On average, people with a serious mental illness die 8–25 years earlier than the general population largely due to conditions caused or worsened by smoking.

While persons with any mental illness or substance use disorder represent 25% of the adult population, they consume over 40% of all cigarettes smoked.

In Montana, the smoking rate for people with a behavioral health condition is about 2X higher than for those without a behavioral health condition.

Over half of Montanans who called the Montana Tobacco Quit Line reported having a behavioral health condition.