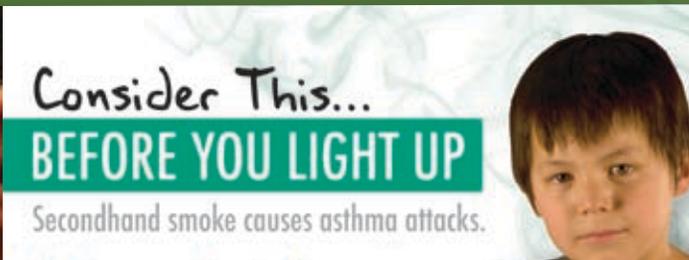


Tobacco Addiction Costs Us All

Montana Takes a Stand to Save Lives and Health Care Dollars



Montana Tobacco Use Prevention Program Progress Report

Fiscal Year 2010 (July 1, 2009 – June 30, 2010)



A Year in Review from DPHHS Director Anna Whiting Sorrell

One of the most significant public health achievements in Montana's history occurred October 1, 2009, when the last phase of the Montana Clean Indoor Air Act (CIAA) went into full effect to include Montana's bars, taverns, and casinos. The law now protects Montanans from the deadly harms of breathing secondhand tobacco smoke in all enclosed public places and workplaces in our state. The public health gains achieved by this milestone are tempered

only by the knowledge that so much more is yet to be done to end the horrendous cost burden that tobacco addiction places on Montana families and on our limited health care resources:

- *More Montanans die from tobacco-related disease than from any other preventable cause of death – **1,400 Montanans every year** due to smoking alone.¹ Many others also suffer from heart disease, cancer, and other illnesses as a result of their tobacco addiction.*
- *Every year, tobacco addiction costs Montana **more than a half-billion dollars**. This includes \$277 million in excess medical costs and \$305 million in lost productivity.²*
- *In their efforts to addict our citizens to their products, the tobacco industry annually outspends Montana's tobacco prevention efforts by nearly 4 to 1.³*

With strong support from our communities and citizens, Montana leaders successfully took a stand against secondhand tobacco smoke by passing the CIAA. Within DPHHS, the Montana Tobacco Use Prevention Program (MTUPP), in collaboration with state, community, and tribal partners, continues to fight tobacco addiction by:

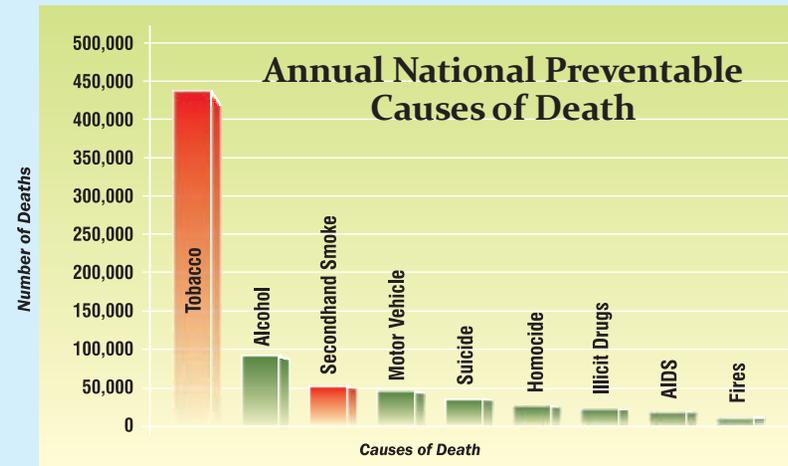
- *Standing up to the tobacco industry's attempts to hook our youth on new and re-packaged deadly and addictive tobacco products, like powdered snuff and dissolvable tobacco.*
- *Reducing the number of Montana youth who smoke. We've helped decrease youth smoking from 27% in 2000 to 16% in 2008, a 41% decrease, but too many are still addicted to tobacco products.⁴*
- *Helping more and more Montana adults quit their tobacco addiction through our effective Montana Tobacco Quit Line. Our Quit Line has reached over 46,000 Montanans since 2004.⁵*
- *Providing guidance to communities across Montana as they develop and implement local policies that create healthy tobacco-free environments for kids and adults.*

As you read about MTUPP's progress in FY '10, think about your family and friends whose lives have been shortened or damaged because of tobacco addiction. Then think about the important work being done by MTUPP and our team of dedicated tobacco prevention specialists across Montana. Know that every day we are working to save lives and health care dollars. If you haven't already, we ask you to join us in taking a stand to end tobacco addiction in Montana.

Anna Whiting Sorrell, Director
Montana Department of Public Health and Human Services

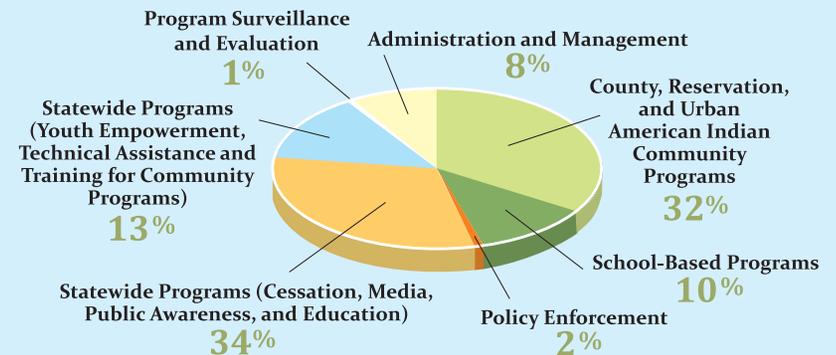
Mission

The mission of the Montana Tobacco Use Prevention Program (MTUPP) is to address the public health crisis caused by the use of all forms of commercial tobacco products. MTUPP will work to eliminate tobacco use, especially among young people, via programs and policies throughout Montana.



Smoking kills vastly more Americans than other preventable causes of death combined, with thousands more dying from spit tobacco use, exposure to secondhand smoke, and smoking-related fires.^{6,7}

MTUPP FY 2010 Funding Distribution



Based on CDC's Recommended Best Practices Categories as Adopted for Montana

This progress report is an overview of work conducted during Fiscal Year 2010. For more in-depth information about the Montana Tobacco Use Prevention Program, please visit

www.tobaccofree.mt.gov

The Tobacco Industry's New Products Present New Challenges

"If public health is to be the centerpiece of tobacco control – if our goal is to halt this manmade epidemic – the tobacco industry, as currently configured, needs to be dismantled."

Former FDA Commissioner David Kessler, M.D.
From "A Question of Intent: A Great American Battle With A Deadly Industry"

Nicotine is Dangerous and Addictive

In response to successful smokefree laws such as Montana's CIAA, the tobacco industry has introduced new smokeless products, like dissolvable tobacco in the form of lozenges and snus and powdered snuff, all of which contain addictive nicotine. Other companies, anxious to fill a gap where tobacco can no longer be smoked, have introduced electronic cigarettes, which deliver an aerosol mixture of nicotine and other chemicals. These products raise new concerns including the risk of nicotine poisoning in children and the risk of more and more addicted kids, teens, and young adults because of the way marketing is targeted at young people.

New FDA Smokeless Tobacco Product Warnings

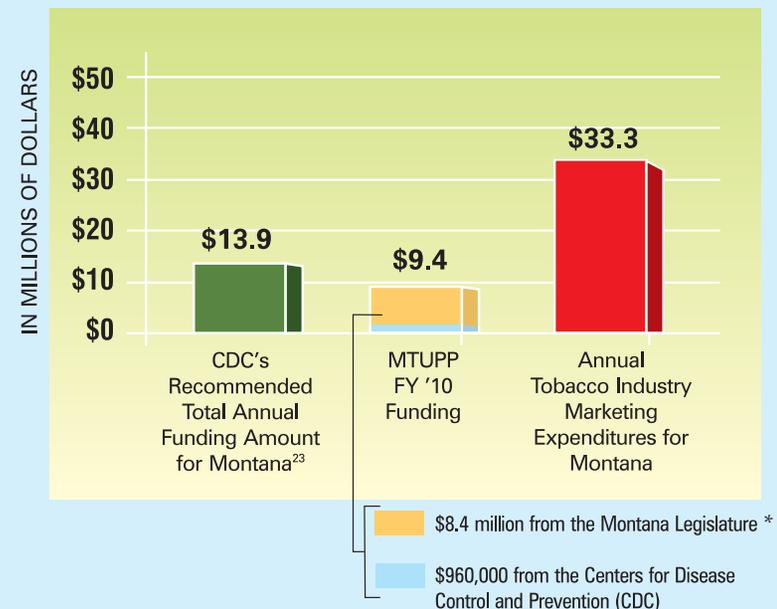
- **WARNING: This product can cause mouth cancer.**
- **WARNING: This product can cause gum disease and tooth loss.**
- **WARNING: This product is not a safe alternative to cigarettes.**
- **WARNING: Smokeless tobacco is addictive.**



Corporate Tobacco Spends Big Targeting Montana
The tobacco industry spends **more than \$90,000 every day** addicting Montanans.³

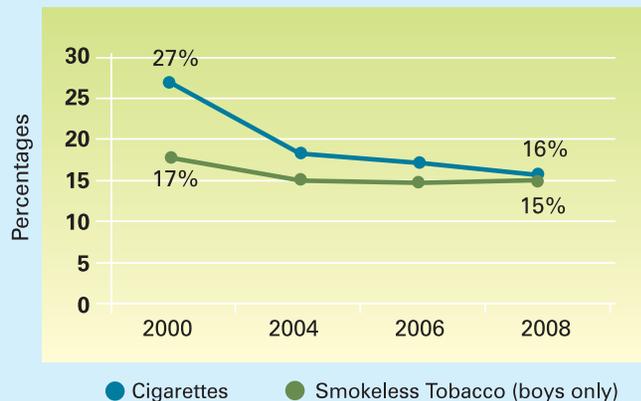
The Tobacco Industry Far Outspends Prevention Programming

- The tobacco industry annually outspends Montana's tobacco prevention efforts by about 4 to 1.³
- The major tobacco companies spend about \$12.8 billion per year (\$33 million annually in Montana) on marketing, with many of their efforts directly reaching kids.³ In contrast, MTUPP's FY '10 budget was \$9.4 million.
- Nearly 85% of the tobacco companies' marketing budget is spent on price discounts, such as free product give-a-ways, coupons, two-for-ones, etc.^{8,9} These marketing strategies are aimed at sidestepping regulations put in place to restrict advertising to young people.¹⁰



* The legislative revenue source is, according to voter mandate, 32% of the annual payments Montana receives from the 1998 Master Settlement Agreement (MSA). The MSA resulted from the multi-state lawsuit against the major tobacco companies.

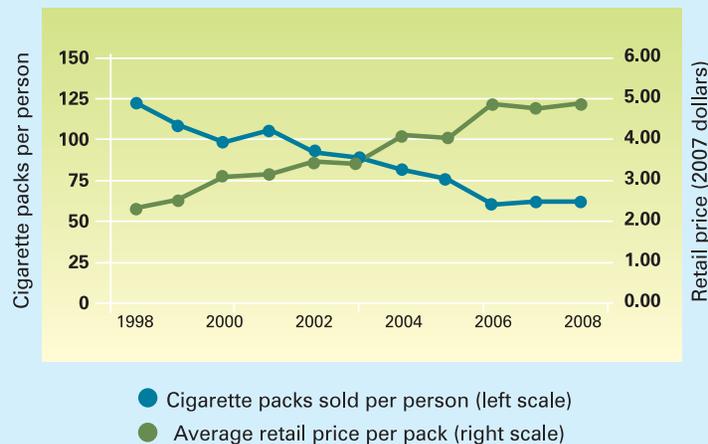
Youth Smoking Declined, Use of Smokeless Tobacco Remained Level



Youth prevalence as measured among Montana 8th, 10th, and 12th graders.

- Youth smoking prevalence has dropped from 27% in 2000 to 16% in 2008, declining 41%.⁴
- Despite intense tobacco industry marketing, youth smokeless tobacco prevalence has remained relatively flat, declining from 18% in 2000 to 15% in 2008.⁴

Cigarette Sales in Montana Decreased as Product Prices Rose



Youth Use Drops When Tobacco Prices Rise

- Keeping the price of tobacco products elevated is effective in deterring youth tobacco use.
- Each 10% increase in the price of cigarettes corresponds to a 6 to 7% drop in the number of youth who smoke.¹²

Montana Teens Unite

Teen Involvement is a Big Part of Keeping Kids Tobacco-Free

Through MTUPP's reACT Against Corporate Tobacco youth empowerment movement, Montana teens educate one another on the truth about the tobacco industry's targeting of youth as future tobacco users. Recognizing the power of teens' determination, influence, and ability to effect change, community and tribal tobacco prevention specialists sponsored **more than 250** youth-led tobacco-free events and activities in FY '10.¹¹ Together, youth spoke out through creative media campaigns, by writing letters to the editor, and by visiting with local decision makers.

Teens Gear-Up at 2010 reACT Summit

Over 100 teens from across Montana attended the reACT Teen Summit in Helena on June 22-24, 2010.¹¹ Focusing on industry marketing to teens, trainers delivered strategies and methods for teen activism and involvement in peer education.



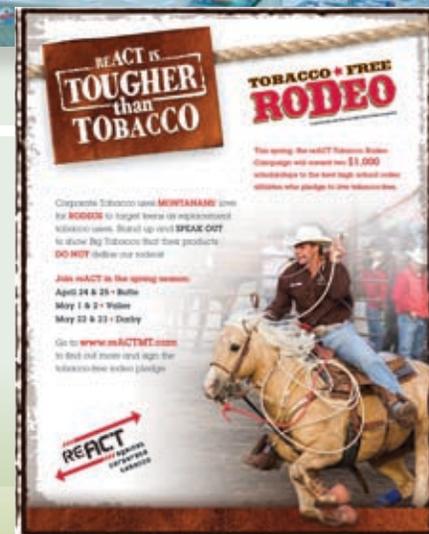
Teens Support Tobacco-Free Outdoor Concert

Helena and Butte reACT teens helped promote a new tobacco-free policy at the Annual Symphony Under the Stars Concert held at Carroll College in July 2009. Teen advocates distributed information about the new policy to **more than 12,000 music lovers** who swarmed the tobacco-free and family-friendly venue. Teens created signs, public service announcements, and t-shirts to promote the policy and the Montana Tobacco Quit Line.



Tobacco-Free Rodeo Campaign "Snuffs Out" Tobacco Addiction

Tobacco-fighting teens joined together at the Montana High School Rodeo Association Finals in Bozeman on June 9-13, 2010 to honor Montana's best **high school rodeo competitors who pledged to live a tobacco-free lifestyle**. reACT advocates talked with rodeo participants about deceitful corporate tobacco marketing practices and challenged other teens to sign tobacco-free pledges.



Against Corporate Tobacco



MTUPP's "reACTivism" Grants Spur Action

MTUPP's reACT Core Leadership Team provided direction and creative ideas for a youth-driven mini-grant program. **Twelve community youth groups received grants of \$500 each** to put a youth-spin on local tobacco use and addiction problems."



American Indian Youth Teach Through Theatre

The Missoula Indian Center held a **Summer Theatre Camp Series** throughout July and August, 2009. American Indian youth used theatre techniques to reinforce the positive aspects and pride associated with cultural and ceremonial use of tobacco plants while discouraging the use of addictive commercial tobacco products.

Tobacco Addiction Costs Our Kids

At current smoking levels, **18,000 Montana youth** who are alive today will die prematurely from smoking-related causes.¹³

"The reACT youth summit addressed the issue of exploitation of American Indians by tobacco companies. It is important to understand the American Indian perspective on tobacco, as this is part of our history and culture as a state."

Dana Kingfisher – Missoula Indian Center



Award Winning Media

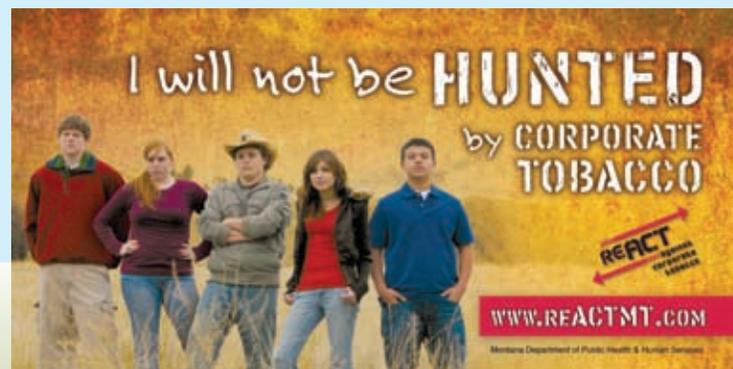
The reACT Core Leadership Team members designed and starred in MTUPP's "Nobody's Trophy" advertising campaign. The campaign called attention to tobacco industry marketing tactics that target teenagers and included TV, radio, and billboard spots, as well as online components. In June 2010, the Silver Telly Council presented the "Nobody's Trophy" TV commercial with the prestigious **Bronze Telly Award**.



Log-On & Learn More

Visit www.reACTmt.com

to discover program information, event descriptions, a blog, pictures, facts, activism ideas, and more.



October 1, 2009 – Montana Became Our Nation’s 18th Smokefree State!

On October 1, 2009, the final phase of the Montana Clean Indoor Air Act (CIAA) went into full effect to include bars, taverns, and casinos. The law protects Montanans from breathing secondhand tobacco smoke in enclosed public places and workplaces in our state. Too many Montanans are still exposed in their homes, cars, and outdoor public places, presenting them with continued health risks from secondhand smoke.



Strong Tobacco Policies

Nearly All Montanans Comply with the Clean Indoor Air Act

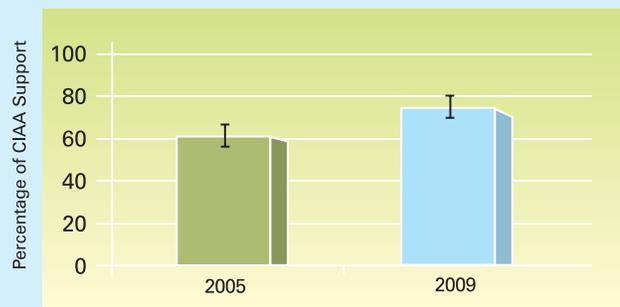
Few complaints have been reported to the state, strongly suggesting that over **95% of all bars, taverns, and casinos** are complying with the CIAA. MTUPP continues to work diligently with non-compliant businesses to bring them on board.¹⁶

| | |
|---------------------------------------|---|
| Just 87 complaints were made.* | 85% of businesses receiving complaints were bars, taverns, casinos, or restaurants. |
| | 72% of complaints were about indoor smoking occurrences. |
| | 53 businesses received one or more complaints. |

*October 1, 2009 through June 30, 2010

Any citizen can log a complaint against a person or business that is not complying with the CIAA through the **Clean Air Reporting System** at <http://www.dphhs.mt.gov/cars/complaintForm.wems>, by e-mailing infotobaccofree@mt.gov, or by calling 1-866-787-5247.

Montanans Increased Their Support of the CIAA for Bars, Taverns, and Casinos



Public support for the CIAA as it applies to bars, taverns, and casinos started high and significantly increased from 62% in 2005 to 76% in 2009, a 23% increase.¹⁷

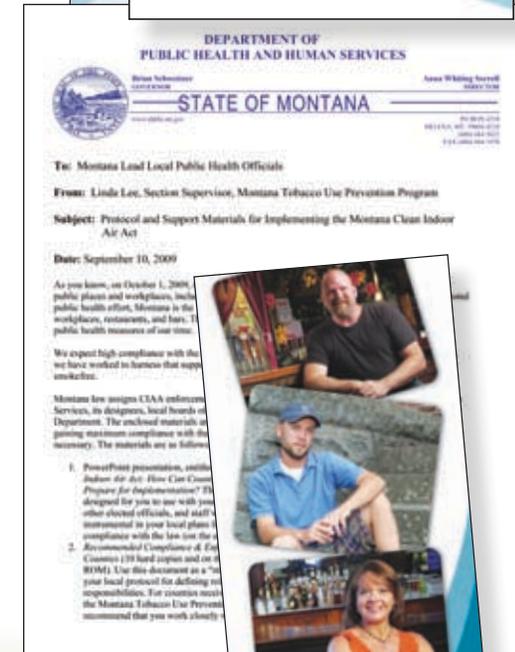
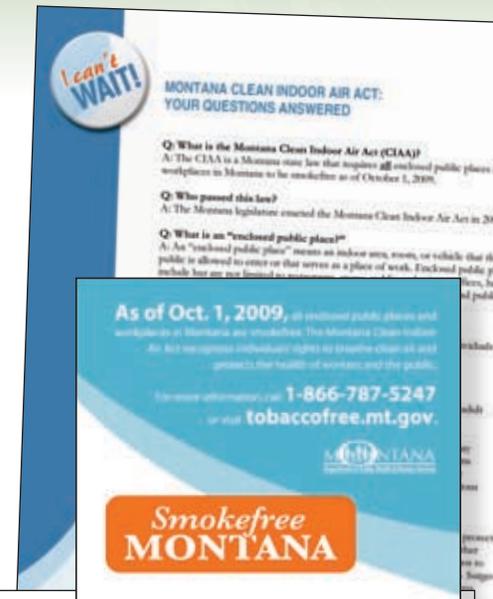
High CIAA compliance resulted from coordinated local and state implementation planning and continues because of widespread collaboration.

MTUPP provided:

- Assistance to local governments for developing their CIAA compliance protocol
- Informational letters and tool kits with signage, table tents, and other educational and promotional materials to every bar and casino owner or manager in Montana
- Informational packets and presentations for local health officials
- A statewide media campaign with strong clear messaging for print, radio, and TV outlets
- A web-based compliance tracking system (Clean Air Reporting System).

Local tobacco prevention specialists provided:

- Leadership for forming county-based partnerships among health officers, health board members, sanitarians, elected officials, judges, and law enforcement for developing and following CIAA compliance protocol
- Community events across Montana that acknowledged, supported, and celebrated the CIAA.



Every Montanan has the right to breathe clean, smokefree air.

Save Montana Lives



Preparation and Partnerships – The Key to CIAA Success

MTUPP formed the Montana Clean Indoor Air Implementation Work Group to help prepare all of Montana for the final phase of the CIAA. This group represented a broad partnership of state and local agencies. Their collaborative work and guidance was vital in achieving MTUPP's goal of ensuring smooth execution of and high compliance with this state law. Members included:

State Government Departments/Board:

- Public Health and Human Services (MTUPP and Food and Consumer Safety Section)
- Justice (Attorney General's Office and Gambling Control Division)
- Revenue (Director's Office and Liquor Control Division)
- Board of Environmental Review

County Health Departments:

- Butte-Silver Bow
- Lake
- Lewis and Clark
- Missoula
- Sheridan
- Teton
- Yellowstone

Local Organizations:

- HELP Committee (Havre)
- Liberty County Chamber of Commerce

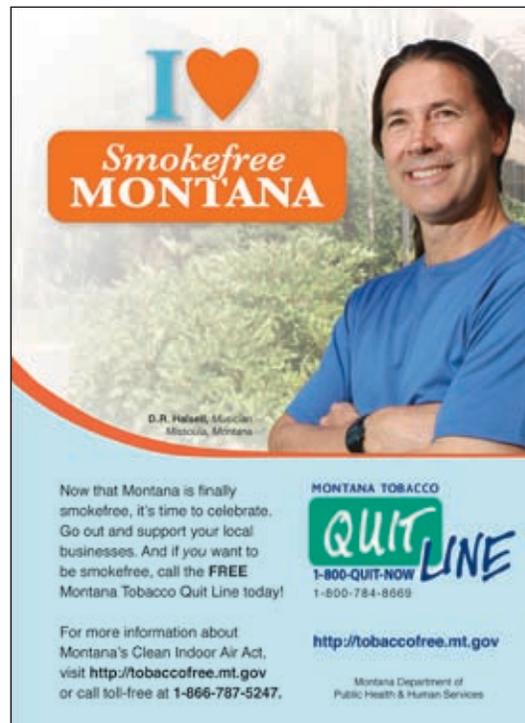
Statewide Partner:

- American Cancer Society Cancer Action Network

Tribes:

- Confederated Salish & Kootenai

The CIAA prohibits the use of tobacco products on any public school property at any time. MTUPP and the Office of Public Instruction work together through a Tobacco-Free Schools Excellence Initiative to help schools adopt and put broader comprehensive tobacco-free policies into practice.



Musicians are just one group of workers who enjoy a smokefree place to work.

State's Medical Campuses Adopt Tobacco-Free Policies

MTUPP assists medical facilities in their efforts to adopt 100% tobacco-free campus policies. As of FY '10, 32 campuses had achieved this milestone, compared to just three in 2005.¹¹



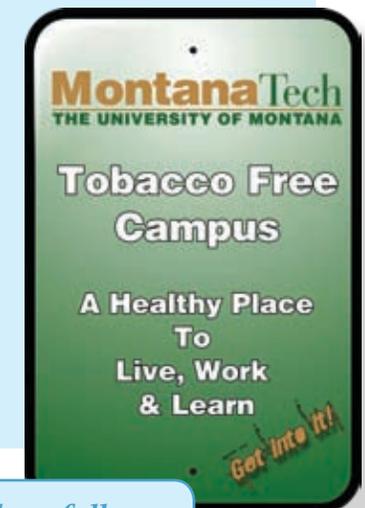
Tobacco Addiction Hits Young Adults Hard

Presently, young adults aged 18 to 24 have the highest smoking prevalence of any age group in Montana, and young adult men (aged 18 to 34) have the highest prevalence of smokeless tobacco use of any age group.¹⁷

Tobacco-Free College Campus Policies Grow

MTUPP funds the Montana Collegiate Tobacco Prevention Initiative, a young adult movement addressing tobacco addiction on college campuses. Since 2005, 7 campus chapters have formed to provide year-round prevention education and activities and promote cessation services and policy changes.¹¹

During FY '10, a campus-wide 100% tobacco-free policy went into effect at Montana Tech in Butte.



"At the end of the day, this will hopefully improve the health of the campus overall."

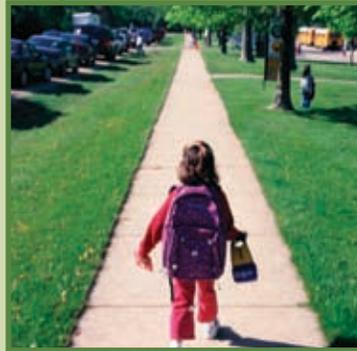
Montana Tech Vice Chancellor Mike Johnson
(Montana Standard, August 5, 2009)

On average, smokefree laws are associated with a striking 17% reduction in heart attack rates.¹⁵

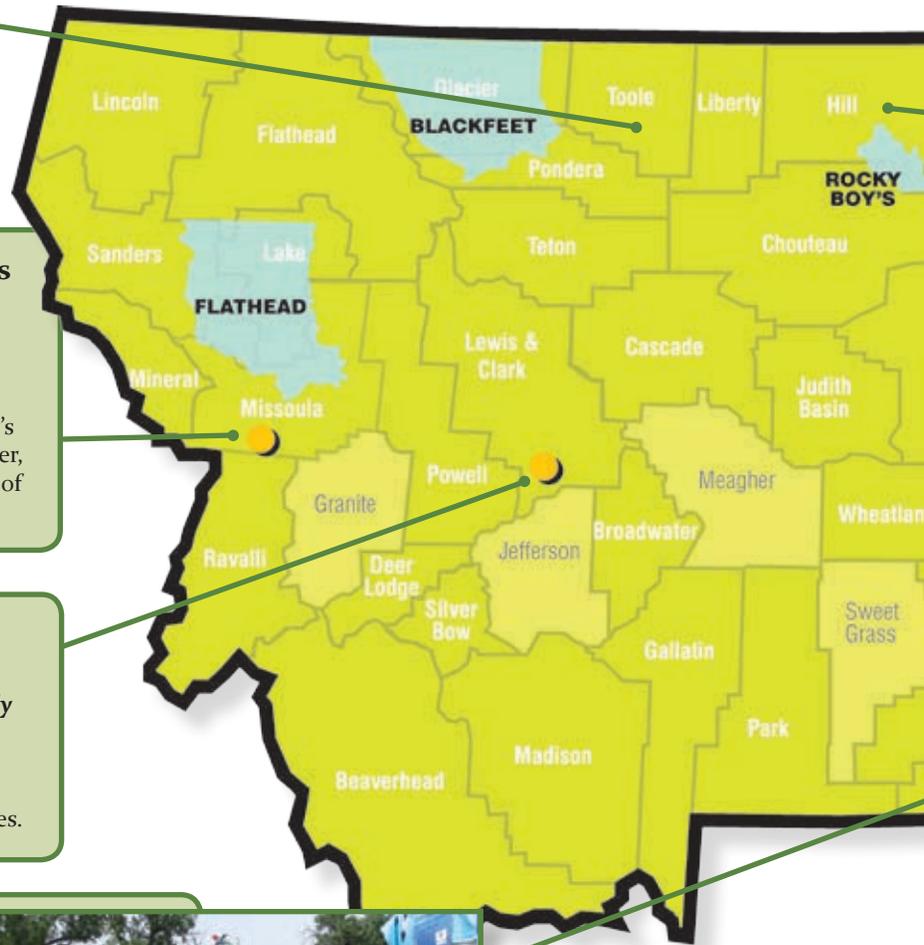
Community Programs Emphasize

Community Integrates Tobacco-Free and Healthy Lifestyle Message

Toole County's program worked to *integrate tobacco prevention activities and cessation support* with other health initiatives in the community. As a result, new community grants for healthy living, Safe Routes to School, a designated walking trail, an increased awareness of the need for vegetables and fruit in the school lunch program, and a very successful community garden project all produced outcomes supportive of healthy lifestyles free from tobacco addiction.



MTUPP reaches more than 90% of Montanans in their own communities with information on and opportunities for reducing and preventing tobacco addiction.¹¹ In FY '10, community programs played a significant role in successfully preparing the state for full implementation of the CIAA, carrying out at least 75 local activities in support of this public health law.



Missoula Woman's Personal Story Touches Montanans

Protect Montana Kids, a coalition of the American Cancer Society *Cancer Action Network*, the American Heart Association, and the American Lung Association, presented the first *Dan Fox Courage Award* to Laura Fox. The award recognizes a public health champion who has shown great courage speaking out about the tobacco industry's influence on public health. Dan Fox, Laura's husband and a non-smoker, was exposed to secondhand smoke much of his life and died of a form of lung cancer found in smokers.

Outdoor Symphony Concert Goes Tobacco-Free

Lewis & Clark County's program partnered with Carroll College and the Helena Symphony to promote a *tobacco-free and family friendly outdoor concert* in July 2009 - *Symphony under the Stars: Some Enchanted Evening*. This event hosted more than 12,000 music lovers from across Montana and has served as a model for other large outdoor events to adopt tobacco-free policies.



Apsalooke Nation Promotes Smokefree Grandstands at Cultural Events

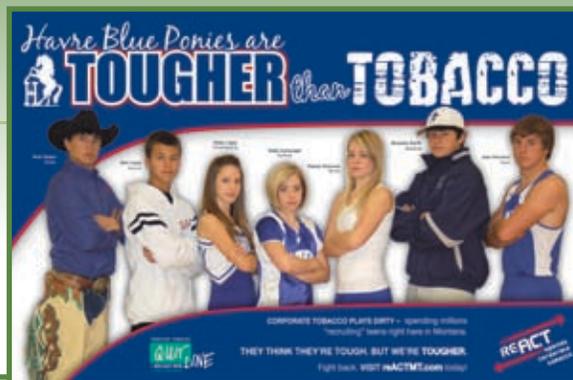
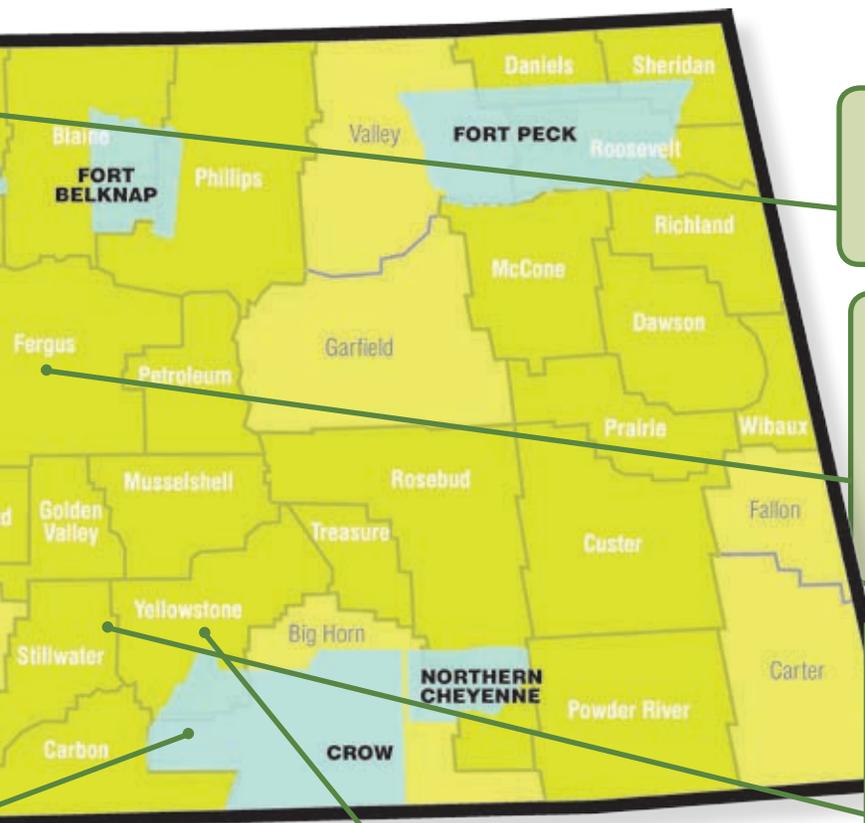
The Apsalooke Nation Tobacco Prevention Specialist distributed more than **700 MTUPP Quit Line kits** and information on the harm caused by secondhand tobacco smoke to members in attendance at the Ultimate Warrior event and Crow Tribal Fair. Signs were posted at the Ultimate Warrior event designating the grandstands as smokefree.



- Reservation Program
- Urban Indian Program
- County Program
- No Program

Citizen Engagement

In FY '10, 47 of the state's 56 counties had active tobacco use prevention programs funded by MTUPP. Each of Montana's seven American Indian reservations received MTUPP funding, as did two urban Indian programs.



Hi-Line Rodeo Team Pledges to Be Tobacco-Free

Hill County's reACT youth *honored members of the Hi-Line Rodeo Team who pledged a tobacco-free lifestyle*. reACT leaders talked with rodeo participants and members of the crowd about the deceitful tactics of corporate tobacco, who target teens by marketing tobacco products, especially smokeless tobacco.

Boys of Summer Denounce Tobacco Use by Athletes

Central Montana's program promoted a tobacco-free message and lifestyle through a *partnership with the Red Birds Baseball Organization of Lewistown*. Team members signed a contract prohibiting the use of drugs, alcohol, and tobacco products. A billboard for the sports field was created, and advertising was placed on the team bus highlighting the players' tobacco-free status.



Candlelight Vigil Illuminates Deaths Caused by Tobacco Addiction

Stillwater County's program organized and held a candlelight vigil during the Columbus Christmas parade. Teen advocates *distributed lit candles among spectators and led a march* in remembrance of those Montanans who have died due to a tobacco-related illness.

Clean Indoor Air Act messages reached **more than a million people** living, working, or traveling in Montana through local media and community activities.¹¹



Yellowstone County Event Hails Popularity of Smokefree Bars

Yellowstone County's program sponsored a celebration to *promote the Montana CIAA and the popularity of smokefree bars, while encouraging tobacco users to quit*. Hosted by Billings Bike Net Association, the proceeds were used for the upkeep and addition of bike trails in Billings. This popular event included live music and lots of familiar faces.

Tobacco Addiction Costs Our Communities

Every year, smoking alone kills **1,400 Montanans**, with thousands of others permanently impaired. These are family members, friends, and neighbors.

The Montana Tobacco Quit Line –

Tobacco Addiction Costs Our Communities

Montanans lose more than **582 million dollars** every year in excess medical costs and lost productivity due to tobacco addiction.

6 Years of Saving Lives

In the past six years, **more than 46,000 Montanans** called the Montana Tobacco Quit Line for help.⁵

- Montana ranks among the top states in the nation for its generous cessation benefits for its citizens.¹⁹
- Montana's 30% successful quit rate is among the nation's best.⁵
- In 2009, **one in two** smokers reported they were either contemplating or preparing to quit.¹⁷



Co-sponsored by MTUPP and the DPHHS Asthma Control Program, this compelling campaign emphasized that secondhand smoke causes asthma attacks in children.

Parents and guardians of children receiving Medicaid were also encouraged to create smokefree environments by displaying "This is a smoke-free home" and "This is a smoke-free car" signage provided through the campaign.

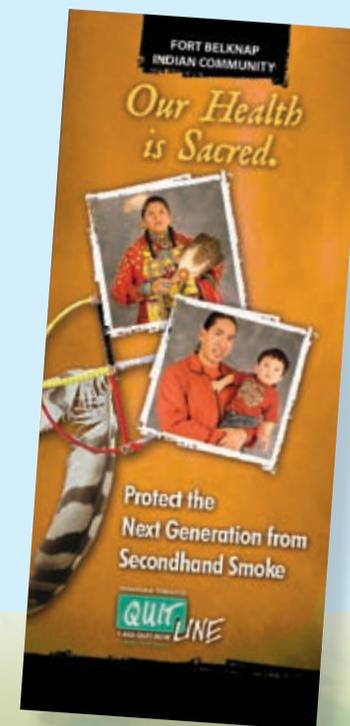
The Quit Line Offers:

- **Free** telephone-based service for all Montanans
- **Free** personalized quit plan, cessation coaching, and educational materials
- **Free** nicotine replacement therapy
- **Reduced-cost medications**, including Chantix and bupropion
- Trained specialists to assist teenage smokers, pregnant smokers, and smokeless tobacco users
- Culturally appropriate services for American Indians
- Convenient fax referral system for health care providers who have patients who want to quit.

Media Campaign to Increase American Indian Use of the Quit Line and Awareness of Secondhand Smoke

MTUPP received a \$475,000 American Recovery and Reinvestment Act grant for a two-year project aimed at doubling the use of the Quit Line by Montana American Indians and increasing awareness about the dangers of secondhand tobacco smoke.

- Currently, only about 4% of callers to the Quit Line are American Indian.⁵
- An estimated 22% of this population is exposed to secondhand smoke in their homes, compared to 9% of non-American Indians.¹⁷
- As part of the grant's efforts, Montana American Indians are featured in an extensive secondhand tobacco smoke education and media campaign uniquely developed for each reservation and Urban Indian Center.



Working to End Tobacco Addiction

Quit Line Promotions Reach Diverse Segments of Montana



Smoking Costs Taxpayers
 Montanans pay about **\$179 million per year** in federal taxes for smoking-caused expenditures incurred by U.S. Government health care programs.¹⁸

Smoking among Montana adults has significantly decreased since 1998.²⁰ Presently, **16% of Montana adults are current smokers**, which is far too many (about 118,000).¹⁷

Presently, **13% of Montana men use smokeless tobacco** (approximately 50,000).¹⁷ Over one-half of these men (55%) reported that they would like to quit.¹⁷

Montanans Are Buying Fewer Cigarettes – But the Amount Is Still Staggering!

- Cigarette sales in Montana declined from 71 million packs sold in FY '99 to 46 million packs in FY '10, a 35% drop.²¹
- At an average retail cost of \$5.00 per cigarette pack, smokers in Montana are spending \$230 million dollars annually on these dangerous products.²²

Tobacco Addiction Costs Us All

Montana Takes A Stand to Save Lives and Health Care Dollars

FY '10 MTUPP Partners

- American Cancer Society
- American Heart Association
- American Lung Association of the Northern Rockies
- Association of Montana Public Health Officials
- Big Brothers Big Sisters
- County Health Departments
- Montana American Indian Reservations, Tribes, and Urban Indian Programs
- Montana Cancer Control Coalition
- Montana Department of Justice
- Montana Department of Revenue
- Montana Department of Public Health and Human Services:
 - Addictive and Mental Disorders Division
 - Asthma Control Program
 - Cardiovascular Disease and Diabetes Prevention Program
 - Food and Consumer Safety Section
 - Injury Prevention Program
 - Medicaid Program
 - Oral Health Program
 - Women, Infants and Children Program
 - Women's and Men's Health Section
- Montana Environmental Health Association
- Montana Office of Public Instruction
- Montana Universities and Colleges

FY '10 Tobacco Prevention Advisory Board Members

- Robin Morris, Chair
Boys and Girls Clubs of Montana
- Richard Sargent, MD, Vice Chair
Family Physician, St. Peter's Hospital, Helena
- Toni Jo Atchison
Tobacco Prevention Specialist, Little Shell Tribe of Chippewa Indians and Great Falls Urban Indian Program
- Sandra Broesder
Pondera County Commissioner
- David McAlpin
Montana State Representative
- Sharon Patton-Griffin, Ph.D.
Associate Principal, North Middle School, Great Falls
- Melanie Reynolds
Lewis and Clark County Health Officer
- Marianne Roose
Lincoln County Commissioner, District 3
- Holly Salsbury
Tobacco Prevention Specialist, Richland County
- Robert Shepard, MD
Medical Service Director, New West Health Insurance
- Orrin Tiberi
Student, The University of Montana, Missoula
- Bert Winterholler, MD, DDS
Oral and Maxillofacial Surgery, PC, Billings

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