programs draw down federal match—over \$1.3 million in fiscal year 2011. In addition, State funding allows Utah to secure \$1.2 million in federal funding.¹⁶
- ✦ TPCP's successful collaboration with tobacco retailers to prevent tobacco sales to underage youths protect Utah's Division of Substance Abuse and Mental Health from potentially losing \$6.8 million in block grant funding related to Synar.
- ✦ Utah incurs more than \$369 million annually in smoking-related medical costs.²¹
- ✦ Utah businesses lose \$294 million annually in lost productivity due to smoking.²¹
- ✦ Roughly 16% of smoking-caused healthcare expenditures in Utah are paid by the Medicaid program.²² Medicaid costs for treating smoking-related diseases in Utah are \$104 million annually.²³

Utah Must Continue the Fight against Big Tobacco

- ✦ Approximately 235,000 Utah youth and adults continue to smoke cigarettes.
- ✦ Utahns with lower income, fewer years of formal education, and members of some minority groups have higher smoking rates than the general population.
- ✦ Utah currently uses only 10% of the overall tobacco settlement money for tobacco prevention and control.
- ✦ A recent survey reports that 57% of Utah adult smokers are very or somewhat supportive of statewide efforts to reduce tobacco use in Utah.²⁰
- ✦ Cuts to program funding may stall out or reverse the momentum established over the last ten years.
- ✦ States that have cut anti-tobacco program budgets have seen reductions in effectiveness of their programs.²⁴

A long-term commitment to tobacco control is necessary to continue to save lives and reduce tobacco-related costs.

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2 Davis, Ron, 2007. AMA Applauds Legislation to Give FDA Authority Over Tobacco Products. Accessed online at: <http://www.tobaccofreekids.org/reports/fda/AMALetter021507.pdf> on November 10, 2008.

3 Utah Department of Health. Behavioral Risk Factor Surveillance System (BRFSS). 2010. Utah Department of Health. Youth Risk Behavior Surveillance System (YRBSS). 2011. Population estimate for adults: Utah Governor's Office of Planning and Budget. Population estimate for high school students: Utah State Office of Education, enrollment numbers for fall 2011.

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5 Campaign for Tobacco-free Kids. State-specific Tobacco Company Marketing Expenditures 1998-2008. Accessed online at http://www.tobaccofreekids.org/facts_issues/fact_sheets/industry/marketing/.

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