



MONTANA TOBACCO USE PREVENTION PROGRAM

Impact Snapshot

The Montana Tobacco Use Prevention Program (MTUPP) is a public health program housed in the Department of Public Health and Human Services (DPHHS). The mission of MTUPP is to address the public health crisis caused by the use of all forms of commercial tobacco products. MTUPP works to eliminate tobacco use, especially among young people, through statewide programs and policies to: save Montanans **\$511 million** spent annually on healthcare costs and **\$87.2 million** in Medicaid costs directly caused by smoking; prevent **1,600 adults** from dying each year from smoking; and prevent **19,000 kids** currently alive in Montana from ultimately dying prematurely from smoking. ⁽¹⁾



Communities throughout Montana are engaged in local tobacco prevention efforts

MTUPP provides funds and assistance to community programs in 46 counties, 8 Tribes and 2 urban Indian centers in the state to implement local tobacco prevention efforts. Community programs are managed by local Tobacco Education Specialists to better serve the needs of localities in the state.



State-wide tobacco cessation services are offered to help Montanans quit

Over 107,000 Montanans called the Montana Tobacco Quit Line since 2004, and of those, over 36,000 have successfully quit. ⁽²⁾ Tailored programs are offered to pregnant women, American Indians, pregnant American Indians, youth, and those with behavioral health conditions. All Montanans can now connect with a coach through phone, online chat, and texting (live texting is available for those 24 and under).



Montanans are educated on the negative impact of tobacco

MTUPP collaborates with and supports the Montana Office of Public Instruction (OPI) who provides continuous technical assistance and resources to Montana school districts. Since 2019, OPI has delivered e-cigarette prevention presentations to over 11,000 Montana students. ⁽³⁾



Prevention work is focused on addressing tobacco-related disparities among vulnerable populations

While current cigarette smoking among American Indian youth is significantly higher than among white youth (14% versus 5.5%, respectively), ⁽⁴⁾ American Indian youth have made notable progress in the last decade. Cigarette use among Montana American Indian youth has decreased significantly, from 41% in 2011 to 14% in 2021. ⁽⁵⁾



Tobacco-free and smokefree environments are protecting the health of Montanans

MTUPP works with local community programs to establish tobacco-free and smokefree environments to protect Montanans from the harms of secondhand smoke, secondhand e-cigarette aerosol and thirdhand smoke. Eleven Montana localities have included e-cigarettes in their local smokefree laws, covering 47% of Montana's total population. ⁽⁶⁾



Mass-reach media campaigns promote services and educate the public

Since July 2020, MTUPP has implemented media campaigns featuring real Montana adults and teens impacted by commercial tobacco use. MTUPP delivered over 9.4 million social media, 4.9 million TV and 9.7 million programmatic display impressions. ⁽⁷⁾ More than 73% of Montana adults are aware of the Montana Tobacco Quit Line and 50% of Montana youth and young adults are aware of My Life, My Quit. ^(8, 9)

WORK REMAINS

Although MTUPP's efforts have made a lasting impact in the state, preventative strategies must continue to address remaining challenges.

Most Montanans are exposed to e-cigarette aerosol

Montana state law prohibits smoking in any enclosed public place or workplace. However, this law does not include electronic smoking devices, also known as e-cigarettes. Localities in Montana may prohibit the use of e-cigarettes in indoor public places and places of employment to protect bystanders from secondhand e-cigarette aerosol. Currently, 53% of Montana's population is not protected through a policy that includes e-cigarettes in local smokefree laws. ⁽⁶⁾

E-cigarettes & "tobacco-free" nicotine products are not taxed in Montana

Taxation has proven to be one of the most effective methods to reduce youth combustible cigarette use. ⁽¹¹⁾ E-cigarettes and "tobacco-free" nicotine products (ex: nicotine pouches) have become increasingly popular among youth. According to a recent survey of Montana youth and young adults (ages 15-25), 22% reported ever trying nicotine pouches and 9% reported currently using nicotine pouches. ⁽⁹⁾ Among Montana high school students, 26% reported currently using e-cigarettes in 2021. ⁽⁴⁾ Taxing these products in Montana can prevent youth initiation and use.

Flavored tobacco products target youth

The tobacco industry targets youth with enticing flavors. Kids prefer flavored tobacco products and nicotine keeps them coming back for more. Most youth (96%) e-cigarette users started with a flavored product. Among youth e-cigarette users in Montana, 94% reported using non-tobacco flavored products. ^(10, 4) Prohibiting the sale of all flavored tobacco products, including menthol, is an effective way to protect youth from nicotine addiction and tobacco-related diseases.

Montana's smokefree law must remain strong

Montana's smokefree law, the Montana Clean Indoor Air Act, is one of the most important public health policies in state history. The law requires all public places and places of work to be smokefree. Maintaining a strong state smokefree law with no exemptions fully protects Montanans from the harms of secondhand smoke.

Montana's minimum legal sales age for tobacco products remains at 18

Congress raised the federal minimum age of sale for tobacco products from 18 to 21 in 2019, which means all tobacco retailers, including Montana retailers, cannot sell tobacco products to those under the age of 21. However, the state's minimum age of sale for tobacco currently remains at age 18. Aligning Montana law with federal law will provide clarity for retailers and help ensure that Montana will continue receiving full funding for substance abuse prevention and treatment.



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