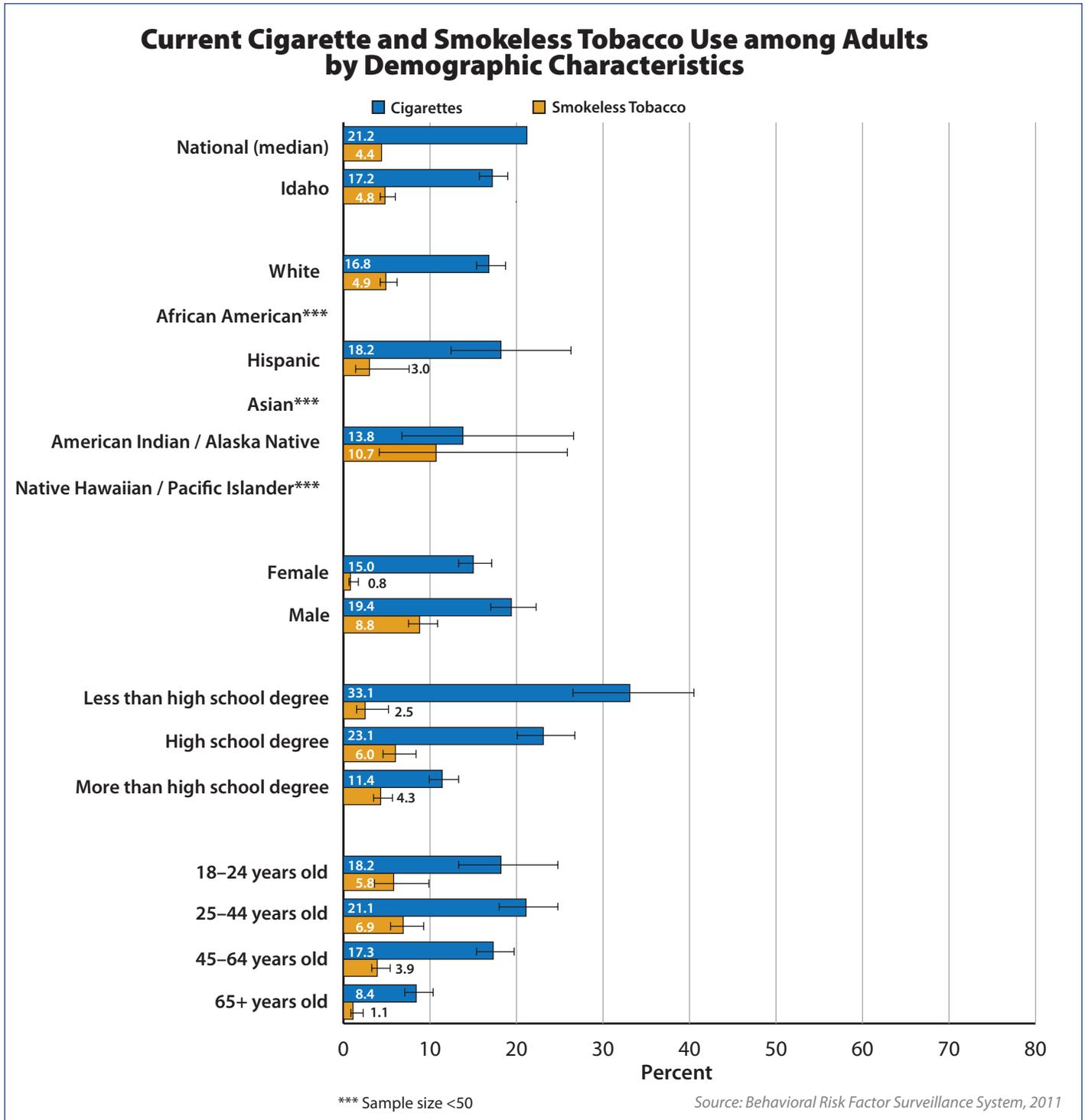


### Adult Current Cigarette/Smokeless Tobacco Use

In Idaho, the percentage of adults (ages 18+) who currently smoke cigarettes was 17.2% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Idaho ranked 6<sup>th</sup> among the states.

The percentage of adults who currently use smokeless tobacco was 4.8% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Idaho ranked 32<sup>nd</sup> among the states.



## Youth Current Cigarette/Smokeless Tobacco/Cigar Use

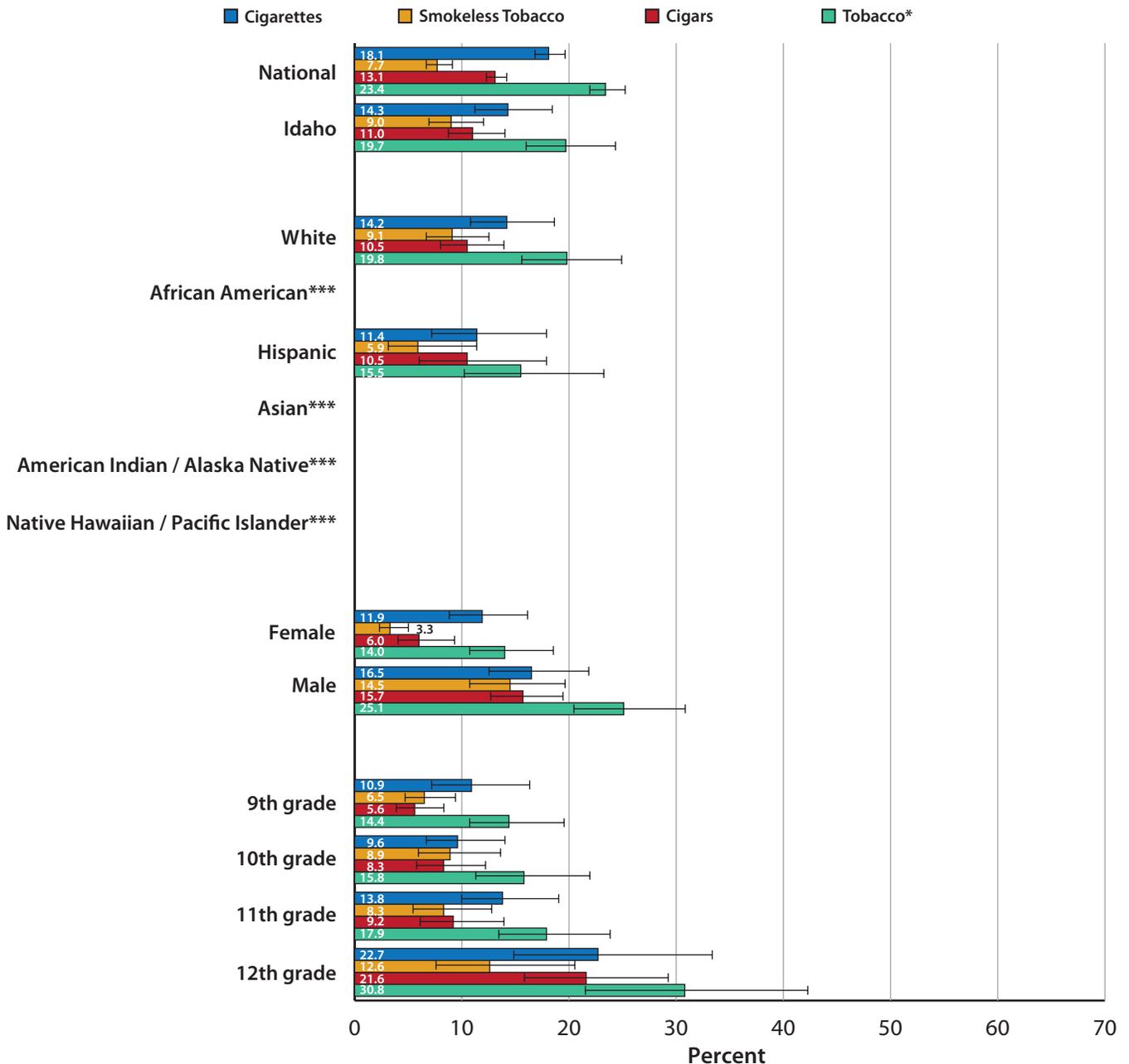
In Idaho, the percentage of youth in grades 9-12 who currently smoke cigarettes was 14.3% in 2011. The range across 44 states was 5.9% to 24.1%. Idaho ranked 11<sup>th</sup> among 44 states.

The percentage of youth who currently use smokeless tobacco was 9.0% in 2011. The range across 40 states was 3.5% to 16.9%. Idaho ranked 22<sup>nd</sup> among 40 states.

The percentage of youth who currently smoke cigars was 11.0% in 2011. The range across 37 states was 5.0% to 18.3%. Idaho ranked 6<sup>th</sup> among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 19.7% in 2011. The range across 36 states was 7.8% to 31.9%. Idaho ranked 8<sup>th</sup> among 36 states.

### Tobacco Use among High School Students by Demographic Characteristics



\* Cigarettes, smokeless tobacco, and/or cigars

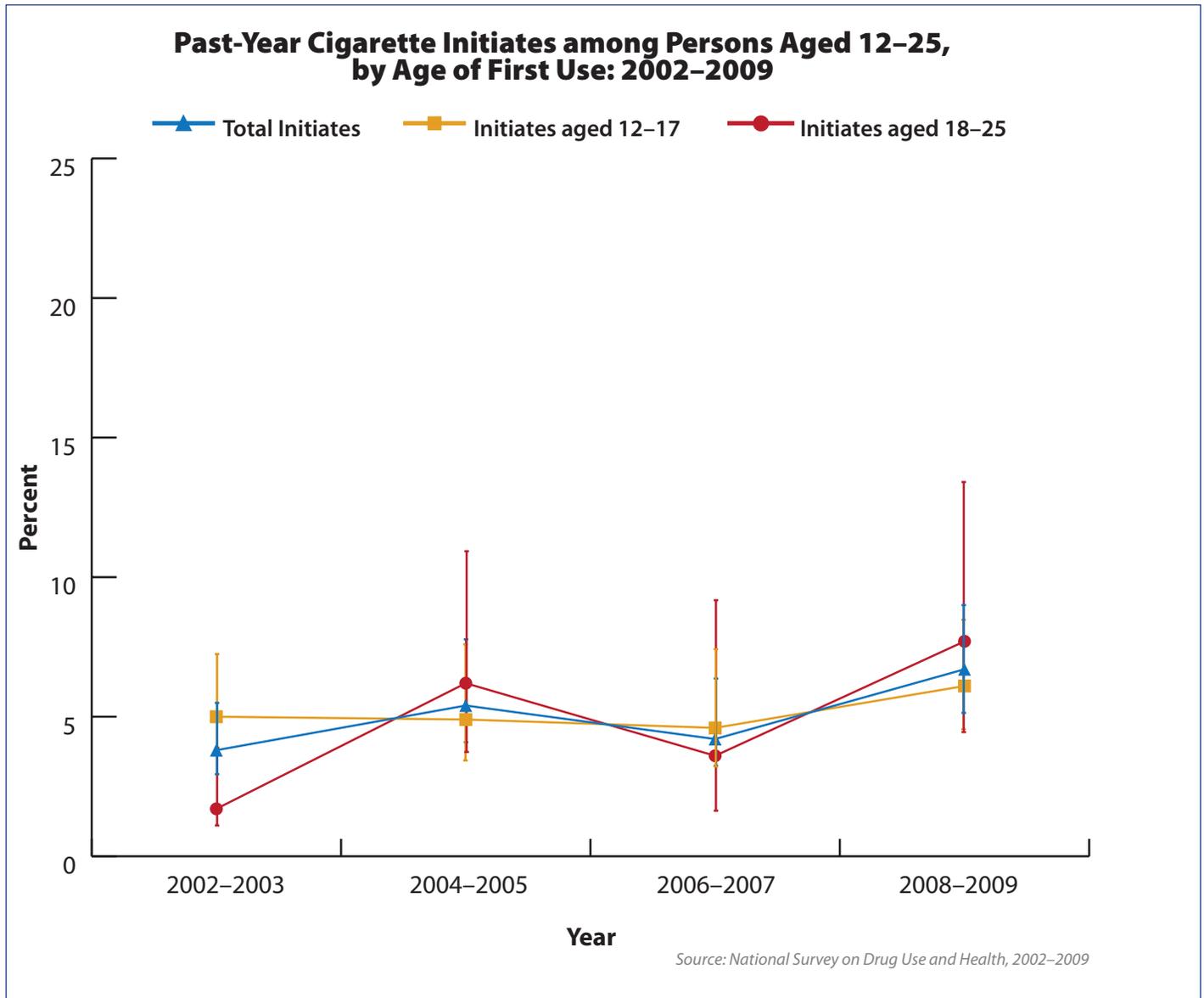
\*\*\* Sample size <100

Source: Youth Risk Behavior Survey, 2011

## Past-Year Cigarette Initiation

In 2008-2009, of all Idaho youth ages 12-17 who had never smoked, 6.1% smoked a cigarette for the first time in the past year. This ranked 29<sup>th</sup> in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 7.7% smoked a cigarette for the first time in 2008-2009. This ranked 21<sup>st</sup> in the nation, with a range of 4.2%–14.7% among the states.



## Protect

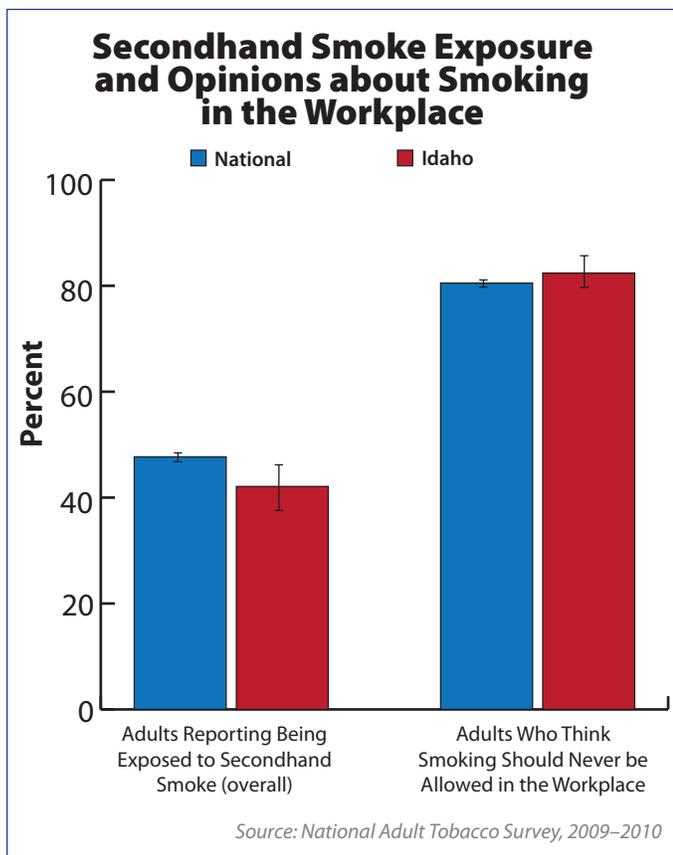
### Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was lower in Idaho than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Idaho was 42.1%, ranking 10<sup>th</sup> among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Idaho adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

Overall	Workplaces	Homes	Vehicles	Public Places
<b>42.1%</b>	<b>20.3%</b>	<b>6.1%</b>	<b>12.7%</b>	<b>29.3%</b>

*Source: National Adult Tobacco Survey, 2009–2010*

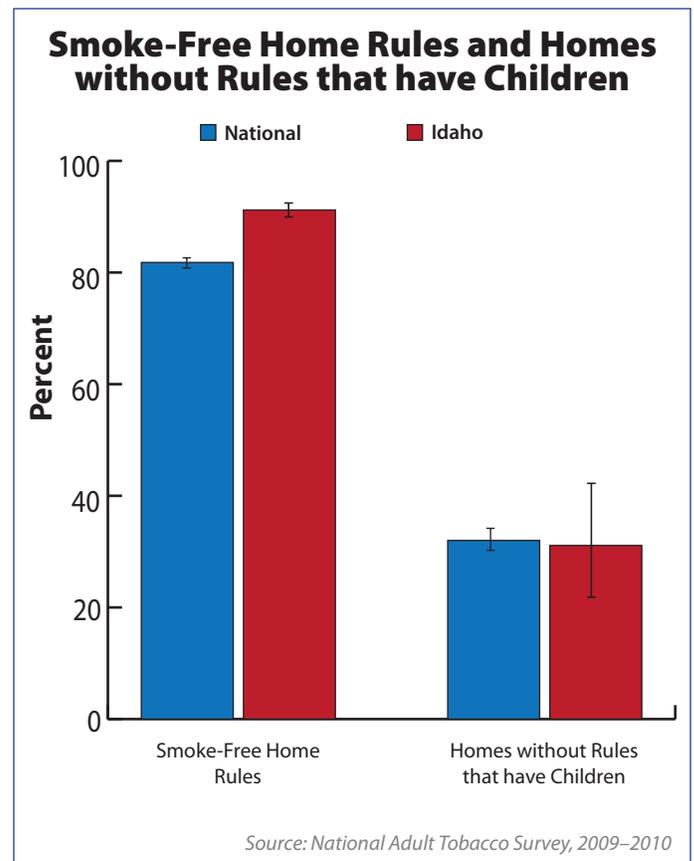


### Opinions about Smoking in the Workplace

In 2009-2010, 82.4% of adults in Idaho thought that smoking should never be allowed in indoor workplaces, ranking 19<sup>th</sup> among the states.

### Smoke-Free Home Rules

In 2009-2010, 91.2% of adults in Idaho reported that their homes had smoke-free home rules, ranking 2<sup>nd</sup> among the states. The percentage of homes without smoke-free home rules with children living in them was 31.1%, ranking 22<sup>nd</sup> among the states.



# IDAHO

## State Smoke-Free Policy

As of June 30, 2012, Idaho had a smoke-free law that prohibits smoking in indoor areas of restaurants, but not workplaces or bars. The state allowed communities to enact local smoke-free laws.

Smoke-Free Legislation			
Workplaces	Restaurants	Bars	Local Laws Permitted
 <b>No*</b>	 <b>Yes</b>	 <b>No</b>	 <b>Yes</b>

\* Designated Smoking Areas  
 † Ventilated Smoking Areas  
 ‡ No Restrictions  
 ¶ Allowed smoking in venues that prohibit minors

<sup>a</sup> Allowed for non-hospitality workplaces.  
<sup>b</sup> Prohibited for non-hospitality workplaces.

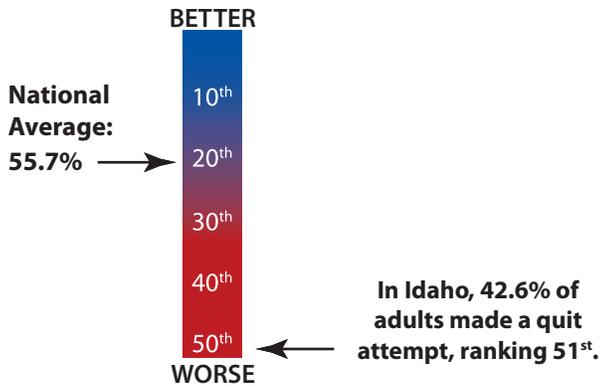
Note: Not all footnotes may be used. Source: STATE System, June 2012

## Offer

### Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 42.6% of Idaho adult smokers made a quit attempt in the past year, ranking 51<sup>st</sup> among the states.

### Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

### Quitline Utilization

In 2010, the Idaho quitline received 2,945 calls, and 1,656 tobacco users (an estimated 0.8% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

### Medicaid Coverage for Counseling and Medications

In 2010, Idaho's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Idaho provided full coverage for all nicotine replacement therapies, full coverage for varenicline, full coverage for bupropion, and no coverage for counseling (individual or group).

Medicaid Coverage** for Counseling and Medications			
Comprehensive Coverage			
 <b>No</b>			
NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
 <b>Yes</b>	 <b>Yes</b>	 <b>Yes</b>	 <b>No</b>

<sup>a</sup> Pregnant women only  
<sup>b</sup> Fee-for-service only  
<sup>c</sup> Available only via the quitline

\*\* Idaho provided an allowance of \$200 per enrollee per year for personal health benefits that could be applied to smoking cessation benefits.

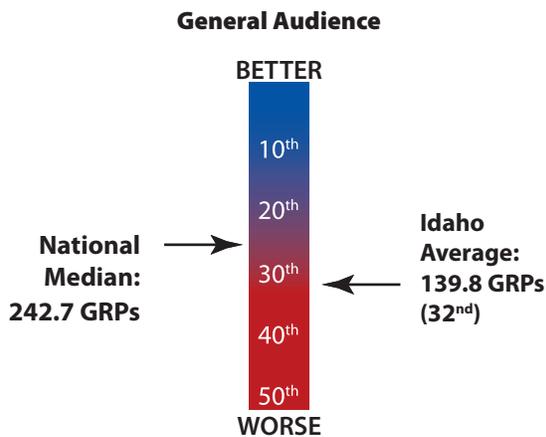
Note: Not all footnotes may be used. Source: Halpin, et al, 2011

## Warn

### Tobacco Counter-Marketing Media Intensity

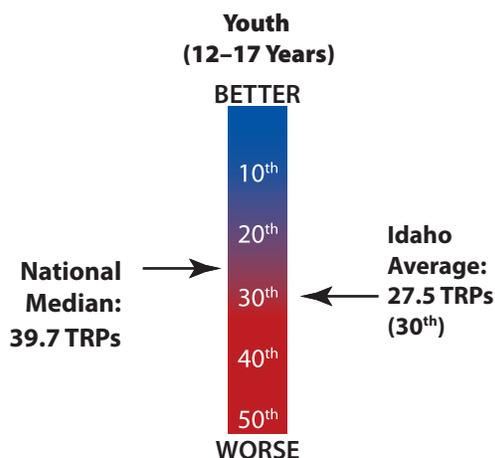
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Idaho had an average of 139.8 general audience GRPs and 27.5 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

#### Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



Source: CDC/OSH

#### Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter

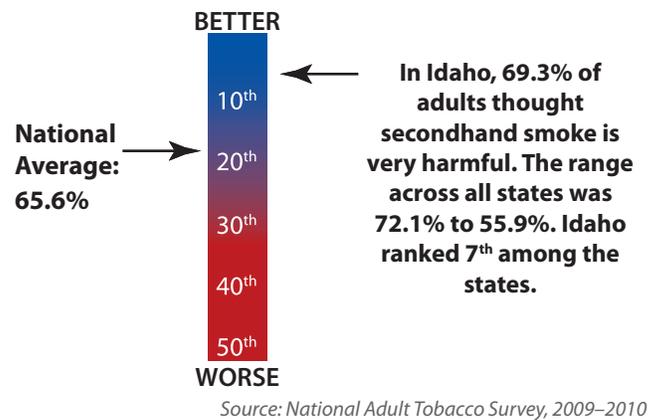


Source: CDC/OSH

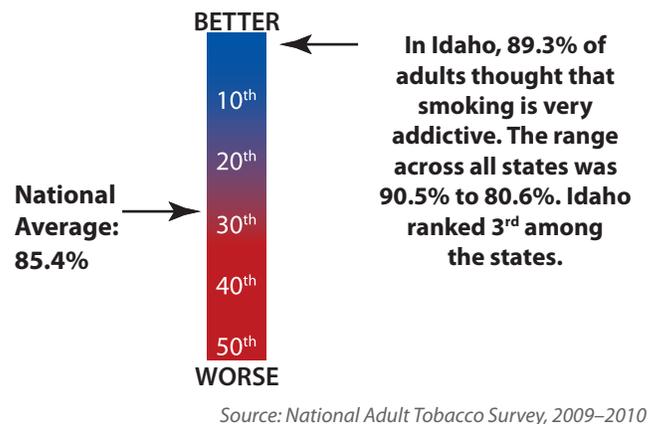
### Knowledge of the Dangers of Tobacco

In Idaho, 69.3% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009-2010. Additionally, 89.3% thought that cigarette smoking is very addictive.

#### Secondhand Smoke



#### Addictiveness of Smoking



## Enforce

### State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Idaho allowed local regulation of tobacco industry promotions, tobacco product sampling, and display of tobacco products in commercial establishments.

State Allows Local Laws		
Promotion	Sampling	Display
 <b>Yes</b>	 <b>Yes</b>	 <b>Yes</b>

*Source: STATE System, June 2012*

### Over-the-Counter Retail Licensure

As of June 30, 2012, Idaho required all establishments selling cigarettes and smokeless tobacco products over-the-counter to be licensed. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

Over-the-Counter Licensure and Penalties				
Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 <b>Yes</b>	 <b>No</b>	 <b>Yes<sup>a</sup></b>	 <b>Yes<sup>b</sup></b>	 <b>Yes</b>

<sup>a</sup> Annually  
<sup>b</sup> Misdemeanor: Fine or Imprisonment, or both

Note: Not all footnotes may be used.  
Source: STATE System, June 2012

## Raise

### Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Idaho was \$0.57 per pack, ranking 42<sup>nd</sup> among the states. The tax on cigars was 40% of the wholesale sales price per cigar, and for little cigars the tax was 40% of the wholesale sales price per pack of 20. The tax on smokeless tobacco was also 40% of the wholesale sales price.

### Price Paid for Last Cigarettes Purchased

In Idaho, 64.5% of adult smokers bought their last cigarettes by the pack, and 35.5% bought them by the carton in 2009-2010. The average price that Idaho smokers reported paying for their last pack of cigarettes was \$4.54 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Idaho smokers reported paying for their last carton of cigarettes was \$35.17 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

### Amount of Cigarette Excise Tax

