

Tobacco Prevention and Control in Utah 2010

Saving Lives, Saving Money

Utah's investment in a comprehensive Tobacco Prevention and Control Program (TPCP) is paying off. Since tobacco restitution funds were first allocated to the TPCP in 2000, Utah has seen impressive reductions in smoking that closely match those of states that are recognized as national leaders in tobacco control. If Utah's adult tobacco use rate, now 9.5%, had remained unchanged at 13.5% (1999),¹ the state would have nearly 80,000 additional adult smokers.² - Each percentage point decline in smoking rates means 19,000 fewer adult smokers, 1,700 fewer high school smokers, and \$332 million saved in future health care costs.

Recent Declines in Smoking and Secondhand Smoke Exposure:

- ↓ **Since 1999, Utah's smoking rates among adults, youth, and pregnant women have been reduced by approximately one third.**^{1,3,5}
- ↓ **Since 2001, children's exposure to secondhand smoke in their homes has been reduced by two thirds.**⁴
- ↓ **At 5%, the smoking rate among pregnant women has declined to its lowest recorded level.**⁵

TPCP-funded tobacco cessation services fulfill the need for evidence based quit services, increase quit success, and reduce the number of people who use tobacco in Utah:

- Ninety-four percent of adult smokers are aware of the Utah Tobacco Quit Line.
- Adult smokers who were exposed to anti-tobacco ads were more likely to know about quit services or be in the process of quitting than smokers who were not exposed (combined data 2006-2010).²
- During FY2010, nearly 11,000 Utahns used TPCP-funded tobacco cessation services. Since 2001, TPCP quit services (Utah Quit Line, QuitNet, END) have served approximately 86,000 tobacco users with reported quit rates ranging from 15-60% by year and program type.

Through counter-advertising and smoke-free norms, TPCP-funded prevention programs keep Utah's teen smoking rates the lowest in the nation:

- Since 2001, smoke-free social norms have increased dramatically in Utah homes (68% less secondhand smoke exposure of children) and in recreational areas (more than 70 new smoke-free policies in parks and other outdoor venues).
- Since 2002, TPCP has assisted half of Utah's school districts in developing comprehensive tobacco-free policies. These districts serve nearly 220,000 students in 361 schools.
- Since 2001, TPCP and local health departments developed a comprehensive partnership with tobacco retailers that reduced non-compliance with tobacco access laws by 61% and severely limited youth access to tobacco products through stores. The program includes education, recognition of retailers in compliance, and quarterly compliance checks.
- In 2010, 93% of Utah youth reported that they saw or heard anti-tobacco ads at least once a month during the past six months, and 90% said the TV ads made them think of the negative effects of tobacco use.²
- In partnership with the State Office of Education, school districts, and local health departments, the TPCP ensures that tobacco prevention programs are available to Utah students. Program participants significantly increased their knowledge of the addictiveness of tobacco, the harmfulness of secondhand smoke, and of tobacco use norms among their peers.

Despite these successes, much remains to be done to counter aggressive tobacco industry marketing. More than 200,000 Utahns currently smoke and the risk for smoking is highest in Utah's less affluent communities. In addition, new smokeless products that promote nicotine dependence where smoking is prohibited aim at preventing smokers from quitting and recruiting new tobacco users. Continued investment in tobacco prevention and control helps ensure that all Utah children grow up tobacco-free and that all tobacco users are able to quit.



"I am pleased with the progress we have made with limiting access to tobacco and nicotine products. The PTA and TPCP are proud of their record of protecting kids."

Liz Zentner, Utah PTA Health Commissioner

Use of Funds FY2010



Members of TPCP-funded local organizations discuss best practices to reduce tobacco use in their communities. In FY2010, the TPCP funded more than 70 local partners to oversee and conduct tobacco prevention and control initiatives. The TPCP's partners included local health departments, school districts, businesses, and community organizations.



The TPCP protects Utah's citizens from the harmful effects of cigarette smoking and new tobacco products that perpetuate nicotine addiction. A sample of these products is shown above along with candy in similar packaging.

State TPCP Funding

Utah Tobacco Settlement Account: \$3,997,400

Utah Cigarette Tax Restricted Account: \$3,131,700

Draw Down of Federal Funds Through TPCP Activities

Federal and private revenues depend on matches with state funds.

- TPCP's work with retailers to prevent underage tobacco sales protects \$6.8 million in Synar block grant funding for Utah's Division of Substance Abuse and Mental Health. The Synar amendment regulates youth access to tobacco products.
- TPCP state funds allow the program to secure \$1,215,000 in funding from the Centers for Disease Control and Prevention.
- The TRUTH marketing campaign draws down \$1,540,942 in federal Medicaid match.

In-kind Revenue: Marketing Campaign Added Value

Media vendors donate approximately \$2 for every \$1 spent by TPCP on media.

Donated airing of ads, news specials, and other media events: \$5,254,526

Tobacco-related Expenditures

Tobacco use costs the Utah economy an estimated \$663 million annually in smoking-related medical costs and lost productivity.¹ The tobacco industry spends nearly \$60 million every year to market tobacco products in Utah and recruit new tobacco users.² Net cigarette and tobacco tax revenue to Utah is estimated at \$60 million annually. Utah's FY2010 estimated tobacco settlement payment was \$45.7 million. The Centers for Disease Control and Prevention recommends that Utah spend \$23.6 million annually to reduce tobacco use.³ At \$8.3 million, the TPCP was funded at 36% of the recommended level (Figure 1).

Figure 1.

Estimated Annual Cost of Smoking in Utah, Cigarette and Tobacco Tax Revenue, Tobacco Industry Marketing Expenditures in Utah, Utah Tobacco Settlement Payment, and CDC Recommended and Actual Annual Investment in Tobacco Prevention and Control, Latest Available Data

