

Preventing Tobacco Addiction

Montana's Tobacco Use Prevention Program (MTUPP) is making a difference – saving lives and reducing disease.

Successes

1. More Montanans are breathing smokefree air.

- As of October 1, 2009, the Clean Indoor Air Act (CIAA) is being fully implemented, protecting citizens from exposure to the harmful effects of secondhand tobacco smoke. All enclosed public places and workplaces, including bars, taverns, and casinos, are now smokefree.
- MTUPP's local tobacco prevention specialists are helping implement the CIAA by providing compliance education, monitoring, and enforcement.

2. Youth tobacco use is down.

- Youth smoking rates declined from 27% in 2000 to 16% in 2008.²
- MTUPP focuses on Montana youth via its community programs and work with the Office of Public Instruction.
- Montana's tobacco taxes and the CIAA are both strong deterrents to youth smoking.¹⁰⁻¹⁴

3. Montana's youth are helping prevent tobacco addiction.

- Through the *reACT Against Corporate Tobacco* Youth Empowerment Movement, Montana teens join with youth movements across the country in taking a stand against becoming 'replacement smokers' for the tobacco industry.
- Over 100 Montana teens attended the 4th Annual (June 2009) statewide Teen Summit, building on a foundation for teen-inspired prevention activities in Montana.

4. More than 90% of Montanans are served by tobacco use prevention programs located in 45 counties, on seven American Indian reservations, and within two urban Indian centers.

5. Since the inception of the Montana Tobacco Quit Line in May 2004, more than 32,000 Montanans have called to request help with tobacco addiction.¹⁵

- The Quit Line is free and offers personalized guidance, informative materials, and smoking cessation medications, including nicotine replacement therapies and Chantix.

Challenges

Much work remains to make Montana tobacco-free. Current challenges include:

- The tobacco industry continues to market their deadly products to children.¹
- Too many youth continue to experiment with and use all forms of tobacco.²
- Tobacco has become even more addictive due to increased nicotine content of tobacco products.³
- In 2007, more than 1 in 6 Montana babies were born to a woman who smoked during her pregnancy.⁴
- 55% of Montana's American Indian adults smoke.⁵
- 14% of Montana men use smokeless tobacco, nearly twice the national rate.^{5,6} 26% of Montana high school senior boys use it.²
- In 2008, 33% of students in grades 8, 10, and 12 reported that they were exposed to secondhand tobacco smoke in a vehicle in the past 30 days.²
- Tobacco addiction in Montana destroys lives and costs more than \$500 million/year.⁷
- 1,500 Montanans die each year from tobacco use⁸, and as many as 175 die annually from



expect a smokefree
Montana

Sources

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Montana's tobacco use prevention community addresses the public health crisis caused by the use of all forms of commercial tobacco products and works to eliminate tobacco use, especially among young people, via programs and policies throughout Montana.

General Office (866) 787-5247
Web site <http://tobaccofree.mt.gov>
e-mail infotobaccofree@mt.gov