

MASSACHUSETTS

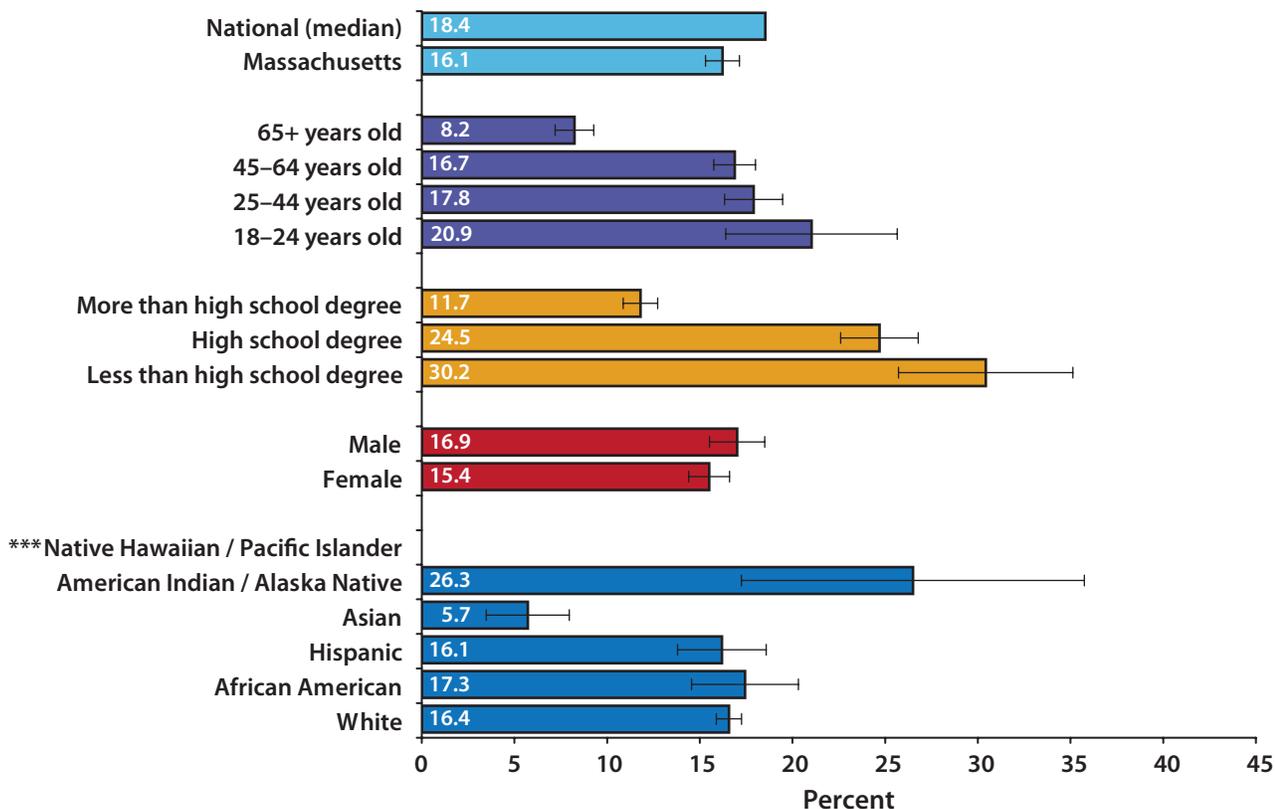
Monitor

In Massachusetts, 16.1% of the adult population (aged 18+ years)—over 815,000 individuals—are current cigarette smokers. Across all states, the prevalence of cigarette smoking among adults ranges from 9.3% to 26.5%. Massachusetts ranks 9th among the states.

Among youth aged 12–17 years, 9.5% smoke in Massachusetts. The range across all states is 6.5% to 15.9%. Massachusetts ranks 12th among the states.

Among adults aged 35+ years, over 9,000 died as a result of tobacco use per year, on average, during 2000–2004. This represents a smoking-attributable mortality rate of 249.4/100,000. Massachusetts's smoking-attributable mortality rate ranks 18th among the states.

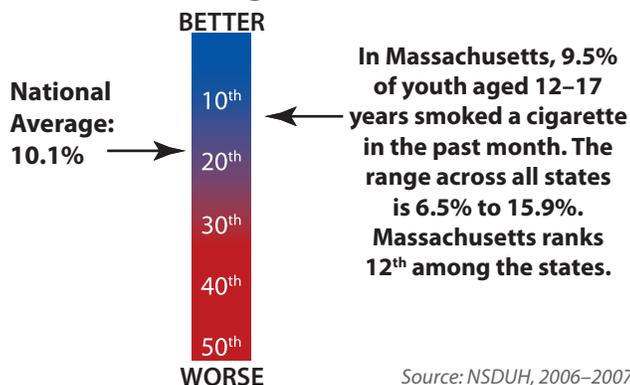
Current Smoking Among Adults by Demographic Characteristics



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

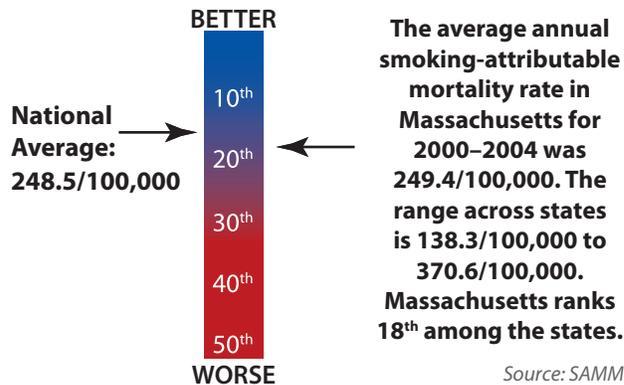
Source: BRFSS, 2007–2008

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



Source: NSDUH, 2006–2007

Smoking-Attributable Adult (35+ Years) Mortality



Source: SAMMEC

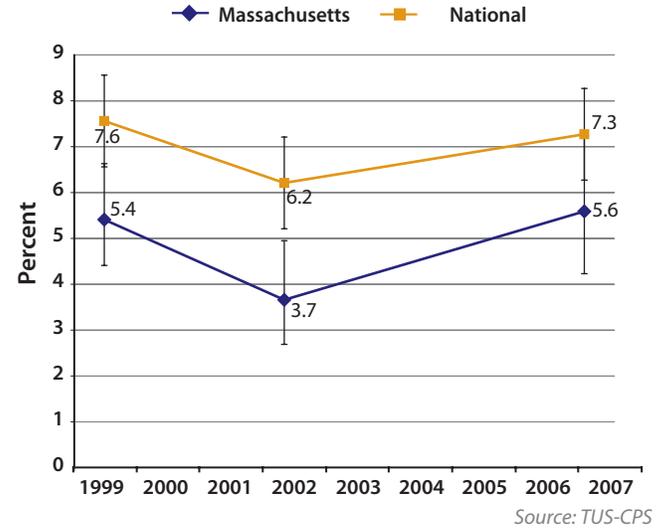
Protect

Massachusetts 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

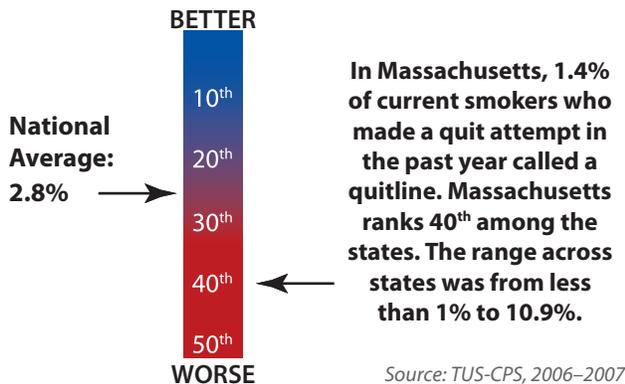
Adults Who Reported Anyone Smoking in Work Area Within Past 2 Weeks



Among adults who work indoors, the percentage who reported anyone smoking in their work area within the preceding 2 weeks has remained lower in Massachusetts than in the nation overall. Currently, Massachusetts ranks 15th among the states for workplace exposure, at 5.6%.

Offer

Percentage of Smokers Calling Quitline



Best Practices estimates 8% of smokers could access quitlines each year. In Massachusetts, 1.4% of current smokers who made a quit attempt in the past year called a quitline.

The Medicaid fee-for-service program in Massachusetts provides full coverage for tobacco dependence treatment. Massachusetts's Medicaid policy provides coverage for both bupropion and varenicline. Massachusetts's Medicaid policy provides coverage for group and individual counseling but not telephone counseling.

Medicaid Coverage for Counseling and Medications

Nicotine Replacement	Varenicline	Bupropion	Counseling
 Yes	 Yes	 Yes	Partial

Source: MMWR 2009;58(43):1199–204

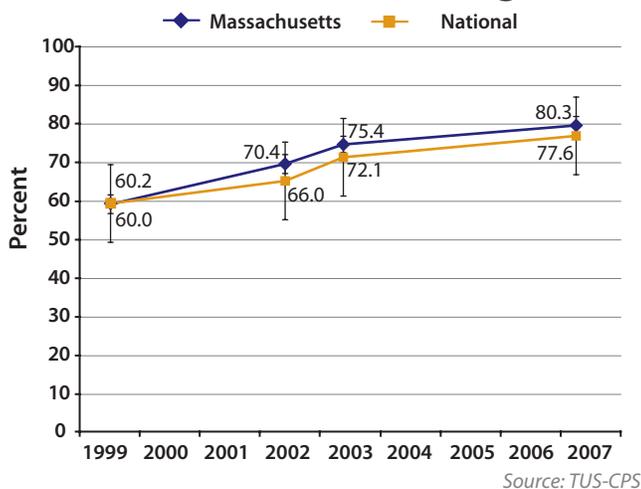
MASSACHUSETTS

Warn

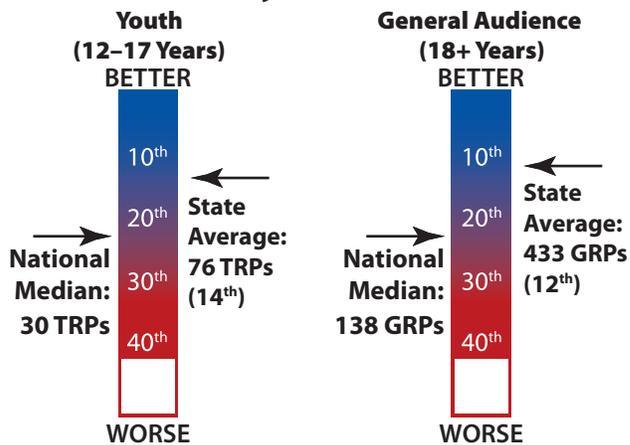
Smoke-free home rules represent awareness of the dangers of secondhand smoke. In Massachusetts, as in the nation, an increasing number of families have such a rule.

Currently, 80.3% of Massachusetts homes have this rule. Massachusetts ranks 15th 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. Massachusetts's major media market(s) aired an average of 76 youth TRPs and 433 general audience GRPs per quarter in 2008. Massachusetts ranks 14th among the states for the number of youth TRPs and 12th among the states for the number of general audience GRPs aired.

Enforce

Massachusetts 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

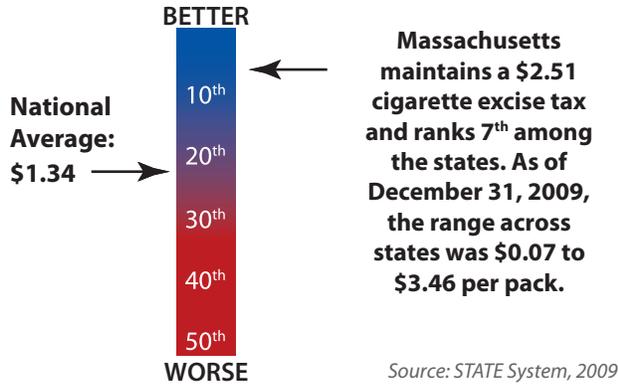
Over the Counter	Vending Machines
Yes	Yes

Source: STATE System, 2009

Massachusetts 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

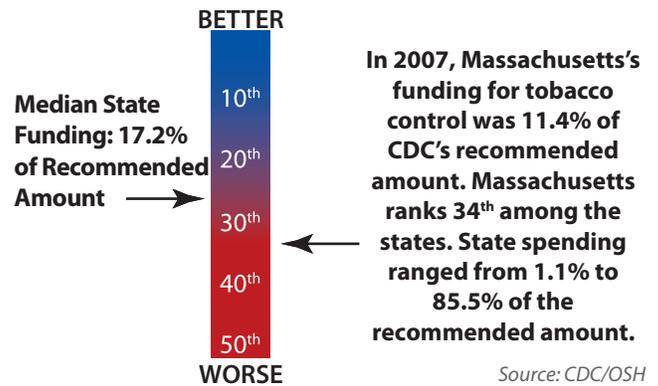


Massachusetts maintains a \$2.51 per pack tax and ranks 7th among the states.

Massachusetts has a minimum price law. Wholesalers must mark up cigarettes by 2.75% and retailers must mark up cigarettes by at least 25%. This law has the effect of limiting the amount of discounting that can be offered through coupons and other types of sales promotions.

Approximately 13% of the annual revenue generated from state excise taxes and settlement payments would fund Massachusetts's tobacco control program at the *Best Practices* recommended amount. However, in 2007, Massachusetts's funding for tobacco control was 11.4% of the recommended level. Massachusetts ranks 34th among the states.

State Funding for Tobacco Control



Minimum Price Law for Cigarettes



Source: CDC/OSH