

# Adult Tobacco Use

## FACT SHEET



The Maine CDC, Partnership For A Tobacco-Free Maine works to prevent young people from starting to smoke, protects Maine's citizens from exposure to secondhand smoke, and helps those who want to quit.

**\$550,000,000 – The estimated annual healthcare expenses in Maine in 2004 attributable to smoking.<sup>1</sup>**

## What are the Facts?

### Tobacco use still kills too many people in Maine.

- Despite Maine's gains in tobacco control, tobacco exacts an enormous cost on the state's population. An estimated 2,235 Maine deaths in 2000-2004 were due to smoking.
- In 2011\*, the adult smoking rate was 20% in the US (includes states and DC) and 23% in Maine.<sup>2</sup>

*\*Due to improvements in BRFSS weighting methodology and the addition of cell phones to the sample in 2011, estimates are more accurate and higher than in previous years. 2011 data cannot be directly compared to previous years of BRFSS data.*

### Lung cancer is the leading cause of cancer death in Maine for both men and women.

- Lung cancer is also the most preventable cause of cancer.<sup>3</sup>
- Tobacco use accounts for at least 30% of all cancer deaths and 87% of lung cancer deaths.<sup>3</sup>

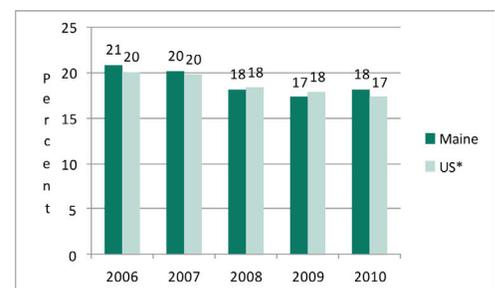
### Tobacco control programs, like the Partnership For A Tobacco-Free Maine, are effective.<sup>4</sup>

- Effective, hard-hitting counter-marketing is associated with reduced tobacco use. Media campaigns, such as those featuring the Maine Tobacco HelpLine, have been shown to increase the use of quit lines.<sup>5</sup>

### Price increases reduce tobacco use.

- Higher prices for tobacco products are associated with reduced consumption of tobacco products (a 10% price increase results in approximately a 4% decrease).<sup>5</sup>

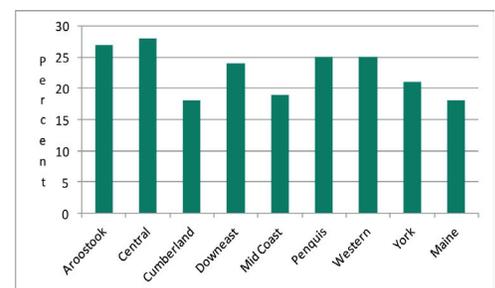
**Graph 1:** Percentage of cigarette smoking among Maine and U.S. adults 18 years of age and older, 2006-2010.



Source: Centers for Disease Control and Prevention. Behavioral Risk Factor Surveillance System

\*Includes states and DC; excludes territories.

**Graph 2:** Percentage of cigarette smoking among adults 18 years of age and older by Maine DHHS District, 2011. The adult smoking rate in Maine is 18%



Source: DHHS, Maine Center for Disease Control and Prevention. Behavioral Risk Factor Surveillance System.

## How are we Doing?

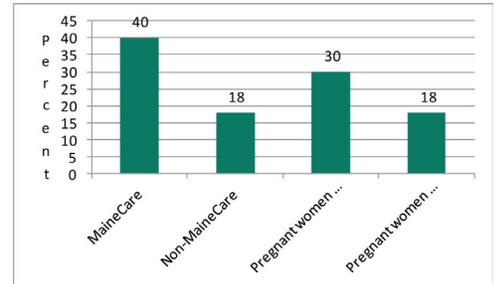
**Adult cigarette smoking in Maine is higher among males, those with lower education, income, and no insurance or MaineCare.**

- In 2011\* (Maine BRFSS, unless otherwise noted).<sup>6</sup>
- 23% of adults in Maine reported being current smokers; 25% of adult males and 21% of adult females, 41% of those with less than a high school degree and 8% of those with a college degree, 39% with an income of less than \$15,000 and 13% with an income of \$50,000 or more.
- Adult MaineCare recipients were more than twice as likely to smoke cigarettes (42%) as non-MaineCare recipients (18%).
- From 2006 to 2010, Cumberland DHHS District had the lowest smoking rates (16%, 2006 and 2007; 13%, 2008 and 2009; 15%, 2010). Aroostook DHHS District had the highest smoking rates four of these years (28%, 2006; 22%, 2008 and 2009; 24%, 2010) and Central one year (24%, 2007).
- In 2010, Maine pregnant women enrolled in MaineCare were almost twice as likely to smoke cigarettes (30%) as Maine pregnant women not enrolled in MaineCare (18%).<sup>7</sup>
- The number of cigarette packs sold in Maine has declined steadily since 1990; in 2011, 51 packs of cigarettes were sold per capita, the lowest rate in the past 18 years.<sup>1</sup>

### Tobacco users want to quit.

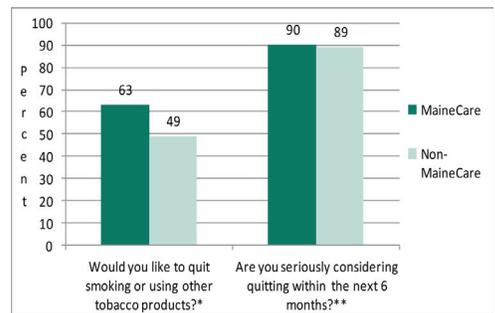
- 55% of tobacco users reported they would like to quit smoking or using other tobacco products. Of these, 86% said they were seriously considering quitting in the next 6 months and 49% in the next 30 days.<sup>6</sup>

**Graph 3:** Percentage of cigarette smoking among adults and pregnant women by MaineCare status, 2010.



Source: Maine Department of Health and Human Services, Behavioral Risk Factor Surveillance System and Pregnancy Risk Assessment Monitoring System.

**Graph 4:** Percentage of adult smokers who want to quit tobacco, and of these, who are seriously thinking of quitting in the next 6 months, 2011.



Source: Maine Department of Health and Human Services, Behavioral Risk Factor Surveillance System \*Of all smokers \*\*Among smokers who would like to quit

### References

- <sup>1</sup> Centers for Disease Control and Prevention, Office on Smoking and Health. State Tobacco Activities Tracking and Evaluation (STATE) System. <http://apps.nccd.cdc.gov/statesystem>. Accessed on March 28, 2013.
- <sup>2</sup> Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2011. [http://www.cdc.gov/brfss/data\\_tools.htm](http://www.cdc.gov/brfss/data_tools.htm) Accessed on March 29, 2013.
- <sup>3</sup> American Cancer Society. Cancer Facts & Figures 2013. In Tobacco-Related Cancers Fact Sheet. <http://www.cancer.org/cancer/cancercauses/tobaccocancer/tobacco-related-cancer-fact-sheet>. Accessed March 28, 2013.
- <sup>4</sup> Lightwood, J., Glantz, S.A., (2013) The Effect of the California Tobacco Control Program on Smoking Prevalence, Cigarette Consumption, and Healthcare Costs: 1989–2008. PLoS ONE 8(2): e47145. doi:10.1371/journal.pone.0047145.
- <sup>5</sup> Task Force on Community Preventive Services. Tobacco. In : Zaza, S., Briss, P.A., & Harris, K.W., eds. The Guide to Community Preventive Services: What Works to Promote Health? Atlanta (GA): Oxford University Press; 2005:3-79. <http://www.thecommunityguide.org/tobacco/Tobacco.pdf> Accessed January 31, 2013.
- <sup>6</sup> Department of Health and Human Services, Maine Center for Disease Control and Prevention, Behavioral Risk Factor Surveillance System, 2011. [Note: Due to improvements in BRFSS weighting methodology and the addition of cell phones to the sample in 2011, estimates are more accurate and higher than in previous years. 2011 data cannot be directly compared to previous years of BRFSS data.]
- <sup>7</sup> Centers for Disease Control and Prevention, Pregnancy Risk Assessment Monitoring Survey, 2010. [Note: PRAMS is a surveillance project conducted by the CDC in forty states and New York City to collect data on maternal attitudes and experiences before, during and after pregnancy.]



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