

**OVER  
VIEW**

# THE COLORADO STATE TOBACCO EDUCATION AND PREVENTION PARTNERSHIP (STEPP)

**COLORADO PRIDES ITSELF ON BEING A HEALTHY STATE**, but it's fallen behind when it comes to nicotine addiction, especially for kids. Tobacco is still the number one cause of preventable death in Colorado and nationwide. Colorado now leads the nation in youth vaping: 27% of high school students say that they vape. While smoking has hit an all time low for high schoolers at 7%, one in three high school students use a nicotine product of some kind. Nicotine exposure can harm the developing brain, impact learning, and increase the risk of future addiction to other drugs.<sup>1,2</sup>



## THE TOLL OF TOBACCO IN COLORADO<sup>3</sup>

Tobacco use is the **#1** preventable cause of death

Smoking kills **5,100** Coloradans per year



**1 in 4** cancer deaths in CO are caused by smoking



Colorado Cigarette Tax ranked 39th out of 50 states

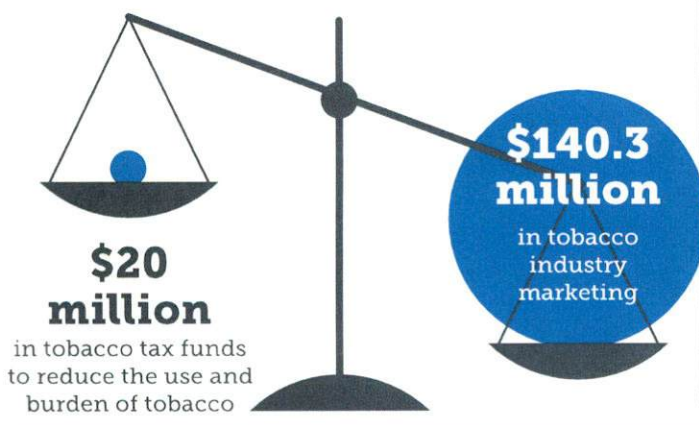
“You look at how many places Colorado has top rankings in America. A variety of measures that are unique in Colorado to protect the quality of our air, the quality of our water.

**Youth vaping—the percentage of kids vaping—is not a list we want to be at the top of. But we are.”**

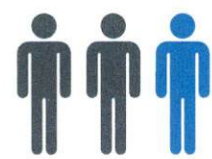
—Former Governor John Hickenlooper



There is no excise tax on vape products



**91,000** kids alive in CO today will ultimately die prematurely from smoking



**1 in 3** high school students use a tobacco product.

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## THE COLORADO STATE TOBACCO EDUCATION AND PREVENTION PARTNERSHIP (STEPP) DIVIDES ITS ACTIVITIES INTO FOUR PILLARS. THEY ARE:



**STATE AND COMMUNITY:** Budget \$8.8 million. The STEPP program funded 40 local agencies and nonprofits/statewide groups in 2018-19 to work at the county, community and state levels to reduce tobacco use. These organizations, mostly local health agencies, work to educate their communities, expand access to quit services and reduce youth access to tobacco.



**CESSATION:** Budget \$5.7 million. STEPP administers several programs that help Coloradans get the help they need to succeed when they're ready to quit tobacco. STEPP works to improve access to evidence-based medications and treatments to help people quit smoking. The Colorado QuitLine is the main resource that supports tobacco users who wish to quit. The QuitLine offers counseling and stop-smoking medications through the phone and online at no cost. The STEPP program offers an app called This is Quitting that serves young adults. STEPP funds several other intensive programs for high-need groups, such as pregnant women.



**MASS-REACH HEALTH COMMUNICATION INTERVENTIONS:** Budget \$4.8 million. Mass-reach approaches educate key groups about tobacco products, including cigarettes, smokeless tobacco and vaping. This information helps people make healthier choices and counters pro-tobacco influence from tobacco industry marketing.



**SURVEILLANCE AND EVALUATION:** Budget \$1.8 million. Monitoring and evaluating tobacco control activities across the state ensures the use of the most effective practices in addressing tobacco use in Colorado.

### STATE AND COMMUNITY FEATURES

Efforts to prevent tobacco sales to minors:	
11	communities have passed local licensing laws for tobacco retailers.
4	communities have passed policies that increase the age of tobacco sales to 21.
Efforts to protect Coloradans from secondhand smoke and vapor:	
26	communities have expanded indoor secondhand smoke protections to include vaping.
138,694	housing units are covered by smoke-free multiunit housing policies.
80%	About 17,139 public housing units are smoke-free. Approximately 80% of public housing residents are protected by a smoke-free policy.
8	communities have smoke- and vape-free downtown areas.
50	communities have restrictions on outdoor smoking, ranging from parks and trails, amphitheaters, skate parks, tennis courts, pools, ski resorts.

### CESSATION PILLAR

#### JULY 2017-JUNE 2018 ACTIVITIES

##### QuitLine Promotion



- Media activities generated 37,851 calls and 153,000 clicks to the website.
- 14,623 phone enrollments and 11,216 web enrollments total 25,839 total enrollments, an increase over last year despite no increase in budget.
- 3,612 Baby and Me Tobacco Free clients served, helping pregnant women succeed at quitting.
- Smokers are 7X more likely to quit when they call the QuitLine.
- The QuitLine now serves children as young as 12, providing free coaching to young people who are seeking support to stop or reduce vaping, smoking or chewing.
- Health First Colorado, Colorado's Medicaid Program, covers free, comprehensive smoking cessation benefits for members without barriers to access. In 2018, prior authorization was removed for all cessation medications.

1. Office of the Surgeon General. The Health Consequences of Smoking-50 Years of Progress: A Report of the Surgeon General. Atlanta, GA: US Department of Health and Human Services, Centers for Disease Control and Prevention (US), National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2014. <https://www.surgeongeneral.gov/library/reports/50-years-of-progress/full-report.pdf>.

2. Office of the Surgeon General. E-cigarette Use among Youth and Young Adults: A Report of the Surgeon General. Washington, DC: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention; 2016. [https://www.cdc.gov/tobacco/data\\_statistics/sgr/e-cigarettes/pdfs/2016\\_sgr\\_entire\\_report\\_508.pdf](https://www.cdc.gov/tobacco/data_statistics/sgr/e-cigarettes/pdfs/2016_sgr_entire_report_508.pdf).

3. The Toll of Tobacco in Colorado. (2018, November 15). Retrieved December 17, 2018, from <https://www.tobaccofreekids.org/problem/toll-us/colorado>