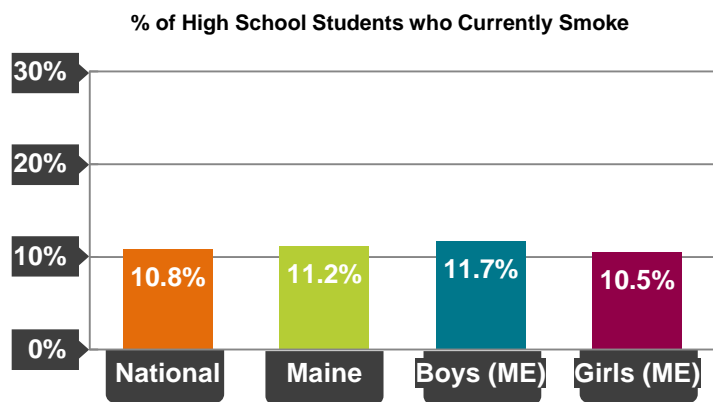
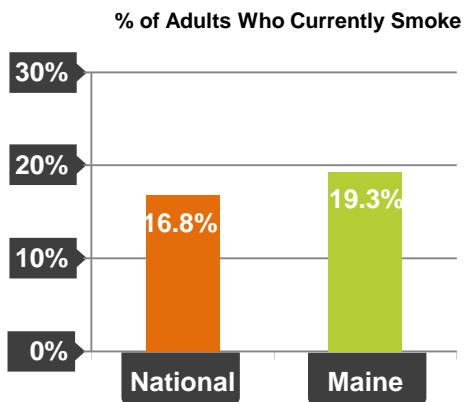


TOBACCO IN MAINE

CIGARETTE USE^{1-2*}



OTHER TOBACCO PRODUCT USE

- The prevalence of smokeless tobacco use among adults in Maine was 2.0% in 2013. 3.9% of adult current cigarette smokers in Maine were also current smokeless tobacco users in 2013.³
- 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 FY2016, Maine allocated \$8.1 million in state funds to tobacco prevention, which is 50.6% of the Centers for Disease Control and Prevention's (CDC) Annual Spending Target.⁴
- Maine received an estimated \$188 million in tobacco settlement payments and taxes in FY2016.⁴
- 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

* National and state-level prevalence numbers reflect the most recent data available. This may differ across state fact sheets.

STATE TOBACCO LAWS⁶⁻⁷

EXCISE TAX

- The state tax increased to \$2.00 per pack of cigarettes in September 2005. 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 exempt. Premium cigars, defined as cigars weighing over 3 pounds per thousand cigars and wrapped in whole tobacco leaf, are exempt.

CESSATION STATISTICS AND BENEFITS

- The CDC estimates that 48.6% of adult every day smokers in Maine quit smoking for one or more days in 2014.⁸
- Maine's Medicaid program covers all seven recommended cessation medications and individual and group counseling.^{7†}
- The state's Medicaid program's barriers to coverage include required prior authorization and use of certain cessation treatments before using others.⁷
- Maine's state quitline invests \$11.41 per smoker; the national average investment per smoker is \$3.37.⁷
- Maine does not have a private insurance mandate provision for cessation.⁷

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