

STEP P

STATE TOBACCO EDUCATION
& PREVENTION PARTNERSHIP

HOW DOES TOBACCO AFFECT PEOPLE IN COLORADO?

TOBACCO USE IS THE LEADING CAUSE OF PREVENTABLE DEATH IN COLORADO. MORE THAN 4,300 COLORADOANS DIE EACH YEAR FROM TOBACCO-RELATED ILLNESSES. LIFELONG SMOKERS HAVE A 50 PERCENT CHANCE OF DYING FROM A SMOKING-RELATED ILLNESS, AND EACH SMOKER LOSES AN AVERAGE OF 13 TO 14 YEARS OF POTENTIAL LIFE.¹

WHAT IS THE HUMAN TOLL OF TOBACCO USE?

Each year in the United States, smoking is responsible for an estimated 30 percent of all cancer deaths, including 87 percent of lung cancer--the leading cause of cancer mortality²--21 percent of deaths from coronary heart disease; 18 percent of stroke deaths; and 90 percent of deaths from chronic obstructive pulmonary disease.³

Approximately 19 percent of Colorado's adult residents (more than 630,000 people) currently smoke, with the highest rates among young adults aged 18 to 24 years (28.2 percent).⁴

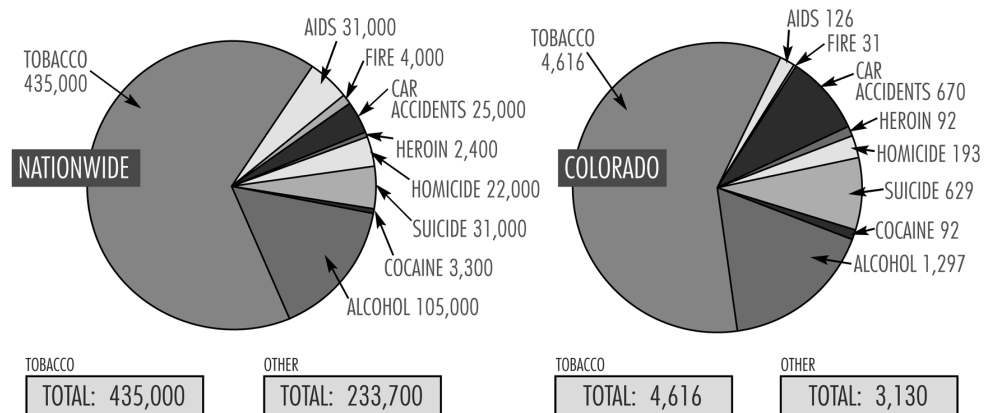
Approximately 130,000 of Colorado's smokers are at risk of developing a smoking-related illness each year.¹

Nine percent of Colorado adults use a tobacco product other than cigarettes. Of these, 37 percent use smokeless tobacco,⁵ which is known to cause a variety of oral cancers.⁶

HOW MANY WOMAN SMOKE DURING PREGNANCY?

Approximately nine percent of Colorado women report smoking during the last three months of their pregnancy.¹ Pregnant females who smoke increase their chances of having a low birth weight baby by up to 39 percent. Low birth weight is directly associated with stillbirths and newborn deaths.⁷

TOBACCO KILLS MORE AMERICANS EACH YEAR THAN...



SOURCES: U.S. CENTERS OF DISEASE CONTROL, U.S. ENVIRONMENTAL PROTECTION AGENCY, NATIONAL CENTER FOR HEALTH STATISTICS, NATIONAL SAFETY COUNCIL AND SMOKEFREE EDUCATIONAL SERVICES AND COLORADO DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT

WHAT IS THE FINANCIAL TOLL OF TOBACCO USE?

- Annual healthcare costs in Colorado directly related to smoking are more than \$1 billion (\$259 per capita).⁶
- Colorado government Medicaid payments for tobacco-related illnesses total \$250 million annually. Seventeen percent of all Medicaid expenditures are spent on smoking-related illnesses (\$723 per recipient).⁸
- Non-health associated costs related to tobacco use in Colorado, such as cigarette-caused fires, lost productivity, and employee termination, amount to at least \$850 million annually (\$211 per capita).⁶
- Estimated costs of lost income and productivity due to smoking-related premature death are approximately \$425 million annually.⁹
- Annual expenditures in Colorado for babies' health problems caused by mothers' smoking during pregnancy are between \$17 and \$49 million.⁷

HOW MANY PEOPLE TRY TO QUIT IN COLORADO?

In a 2000 statewide survey, 85 percent of Colorado's smokers reported considering quitting; 53 percent reported attempting to quit; but only three percent reported successful quit attempts.¹¹ The low percentage of successful quit attempts demonstrates how addictive nicotine is and why cessation remains difficult despite health messages, advertising restrictions and the establishment of smoke-free public places.

The average smoker makes at least seven serious attempts at quitting before remaining smoke-free for a year.

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WHAT ARE THE HEALTH BENEFITS OF QUITTING SMOKING?

- After one year without smoking, the risk of heart disease caused by smoking is reduced to about half.¹⁰
- After 10 years, the risk of lung cancer for former smokers drops to less than half of that of a continuing smoker.⁸
- In five to 15 years, the risk of stroke for former smokers returns to the level of those who never smoked.⁸

WHAT ARE THE ECONOMIC BENEFITS OF REDUCING TOBACCO USE?

In Colorado, each one percent reduction in smoking rates would save an estimated \$700,000 in medical costs related to treating heart disease and stroke in the first year alone. A one percent reduction each year, over a period of five years, could save Colorado an estimated \$9.9 million.

For every one dollar invested in smoking cessation programs for pregnant women, Colorado would save approximately six dollars in neonatal intensive care costs and long-term care costs associated with low birth weight.

HOW CAN I GET HELP QUITTING TOBACCO?

Call the Colorado Quitline at 1-800-639-QUIT (7848) or log onto www.co.quitnet.com for free assistance and tips on quitting.



REFERENCES

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