

EXTINGUISHING THE TOBACCO EPIDEMIC *in* MARYLAND

THE PROBLEM

Cigarette smoking remains the leading cause of preventable death and disability in the United States, despite a significant decline in the number of people who smoke. Over 16 million Americans have at least one disease caused by smoking. This amounts to \$170 billion in direct medical costs that could be saved every year if we could prevent youth from starting to smoke and help every person who smokes to quit.



MARYLAND KEY FACTS

\$1.2M

Was received from CDC for tobacco prevention and control activities in FY 2016

In 2015, **27.6%** of Maryland high school **youth** reported currently using **any tobacco product**, including e-cigarettes. Among Maryland high school **youth**, **8.7%** reported currently smoking **cigarettes**.

15.1%

Of adults smoked cigarettes in 2015

7,500

Adults die from smoking-related illnesses each year

\$2.7B

Was spent on healthcare costs due to smoking in 2009

PUBLIC HEALTH RESPONSE TO TOBACCO USE IN MARYLAND

Despite Maryland's success in lowering youth tobacco use rates, the state program found that many Maryland retailers were illegally selling tobacco to kids at increasing rates. In 2014, just 37% of Maryland youth reported being asked to provide photo ID to purchase cigarettes, and nearly 70% of youth smokers reported being able to purchase cigarettes directly or by proxy. In response, the program launched the Responsible Tobacco Retailer Initiative, which educated retailers, increased the enforcement of youth access laws, and improved partnerships between state, local, public and private entities, including retailers. This concerted effort proved to be successful – illegal tobacco sales to minors declined by 56% from 2014 to 2015. Due to this positive outcome, Maryland continues to implement the Responsible Tobacco Retailer Initiative, sustaining effective programs and partnerships. State compliance inspections from 2016 show the violation rate has declined even further – less than 11% of retailers are selling tobacco to minors, a 65% reduction from 2014.

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MARYLAND



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

www.cdc.gov/tobacco

CDC's ROLE IN ADVANCING STATE TOBACCO CONTROL PROGRAMS

Maryland is one of 50 states plus DC that receives funding and technical support from the Centers for Disease Control and Prevention to support comprehensive tobacco control efforts and quitlines. The Office on Smoking and Health (OSH) is the lead federal agency for comprehensive tobacco prevention and control. For decades, OSH has led public health efforts to prevent young people from using tobacco and to help all tobacco users to quit.

CDC's TIPS FROM FORMER SMOKERS™ (Tips™) CAMPAIGN HELPS MARYLAND SMOKERS QUIT SMOKING



Despite significant progress, tobacco use remains the leading preventable cause of death and disease in the US. The good news is that 7 out of 10 smokers want to quit smoking. That is why since 2012 CDC has been educating the public about the consequences of smoking and exposure to secondhand smoke and encouraging smokers to quit through a federally funded, national tobacco education campaign, *Tips From Former Smokers*. The campaign features former smokers suffering from the real consequences of smoking.

The *Tips* campaign connects smokers with resources to help them quit, including a quitline number (1-800-QUIT-NOW) which routes callers to their state quitline. The Maryland quitline provides free cessation services, including counseling and medication. These services are effective in improving health outcomes and reducing healthcare costs.

"I was thinking about relapsing today and the new commercials came on. It changed my mind real fast. You don't understand the power of these commercials until you have made the decision to quit. Terrie Hall makes me cry every time . . . that could easily be me."

– Justin: January 2016

Incoming calls to the Maryland state quitline increased by an average **84%** during the 2016 *Tips* campaign. The Campaign generated a total of **14,602** calls to the Maryland state quitline from January 25th to June 12th, 2016.

MARYLAND TOBACCO PREVENTION & CONTROL PROGRAMS REDUCE HEALTHCARE COSTS

Tobacco prevention and control activities are a public health "best buy." Evidence-based, statewide tobacco control programs that are comprehensive, sustained, and accountable have been shown to reduce the number of people who smoke, as well as tobacco-related diseases and deaths. For every dollar spent on tobacco prevention, states can reduce tobacco-related health care expenditures and hospitalizations by up to \$55. The longer and more states invest, the larger the reductions in youth and adult smoking. A comprehensive statewide tobacco control program includes efforts to:



1 Prevent initiation of tobacco use especially among youth and young adults



2 Promote cessation and assist tobacco users to quit



3 Protect people from secondhand smoke

For more information on tobacco prevention and control, visit cdc.gov/tobacco.

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