COLORADO

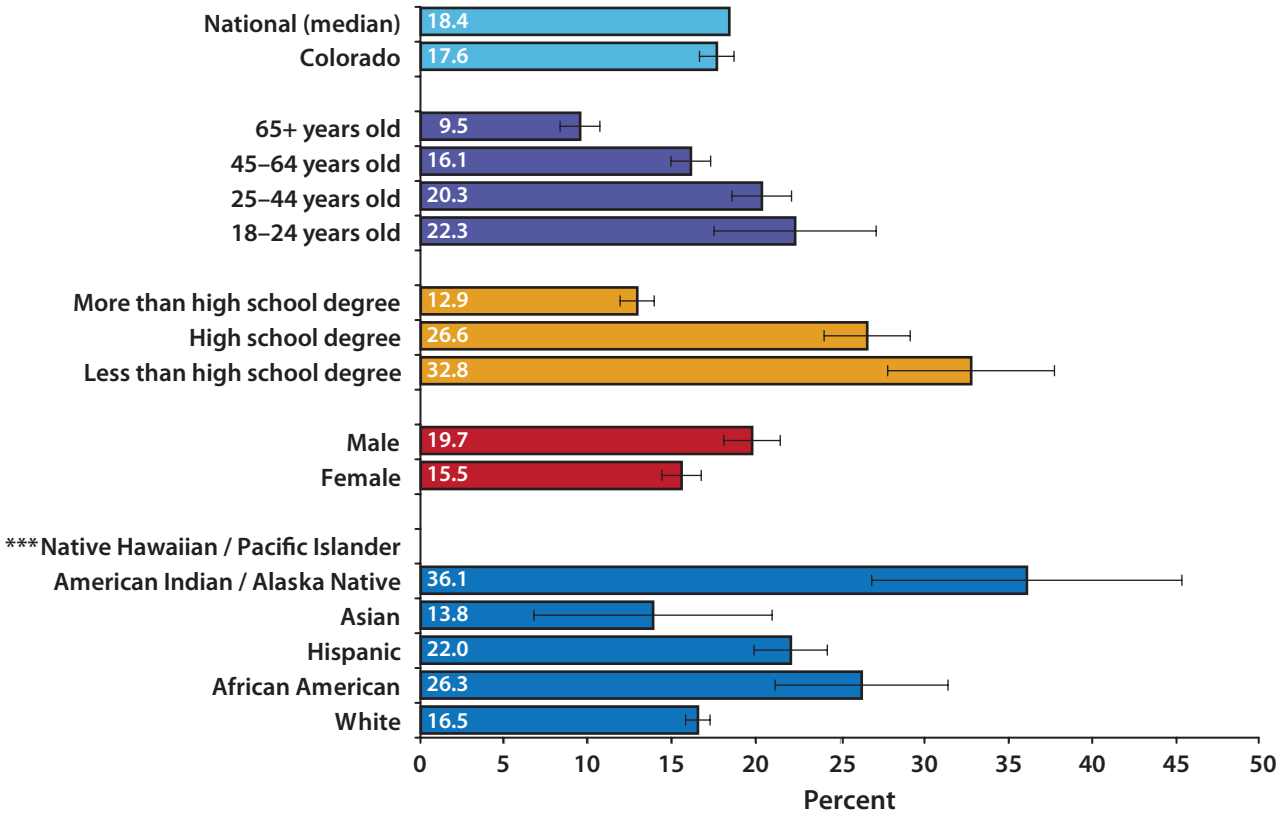
Monitor

In Colorado, 17.6% of the adult population (aged 18+ years)—over 658,000 individuals—are current cigarette smokers. Across all states, the prevalence of cigarette smoking among adults ranges from 9.3% to 26.5%. Colorado ranks 21st among the states.

Among youth aged 12–17 years, 10.3% smoke in Colorado. The range across all states is 6.5% to 15.9%. Colorado ranks 22nd among the states.

Among adults aged 35+ years, over 4,400 died as a result of tobacco use per year, on average, during 2000–2004. This represents a smoking-attributable mortality rate of 237.6/100,000. Colorado's smoking-attributable mortality rate ranks 9th among the states.

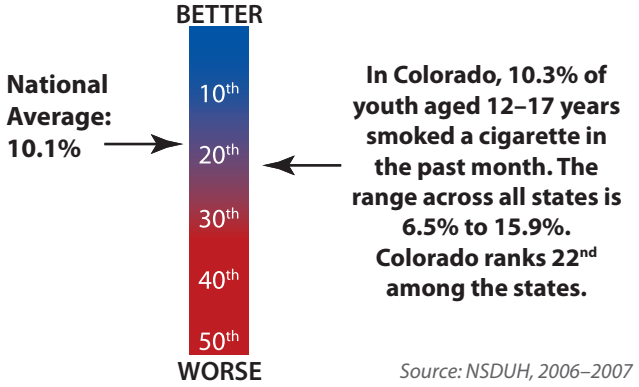
Current Smoking Among Adults by Demographic Characteristics



*** Data not shown because sample size is less than 50.

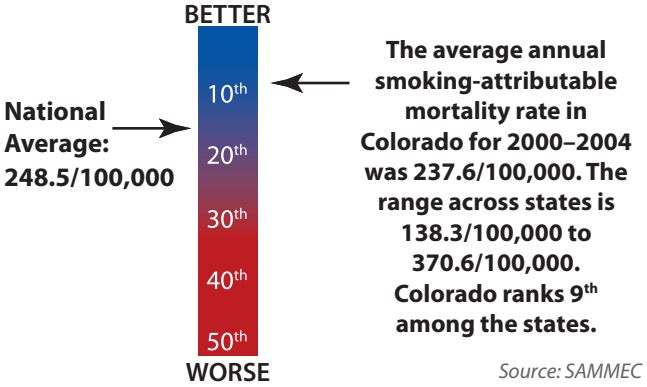
Source: BRFSS, 2007–2008

Past-Month Cigarette Use Among Youth Aged 12–17 Years



Source: NSDUH, 2006–2007

Smoking-Attributable Adult (35+ Years) Mortality



Source: SAMMEC

Protect

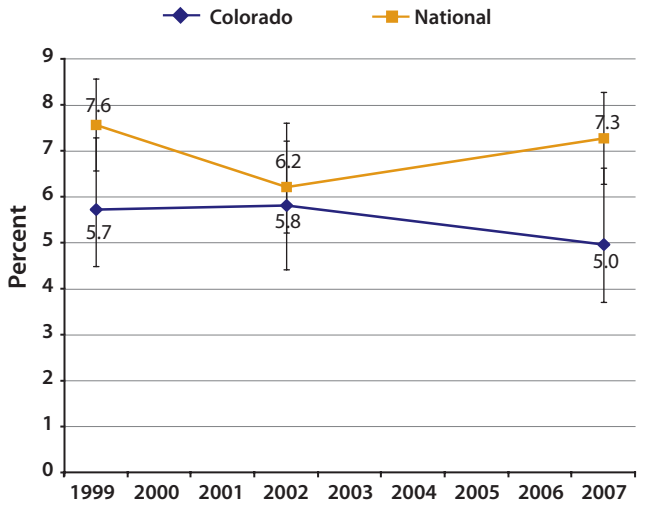
Colorado has a smoke-free law that provides for strong protection against exposure to secondhand smoke in workplaces and public places.

State Smoke-Free Policy

Smoke-Free Workplaces	Smoke-Free Restaurants	Smoke-Free Bars
✓ Yes	✓ Yes	✓ Yes

Source: STATE System, 2009

Adults Who Reported Anyone Smoking in Work Area Within Past 2 Weeks

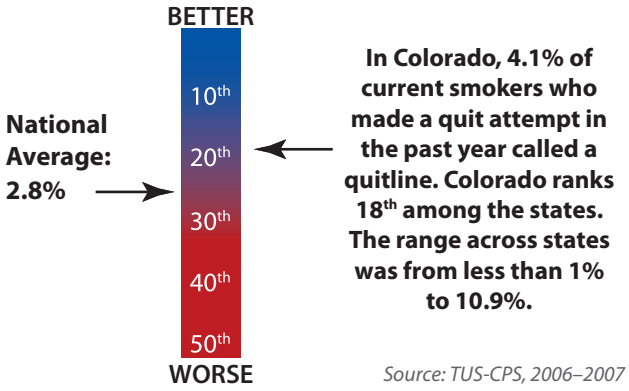


Source: TUS-CPS

Among adults who work indoors, the percentage who reported anyone smoking in their work area within the preceding 2 weeks has remained lower in Colorado than in the nation overall. Currently, Colorado ranks 8th among the states for workplace exposure, at 5.0%.

Offer

Percentage of Smokers Calling Quitline



Source: TUS-CPS, 2006–2007

Best Practices estimates 8% of smokers could access quitlines each year. In Colorado, 4.1% of current smokers who made a quit attempt in the past year called a quitline.

The Medicaid fee-for-service program in Colorado provides full coverage for tobacco dependence treatment. Colorado's Medicaid policy provides coverage for both bupropion and varenicline. Colorado's Medicaid policy provides coverage for individual and group counseling but not telephone counseling, and this coverage is for pregnant women only.

Medicaid Coverage for Counseling and Medications

Nicotine Replacement	Varenicline	Bupropion	Counseling
✓ Yes	✓ Yes	✓ Yes	Partial

Source: MMWR 2009;58(43):1199–204

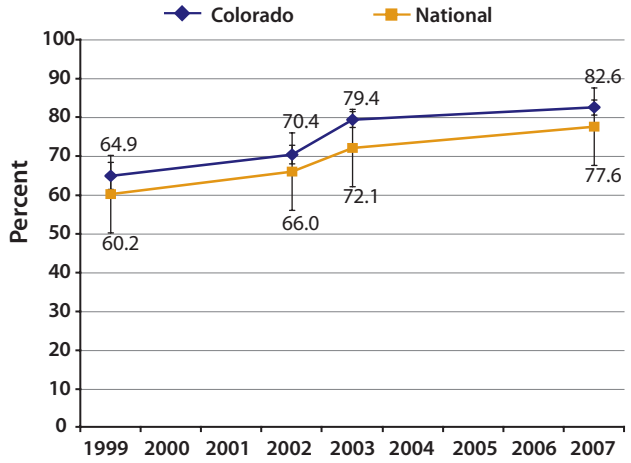
COLORADO

Warn

Smoke-free home rules represent awareness of the dangers of secondhand smoke. In Colorado, as in the nation, an increasing number of families have such a rule.

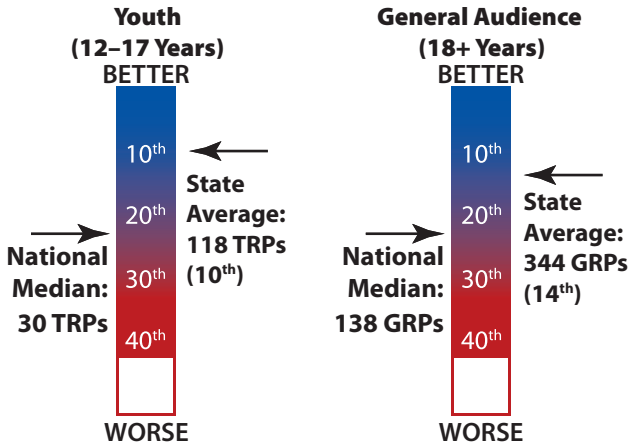
Currently, 82.6% of Colorado homes have this rule. Colorado ranks 8th among the states.

Households with No-Smoking Rules



Source: TUS-CPS

Antitobacco Media Campaign Intensity, Per Quarter



Source: CDC/OSH

Rating point data were available for 42 states and the District of Columbia. *Best Practices* recommendations translate into an average of 800 targeted rating points (TRPs) in effective youth and 1,200 gross rating points (GRPs) in effective general audience antitobacco media campaigns per quarter. Colorado's major media market(s) aired an average of 118 youth TRPs and 344 general audience GRPs per quarter in 2008. Colorado ranks 10th among the states for the number of youth TRPs and 14th among the states for the number of general audience GRPs aired.

Enforce

Colorado allows local regulation of tobacco industry promotions, sampling, and display of tobacco products in commercial establishments.

State Allows Local Advertising and Promotion Laws

Display	Promotion	Sampling
✓ Yes	✓ Yes	✓ Yes

Source: STATE System, 2009

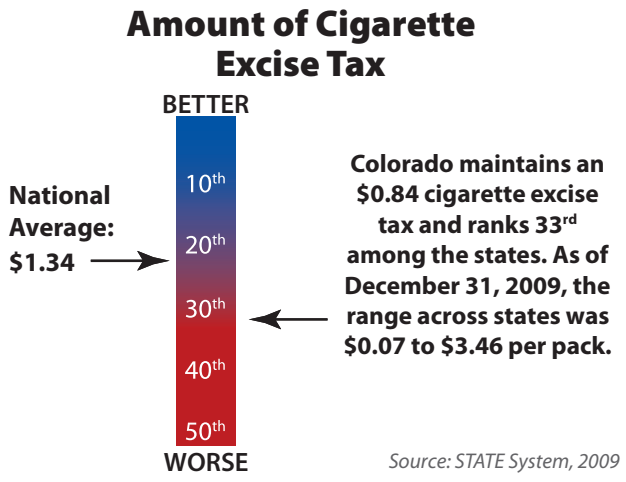
Retail Environment Tobacco Licensure

Over the Counter	Vending Machines
☒ No	☒ No

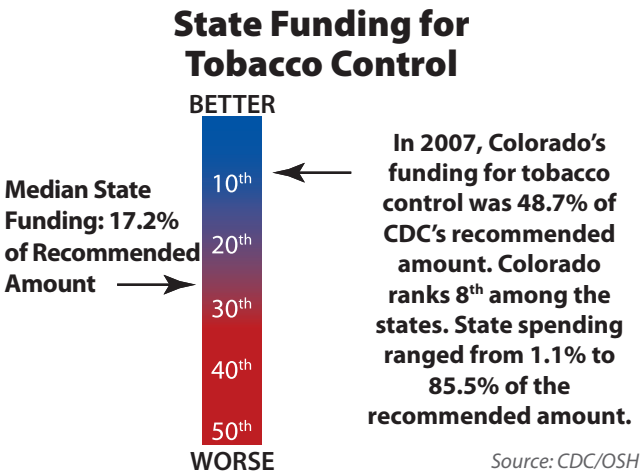
Source: STATE System, 2009

Colorado does not require establishments selling tobacco products over the counter or by vending machine to be licensed. Currently, 38 states require licensure for both over-the-counter and vending machine sales.

Raise



Colorado maintains an $0.84 per pack tax and ranks 33rd among the states.

Colorado does not have a minimum price law.

Approximately 18% of the annual revenue generated from state excise taxes and settlement payments would fund Colorado's tobacco control program at the *Best Practices* recommended amount. However, in 2007, Colorado's funding for tobacco control was 48.7% of the recommended level. Colorado ranks 8th among the states.