

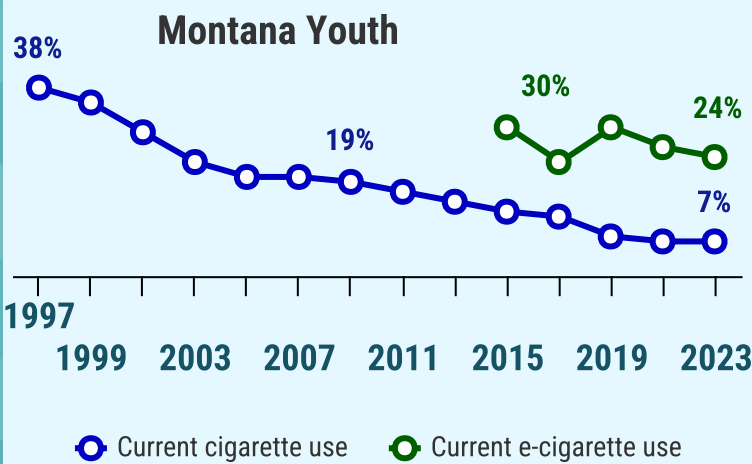


Tobacco Use in Montana

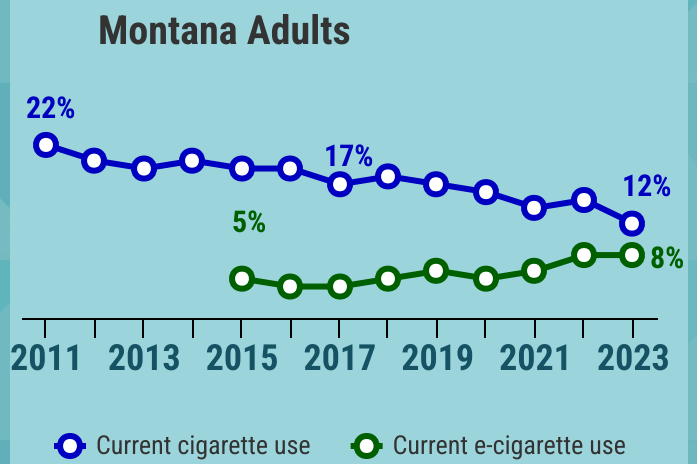
In Montana, an estimated **200,000 adults & 16,000 youth** are current tobacco users.¹



Prevalence of current cigarette use and current e-cigarette use

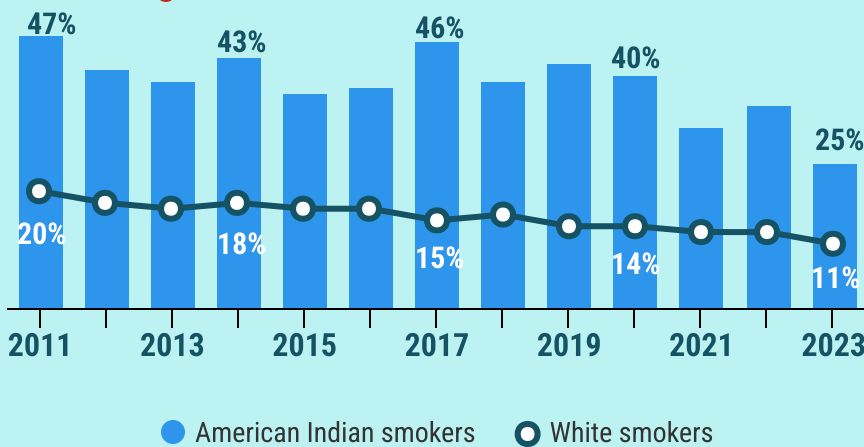


Source: Montana Youth Risk Behavior Survey, 1997-2023



Source: Behavioral Risk Factor Surveillance System, 2011-2023

The percent of American Indian adults who smoke cigarettes in Montana is consistently **two to three times higher** than White adults



Source: Behavioral Risk Factor Surveillance System, 2011-2023

Among Montana's adult population:

- **25%** of American Indians,
- **30%** of those making less than \$15,000 per year,
- **29%** of those with poor mental health,

are current cigarette smokers.²

1. Montana BRFSS, 2023; Montana YRBS, 2023; eREMI Montana State Population Projections, 2023
 2. Montana BRFSS, 2023



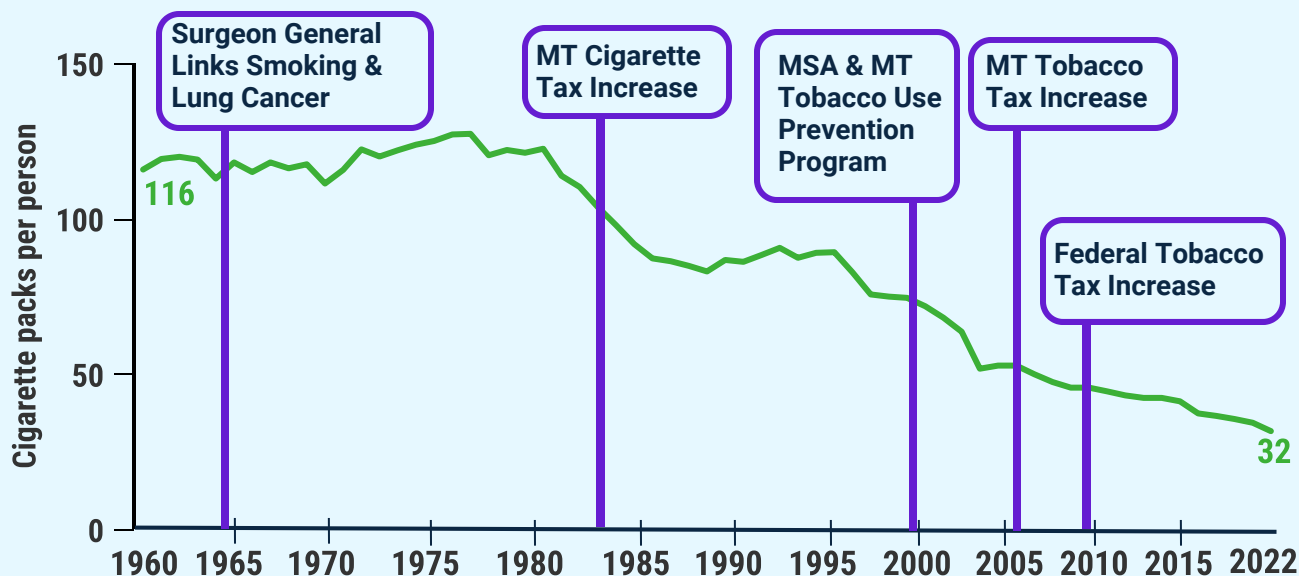
Tobacco Use in Montana

Per capita cigarette sales in Montana were at an **all-time low** of 32 packs per person in 2022.



x 32

Per Capita Cigarette Packs Sold in Montana, 1960-2022



Source: Orzechowski W, Walker R. The tax burden on tobacco. Historical Compilation. Arlington (VA): Orzechowski and Walker Economic Consulting Firm; 1960-2022.

Tobacco Use is Expensive

Each year, tobacco use costs Montanans **\$511 million** in healthcare costs and **\$87 million** in Medicaid costs directly caused by smoking.⁴



The Majority of Adult Smokers Want to **Quit**⁵

- 50% of Montana smokers made at least one quit attempt in 2023.⁶
- Since 2004, **over 37,000** Montanans have successfully quit tobacco after calling the Quit Line.⁷

Our Goals:

- Prevent youth initiation
- Promote quitting
- Eliminate secondhand smoke exposure
- Eliminate tobacco-use disparities among vulnerable populations



MONTANA TOBACCO USE PREVENTION PROGRAM

4. Campaign for Tobacco Free Kids. The Toll of Tobacco in Montana. http://www.tobaccofreekids.org/facts_issues/toll_us/montana. Accessed July 2024.

5. Centers for Disease Control and Prevention. Smoking Cessation: Fast Facts. https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/smoking-cessation-fast-facts/index.html. Accessed July 2024.

6. Montana BRFSS, 2023.

7. National Jewish Health. Montana Tobacco Quit Line Outcomes Reports.

For more information, visit: tobaccofree.mt.gov