

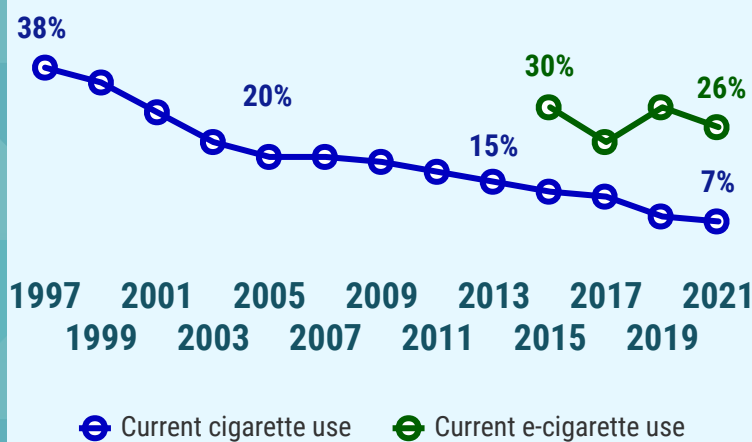


Tobacco Use in Montana

In Montana, an estimated **200,000 adults & 17,000 youth** are current tobacco users.¹

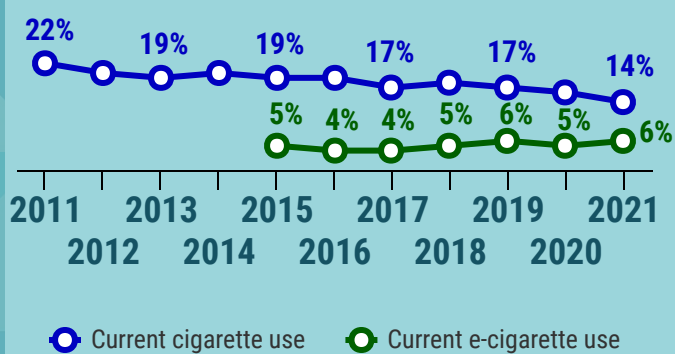


Prevalence of current cigarette use and current e-cigarette use among Montana **YOUTH**, 1997-2021.



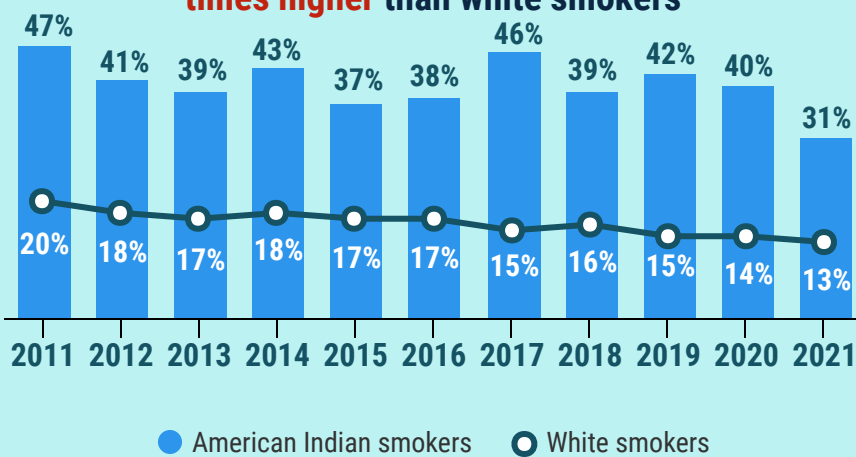
Source: Montana Youth Risk Behavior Survey, 1997-2021

Prevalence of current cigarette use and current e-cigarette use among Montana **ADULTS**, 2011-2021.



Source: Behavioral Risk Factor Surveillance System, 2011-2021

The percent of adult American Indian cigarette smokers in Montana is consistently **two to three times higher** than white smokers



Source: Behavioral Risk Factor Surveillance System, 2011-2021

Among Montana's adult population:

- **31%** of American Indians
- **35%** of those making less than \$15,000 per year
- **22%** of those with poor mental health

are current cigarette smokers.²

1. Montana BRFSS, 2021; Montana YRBS, 2021

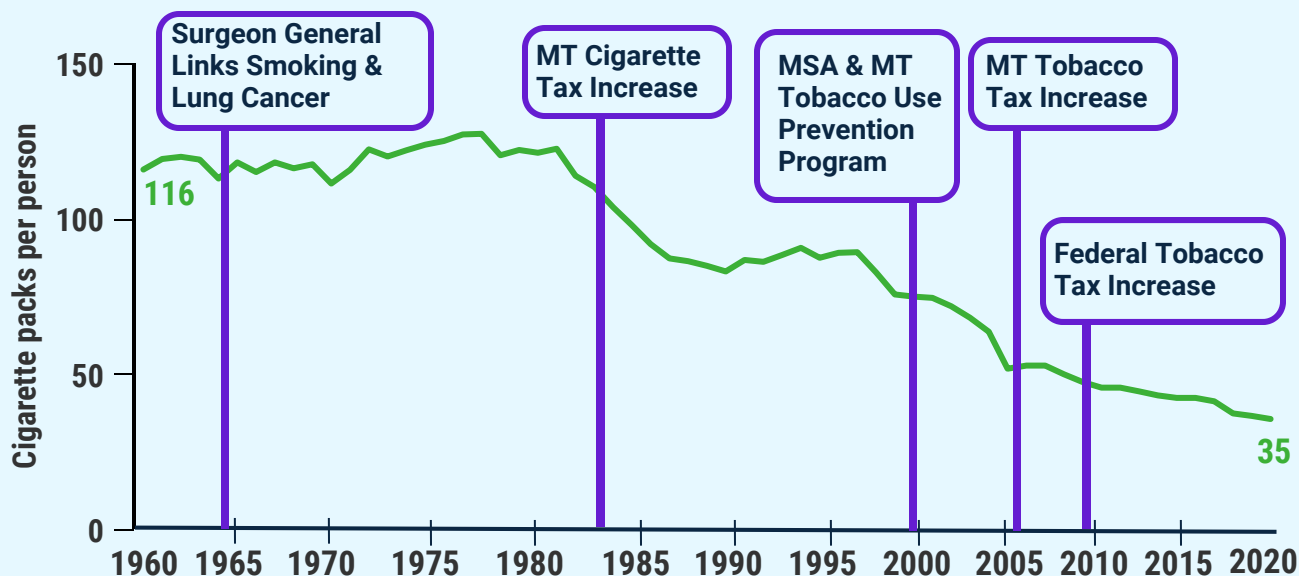
2. Montana BRFSS, 2021

Per capita cigarette sales in Montana were at an **all-time low** of 35 packs per person in 2020.



x 35

Per Capita Cigarette Packs Sold in Montana, 1960-2020



Source: Orzechowski W, Walker R. The tax burden on tobacco. Historical Compilation. Arlington (VA): Orzechowski and Walker Economic Consulting Firm; 1960-2020.

Tobacco Use is Expensive

Each year, tobacco use costs Montanans **\$511 million** in healthcare costs and **\$87 million** in Medicaid costs directly caused by smoking.⁴



The Majority of Adult Smokers Want to **Quit**.⁵

- **48%** of Montana smokers made at least one quit attempt in 2021.⁶
- Since 2004, **over 36,000** Montanans have successfully quit tobacco after calling the Quit Line.⁷

Our Goals:

- Prevent youth initiation
- Promote quitting
- Eliminate secondhand smoke exposure
- Eliminate tobacco-use disparities among vulnerable populations



MONTANA TOBACCO USE PREVENTION PROGRAM

3. Community Preventive Services Task Force. Reducing tobacco use and secondhand smoke exposure: interventions to increase the unit price for tobacco products. 2015.

4. Campaign for Tobacco Free Kids. The Toll of Tobacco in Montana. http://www.tobaccofreekids.org/facts_issues/toll_us/montana. Accessed November 2022.

5. Centers for Disease Control and Prevention. Smoking Cessation: Fast Facts. https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/smoking-cessation-fast-facts/index.html. Accessed November 2022.

6. Montana BRFSS, 2021.

7. National Jewish Health. Montana Tobacco Quit Line Outcomes Report, 2021.