

## TOBACCO CONTROL VACCINE INGREDIENTS

The most effective, evidence-based strategies comprise the *Tobacco Control Vaccine*: 1) tobacco price increases; 2) smokefree policies; 3) hard hitting media campaigns; and, 4) cessation access.

### 1) Tobacco Price Increases

- Increasing the price on cigarettes results in both a decrease in initiation among youth and an increase in cessation among young adults.<sup>1</sup>
- Increasing the price of tobacco reduces annual health care expenditures directly caused by tobacco, which amounts \$440 million annually in Montana.<sup>2</sup>
- E-cigarettes are not currently taxed in Montana and are now the most commonly used tobacco product among Montana youth, addicting a whole new generation to nicotine.<sup>3</sup>
- Montana has not increased the tobacco tax since 2005.

### 2) Smokefree Policies

- There is no safe level of exposure to secondhand smoke. Exposure to secondhand smoke can cause heart disease, lung cancer and stroke.<sup>4</sup>
- In 2005, the Montana Legislature passed the Montana Clean Indoor Air Act (CIAA) requiring all enclosed public places and workplaces to be smokefree.
- Local CIAA protocols are being strengthened by including e-cigarettes, adding smoking distance provisions, and prohibiting the use of tobacco in parks.

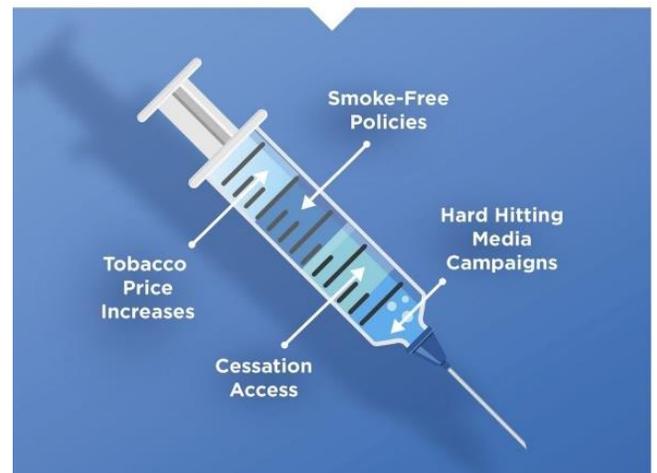
### 3) Hard Hitting Media Campaigns

- Mass-reach health communication interventions are powerful tools that can reduce initiation among youth, increase cessation and decrease the overall prevalence of tobacco use.<sup>6</sup>
- The Montana Tobacco Use Prevention Program produces targeted media campaigns and materials to distribute throughout the State of Montana on major networks.

### 4) Cessation Access

- 70% of smokers want to quit.<sup>7</sup>
- The Montana Tobacco Quit Line is a free service for all Montanans who want to quit using all tobacco products.
- Over 95,000 Montanans have called the Quit Line since 2004.<sup>8</sup>
- Over 32,300 callers have successfully quit tobacco.<sup>8</sup>

## THE TOBACCO CONTROL VACCINE



Source: King BA, Graffunder C. *Tob Control* 2018;27:123-124.

**The vaccine is most effective when all four components are present.**

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# The Tobacco Control Vaccine

## Sources:

- 1) U.S. Department of Health and Human Services. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.
- 2) Campaign for Tobacco Free Kids. The Toll of Tobacco in Montana. [http://www.tobaccofreekids.org/facts\\_issues/toll\\_us/montana](http://www.tobaccofreekids.org/facts_issues/toll_us/montana). Accessed January, 2018.
- 3) Montana Youth Risk Behavior Survey, 2017.
- 4) U.S. Department of Health and Human Services. *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.
- 5) Montana Tobacco Use Prevention Program Policy Database, 2018.
- 6) Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs – 2014. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.
- 6) Centers for Disease Control and Prevention. *Smoking & Tobacco Use: Quitting Smoking*. [https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/cessation/quitting/index.htm](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm). Accessed August, 2018.
- 7) Montana Tobacco Quit Line Outcomes Report, 2017.