



# Impact Summary: Montana Tobacco Use Prevention Program

## BACKGROUND:

- **The Master Settlement Agreement (MSA)** funds were intended to be used by states for tobacco use prevention, to enforce the settlement agreement and to prevent and control related chronic diseases.
- In 2002, the majority of Montana voters (65%) passed **Initiative 146**, which designated that 32% of the Master Settlement Agreement funding be used for tobacco use prevention.
- A poll conducted by the American Cancer Society Cancer Action Network in 2011 indicates that **82% of Montana voters** support continuing to use revenue from the Master Settlement to fund tobacco prevention programs.
- MTUPP's overall budget is funded through the state special revenue from MSA funds and through a cooperative agreement with the CDC.

## WHAT IS THE MONTANA TOBACCO USE PREVENTION PROGRAM AND WHY IS IT IMPORTANT?

More than 1,600 Montanans die each year from tobacco-related disease.<sup>1</sup> While the prevalence of cigarette use among Montana youth has decreased significantly over the past decade, the financial costs related to tobacco use to Montana are higher than for any other preventable cause of illness and death. Montana spends more than \$440 million a year due to smoking-related health care costs.<sup>2</sup> Smoking currently costs Montanans an estimated \$754 per household per year.<sup>2</sup> MTUPP works to lower these costs. Efforts include:

- Community-based programs in 47 counties, with 8 tribes and two urban Indian centers. These local programs are managed by local Tobacco Prevention Specialists;
- The statewide Montana Tobacco Quit Line (1-800-QUIT-NOW);
- Montana's youth empowerment initiative, reACT Against Corporate Tobacco;
- The Tobacco-Free High School Rodeo Project;
- The Collegiate Tobacco Prevention Initiative, which supports tobacco-free campus policies and cessation/quit line promotion with strong student involvement on 16 Montana campuses;
- Office of Public Instruction Schools of Excellence, which expands coverage of comprehensive tobacco-free policies;
- The smokefree multi-unit housing program, which supports smokefree living environments;
- Programs to address disparities in tobacco use among specific populations including American Indians, Montanans with low incomes, pregnant women and persons with behavioral health conditions.

## THE MONTANA TOBACCO USE PREVENTION PROGRAM WORKS!

This program has made significant strides to reduce tobacco use in Montana and continues to help Montanans quit, as well as not start, using tobacco.

- Current cigarette smoking decreased significantly among Montana adults from 22% in 2011 to 17% in 2019.<sup>3</sup>
- Current cigarette smoking among youth has decreased from 29% in 2001 to 8% in 2019 – more than a 70% reduction.<sup>6</sup>
- The sale of cigarettes has declined from 89 packs per capita in 1998 to 37 packs per capita in 2018 – more than a 50% reduction.<sup>4</sup>
- Over 100,000 Montanans called the Montana Tobacco Quit Line since 2004.<sup>5</sup> Tailored programs are offered to pregnant women, American Indians, youth and young adults. All Montanans can now connect with a coach through phone, online chat and texting (texting is for those under the age of 25).
- Cigarette use among American Indian youth has decreased significantly from 49% in 1995 to 13% in 2019 – more than a 70% reduction.<sup>6</sup>

## CONTACT

### Montana Tobacco Use Prevention Program

Phone: (866) 787-5247

E-mail: [infotobaccofree@mt.gov](mailto:infotobaccofree@mt.gov)

Website: [tobaccofree.mt.gov](http://tobaccofree.mt.gov)

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## SMOKEFREE AND TOBACCO-FREE PLACES IN MONTANA:

- Successful implementation of the Montana Clean Indoor Air Act;
- 364 school districts - Comprehensive Tobacco Free School Policies, ensuring that all school events are tobacco-free;
- In 2019, Montana passed House Bill 413 which prohibits the use of e-cigarettes on all public school properties;
- 15 of the 20 Montana Public Housing Authorities - smokefree policies;
- 14 of the 26 Montana college/university campuses - 100% tobacco-free;
- 15 localities with tobacco-free or smokefree park policies;
- 11 localities prohibit the use of e-cigarettes in indoor public places and workplaces;
- 2 localities prohibit the self-service displays of tobacco products and 1 localities restricts the sale of flavored e-cigarettes;
- As of December 2019, federal law prohibits the sale of tobacco products to individuals under the age of 21 years.

## CHALLENGES REMAIN:

- An estimated 148,000 Montana adults currently smoke cigarettes.<sup>7</sup>
- 10% of Montana male youth currently use smokeless tobacco.<sup>8</sup> This is one of the highest rates in the U.S.
- 14% of adult men in Montana use smokeless tobacco.<sup>7</sup>
- Tobacco use among vulnerable populations remains high:
  - 33% of adults in the lowest income bracket (less than \$15,000 per year) currently smoke;<sup>7</sup>
  - 34% of adults aged 18 to 64 enrolled in Medicaid currently smoke;<sup>9</sup>
  - 13% of all pregnant women in Montana smoke;<sup>10</sup>
  - 42% of American Indian adults in Montana smoke;<sup>7</sup>
  - 41% of people with psychiatric disorders smoke (almost twice as high as the general population).<sup>11</sup>
- The tobacco industry spends \$29.5 million per year marketing tobacco in Montana.<sup>2</sup>
- One-third of Montana high school students are currently using at least one type of tobacco product.<sup>8</sup>
- Almost 60% of Montana youth have tried e-cigarettes; 30% currently use them.<sup>8</sup> 6% of Montana adults currently use e-cigarettes.<sup>12</sup>
- E-cigarettes almost always contain nicotine. 99% of e-cigarettes sold in US convenience stores contain nicotine.<sup>13</sup>
- Nicotine is highly addictive and youth use of nicotine in any form is unsafe because the brain continues developing until about age 25.<sup>14</sup>
- E-cigarette advocates have promoted these products as smoking cessation tools. However, the evidence is insufficient to conclude that e-cigarette products are effective for smoking cessation.
- E-cigarette aerosol is not “harmless water vapor.” It can contain heavy metals, ultrafine particulates, volatile organic compounds, nicotine and cancer-causing agents like acrolein.<sup>14</sup>
- Flavored tobacco products hook kids. 81% of U.S. kids who have ever used tobacco products started with a flavored product.<sup>15</sup>
- In 2020, the FDA issued guidance prohibiting all sales of cartridge-based e-cigarettes that are not flavored with menthol or tobacco. Unfortunately, the FDA’s actions are not a comprehensive response to the epidemic of youth use of flavored tobacco products; it does not restrict all flavors, does not include all e-cigarettes and does not apply to other flavored tobacco products.<sup>16</sup>

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