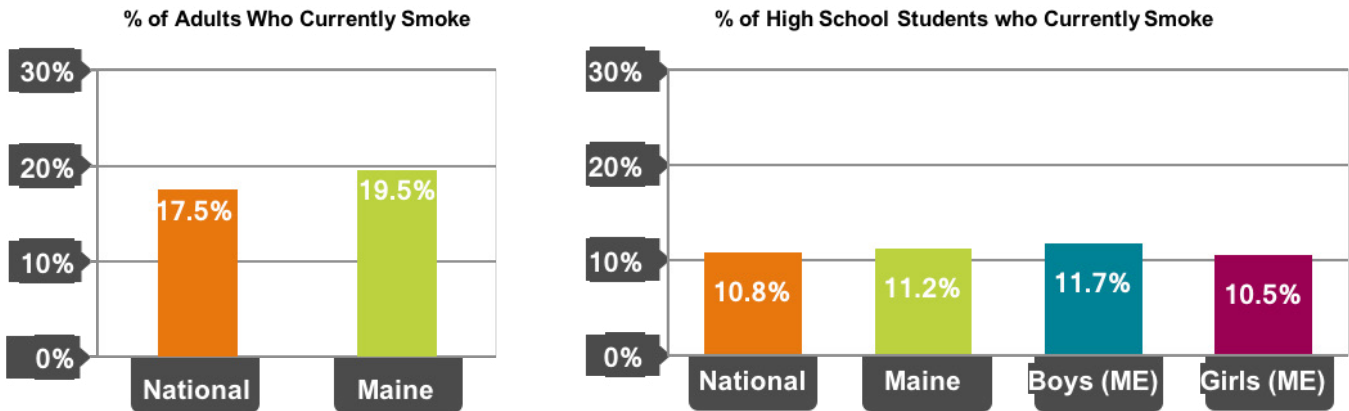


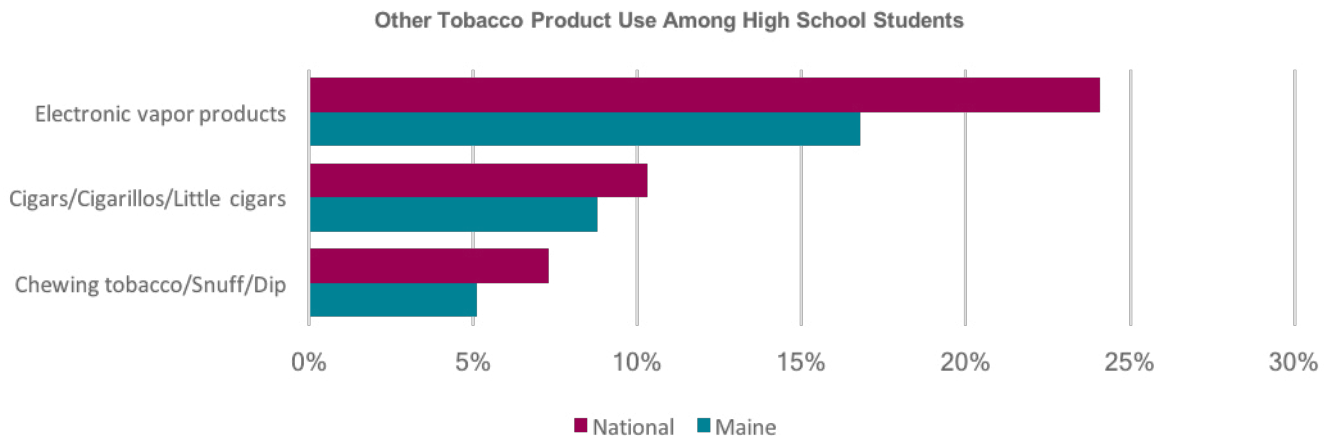
Tobacco in Maine

CIGARETTE USE*1-2



OTHER TOBACCO USE

- The prevalence of smokeless tobacco use among adults in Maine was 2.1% in 2014.³
- In 2015, 5.1% of high school students in Maine used chewing tobacco, snuff, or dip on at least one day in the past 30 days. Nationally, 7.3% of high school students used smokeless tobacco on at least one day in the past 30 days.²
- In 2015, 8.8% of high school students in Maine smoked cigars, cigarillos, or little cigars on at least one day in the past 30 days. Nationally, 10.3% of high school students smoked cigars, cigarillos, or little cigars on at least one day in the past 30 days.²
- In 2015, 16.8% of high school students in Maine used electronic vapor products on at least one day in the past 30 days. Nationally, 24.1% of high school students used electronic vapor products on at least one day in the past 30 days.²



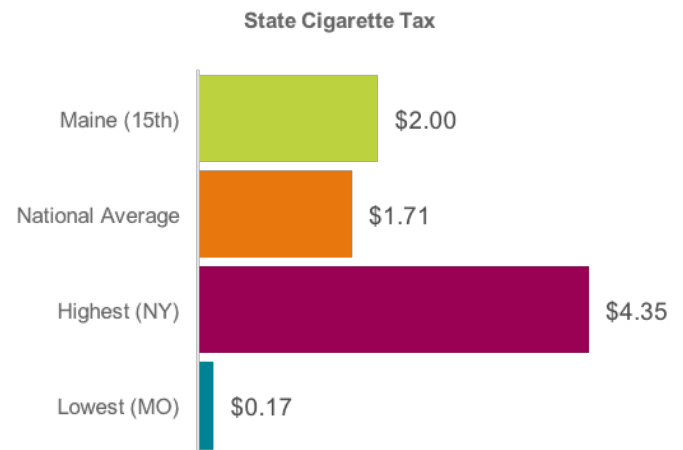
ECONOMICS OF TOBACCO USE AND TOBACCO CONTROL

- In FY2017, Maine allocated \$7.8 million in state funds to tobacco prevention, which is 49.1% of the Centers for Disease Control and Prevention's (CDC) Annual Spending Target.⁴
- Maine received an estimated \$196.7 million in tobacco settlement payments and taxes in FY2017.⁴
- The health care costs in Maine, directly caused by smoking, amount to \$811 million annually.⁴
- Maine loses \$647 million in productivity each year due to smoking.⁵

STATE TOBACCO LAWS⁶⁻⁸

EXCISE TAX

- The state tax increased to \$2.00 per pack of cigarettes in September 2005. Maine is ranked 15th in the United States for its cigarette tax. The national average cigarette tax is \$1.71 per pack of cigarettes. The highest state cigarette tax is New York (\$4.35) and the lowest state cigarette tax is Missouri (\$0.17).
- Smokeless tobacco, including chewing tobacco and snuff, is taxed a minimum of \$2.02 per ounce. Cigars, pipe tobacco, and other smoking tobacco are taxed 20% of the wholesale price.



CLEAN INDOOR AIR ORDINANCES

- Smoking is prohibited in all government workplaces, private workplaces, schools, childcare facilities, restaurants, bars, retail stores, and recreational/cultural facilities.
- Smoking is restricted in casinos/gaming establishments (tribal establishments are exempt).

YOUTH ACCESS LAWS

- The minimum age requirement for the purchase of tobacco products is 18, and penalties exist for both minors and merchants who violate this law.
- Establishments are required to post signs stating that sales to minors are prohibited.
- The sale to minors of electronic smoking devices, including electronic cigarettes, is prohibited.

FLAVOR LAWS

- The sale of cigars with characterizing flavors is banned. Characterizing flavor is defined as having a distinguishable taste or aroma of candy, chocolate, vanilla, fruit, berry, nut, herb, spice, honey, or an alcoholic drink. Menthol is exempted. Premium cigars, defined as cigars weighing over 3 pounds per thousand cigars and wrapped in whole tobacco leaf, are exempt.

[†]The seven recommended cessation medications are NRT Gum, NRT Patch, NRT Nasal Spray, NRT Inhaler, NRT Lozenge, Varenicline (Chantix), and Bupropion (Zyban).

Fiore MC, et al. Treating Tobacco Use and Dependence: 2008 Update. Clinical Practice Guideline. Rockville, MD: US Department of Health and Human Services. Public Health Service: May 2008.

CESSATION STATISTICS AND BENEFITS

- The CDC estimates that 51.6% of adult every day smokers in Maine quit smoking for one or more days in 2015.⁹
- The Affordable Care Act requires all Medicaid programs cover all tobacco cessation medications beginning January 1, 2014.^{8†}
- Maine's state quitline invests \$10.25 per smoker; the national average investment per smoker is \$3.46.⁸
- Maine does not have a private insurance mandate provision for cessation.⁸

REFERENCES

- 1 CDC, Behavioral Risk Factor Surveillance System, 2015
- 2 CDC, Youth Risk Behavior Surveillance System, 2015
- 3 CDC, State-Specific Prevalence of Current Cigarette Smoking and Smokeless Tobacco Use Among Adults—United States, 2014, MMWR
- 4 Campaign for Tobacco-Free Kids, *Broken Promises to Our Children: a State-by-State Look at the 1998 State Tobacco Settlement 18 Years Later* FY2017, 2016
- 5 Campaign for Tobacco-Free Kids, *Toll of Tobacco in the United States*, 2017
- 6 American Lung Association, *SLATI State Reports*, 2017
- 7 Campaign for Tobacco-Free Kids, *State Cigarette Excise Tax Rates & Rankings*, 2017
- 8 American Lung Association, *State of Tobacco Control*, 2017
- 9 CDC, Behavioral Risk Factor Surveillance System, *State Tobacco Activities Tracking and Evaluation System*, 2015