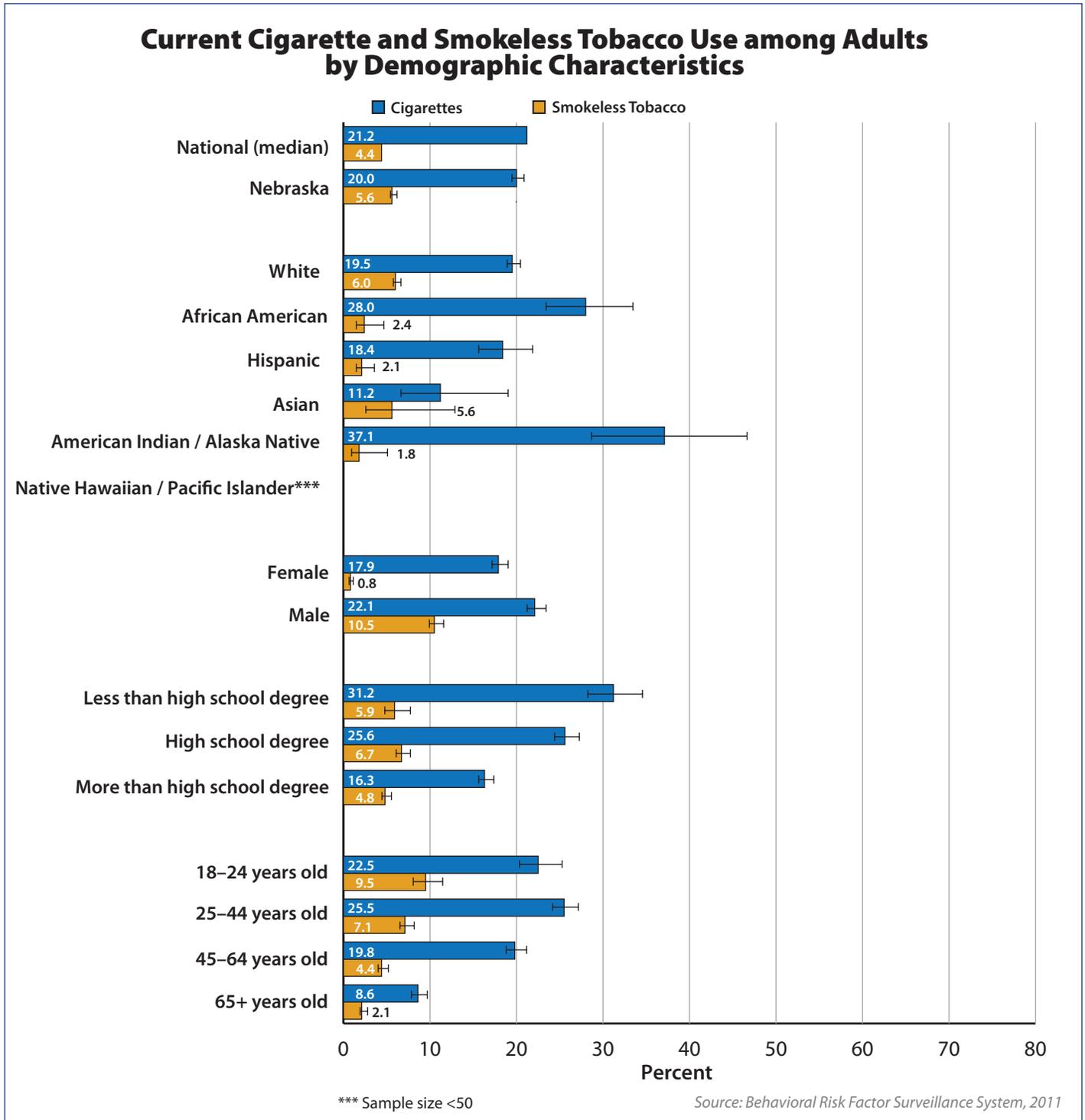


## Monitor

### Adult Current Cigarette/Smokeless Tobacco Use

In Nebraska, the percentage of adults (ages 18+) who currently smoke cigarettes was 20.0% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Nebraska ranked 19<sup>th</sup> among the states.

The percentage of adults who currently use smokeless tobacco was 5.6% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Nebraska ranked 39<sup>th</sup> among the states.



# NEBRASKA

## Youth Current Cigarette/Smokeless Tobacco/Cigar Use

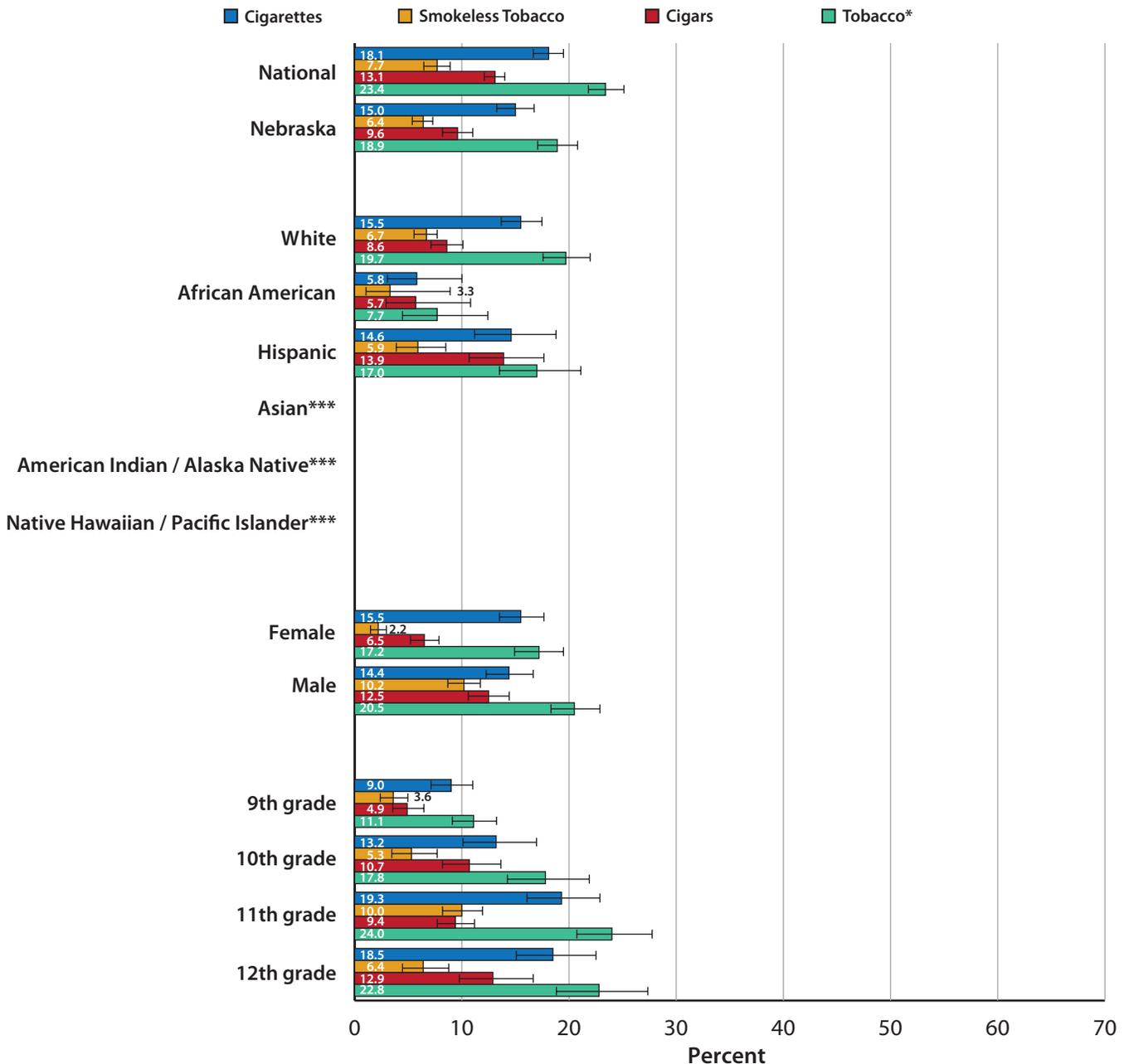
In Nebraska, the percentage of youth in grades 9-12 who currently smoke cigarettes was 15.0% in 2011. The range across 44 states was 5.9% to 24.1%. Nebraska ranked 15<sup>th</sup> among 44 states.

The percentage of youth who currently use smokeless tobacco was 6.4% in 2011. The range across 40 states was 3.5% to 16.9%. Nebraska ranked 7<sup>th</sup> among 40 states.

The percentage of youth who currently smoke cigars was 9.6% in 2011. The range across 37 states was 5.0% to 18.3%. Nebraska ranked 3<sup>rd</sup> among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 18.9% in 2011. The range across 36 states was 7.8% to 31.9%. Nebraska ranked 6<sup>th</sup> among 36 states.

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



\* Cigarettes, smokeless tobacco, and/or cigars

\*\*\* Sample size <100

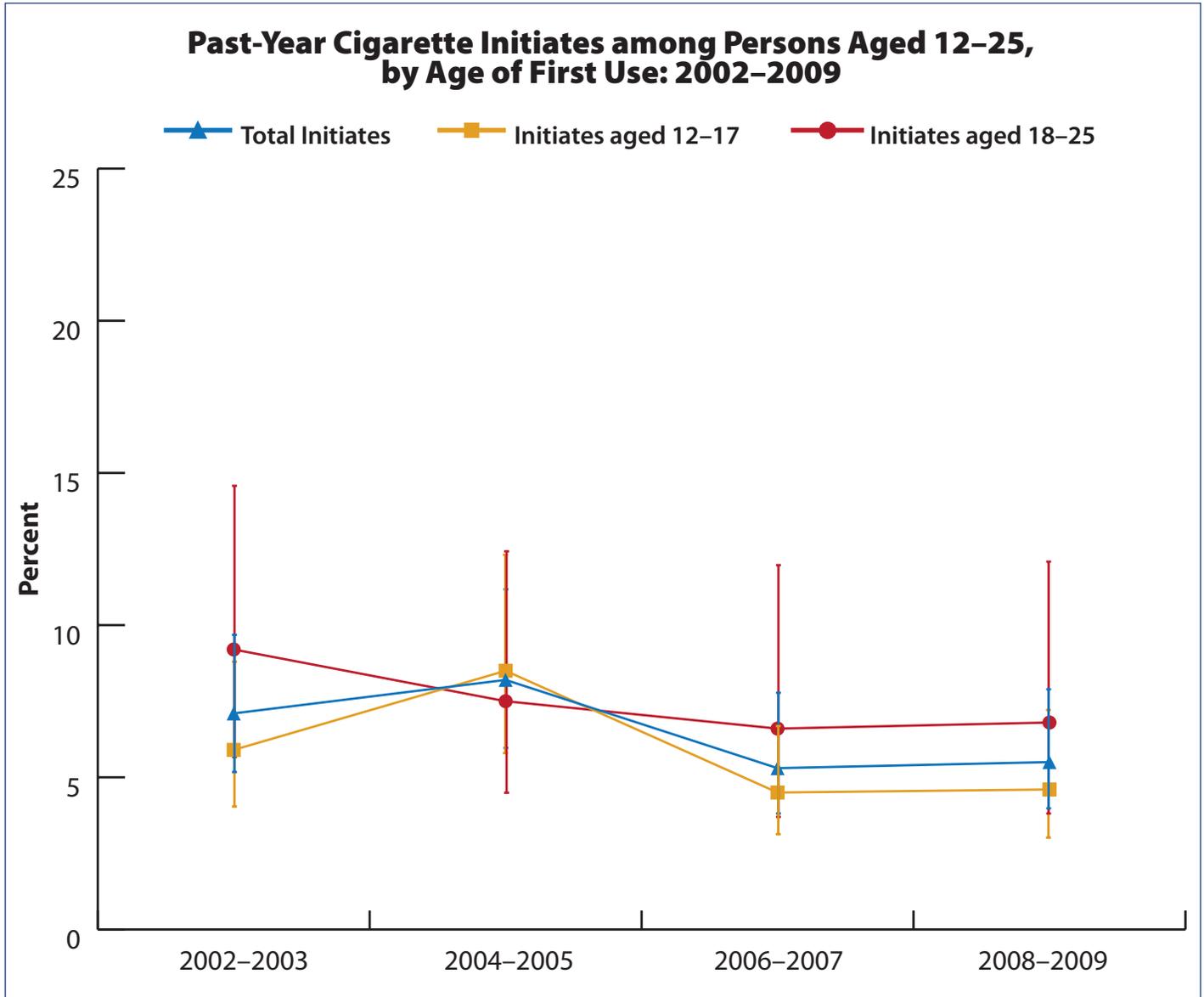
Source: Youth Risk Behavior Survey, 2011

# NEBRASKA

## Past-Year Cigarette Initiation

In 2008-2009, of all Nebraska youth ages 12-17 who had never smoked, 4.6% smoked a cigarette for the first time in the past year. This ranked 5<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, 6.8% smoked a cigarette for the first time in 2008-2009. This ranked 15<sup>th</sup> in the nation, with a range of 4.2%–14.7% among the states.



# NEBRASKA

## Protect

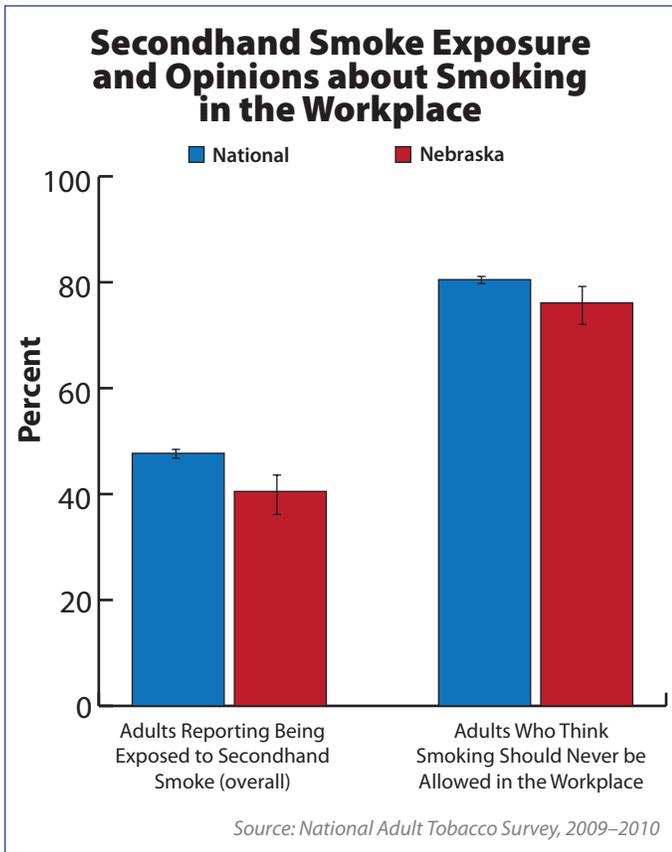
### Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was lower in Nebraska than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Nebraska was 40.5%, ranking 5<sup>th</sup> among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Nebraska 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
40.5%	18.0%	9.5%	18.0%	22.6%

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

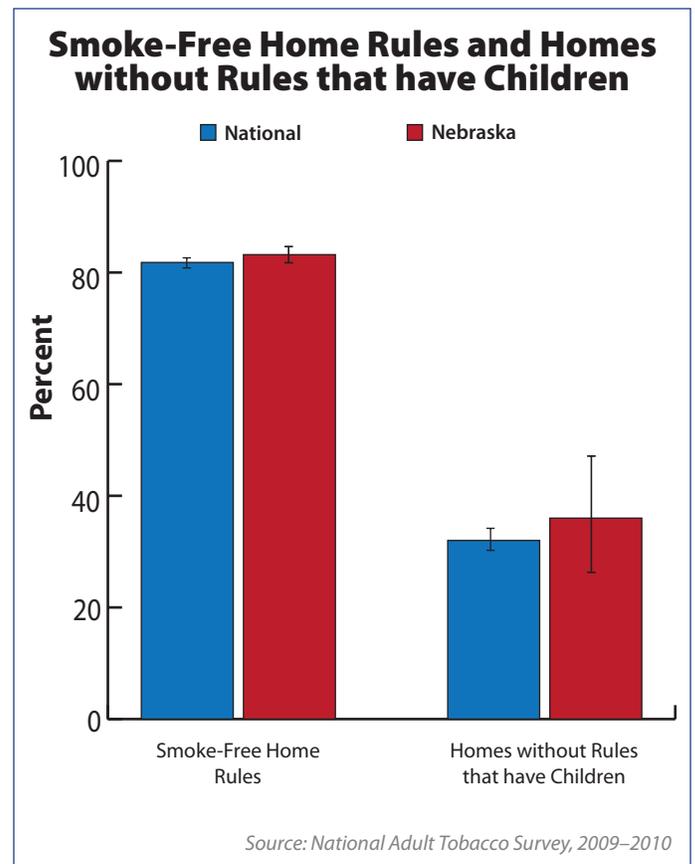


### Opinions about Smoking in the Workplace

In 2009-2010, 76.1% of adults in Nebraska thought that smoking should never be allowed in indoor workplaces, ranking 39<sup>th</sup> among the states.

### Smoke-Free Home Rules

In 2009-2010, 83.2% of adults in Nebraska reported that their homes had smoke-free home rules, ranking 21<sup>st</sup> among the states. The percentage of homes without smoke-free home rules with children living in them was 36.0%, ranking 40<sup>th</sup> among the states.



# NEBRASKA

## State Smoke-Free Policy

As of June 30, 2012, Nebraska had a smoke-free law that prohibits smoking in indoor areas of workplaces, restaurants, and bars. The state allowed communities to enact local smoke-free laws.

Smoke-Free Legislation			
Workplaces	Restaurants	Bars	Local Laws Permitted
 <b>Yes</b>	 <b>Yes</b>	 <b>Yes</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.

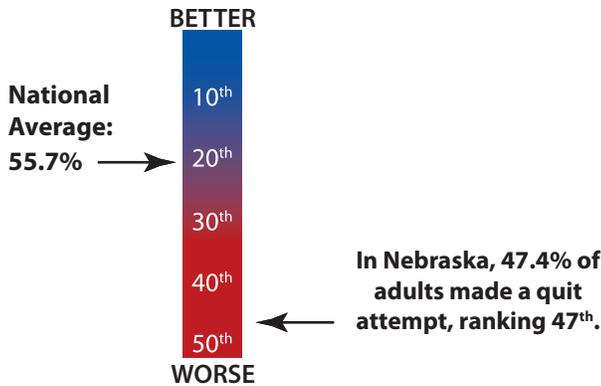
Note: Not all footnotes may be used. Source: STATE System, June 2012

## Offer

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

During 2009-2010, 47.4% of Nebraska adult smokers made a quit attempt in the past year, ranking 47<sup>th</sup> among the states.

#### Percentage of Smokers Attempting to Quit



### Quitline Utilization

In 2010, the Nebraska quitline received 5,978 calls, and 1,772 tobacco users (an estimated 0.6% 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, Nebraska’s Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Nebraska provided full coverage for some nicotine replacement therapies, full coverage for varenicline, full coverage for bupropion, and partial coverage for counseling (individual and/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>Partial<sup>b</sup></b>

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

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

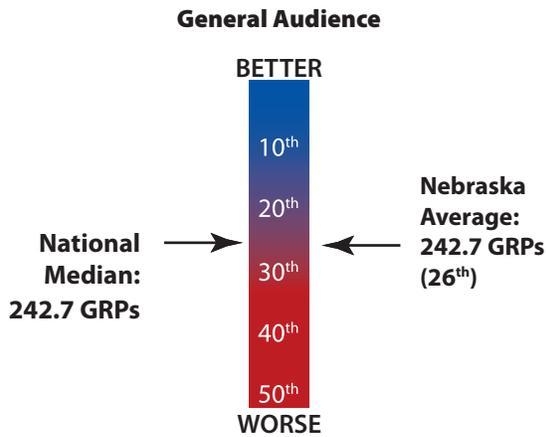
# NEBRASKA

## Warn

### Tobacco Counter-Marketing Media Intensity

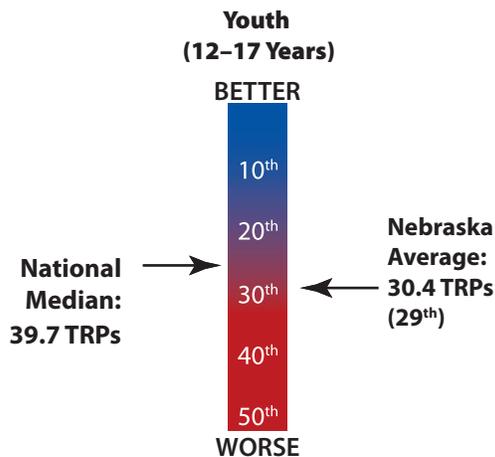
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Nebraska had an average of 242.7 general audience GRPs and 30.4 youth TRPs per quarter 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

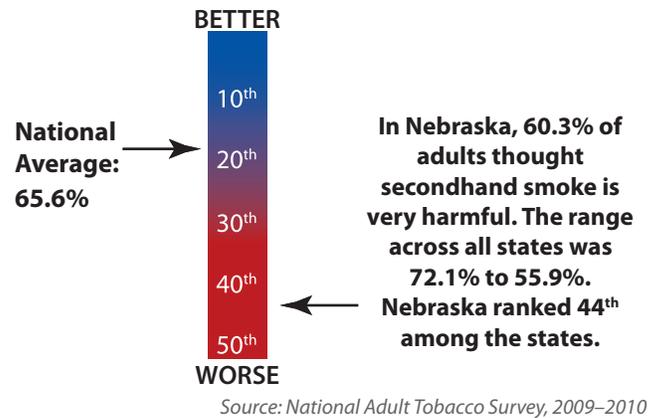


Source: CDC/OSH

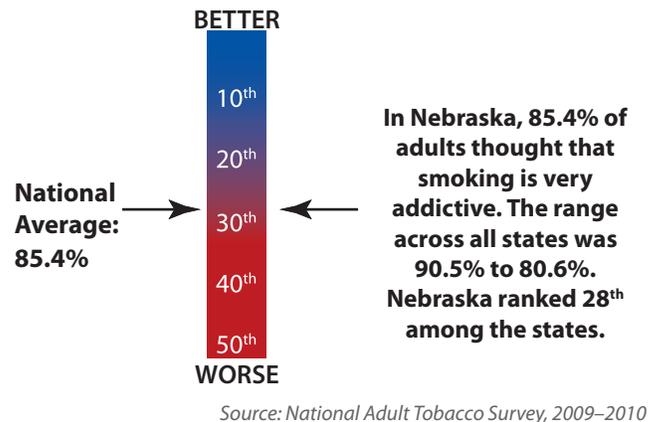
### Knowledge of the Dangers of Tobacco

In Nebraska, 60.3% 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, 85.4% thought that cigarette smoking is very addictive.

#### Secondhand Smoke



#### Addictiveness of Smoking



# NEBRASKA

## Enforce

### State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Nebraska 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, Nebraska required all establishments selling cigarettes over-the-counter to be licensed; the state does not have such a requirement for smokeless tobacco products. 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>\$5.00</b>	 <b>Yes<sup>a</sup></b>	 <b>Yes<sup>b</sup></b>	 <b>No</b>

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

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

# NEBRASKA

## Raise

### Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Nebraska was \$0.64 per pack, ranking 38<sup>th</sup> among the states. The tax on cigars was 20% of the purchase price per cigar, and for little cigars the tax was 20% of the purchase price per pack of 20. The tax on smokeless tobacco was 20% of the purchase price with snuff taxed individually at \$0.44 per ounce.

### Price Paid for Last Cigarettes Purchased

In Nebraska, 67.2% of adult smokers bought their last cigarettes by the pack, and 32.8% bought them by the carton in 2009-2010. The average price that Nebraska smokers reported paying for their last pack of cigarettes was \$4.64 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Nebraska smokers reported paying for their last carton of cigarettes was \$40.03 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

### Amount of Cigarette Excise Tax

