

Utah's Anti-Tobacco Efforts Are Making a Difference

Tobacco is a Leading Public Health Problem in Utah

- ✚ More than 1,150 Utahns die annually of smoking-related illnesses. Tobacco use is a leading cause of preventable death in Utah and the United States.¹
- ✚ It is estimated that one-third of those who continue to smoke will eventually die from tobacco-related diseases.²
- ✚ More than 190,000 Utahns smoke cigarettes.³
- ✚ Nearly 16,000 Utah children are exposed to secondhand smoke in their homes.⁴

The Tobacco Industry is a Formidable Foe

- ✚ The tobacco industry spends \$57.9 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. Adult smoking from 1989 to 2000, before the legislature invested in comprehensive tobacco prevention efforts in Utah, saw no statistically significant declines in rates. Declines in Utah smoking since funding was received:

- ✚ 33% decline in rate of adult smokers (1999-2008)⁶
 - Utah's 2008 adult smoking rate is 9.3% (crude rate), the lowest a state rate has ever been estimated.⁷
 - Utah is the only state to achieve the Healthy People 2010 objective of reducing statewide smoking rates to less than 12%.⁸
- ✚ 34% decline in rate of youth smokers (1999-2008)⁹
- ✚ 29% decline in rate of pregnant smokers (1999-2008)¹⁰
- ✚ 68% decline in rate of children exposed to smoking in their homes (2001-2008)¹¹
- ✚ 56% decline in the rate of illegal tobacco sales to underage youth during compliance checks (2001 to 2009)¹²
- ✚ Reductions in smoking save the lives and money of Utahns. Each one percentage point reduction in smoking leads to¹³:
 - Fewer adult smokers: 18,000
 - Fewer pregnant smokers: 530
 - Fewer high school smokers: 1,700
 - Utah kids who will not become addicted adult smokers: 8,100
 - Reduction to future health costs from adult smoking declines: \$172.9 million
 - Reduction to future health costs from youth smoking declines: \$141.8 million

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

- ✚ Youth smokers are less healthy, less physically fit, engage in risky behaviors, and perform poorly in school.¹⁴
- ✚ 94% of Utah students recall seeing The TRUTH ads in the past month; 84% find the ads convincing at preventing teens from smoking and encouraging teen smokers to quit.¹⁵
- ✚ 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).¹⁶
- ✚ Since 2002, half of Utah's school districts have developed comprehensive tobacco-free policies.¹⁷

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

- ✚ Nearly 75% of Utah smokers want to quit within the next six months.¹⁸
- ✚ Without help, only 7-8% of smokers are able to quit.¹⁹ The addictive potential of nicotine is comparable to that of heroin, cocaine, and alcohol.²⁰
- ✚ The TRUTH campaign meets its objectives of informing smokers about quit services and motivating them to try to quit.
 - Ninety-five percent of adult smokers were aware of the Utah Tobacco Quit Line.²¹
 - Sixty-four percent of adult smokers reported that they thought about quitting after seeing The TRUTH ads. Twenty-one percent reported that the advertisements motivated them to try to quit smoking.²²
- ✚ Since 2001, TPCP quit services (Utah Quit Line, Utah QuitNet, END) have served more than 75,000 tobacco users with reported quit rates ranging from 15-60% by year and program type.²³

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 80 FTEs and more than \$8 million dollars directly into communities.
- ✚ Tobacco programs draw down federal match--over \$1.4 million in fiscal year 08. In addition, State funding allows Utah to secure \$1.3 million in federal funding.²⁴
- ✚ TPCP's successful retailer activities protect Utah's Division of Substance Abuse 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.²⁵
- ✚ Utah businesses lose \$294 million annually in lost productivity due to smoking.²⁶
- ✚ Roughly 16% of smoking-caused healthcare expenditures in Utah are paid by the Medicaid program.²⁷ Medicaid costs for treating smoking-related diseases in Utah are \$104 million annually.²⁸

Utah Must Continue the Fight Against Big Tobacco

- ✚ 190,000 Utah youth and adults continue to smoke cigarettes.
- ✚ Utahns with lower income, fewer years of formal education, and members of some minority groups continue to have higher smoking rates than the general population.
- ✚ Utah currently uses only 7.8 percent of the overall tobacco settlement money for tobacco prevention and control.
- ✚ A recent survey reports that 85% of Utahns are very or somewhat supportive of statewide efforts to reduce tobacco use in Utah.²⁹
- ✚ Cuts to program funding may stall out or reverse momentum established over the last eight years.
- ✚ States that have cut anti-tobacco program budgets have seen reductions in effectiveness of their programs.³⁰

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

¹ A Decade of Broken Promises: The 1998 State Tobacco Settlement Ten Years Later. A Report on the States' Allocation of the Tobacco Settlement Dollars, 106-107.
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.

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