

THE GOOD NEWS

For the last ten years the Utah Tobacco Prevention and Control Program has been using everything at its disposal to save those lives.

Declines in smoking since Master Settlement Agreement funding was allocated by the Utah legislature:

- 17% decline in the rate of adult smokers (1999-2008)¹
- 34% decline in the rate of youth smokers (1999-2007)²
- 28% decline in the rate of pregnant smokers (1999-2007)³
- 70% decline in the rate of children exposed to smoking in their homes (2001-2007)⁴

Each one percentage point reduction in smoking leads to: ⁶

- Fewer adult smokers: 18,200
- 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

Since 2001, Tobacco Prevention and Control Program quit services (Utah Quit Line, Utah QuitNet, END) have served more than 65,000 tobacco users.⁷ 95% of Utah students recall seeing The TRUTH ads in the past month; 90% find the ads convincing at preventing teens from smoking and encouraging teen smokers to quit.⁸ Since 2001, smoke-free social norms have resulted in 70% less second hand smoke exposure of children.⁹

Utah's Tobacco Prevention and Control Program has effectively reduced the health and economic toll of tobacco use. A long-term commitment is necessary to continue to save lives and reduce tobacco-related costs.

REFERENCES

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8. Tobacco Prevention and Control in Utah, Eighth Annual Report, August 2008.