

Tobacco Prevention and Control in Utah 2009

Saving Lives, Saving Money

Utah's investment in a comprehensive tobacco prevention and control program (TPCP) is paying off. Since tobacco restitution funds were first allocated to the TPCP in 2000, Utah has seen impressive reductions in smoking that closely match those of states that are recognized as national leaders in tobacco control. If Utah's adult tobacco use rate, now 9.1%, had remained unchanged at 13.5% (1999),¹ the state would have 85,000 additional adult smokers² - nearly half the population of Salt Lake City. Each percentage point decline in smoking rates means 18,000 fewer adult smokers, 1,700 fewer high school smokers, and \$315 million saved in future health care costs.

Declines in Utah smoking since Master Settlement Agreement (MSA) funds were allocated to the TPCP:

- ↓ **33% decline in adult smoking (1999-2008)¹**
- ↓ **34% decline in high school smoking (1999-2007)³**
- ↓ **29% decline in smoking among pregnant women (1999-2008)⁴**
- ↓ **68% decline in children exposed to secondhand smoke in their homes**

TPCP-funded tobacco cessation services respond to smokers' need for quit services, increase quit success, and reduce the numbers of smokers:

- Ninety-four percent of adult smokers are aware of the Utah Tobacco Quit Line.
- Sixty-four percent of adult smokers thought about quitting after seeing The TRUTH ads and 21% reported that the advertisements motivated them to try to quit smoking.
- In FY2009, demand for services from the Utah Tobacco Quit Line increased by 38%. Since 2001, TPCP quit services (Utah Quit Line, QuitNet, END) have served more than 75,000 tobacco users with reported quit rates ranging from 15-60% by year and program type.

Through counter-advertising and smoke-free norms, TPCP-funded prevention programs keep Utah's teen smoking rates the lowest in the nation:

- Ninety-four percent of Utah students recalled seeing The TRUTH ads in the past month; 84% found the ads convincing at preventing teens from smoking and encouraging smokers to quit.
- Since 2001, smoke-free social norms have increased dramatically in Utah homes (68% less secondhand smoke exposure of children) and in recreational areas (more than 60 new smoke-free policies in parks and other outdoor venues).
- Since 2002, half of Utah's school districts have developed comprehensive tobacco-free policies.
- Since 2001, TPCP and local health departments developed a comprehensive partnership with tobacco retailers that reduced non-compliance with tobacco access laws by 56% and severely limited youth access to tobacco products through stores. The program includes education, recognition of retailers in compliance, and quarterly compliance checks.
- In FY2009, more than 20,000 elementary school students participated in TPCP-sponsored school tobacco prevention programs. A TPCP partnership with the State Office of Education ensures that prevention programs are available to additional students. Program participants significantly increased their knowledge of the addictiveness of tobacco, the harmfulness of secondhand smoke, and of tobacco use norms among their peers.

Despite these successes, much remains to be done to counter ongoing aggressive tobacco industry marketing. About 190,000 Utahns currently smoke and the risk for smoking is highest in Utah's poorer communities. In addition, new smokeless products that promote nicotine dependence where smoking is prohibited aim at preventing smokers from quitting and recruiting new tobacco users. Continued investment in tobacco prevention and control helps ensure that all Utah children grow up tobacco-free and that all tobacco users are able to quit.

Utah has a highly successful tobacco prevention and control program and is noted nationally for driving use rates lower than ever thought possible. Its sustained and comprehensive approach is a model for other states.

Beverly May
Director, Western
Region and Ohio
National Campaign for
Tobacco-Free Kids

Use of Funds FY2009

“We are making progress. The legislature’s continued commitment to fund Utah’s Tobacco Prevention and Control Program is decreasing the human and fiscal toll caused by tobacco. The small investment has lowered the number of youth beginning to smoke and has provided the needed help for adult smokers to kick the habit. More work remains to be done. With continued commitment, we will continue to save lives.”

Scott Brown
Advocacy/State Health
Alliance Director
American Heart Association

State TPCP Revenue

Utah Tobacco Settlement Account: \$3,993,900

Cigarette Tax Restricted Account: \$3,131,700

One-time carryover from FY2008: \$167,847

Note: All FY2009 funds allocated to tobacco prevention and control through the Cigarette Tax Restricted Account and Master Settlement Agreement were expended in FY2009.

Draw Down of Federal Funds Through TPCP Activities

Federal and private revenues depend on matches with state funds.

- TPCP’s work with retailers to prevent underage tobacco sales protects \$6.8 million in Synar block grant funding for Utah’s Division of Substance Abuse and Mental Health.
- TPCP state funds allow the program to secure \$1,302,200 in funding from the Centers for Disease Control and Prevention.
- The TRUTH marketing campaign draws down \$1,392,281 in federal Medicaid match.
- The Utah Tobacco Quit Line draws down \$94,466 in federal Medicaid match.

In-kind Revenue: Marketing Campaign Added Value

Media vendors donate approximately \$2 for every \$1 spent by TPCP on media.

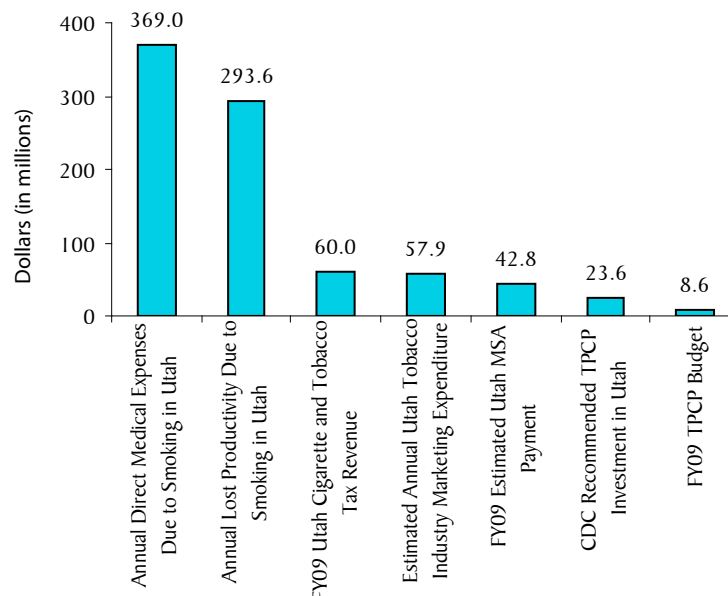
Donated airing of ads, news specials, and other media events: \$7,449,184

Tobacco-related Expenditures

Tobacco use costs the Utah economy an estimated \$663 million annually in smoking-related medical costs and lost productivity.¹⁴ The tobacco industry spends nearly \$60 million every year to market tobacco products in Utah and recruit new tobacco users.¹⁹ Net cigarette and tobacco tax revenue to Utah is estimated at \$60 million. Utah’s FY2009 estimated tobacco settlement payment was \$42.8 million. The Centers for Disease Control and Prevention recommends that Utah spends \$23 million annually to reduce tobacco use.²⁰ At \$8.6 million the TPCP was funded at 36% of the recommended level (Figure 15).

Figure 15.

Estimated Annual Cost of Smoking in Utah, Cigarette and Tobacco Tax Revenue, Tobacco Industry Marketing Expenditures in Utah, Utah Tobacco Settlement Payment, and CDC Recommended and Actual Annual Investment in Tobacco Prevention and Control, 2009



Note: To view the Ninth Annual Tobacco Prevention and Control report and its references, please go to www.tobaccofreeutah.org and click on the “FY2009 Annual Report” link or go directly to www.tobaccofreeutah.org/tpcpfy09report.pdf.

TPCP Partners

The TPCP funded more than 70 local partners in FY2009, including local health departments, school districts, businesses, and community organizations. TPCP

