

# Utah's Anti-Tobacco Efforts Are Making a Difference

## Tobacco is a Leading Public Health Problem in Utah

- ✚ Each year, tobacco claims more lives than car crashes, murders, suicides, AIDS, alcohol, drug abuse and fires combined in the United States.
- ✚ More than 1,100 Utahns die annually of smoking-related illnesses. Tobacco use is the leading cause of preventable death in Utah and the United States.<sup>1</sup>
- ✚ It is estimated that one-third of those who continue to smoke will eventually die from tobacco-related diseases.<sup>2</sup>
- ✚ More than 230,000 Utahns use tobacco.<sup>3</sup>
- ✚ Nearly 14,800 Utah children are exposed to secondhand smoke in their homes.<sup>4</sup>

## The Tobacco Industry is a Formidable Foe

- ✚ The Utah Department of Health (UDOH) and its community partners must continue their vigilance against the tobacco industry, which spends \$57.9 million yearly in Utah and \$13.4 billion nationwide marketing its products to children and adults.<sup>5</sup>
- ✚ The tobacco industry continues to target youth and young adults with advertising and promotions in convenience stores, magazines, sporting events, and movies.

## Utah's Tobacco Prevention and Control Program is Working

Utah has made progress in its effort to reduce tobacco use in Utah. Declines in Utah smoking since Master Settlement Agreement (MSA) funds were allocated to the Tobacco Prevention and Control Program:

- ✚ 17% decline in rate of adult smokers (1999-2007)<sup>6</sup>
- ✚ 34% decline in rate of youth smokers (1999-2007)<sup>7</sup>
- ✚ 30% decline in rate of pregnant smokers (1999-2007)<sup>8</sup>
- ✚ 70% decline in rate of children exposed to smoking in their homes (2001-2007)<sup>9</sup>
- ✚ Recent results of Utah's efforts:
  - FY 2008: 9,000 Utahns used quitting services from the Utah Tobacco Quit Line, Utah QuitNet and local quitting programs. Quit rates were high and ranged from 16% to 53%, depending on the service.<sup>10</sup>
  - FY 2008: 91.3% of Utah's middle school students report that they will not smoke a cigarette at any time during the next year.<sup>11</sup>
  - FY 2008: More than 7,000 students received comprehensive classroom education on tobacco.<sup>12</sup>
  - FY 2008: More than 200,000 students and their families were impacted by strong tobacco-free school policies.<sup>13</sup>
  - FY 2008: 4,679 students (4th and 5th) statewide created anti-tobacco advertisements for the "Truth from Youth Anti-tobacco Advertising Contest."

## Tobacco Prevention and Cessation Programs Save Taxpayers Money Via Decreased Medicaid Costs Spent on Treating People With Illnesses Related to Tobacco Use

- ✚ Utah incurs more than \$345 million annually in smoking-related medical costs.<sup>14</sup>
- ✚ Utah businesses lose more than \$273 million annually in lost productivity due to smoking.<sup>15</sup>
- ✚ States with comprehensive tobacco prevention and control programs are expected to realize a 5 percent decline in adult smoking rates over 4 years.<sup>16</sup>
- ✚ In Utah, a 5 percent decline in adult smoking rates means nearly 12,000 fewer smokers, almost 3,900 lives saved, and over \$30 million in saved medical and productivity costs.<sup>17</sup>

## Utah Must Continue the Fight Against Big Tobacco

- ✚ The Utah Legislature allocated \$4 million of the initial Master Settlement Agreement with major tobacco companies to the UDOH's Tobacco Prevention and Control Program (July 2000-June 2001). The legislature maintained this funding July 2001-June 2008.
- ✚ Utah currently uses only 7.8 percent of the overall tobacco settlement money for tobacco prevention and control. This represents only one-third of the Centers for Disease Control and Prevention (CDC) recommended funding level.<sup>18</sup>
- ✚ A recent survey reports that 85% of Utahns are very or somewhat supportive of statewide efforts to reduce tobacco use in Utah.<sup>19</sup>
- ✚ States that have cut anti-tobacco program budgets have seen reductions in effectiveness of their programs.

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

<sup>1</sup> 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.

<sup>2</sup> 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.

<sup>3</sup> Tobacco Prevention and Control in Utah—Eighth Annual Report. August, 2008.

<sup>4</sup> Ibid.

<sup>5</sup> 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.

<sup>6</sup> Utah Department of Health. **Behavioral Risk Factor Surveillance System (BRFSS). 1989-2007.**

<sup>7</sup> YRBSS: Youth Risk Behavior Surveillance System. Youth Online: Comprehensive Results. Retrieved August 12, 2008, from <http://apps.nccd.cdc.gov/yrbss/>.

<sup>8</sup> Utah Birth Certificate Database. Retrieved on December 8, 2008 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health website: <http://ibis.health.utah.gov/query/selection/birth/BirthSelection.html>.

<sup>9</sup> Utah Department of Health. **Utah Healthcare Access Survey, 2001-2007.** Salt Lake City: Utah Department of Health. Center for Health Data.

<sup>10</sup> Tobacco Prevention and Control in Utah—Eighth Annual Report. August, 2008.

<sup>11</sup> Tobacco Use Among Utah's Middle and High School Students: Utah Youth Tobacco Survey 2003, 2005, 2007. Utah Department of Health Tobacco Prevention and Control Program.

<sup>12</sup> Tobacco Prevention and Control in Utah—Eighth Annual Report. August, 2008.

<sup>13</sup> Ibid.

<sup>14</sup> National Center for Chronic Disease Prevention and Health Promotion. 2006. **Sustaining State Programs for Tobacco Control. Data Highlights 2006.** Atlanta, GA: U.S. Department of Health and Human Services. Retrieved on December 1, 2008 from

[http://www.cdc.gov/tobacco/data\\_statistics/state\\_data/data\\_highlights/2006/00\\_pdfs/DataHighlights06rev.pdf](http://www.cdc.gov/tobacco/data_statistics/state_data/data_highlights/2006/00_pdfs/DataHighlights06rev.pdf)

<sup>15</sup> Ibid.

<sup>16</sup> Estimates are calculated following the Campaign for Tobacco-Free Kids' *Rough Formula for Estimating Future State Tobacco Control Savings*. Campaign for Tobacco-Free Kids. Research Department: Washington, DC.

<sup>17</sup> Tobacco Prevention and Control in Utah—Eighth Annual Report. August, 2008.

<sup>18</sup> 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.

<sup>19</sup> West, D.R., Young, W., Rothwell, E., Vance, B.H., McGloin, J., and Staton, E.W. (2008). **Findings that matter: 2007-2008 Evaluation of Utah's tobacco prevention & control program.** University of Colorado, Department of Family Medicine.