

# MAINE

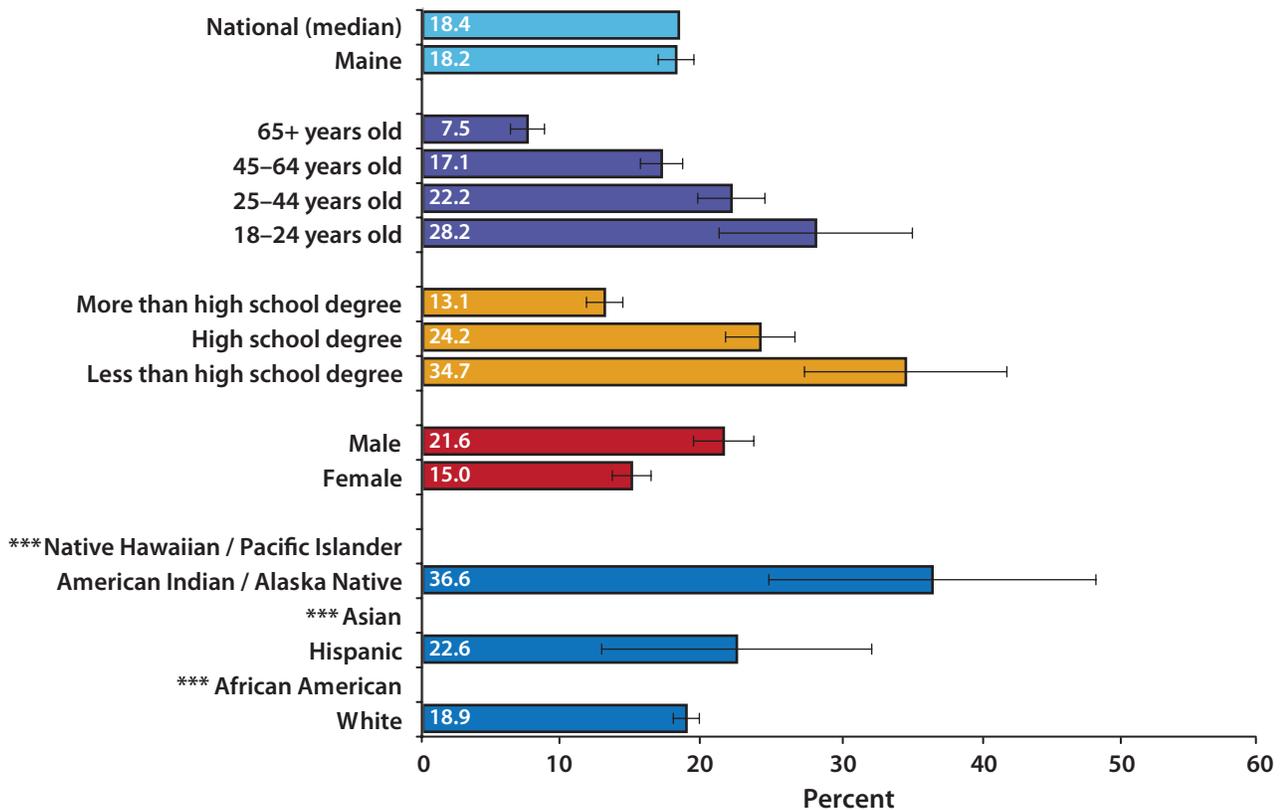
## Monitor

In Maine, 18.2% of the adult population (aged 18+ years)—over 189,000 individuals—are current cigarette smokers. Across all states, the prevalence of cigarette smoking among adults ranges from 9.3% to 26.5%. Maine ranks 25<sup>th</sup> among the states.

Among youth aged 12–17 years, 11.4% smoke in Maine. The range across all states is 6.5% to 15.9%. Maine ranks 31<sup>st</sup> among the states.

Among adults aged 35+ years, over 2,200 died as a result of tobacco use per year, on average, during 2000–2004. This represents a smoking-attributable mortality rate of 289.8/100,000. Maine's smoking-attributable mortality rate ranks 36<sup>th</sup> among the states.

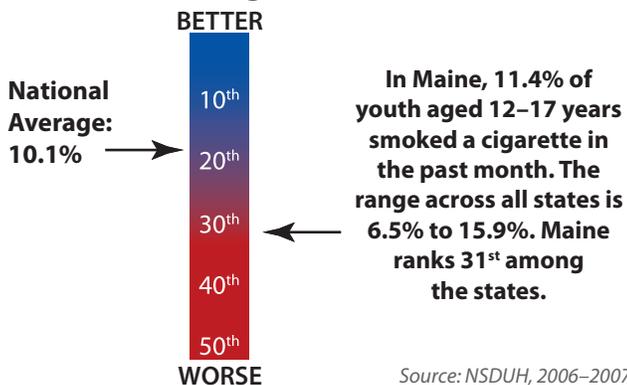
### Current Smoking Among Adults by Demographic Characteristics



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

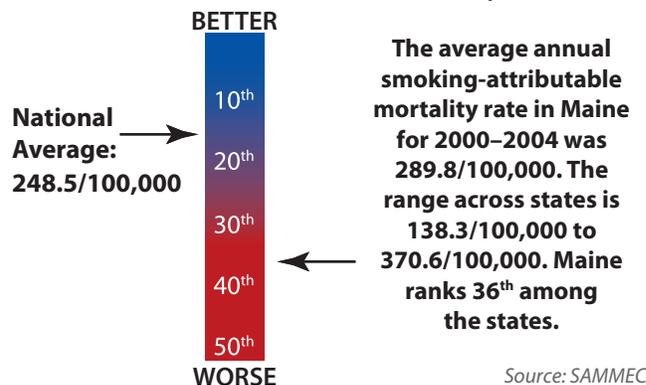
Source: BRFSS, 2007–2008

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



Source: NSDUH, 2006–2007

### Smoking-Attributable Adult (35+ Years) Mortality



Source: SAMMEC

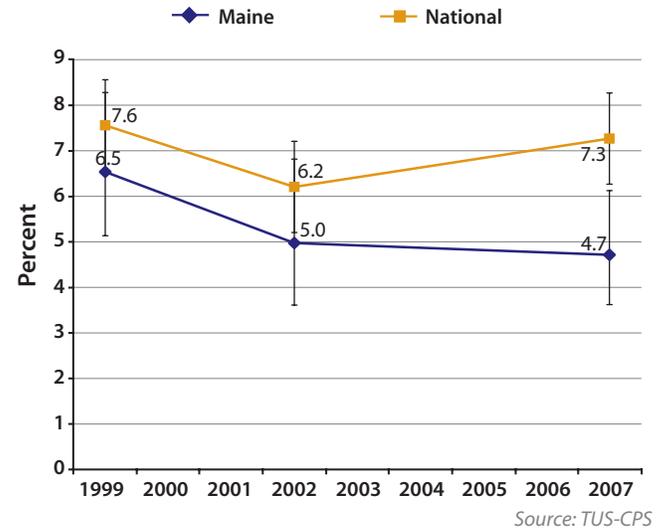
## Protect

Maine 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
 <b>Yes</b>	 <b>Yes</b>	 <b>Yes</b>

Source: STATE System, 2009

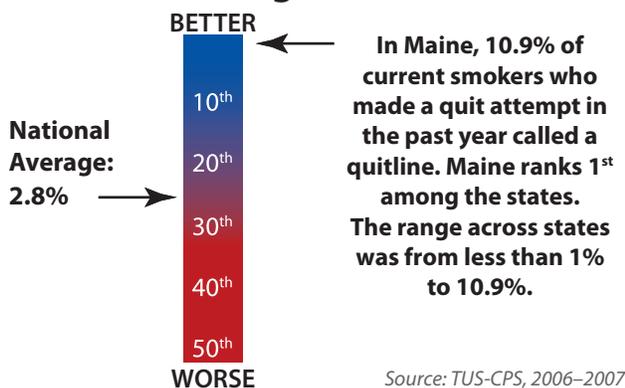
## Adults Who Reported Anyone Smoking in Work Area Within Past 2 Weeks



Among adults who work indoors, the percentage who reported anyone smoking in their work area within the preceding 2 weeks has remained lower in Maine than in the nation overall. Currently, Maine ranks 7<sup>th</sup> among the states for workplace exposure, at 4.7%.

## Offer

### Percentage of Smokers Calling Quitline



Best Practices estimates 8% of smokers could access quitlines each year. In Maine, 10.9% of current smokers who made a quit attempt in the past year called a quitline.

The Medicaid fee-for-service program in Maine provides full coverage for tobacco dependence treatment. Maine's Medicaid policy provides coverage for varenicline, but not for bupropion. Maine's Medicaid policy does provide coverage for individual counseling but not group or telephone counseling.

### Medicaid Coverage for Counseling and Medications

Nicotine Replacement	Varenicline	Bupropion	Counseling
 <b>Yes</b>	 <b>Yes</b>	 <b>No</b>	<b>Partial</b>

Source: MMWR 2009;58(43):1199–204

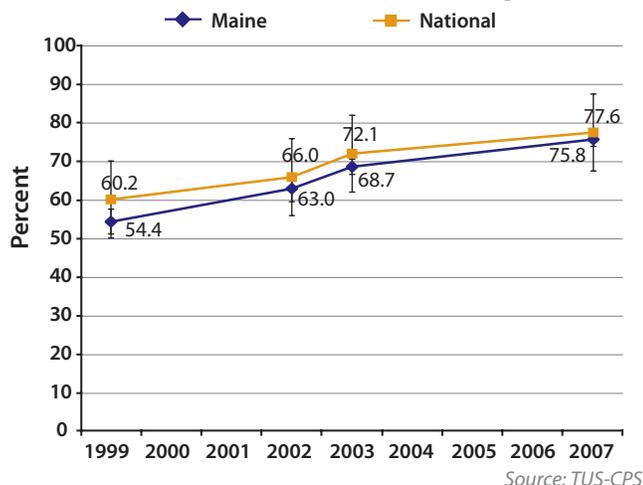
# MAINE

## Warn

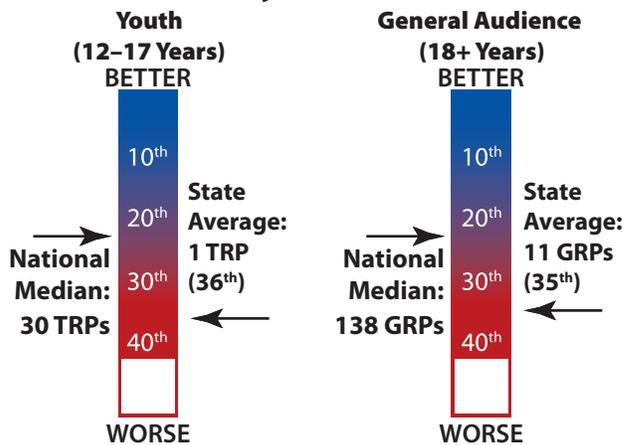
Smoke-free home rules represent awareness of the dangers of secondhand smoke. In Maine, as in the nation, an increasing number of families have such a rule.

Currently, 75.8% of Maine homes have this rule. Maine ranks 27<sup>th</sup> among the states.

### Households with No-Smoking Rules



### Antitobacco Media Campaign Intensity, Per Quarter



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. Maine's major media market(s) aired an average of 1 youth TRP and 11 general audience GRPs per quarter in 2008. Maine ranks 36<sup>th</sup> among the states for the number of youth TRPs and 35<sup>th</sup> among the states for the number of general audience GRPs aired.

## Enforce

Maine 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

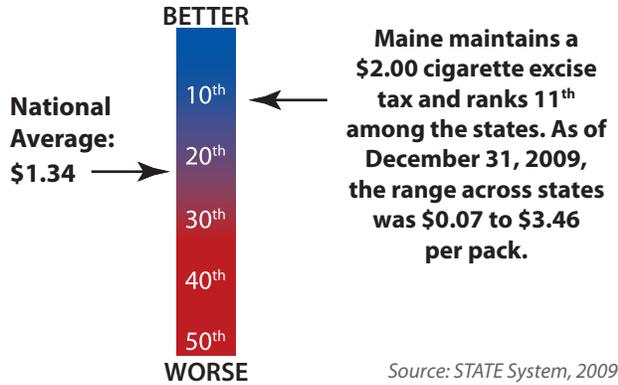
Over the Counter	Vending Machines
Yes	Yes

Source: STATE System, 2009

Maine requires all establishments selling tobacco products over the counter and by vending machine to be licensed. Currently, 38 states require licensure for both over-the-counter and vending machine sales.

# Raise

## Amount of Cigarette Excise Tax

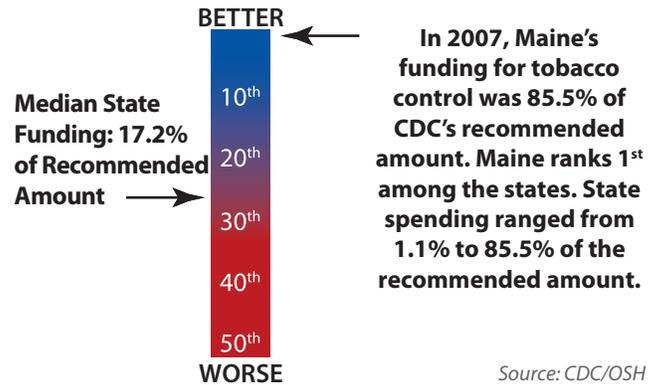


Maine maintains a \$2.00 per pack tax and ranks 11<sup>th</sup> among the states.

Maine does not have a minimum price law.

Approximately 9% of the annual revenue generated from state excise taxes and settlement payments would fund Maine’s tobacco control program at the *Best Practices* recommended amount. However, in 2007, Maine’s funding for tobacco control was 85.5% of the recommended level. Maine ranks 1<sup>st</sup> among the states.

## State Funding for Tobacco Control



## Minimum Price Law for Cigarettes



**Source: CDC/OSH**