

# OKLAHOMA

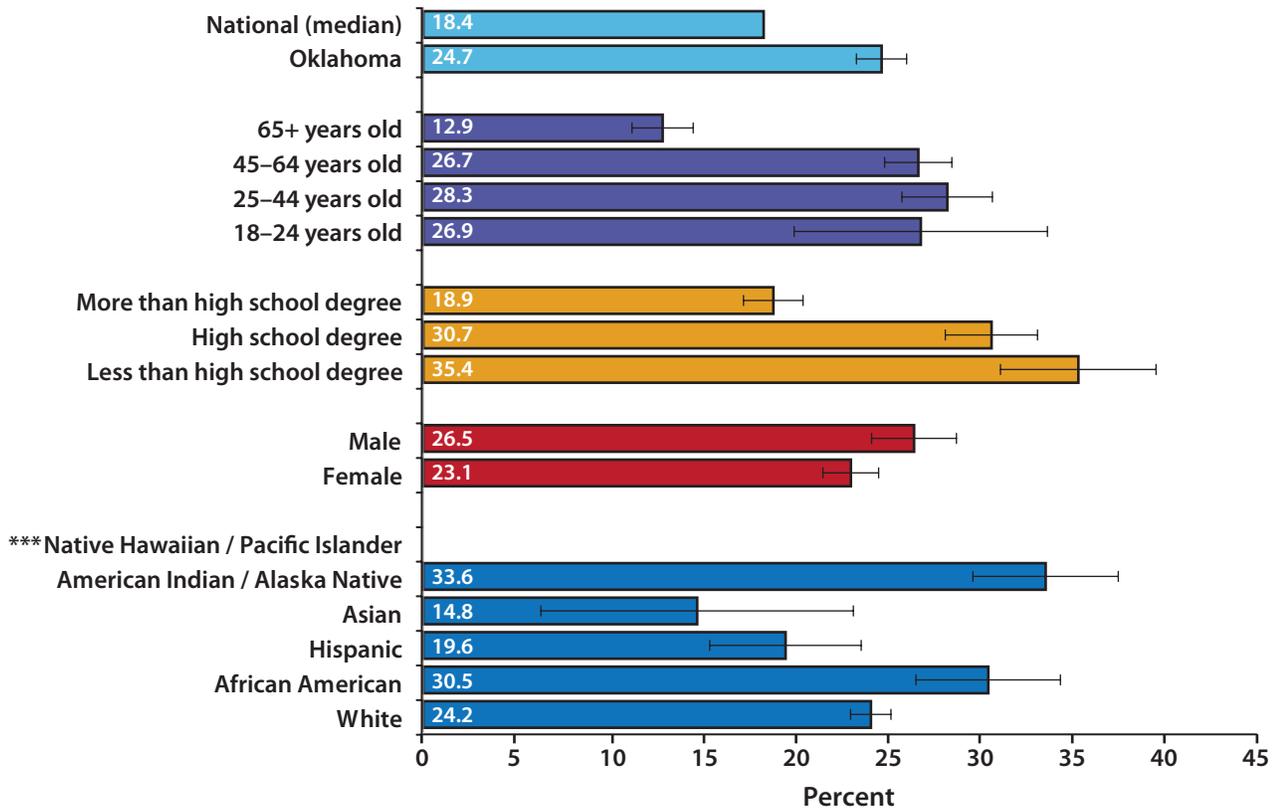
## Monitor

In Oklahoma, 24.7% of the adult population (aged 18+ years)—over 677,000 individuals—are current cigarette smokers. Across all states, the prevalence of cigarette smoking among adults ranges from 9.3% to 26.5%. Oklahoma ranks 47<sup>th</sup> among the states.

Among youth aged 12–17 years, 13.3% smoke in Oklahoma. The range across all states is 6.5% to 15.9%. Oklahoma ranks 48<sup>th</sup> among the states.

Among adults aged 35+ years, over 6,200 died as a result of tobacco use per year, on average, during 2000–2004. This represents a smoking-attributable mortality rate of 332.1/100,000. Oklahoma's smoking-attributable mortality rate ranks 47<sup>th</sup> among the states.

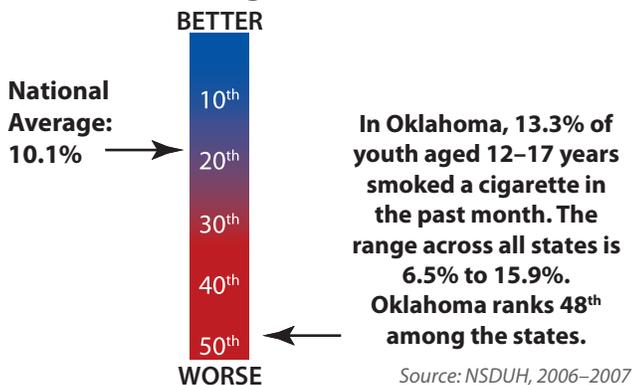
### Current Smoking Among Adults by Demographic Characteristics



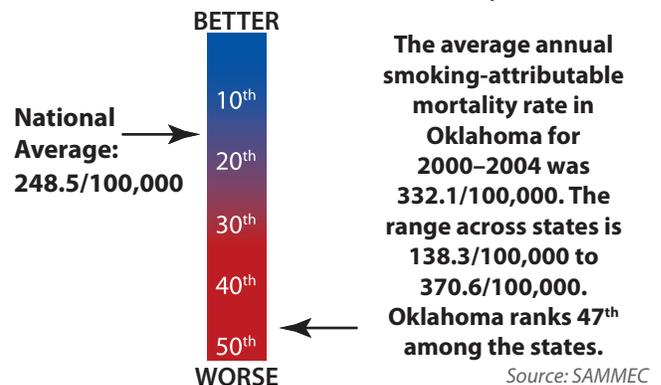
\*\*\* Data not shown because sample size is less than 50.

Source: BRFSS, 2007–2008

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



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

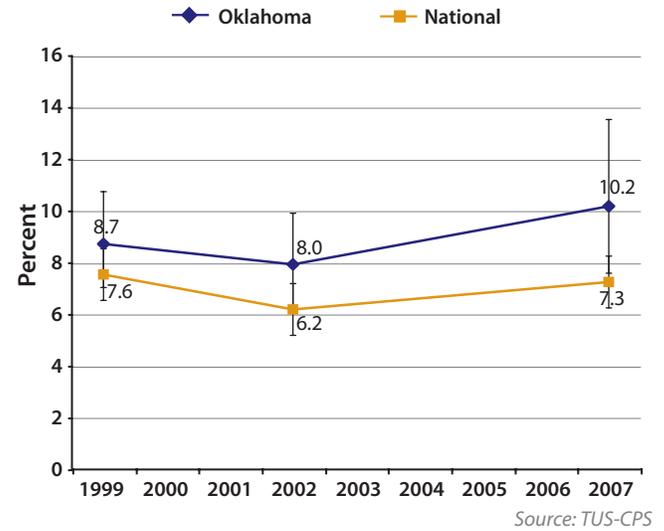


## Protect

Oklahoma does not have a statewide smoke-free law that provides adequate protection against exposure to secondhand smoke in public places. The law preempts local communities from enacting local smoke-free restrictions.

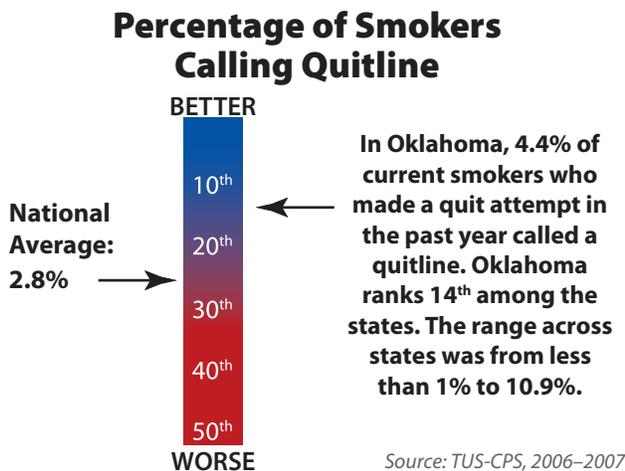


## Adults Who Reported Anyone Smoking in Work Area Within Past 2 Weeks



Among adults who work indoors, the percentage who reported anyone smoking in their work area within the preceding 2 weeks has remained higher in Oklahoma than in the nation overall. Currently, Oklahoma ranks 46<sup>th</sup> among the states for workplace exposure, at 10.2%.

## Offer



*Best Practices* estimates 8% of smokers could access quitlines each year. In Oklahoma, 4.4% of current smokers who made a quit attempt in the past year called a quitline.

The Medicaid fee-for-service program in Oklahoma provides full coverage for tobacco dependence treatment. Oklahoma's Medicaid policy provides coverage for both bupropion and varenicline. Oklahoma's Medicaid policy provides 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>Yes</b>	<b>Partial</b>

*Source: MMWR 2009;58(43):1199–204*

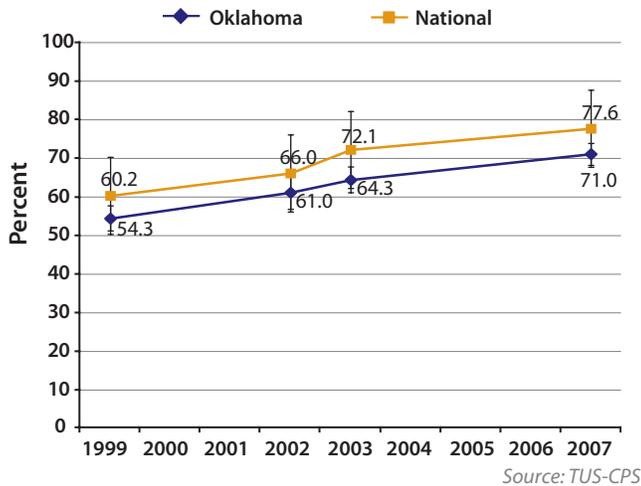
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## Warn

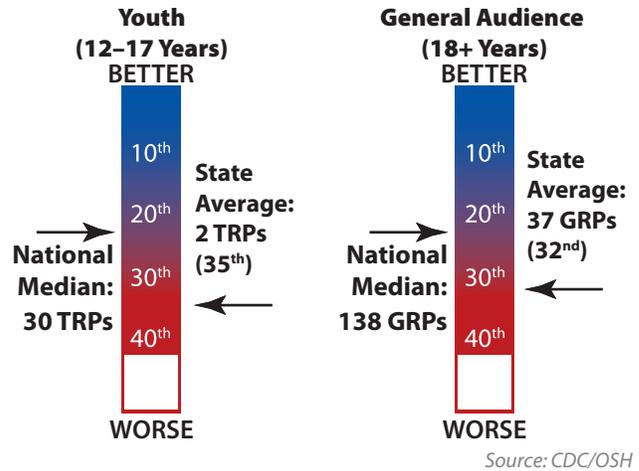
Smoke-free home rules represent awareness of the dangers of secondhand smoke. In Oklahoma, as in the nation, an increasing number of families have such a rule.

Currently, 71.0% of Oklahoma homes have this rule. Oklahoma ranks 42<sup>nd</sup> in the nation.

### 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. Oklahoma's major media market(s) aired an average of 2 youth TRPs and 37 general audience GRPs per quarter in 2008. Oklahoma ranks 35<sup>th</sup> among states for the number of youth TRPs and 32<sup>nd</sup> among states for the number of general audience GRPs aired.

## Enforce

Oklahoma preempts local regulation of tobacco industry promotions, sampling, and display of tobacco products in commercial establishments.



### Retail Environment Tobacco Licensure

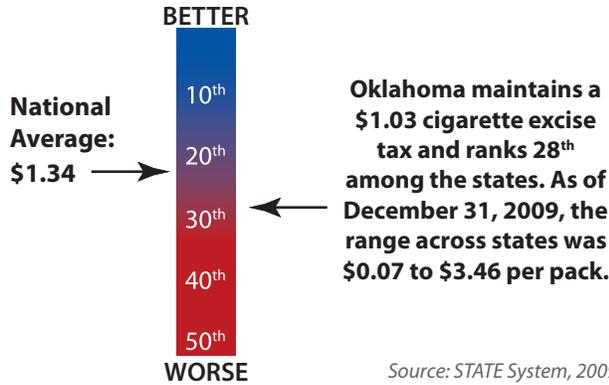


Source: STATE System, 2009

Oklahoma 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

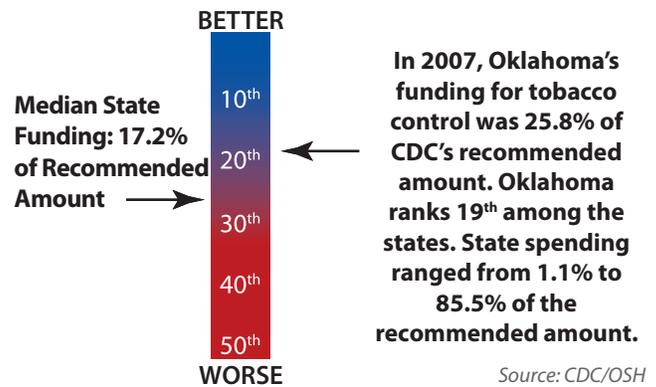


Oklahoma maintains a \$1.03 per pack tax and ranks 28<sup>th</sup> among the states.

Oklahoma has a minimum price law. Wholesalers must mark up cigarettes by 2.75% and retailers must mark up cigarettes by at least 6%. This law has the effect of limiting the amount of discounting that can be offered through coupons and other types of sales promotions.

Approximately 16% of the annual revenue generated from state excise taxes and settlement payments would fund Oklahoma's tobacco control program at the *Best Practices* recommended amount. However, in 2007, Oklahoma's funding for tobacco control was 25.8% of the recommended level. Oklahoma ranks 19<sup>th</sup> among the states.

## State Funding for Tobacco Control



## Minimum Price Law for Cigarettes



Source: CDC/OSH