

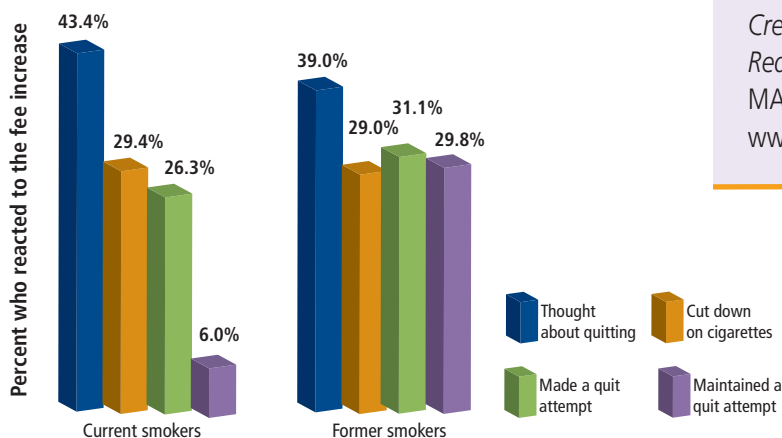


POLICIES HELP MINNESOTA SMOKERS QUIT

Raising the price of cigarettes prompts more Minnesotans to try quitting.

Results from the 2007 Minnesota Adult Tobacco Survey (MATS) show that increasing the cost of cigarettes supports quit attempts. In 2005, Minnesota instituted a health impact fee that increased the total taxes and fees on a pack of cigarettes by 75 cents, to \$1.48. This increase helped current smokers to think about quitting (43.4 percent), to cut down on cigarettes (29.4 percent), to make a quit attempt (26.3 percent), and to maintain a quit attempt (6.0 percent). Former smokers who quit within two years after the fee increase also report similar levels of support for quitting from this policy (Figure 1).

FIGURE 1. MINNESOTA CURRENT AND FORMER SMOKERS REPORT THAT THE 2005 FEE INCREASE ENCOURAGED THEM TO REDUCE OR QUIT SMOKING.



Source: Minnesota Adult Tobacco Survey, 2007

Minnesota's Comprehensive Tobacco Control Program:

In Minnesota, a comprehensive tobacco control program—led by ClearWay MinnesotaSM, Blue Cross and Blue Shield of Minnesota (Blue Cross) and the Minnesota Department of Health (MDH)—implements broad, evidence-based statewide strategies to reduce tobacco use and exposure to secondhand smoke.

Minnesota Adult Tobacco Survey: The three partner organizations also collaborate on the Minnesota Adult Tobacco Survey, which is the most thorough source of information about tobacco use prevalence, behaviors, attitudes and beliefs in the adult Minnesota population and serves as a tool for measuring the progress of Minnesota's comprehensive tobacco control program. Data for the most recent MATS were collected in 2007. Other survey years were 1999 and 2003. Key findings from the most recent MATS and the trend analyses from all three MATS are discussed in the complete report, *Creating a Healthier Minnesota: Progress in Reducing Tobacco Use*, and in accompanying MATS briefings, which are available at www.mnadulttobaccosurvey.org.

POLICIES HELP MINNESOTA SMOKERS QUIT

HELPING SMOKERS QUIT

Smoke-free policies and raising the price of cigarettes encourage and support quitting attempts, but many smokers also need more specific and individual assistance to successfully quit smoking. Through *Call it Quits*, a collaboration of Minnesota's health plans and ClearWay MinnesotaSM, every smoker in the state, regardless of his or her insurance coverage, can receive help with quitting.

In addition to telephone counseling, ClearWay Minnesota's individual QUITPLAN[®] Services include online (quitplan.com) and in-person options (treatment centers, worksite group counseling, and culturally appropriate community-based services).

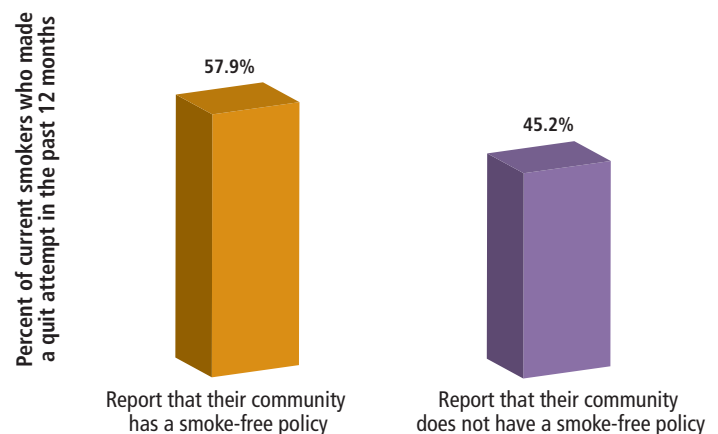
Over the past 10 years, Minnesota health plans have increased coverage for stop-smoking medications for their fully insured members and have encouraged large self-insured employer groups (who design their own benefits) to offer this coverage as well. For those without coverage or without health insurance, ClearWay Minnesota provides free nicotine replacement therapy to smokers who also participate in behavioral counseling.

Minnesota's comprehensive tobacco control program encourages state and local policies that protect Minnesotans from the harms of secondhand smoke and support those who are trying to quit smoking.

Smoke-free policies encourage Minnesota smokers to quit.

When data were being collected for MATS 2007, 15 Minnesota cities and counties had smoke-free ordinances—some of which included bars as well as restaurants—protecting 38.1 percent of adult Minnesotans. However, 59.1 percent of Minnesotans said such an ordinance existed “in their area.” Their perception was likely based on ordinances in communities where they worked or visited regularly, not just where they lived. Among these Minnesota smokers who reported that their community prohibited smoking in bars and restaurants, 57.9 percent reported attempting to quit in the past 12 months compared with 45.2 percent who did not report such a policy (Figure 2).

FIGURE 2. MINNESOTA SMOKERS WHO REPORTED HAVING A SMOKE-FREE POLICY IN RESTAURANTS AND BARS IN THEIR COMMUNITY WERE MORE LIKELY TO ATTEMPT TO QUIT THAN THOSE WHO DID NOT REPORT SUCH A SMOKE-FREE POLICY.



Source: Minnesota Adult Tobacco Survey, 2007

POLICIES HELP MINNESOTA SMOKERS QUIT

State and local smoke-free policies help create an environment in which tobacco use is less common and acceptable. While a primary goal of a smoke-free policy is protecting nonsmokers from secondhand smoke, MATS results suggest that such a policy also prompts many smokers to try to quit.

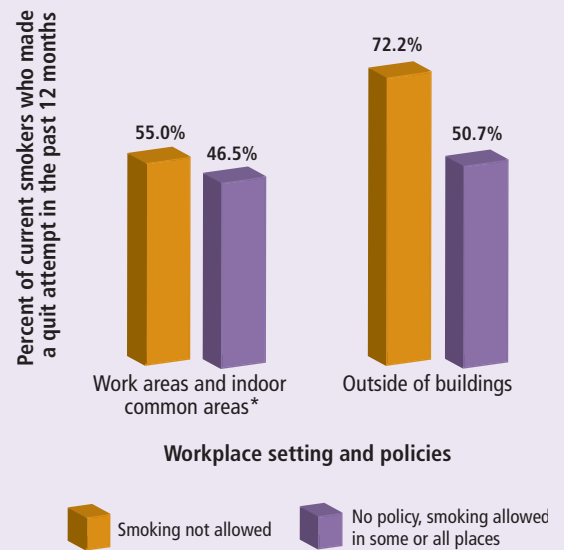
Smoke-free policies at work prompt quit attempts.

Among smokers in Minnesota who have an indoor smoke-free policy at work, 55.0 percent report making a quit attempt in the past 12 months. In contrast, 46.5 percent of smokers who do not have indoor smoke-free policies at work report making a quit attempt. While not statistically significant, this difference is large enough to be of interest. However, among smokers who work primarily indoors, policies at the workplace prohibiting smoking on the grounds outside the building are related to quit attempts. There is a statistically significant difference in quitting among those smokers whose employers have a smoke-free policy for the company's outdoor grounds, as illustrated in Figure 3.

Smoke-free rules at home support quit attempts.

Over 80 percent (83.2 percent) of all Minnesotans report having a rule that smoking is not allowed anywhere inside their homes. Even half of all current smokers (49.6 percent) report living in homes with smoke-free rules. Smokers with restrictions on smoking in their home are more likely to have tried to quit smoking in the past year (58.8 percent), compared with those who do not have smoke-free rules at home (46.1 percent)(Figure 4). In addition to protecting children and adult nonsmokers from secondhand smoke, home smoking restrictions reduce cues to smoke and make smoking less acceptable.

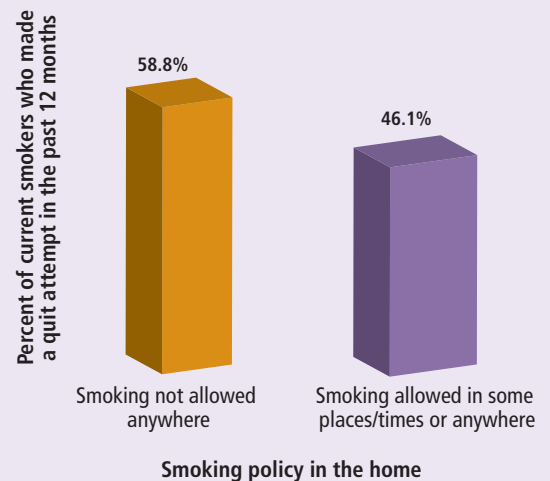
FIGURE 3. MINNESOTA SMOKERS WITH SMOKE-FREE POLICIES AT THEIR WORKSITES ARE MORE LIKELY TO ATTEMPT TO QUIT THAN THOSE WHO DO NOT HAVE SMOKE-FREE POLICIES AT THEIR WORKSITES.



*Difference is not statistically significant

Source: Minnesota Adult Tobacco Survey, 2007

FIGURE 4. MINNESOTA SMOKERS WITH SMOKE-FREE RULES AT HOME ARE MORE LIKELY TO ATTEMPT TO QUIT THAN THOSE WHO DO NOT HAVE SMOKE-FREE RULES AT HOME.



Source: Minnesota Adult Tobacco Survey, 2007

MINNESOTA PASSES FREEDOM TO BREATHE ACT OF 2007

In May 2007, Minnesota passed a comprehensive smoke-free law that covers indoor public places and workplaces, including bars and restaurants. Because the Freedom to Breathe Act went into effect in October 2007—after MATS data collection was conducted—this study does not reflect the effects of this statewide law. MATS 2007 data do provide an opportunity to describe the effects of local policies and, potentially, forecast the larger effects of a statewide policy.

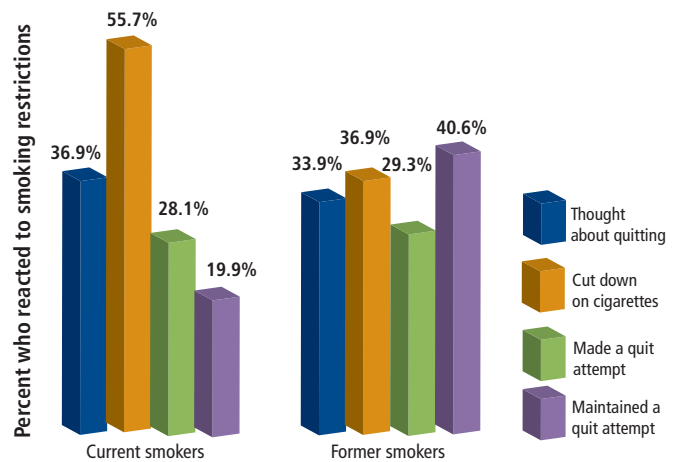
MATS SURVEY METHODS

MATS 2007 telephone interviews were conducted with adults aged 18 and older living in Minnesota from February to June 2007. The sample of 12,580 responding adults consisted of 7,532 from a statewide random digit dial sample and 5,048 from a list of Blue Cross members. The response rates were 41 percent and 48 percent, respectively. The two samples were merged using scientific survey weighting methods, and the merged sample is representative of the Minnesota adult population. Associations are based on bivariate analysis only and are not adjusted for potential confounders. Statistical tests used overlapping confidence intervals and chi-square tests. Differences are statistically significant at $p < 0.05$ unless otherwise noted.

Smokers report that smoke-free policies support their quit attempts.

Results from the 2007 MATS show that smoke-free policies helped smokers to think about quitting (36.9 percent), to cut down on cigarettes (55.7 percent), to make a quit attempt (28.1 percent), and to maintain a quit attempt (19.9 percent). Former smokers who have quit within the past five years also report similar levels of support for quitting from smoke-free policies at home, in the workplace, and elsewhere in the community.

FIGURE 5. MINNESOTA SMOKERS AND FORMER SMOKERS WHO QUIT IN THE PAST FIVE YEARS REPORT THAT SMOKING RESTRICTIONS ENCOURAGED THEM TO REDUCE OR QUIT SMOKING.



Source: Minnesota Adult Tobacco Survey, 2007



MINNESOTA ADULT TOBACCO SURVEY

Tobacco Use in Minnesota: 1999 to 2007

www.mnadulttobaccosurvey.org

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