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
- 16% in 2015

Ever tried electronic vapor products.
- 19% in 2005
- 9% in 2015

Among youth, use of nicotine has increased from 15% in 2010 to 46% in 2015.

Smoking is higher among low-income populations, and the gap has increased.

Current smoking by poverty level.

Some populations have a higher tobacco burden.

- 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.

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

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;

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

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.


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