



TOBACCO PREVENTION

LEADING THE WAY TO A HEALTHIER MONTANA



MONTANA TOBACCO USE PREVENTION PROGRAM
PROGRESS REPORT | JULY 2014 – JUNE 2016



MISSION & GOALS

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 is working to prevent and eliminate tobacco use, particularly among young people throughout Montana.

PREVENTING INITIATION AMONG YOUTH AND YOUNG ADULTS

Almost 9 out of 10 smokers start before they are 18 years old.¹ Comprehensive evidence-based tobacco control programs prevent youth and young adults from starting to use tobacco, ensuring Montanans live longer, healthier lives.

Montana Tobacco Use Prevention Program

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Website: dphhs.mt.gov/publichealth/mtupp

PROMOTING QUITTING AMONG ADULTS AND YOUTH

Interventions that increase quitting can decrease premature mortality and tobacco-related healthcare costs.

ELIMINATING EXPOSURE TO SECONDHAND SMOKE

Secondhand smoke causes premature death and disease in children and adults who do not smoke. There is no risk-free level of exposure to secondhand smoke.

IDENTIFYING AND ELIMINATING TOBACCO-RELATED DISPARITIES AMONG VULNERABLE POPULATIONS

Some populations (i.e., American Indians, Pregnant Women, Medicaid Participants, etc.) experience a disproportionate health and economic burden from tobacco use, therefore, a focus on eliminating such tobacco-related disparities is necessary.

MESSAGE FROM THE DIRECTOR



Richard H. Opper

The Montana Tobacco Use Prevention Program (MTUPP) brings the prevention effort and policy support directly to communities in Montana, using a comprehensive tobacco control program that focuses

on the following: preventing initiation among youth and young adults, promoting quitting among adults and youth, eliminating exposure to second-hand smoke, and identifying and eliminating tobacco related disparities among vulnerable populations.

The diseases caused by tobacco addiction remain the leading causes of death in the United States and in Montana, claiming the lives of an average of four Montanans each day. Tobacco use impacts every system of the body causing many diseases such as heart disease, COPD and several types of cancer. Tobacco also complicates other

serious health conditions such as diabetes, hypertension, asthma, mental illness and substance abuse.

Throughout this report, we'll focus on our achievements as well as those areas we hope to address for improvement. This report shares important data about the work that is being done to eliminate the destruction caused by tobacco in Montana. Tobacco Prevention Specialists and community coalitions join together to address policies and interventions that will reduce premature death throughout the state. Using mass media, social media, and community activities, Montanans are encouraged to avoid using tobacco, or to seek free help with quitting through the Montana Tobacco Quit Line.

During the last legislative session, Montana moved to protect young persons from e-cigarettes by banning sales to minors. This law became effective in January of 2016. While we are proud of that effort, more is needed. The Food and Drug Administration recently extended its

authority over e-cigarettes, as well. The FDA now mandates that manufacturers put health warnings on e-cigarette product packaging and advertisements.

In 2015 the program pioneered the first American Indian Tobacco Quit Line. This extends the reach of the already successful Montana Tobacco Quit Line and offers a culturally respectful way of dealing with commercial tobacco addiction to one of our most vulnerable populations.

Please join me in thanking our partners, including our team of dedicated Tobacco Prevention Specialists across Montana, by recognizing their accomplishments and supporting the important work being done in our communities. Montana continues to be a national leader in tobacco use prevention, and we invite you to join in on our efforts.

A handwritten signature in blue ink, appearing to read "Richard H. Opper".

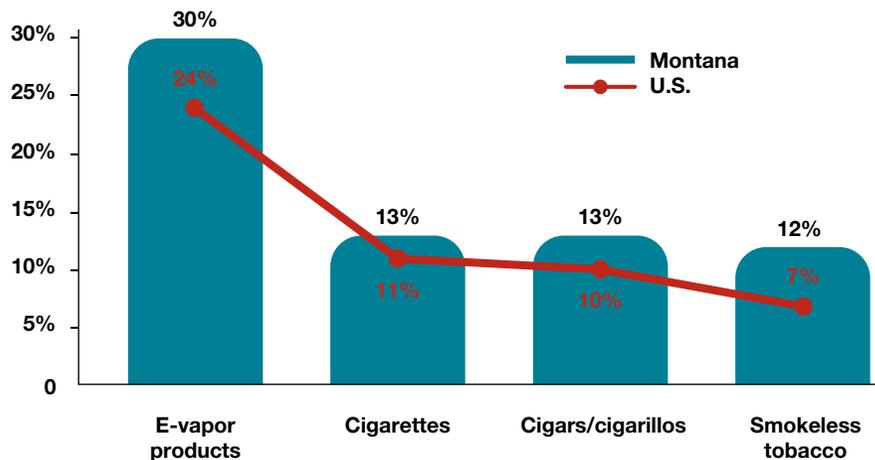
Richard H. Opper, Director
Department of Public Health & Human Services

PREVENTING INITIATION AMONG YOUTH

Although fewer youth are smoking cigarettes, the tobacco industry continues to create and market products that offer new ways to deliver nicotine and hook lifelong customers. Smokeless tobacco and e-vapor product use is significantly higher among Montana youth than among U.S. youth.²

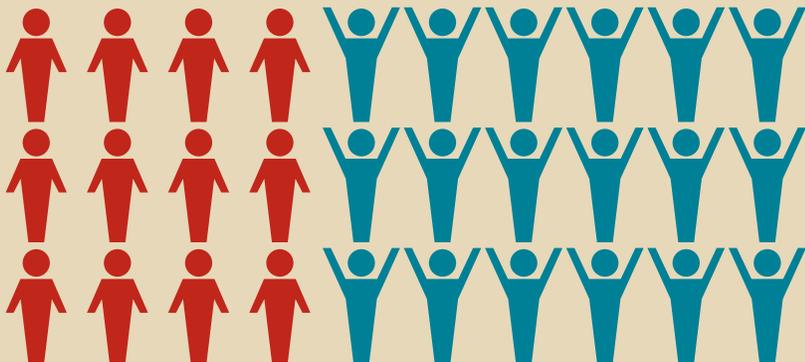


**CURRENT USE OF TOBACCO PRODUCTS
BY MONTANA HIGH SCHOOL STUDENTS, 2015²**



PREVENTING INITIATION AMONG YOUTH

YOUTH USE OF TOBACCO IN ANY FORM IS UNSAFE



Almost 40% of Montana high school students are **currently using at least one type of tobacco product.**²



E - C I G A R E T T E S

- Youth use of nicotine in any form, including electronic vapor products, is addictive and unsafe. Because the adolescent brain is still developing, nicotine use during adolescence can disrupt the formation of brain circuits that control attention, learning, and susceptibility to addiction.³
- Electronic vapor products are aggressively marketed. E-cigarette advertising expenditures in the US have increased dramatically from **\$5.6 million in 2010 to \$115.3 million in 2014.**⁴



E-VAPOR PRODUCTS ARE NOT AN FDA-APPROVED QUIT AID

Currently the evidence is insufficient to conclude that e-vapor products are effective for smoking cessation. These products generally emit lower levels of dangerous toxins than combustible cigarettes. However, in addition to nicotine, aerosols from these products can contain heavy metals, ultrafine particulates, propylene glycol, glycerin, and cancer-causing agents like acrolein.⁵

Some manufacturers claim the use of propylene glycol, glycerin, and food flavorings is safe because they meet the FDA definition of “Generally Recognized as Safe” (GRAS). However, GRAS status applies to additives for use in foods, NOT for inhalation. The health effects of inhaling these vaporized substances are currently unknown.⁵

E-CIGARETTES

As of January 2016, Montana retailers are prohibited from selling or distributing alternative nicotine products, or vapor products, to individuals under the age of 18 years, whether over the counter, by vending machine, or otherwise.⁶



ELECTRONIC VAPOR PRODUCTS ARE GAINING POPULARITY IN MONTANA.



1 OF EVERY 2 high school students in Montana has tried an e-vapor product.²



1 IN 3 are currently using them.²

FROM 2013 TO 2015

The percent of Montana adults who have tried e-vapor products almost doubled, **from 11% to 20%**.⁷



DIFFERENT NAME, SAME HARMFUL CONTENT!

- E-vapor products
- E-cigarettes
- Vape pens
- E-cigars
- E-hookahs

No matter what you call them, these can all be used to deliver nicotine or other substances to the person inhaling.

POINT OF SALE

Point of Sale Tobacco Marketing puts Montana Youth at Risk! The Montana Tobacco Use Prevention Program is working toward local and state level policies, which control tobacco marketing at the point of sale in tobacco retailers.

- **70% of children** visit convenience stores weekly.⁸ Many of these stores are near schools and playgrounds.
- Kids who are frequently exposed to tobacco promotion and advertising are **60% more likely** to have tried smoking.⁹
- Tobacco products, signs, and branding are placed at children's eye level, on the counter, and near candy.



PUBLIC EDUCATION CAMPAIGN

MTUPP launched a media campaign to educate Montanans about Big Tobacco's marketing strategies. The campaign consists of two commercials and accompanying media resources, such as posters and billboards, that can be seen across the state.

THE IMPACT IN MONTANA¹⁰

- The tobacco industry spends **\$315 million/year** marketing its products in our state.
- **39% of Montana high school students** use at least one type of tobacco product.
- **900 Montana children** under age 18 become daily smokers each year.
- **19,000 Montana children** now under age 18 will die prematurely due to smoking.
- **19% of Montana adults die** from their own smoking each year.
- **\$440 million is spent** on health care in Montana each year due to smoking.



The bright packaging and candy flavors of cigarillos, e-cigarettes and smokeless tobacco makes them look like candy.

9 NEARLY
OUT OF 10

SMOKERS
START BEFORE
AGE 18¹



POINT OF SALE

WHERE IS BIG TOBACCO IN MONTANA?

Montana Tobacco Use Prevention Program created an interactive website allowing viewers to learn more about tobacco products and retailers throughout Montana. The website features six interactive maps.

These maps display a variety of views such as locations of all tobacco retailers and all schools in the state, youth populations in every city, population demographics, and compliance checks. The map includes point of sale policies that have been successful across the country. This site can be accessed at tobaccofree.mt.gov.

Tobacco Retailers

- Within 500 feet of a School
- Within 500 to 1,000 feet of a School
- Within 1,000 feet to Half Mile of a School
- Greater than Half Mile from a School

Schools



YOUTH

Montana Tobacco Use Prevention Program funded 40 grants for youth summits and policy work in communities throughout the state between 2014 – 2016.

RAVALLI COUNTY

Tobacco Free Ravalli and the Trapper Creek reACT! Against Corporate Tobacco Student Coalition hosted two successful youth events.

- **Anti-tobacco Youth Summit** at Trapper Creek Job Corps. Tobacco education programs, where students can have fun, learn, interact, and ask questions, are key to preventing and reducing the amount of tobacco use among teens and young adults.
- **“Make Some Noise Rally” Youth Summit** was a huge success and reached over 200 students between the ages of 13 and 18, educating them about the dangers of tobacco use and the manipulative tactics used by the tobacco industry to recruit young people as new tobacco users.



Trapper Creek Job Corps, Ravalli County.

LOCAL YOUTH ENGAGEMENT



Lily Kraft with US Senator Steve Daines

LILY KRAFT: A YOUTH ADVOCATE

In the spring of 2015, Lily Kraft, from Bridger, MT, was honored to be the winner of the West Region National Youth Advocate of the Year Ambassador (YAYA) by the Campaign for Tobacco-Free Kids. They recognized her work with the Montana reACT movement. Her youth advocacy began in the seventh grade in her local community, and her

passion in this area of need spurred her to reach out across her county and state. She organized many activities, worked on policy change, and met with state legislators. Becoming a YAYA extended her work to the national level. **Congratulations Lily!**

NATIVE AMERICAN TEENS AGAINST COMMERCIAL TOBACCO

The American Indian Tobacco Prevention Specialists co-host the annual “Native American Teens Against Commercial Tobacco” camp. An average of 70 American Indian youth from across Montana, representing many tribes, attend each year.

The youth gather for three days of learning, diversity, cultural exchange, community leadership, and fun. Students gain awareness and understanding of commercial tobacco, community dynamics, and self-empowerment.

They leave with skills and resources to become agents of change and future leaders on their reservations and in their communities.

As one young leader said, “Youth come out of their shells and come together as a people. They learn traits and values to be exhibited throughout their reservations.” Another student’s personal goal when leaving camp, “I will not use commercial tobacco to show my younger family members how to be healthy and strong. I will graduate from college!”

BUTTE

The Butte Tobacco Prevention Program along with Teens Advocating a Safe Community (TASC), sponsored a two day youth media camp held in Helena. Seventy-four students attended the camp, where the participants learned a variety of ways to refuse tobacco.

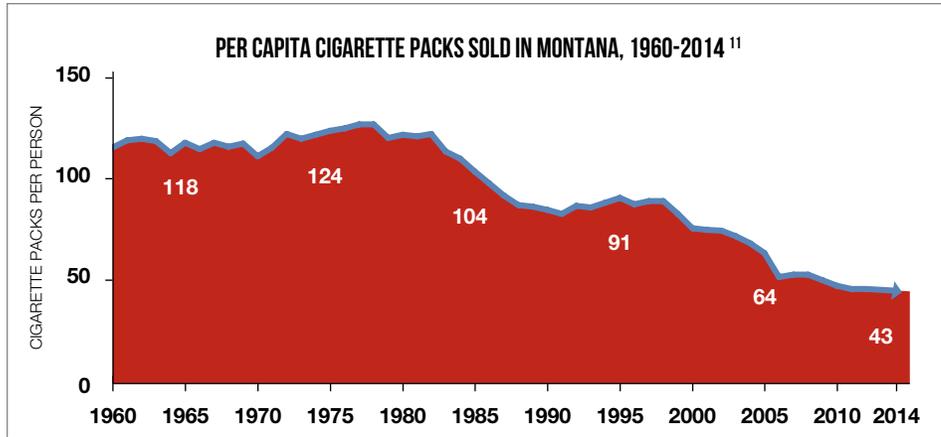
ADULT TOBACCO USE TRENDS

Montana Tobacco Use Prevention Program's community-based programs around the state currently provide tobacco use prevention and cessation services for 46 counties, 7 Reservations, 1 state recognized tribe and 2 (of the 5) Urban Indian Centers.

- Thanks to MTUPP's work, cigarettes are less accessible, less affordable, and less attractive. **In 2014 there was an all time low for cigarette sales in Montana at 43 packs per person.**¹¹
- Current cigarette smoking decreased

significantly among Montana adults from **22% in 2011 to 19% in 2015.**¹²

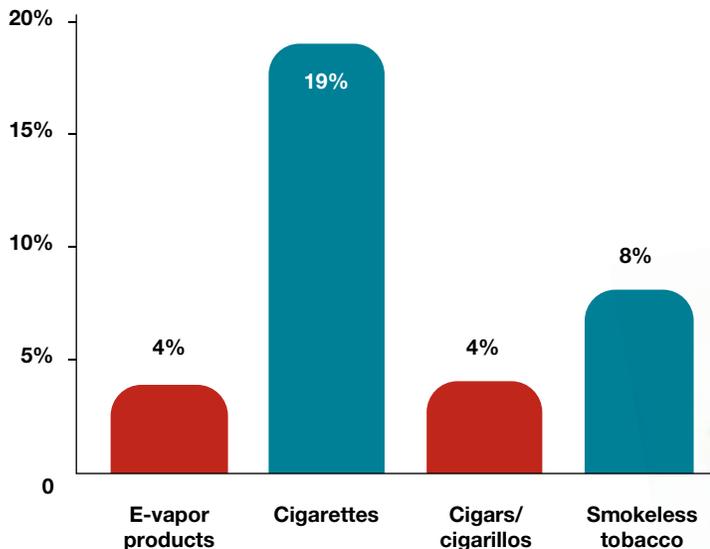
- Reducing tobacco use has long-term benefits, not just for the health of Montanans, but for their wallets as well. **Smoking currently costs Montanans an estimated \$829 per household each year.**¹⁰



1,600
Montana adults die
each year from
smoking¹⁰

ADULT TOBACCO USE TRENDS

CURRENT USE OF TOBACCO PRODUCTS BY MONTANA ADULTS, 2015 ^{7, 12}



ADULT MALE SMOKELESS TOBACCO USE IN MONTANA, 2011-2015 ¹³



Almost as many men in Montana use smokeless tobacco as use conventional cigarettes (14.9% versus 19.3%, respectively).¹² Policies to curb smokeless tobacco use, such as increased taxes on the products, should be considered. Montana's tax on this item is low and ineffective as a deterrent, remaining unchanged since 1999. Current promotions of smokeless products escalate teen male initiation through marketing that focuses on sports and sweet flavors that appeal to youth. As a result, smokeless tobacco remains an entry-level tobacco product that initiates addiction to tobacco of all kinds, dental damage, and oral cancers.



QUITTING TOBACCO

The Montana Tobacco Quit Line is a free service for all Montanans who want to quit using tobacco products. A Quit Coach® will assist callers with developing an individualized quit plan. The Quit Line offers some of the best tools in the country to quit using all forms of tobacco, including free nicotine replacement therapy and discounted cessation medications to callers who enroll in the coaching program.

ALL MONTANA RESIDENTS ARE ELIGIBLE FOR THE MONTANA TOBACCO QUIT LINE AT 1-800-QUIT-NOW (1-800-784-8669).

BENEFITS INCLUDE:

- Free personalized quit plan
- **(5)** free pro-active coaching follow-up calls from a Quit Coach®
- **(8)** weeks of free nicotine replacement therapy patches, gum or lozenges available
- **(3)** months of Bupropion at a \$5 copay with a valid prescription
- **(3)** months of Chantix at a \$25 copay with a valid prescription

OVER 86,000 MONTANANS
HAVE CALLED THE QUIT LINE SINCE 2004 ¹⁴

 **31,000 CALLERS**
HAVE SUCCESSFULLY QUIT TOBACCO ¹⁵

 **49% SUCCESS RATE**
FOR CLIENTS COMPLETING ALL
5 COACHING CALLS ¹⁵

 **OVER 90% OF CALLERS**
WERE SATISFIED WITH THE QUIT LINE ¹⁵

1-800-QUIT-NOW
QuitNowMontana.com

MONTANA TOBACCO QUIT LINE SUCCESS STORIES



JAN

Montana Quit Line participant Jan enrolled in the Quit Line three times before making her quit permanent. In February 2012, she started the program

but only completed one coaching call. Almost a year and half to the day, she signed up for the program and completed two calls. Another six months later, she enrolled again, this time participating in five coaching calls, the minimum recommended for successful quitting.

Jan did quit, finally, and made this quit stick. Quit Line coaches helped her realize prior to quitting that knowledge was a strength she brought into her quit success this time. Reaffirmed by Quit Line coaches, Jan is now celebrating a full year

tobacco free and called the Quit Line to express her thanks and new freedom.



DWIGHT

Friends and family encouraged Dwight to quit tobacco, but he needed help. He decided to enroll in the Montana Quit Line. He wanted to quit for his health, but was not

sure how. Dwight tried to quit twice before he realized making a plan would help this quit be permanent. Dwight's coaches at the Montana Quit Line provided another support system, enabling him to design a method to change his daily routine, excluding cigarettes.

Dwight decided to listen to music, sing and read instead of smoking. His strong desire to quit along with the support of the

Quit Line, friends and family and nicotine lozenges enabled his success. He remains smoke-free and enjoys the cost savings and health benefits of being a non-smoker.



PROMOTING SMOKEFREE ENVIRONMENTS THROUGH PUBLIC POLICY

Montana Tobacco Use Prevention Program is committed to implementing policies throughout Montana that will not only protect people from secondhand smoke, but will also change the social norms related to the use of tobacco and electronic smoking devices. Outreach and assistance is provided to medical campuses, multi-unit housing owners/managers, university/college campuses, schools, and businesses to encourage the adoption of smokefree and tobacco-free policies.

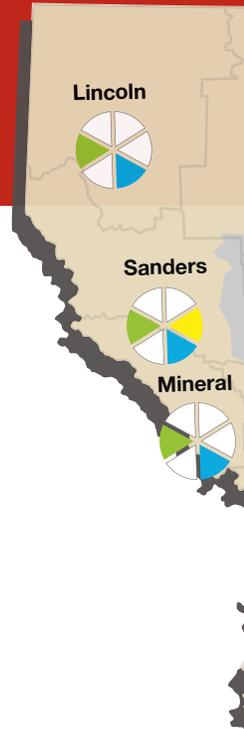
These policies also create an environment that encourages tobacco users to quit. Studies have shown that challenging the perception of smoking as a normal adult behavior through these policies can change the attitudes and behaviors of adolescents. This can result in a reduction of the number of adolescents who start using tobacco.

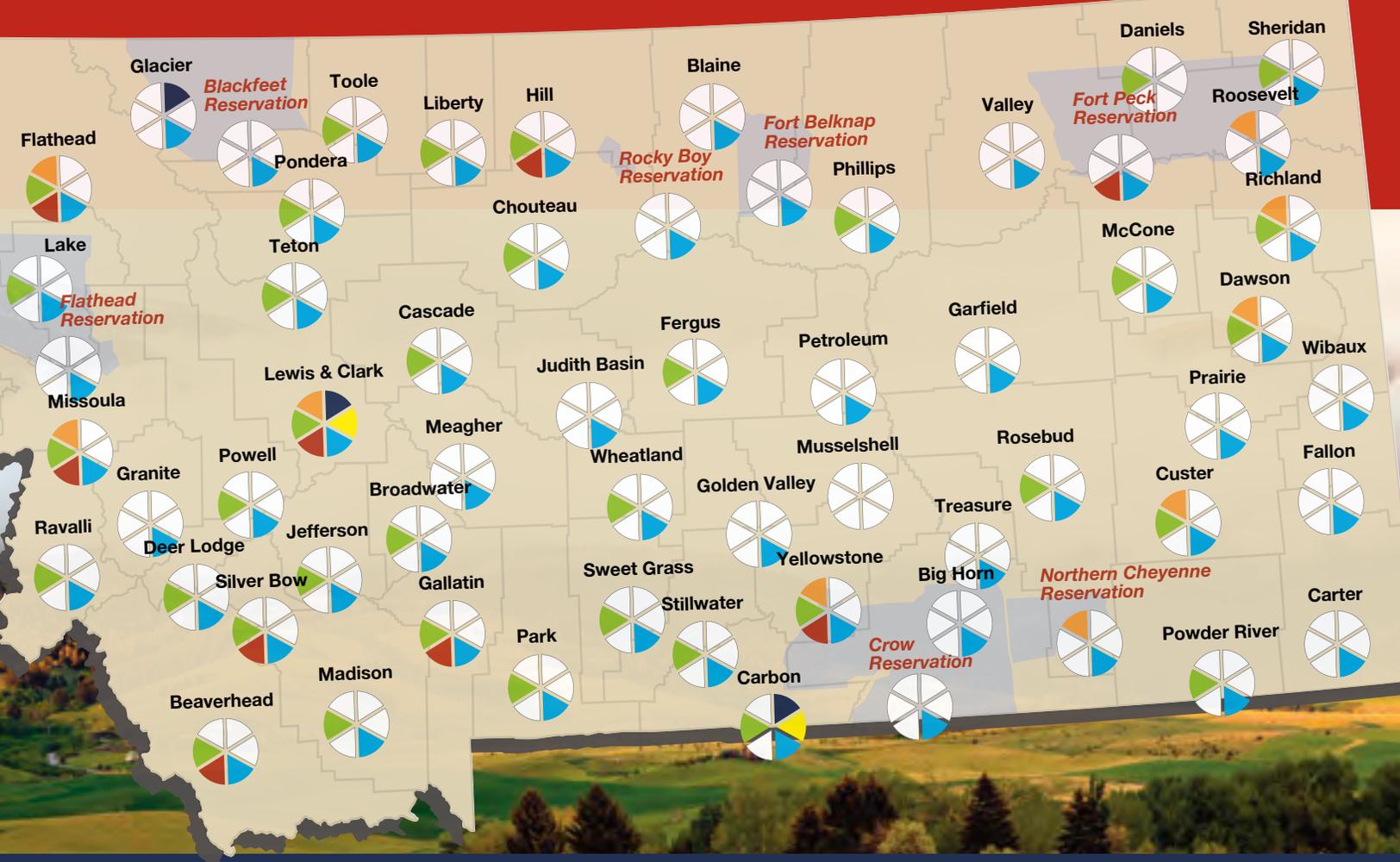
For a detailed list of organizations that have adopted each of the policies, visit tobaccofree.mt.gov.

THE MAP ON THE FOLLOWING PAGE SHOWS POLICIES THAT HAVE BEEN ADOPTED IN MONTANA. CURRENTLY, THERE ARE:

-  **309 School Districts** with Comprehensive Tobacco-Free Policies (which goes beyond the requirements of the Clean Indoor Air Act)
-  **79 Medical Campuses** with Tobacco-Free Policies
-  **12 College Campuses** with Tobacco-Free Policies
-  **12 Public Housing Authorities** with Smokefree Policies
-  **3 Local Tobacco-Free Park** Policies
-  **3 Local E-cigarette Restrictions** (These include policies prohibiting the use of e-cigarettes in indoor public places.)

More than 3/4 of our schools are now Comprehensive Tobacco-Free schools of excellence.





PROMOTING SMOKEFREE ENVIRONMENTS THROUGH PUBLIC POLICY

SMOKEFREE HOUSING SUCCESS IN MONTANA

- In 2014, a smokefree threshold requirement was adopted for all builders seeking incentives that required new housing developments to be smokefree.
- MTUPP successfully inserted requirements in the consolidated plans for the cities of Missoula and Billings mandating that all new multi-housing developments receiving federal grants through the plans be smoke free.
- MTUPP successfully inserted a recommendation in the Montana State Consolidated plan that ensures multi-unit housing developments that commit to being smokefree will be given greater consideration for federal grants than projects that do not commit to being smokefree.

78
PERCENT

Of renters in multi-unit buildings want their landlords to implement **SMOKE FREE POLICIES**⁷



PROMOTING SMOKEFREE ENVIRONMENTS THROUGH PUBLIC POLICY

TOBACCO-FREE PARKS

Making Parks Tobacco-Free

1. Protects children and animals from ingesting toxic cigarette butts.
2. Prevents secondhand smoke exposure.
3. Maintains positive role-modeling for youth.
4. Keeps them beautiful and free of pollution.

Why Include E-cigarettes in Clean Indoor Air Laws?

1. Restrictions on e-cigarette use in public help support tobacco-free norms.
2. E-cigarette use can be difficult to distinguish from conventional smoking, thus complicating smokefree policy enforcement.

3. Concerns have been raised that the chemical flavorings found in some e-cigarettes and e-liquids could cause respiratory damage when the e-cigarette aerosol is inhaled deeply into the lungs.¹⁶





AMERICAN INDIAN

Commercial Tobacco Quit Line

1 (855) 372-0037

VULNERABLE POPULATIONS

AMERICAN INDIAN COMMERCIAL TOBACCO QUIT LINE

In an effort to counter the high percentage of American Indians who are being negatively affected by the harms of commercial tobacco addiction, the Montana Tobacco Use Prevention Program has partnered with their American Indian Tobacco Prevention Specialists and the Montana Tobacco Quit Line to develop the first American Indian specific Commercial Tobacco Quit Line.

The program has a dedicated call line and customized coaching for American Indian callers with a culturally appropriate intake and cessation message. The project began in November 2013 with individual visits and discussions at local Tribal Health Departments. Over the next two years the program logistics and protocol were developed. The new American Indian



Fort Peck Billboard

Commercial Tobacco Quit Line was launched in August 2015. The Montana Tobacco Use Prevention Program has developed campaign materials to promote the service throughout Indian Country. Caller usage rates and satisfaction is being tracked for improvement and evaluation reasons. Although too soon to tell, the success rate of the program is promising.

MTAmericanIndianQuitLine.com

VULNERABLE POPULATIONS

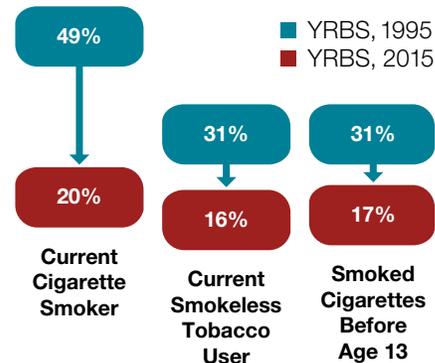


Native American Teens Against Tobacco Annual Camp

MORE THAN
500
YOUTH HAVE ATTENDED
THIS CAMP
SINCE 2009

AMERICAN INDIAN YOUTH

Although there is still a lot of progress to be made, tobacco use among American Indian youth has declined significantly over the past two decades.¹⁷



Efforts on the ground include school and community based education. These efforts incorporate culturally relevant prevention activities, including Native Games and holistic healing. Tobacco Prevention Specialists sponsor health fairs, pow wows, fun runs, and family nights; produce local media campaigns; and collaborate with other health partners.

VULNERABLE POPULATIONS

PREGNANT WOMEN

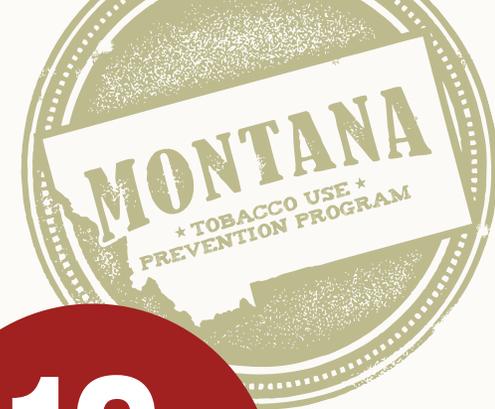
Tobacco use during pregnancy, especially smoking, has been linked to an increase in infant mortality and morbidity. To reduce tobacco use during pregnancy and the adverse effects on the fetus and child, the Infant Mortality Reduction Collaboration worked with the National Organization for Children's Health Quality to develop a work plan for Montana based primarily on smoking cessation for women of child bearing years.

They have presented to family planning clinics across Montana on simple and effective interventions, as well as the specialized quit line benefits available to pregnant and postpartum women.

Pregnant women are eligible for the **Pregnancy Quit Line** through **1-800-QUIT-NOW (1-800-784-8669)**

BENEFITS INCLUDE:

- Dedicated female coach
Up to (9) coaching calls
- \$5 reward for every completed coaching call *up to (9) calls*
- **(8)** weeks of free Nicotine Replacement Therapy while pregnant with a valid prescription
- **(6)** additional weeks of Nicotine Replacement Therapy postpartum



16
PERCENT

Of Women
In Montana
Reported
Smoking
**DURING
PREGNANCY**¹⁸

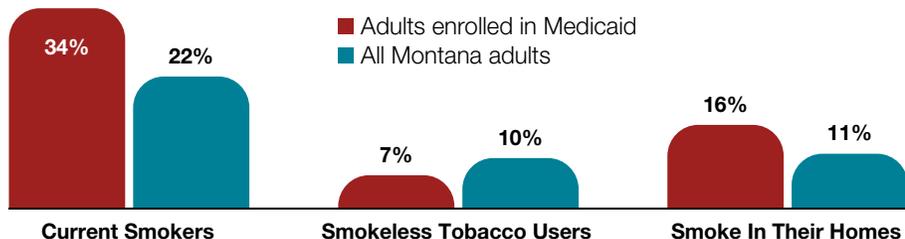
VULNERABLE POPULATIONS

MEDICAID

Montana Tobacco Use Prevention Program and Montana Medicaid have collaborated over the past two years to widen the benefits available to low income Montanans who are fighting an addiction to tobacco. In the spring of 2016, MTUPP coordinated with the State Medical Officer to send a letter to over 70,000 Montana Medicaid clients. The letter

outlined the benefits available through both the Quit Line and their Medicaid pharmacy benefits while encouraging all tobacco users to seek support for their addiction. Following the delivery of the letters, MTUPP staff has personally followed up with anyone who contacted DPHHS with questions regarding the benefits and/or how to enroll in the MT Tobacco Quit Line.

TOBACCO USE AMONG ADULTS AGED 18 TO 64 YEARS ENROLLED IN MEDICAID COMPARED TO ALL ADULTS AGED 18 TO 64 YEARS, MONTANA, 2015*



* Estimates for Medicaid enrollees are from the 2015 Montana Medicaid Survey; estimates for all Montana adults are from the 2015 BRFSS with the exception of allowing smoking inside their home which is from the 2016 Montana Adult Tobacco Survey.

43%
of Quit Line
callers report a
**MENTAL HEALTH
CONDITION**¹⁵



BEHAVIORAL HEALTH

The Montana Tobacco Use Prevention Program, Substance Abuse & Mental Health Services Administration and the University of San Francisco Smoking Cessation Leadership Center, hosted a Leadership Academy in 2015. Clinicians, administrators, and government officials gathered to raise awareness and create a multi-disciplinary action plan to improve the health of individuals suffering from addiction and behavioral health disorders by encouraging tobacco cessation. To further address this disparity, MTUPP created a media campaign targeting tobacco users with a mental health condition or substance abuse problem.



MOVING FORWARD

TOBACCO CONTROL POLICIES AROUND THE COUNTRY

Effective tobacco control policies are fundamental to the success of comprehensive tobacco control programs. These efforts should focus on promoting evidence-based policies at the local, state, and federal levels. The policy changes that result can greatly reduce tobacco use and exposure to secondhand smoke. Many state and local governments have experienced success with policies such as:

1. Increasing the price of tobacco products:

- Increasing the unit price of tobacco by 20% was found to be associated with the following reductions:
 - 8.6% reduction in tobacco use initiation

among young people ages 13-29

- 18.6% increase in quitting among young people ages 13-29.¹⁹
- Montana has not increased the tobacco tax since 2005.
- A \$1 increase in Montana's cigarette tax would prevent approximately 4,700 youth from smoking and, over five years, save an estimated \$2.73 million in lung cancer, heart attack, and stroke costs.²⁰

2. Restrictions on tobacco industry advertising and promotions at the point-of-sale:

- These restrictions are effective strategies for counteracting the tobacco industry's efforts to attract new, current, and recently quit smokers.

MOVING FORWARD

- A global study recently showed that point of sale advertising bans reduce experimental smoking among youth by 31%.²¹
- Maine and New Jersey restrict the sale of flavored tobacco products, along with at least 12 cities and counties across the country.²²

3. Raising the Minimum Legal Sale Age For Tobacco Products to 21:

- Raising the tobacco sale age to 21 is an effective strategy to fight tobacco use and is gaining momentum nationwide.
- According to the Institute of Medicine, if the minimum age were raised to 21, it could prevent 223,000 premature

deaths, 50,000 deaths from lung cancer, and 4.2 million years of life lost.²³

- California and Hawaii have raised their tobacco sale ages to 21, along with at least 170 cities and counties across the country.²⁴



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TOBACCO PREVENTION ADVISORY BOARD

Kati Antonich

Tobacco Prevention Specialist

Jodi Murray

School Based

Kim Spurzen

LGBT Community

John Fauerbach

Lutheran Pastor, Chester

Callie Wollenburg

Rodeo Applicant, College Student

Dick Paulsen

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