The Tobacco Control Vaccine

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.\(^1\)
   - Increasing the price of tobacco reduces annual health care expenditures directly caused by tobacco, which amounts $440 million annually in Montana.\(^2\)
   - 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.\(^3\)
   - 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.\(^4\)
   - 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.\(^6\)
   - 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.\(^7\)
   - 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.\(^8\)
   - Over 32,300 callers have successfully quit tobacco.\(^8\)

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

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Sources: