

# TOBACCO

## CONTINUES TO BE A SERIOUS AND COSTLY ISSUE FOR COLORADO

Tobacco use is the single most preventable cause of disease, disability and death in Colorado. Significant strides have been made in reducing cigarette smoking. However, populations with lower income and less education have had less of a decrease, and electronic vapor products are flooding the market.

### CIGARETTE SMOKING HAS DECREASED, BUT NEW PRODUCT USE HAS TRIPLED AMONG YOUTH.

Current cigarette smoking.

22% in 2001

to

16% in 2015

AMONG ADULTS

19% in 2005

to

9% in 2015

AMONG YOUTH



Ever tried electronic vapor products.

15% in 2010

to

46% in 2015

AMONG YOUTH

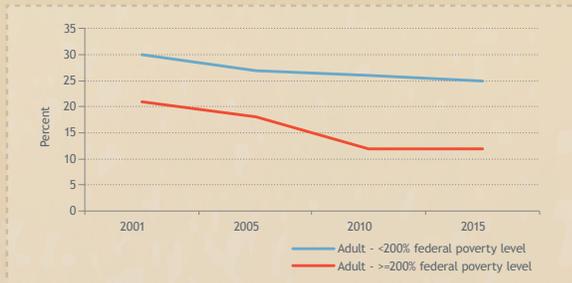
Youth use of nicotine is not safe in any form.

3X



### SMOKING IS HIGHER AMONG LOW-INCOME POPULATIONS, AND THE GAP HAS INCREASED.

Current smoking by poverty level.



Some populations have a higher tobacco burden.

Smoking is higher among:

- adults with lower income or education level;
- young adults age 18-24 who go to work rather than college;
- Black/African American and American Indian/Alaska Native adults;
- pregnant women who are on Medicaid;
- adults with a mental health condition; and
- LGBT youth and adults,

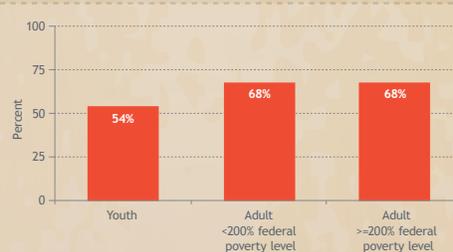
compared with their counterparts.

### SMOKERS WANT TO QUIT.

>50%

Well over half of smokers, both youth and adults (regardless of poverty level), attempted to quit smoking in the past year.

Smokers who tried to quit in the past year.



Lower income smokers who try to quit are 60% less likely to successfully quit when they try compared with higher income smokers.



Strategies proven to decrease tobacco use include:

- 👛 Increase the price of tobacco products;
- 👤 Tobacco cessation interventions, including Quitline and mobile cessation services;
- 📺 Media and education campaigns targeting those most burdened by tobacco use;

- 🚫 Smoking bans and restrictions at worksites and public places; and
- 📄 Enforcement of local laws aimed at reducing youth access to tobacco, such as tobacco retailer licensing and education.

Data sources: Colorado Behavioral Risk Factor Surveillance System, Healthy Kids Colorado Survey.

References: The Community Guide <http://www.thecommunityguide.org/tobacco/index.html>, CDC's Best Practices for Comprehensive Tobacco Control Programs [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/)

\*Youth\* is defined as high school students in grades 9-12.



**COLORADO**  
Department of Public Health & Environment