



To continue the progress Massachusetts' policymakers, public health officials, and citizens have made over the last 20 years, the Massachusetts Tobacco Cessation and Prevention Program (MTCP) employs five core strategies. Together, we can make smoking history in Massachusetts.

**Strategy #1: Ensure access to effective cessation resources for all Massachusetts residents.**

MTCP works with public and private health insurers to improve smoking cessation benefits for all their members.

**Strategy #2: Protect young people from tobacco industry tactics.**

MTCP works in communities to engage youth in exposing tobacco industry tactics, track new tobacco products aimed at young people, and ensure that tobacco is not sold to minors.

**Strategy #3: Implement evidence-based pricing strategies.**

MTCP advises stakeholders of the impact of different pricing strategies and analyzes the effects of previous price increases.

**Strategy #4: Ensure that all health care visits include tobacco intervention.**

MTCP partners with health systems to ensure that smokers are identified, receive brief interventions and medicines, and are referred to behavioral counseling.

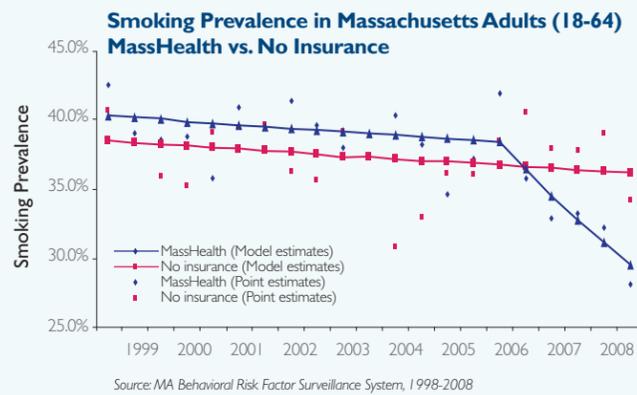
**Strategy #5: Promote and protect a smoke-free environment for all Massachusetts residents.**

MTCP supports families in removing secondhand smoke from their homes and creates partnerships to advance smoke-free rules.

## Effective Strategies: Positive Results

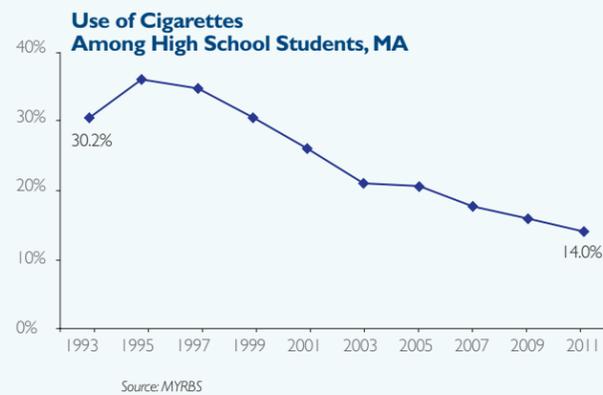
1

Over 33,000 MassHealth Smokers Quit



2

Cigarette smoking among high school students declined by more than 60%

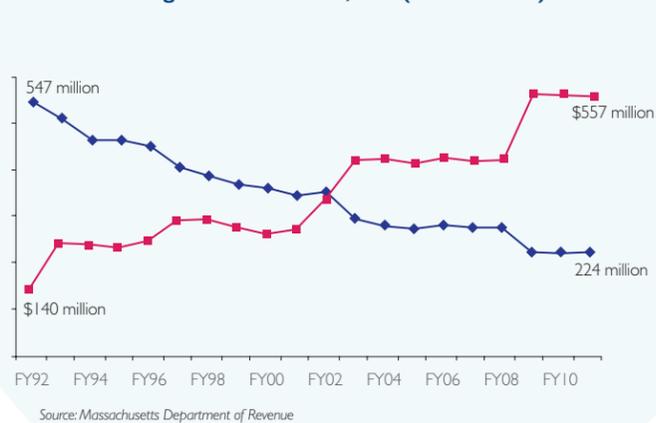


3

Excise tax revenue from cigarettes increased an average of 5.9% annually

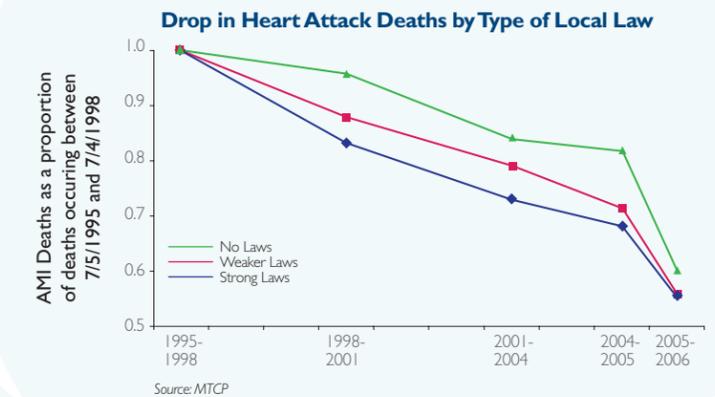
**Excise Tax Revenue From Cigarette Sales, MA (FY1992-2011)**

Sale of cigarette packs decreased 4.6% annually



5

Since the Massachusetts Smoke-free Workplace Law, there are 577 fewer heart attack deaths each year

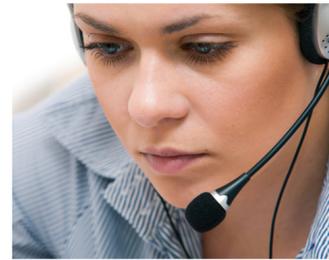


Make smoking history.

Applying MTCP's five strategies throughout the years:

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- 2
- 3
- 4
- 5

**1992:**  
3 Through the work of the American Cancer Society and the Massachusetts Coalition for a Healthy Future, Massachusetts voters pass the Question One ballot referendum, resulting in an increase of \$.25 per pack tax on cigarettes and dedicating a portion of the revenue to create the Massachusetts Tobacco Control Program (MTCP).



**1994:**  
1 Massachusetts Smokers' Helpline begins operation.

**1996:**  
2 Massachusetts requires cigarette companies to report their products' ingredients and true nicotine yield ratings to the Massachusetts Department of Public Health.



**1998:**  
5 A law passes requiring the Massachusetts State House, state buildings, and state vehicles to be completely smoke-free.



**1998:**  
2 Massachusetts becomes the first state to legislatively divest state pension funds from tobacco investments.

**2002:**  
5 Boston bans smoking in restaurants and bars.



**2004:**  
5 Massachusetts' statewide Smoke-free Workplace Law passes and goes into effect on July 5. Smoking is banned from all workplaces, including restaurants and bars.



**2006:**  
1 Pilot program signed into law allowing MassHealth members access to free or low-cost pharmacotherapy, nicotine replacement products, and counseling.



**2008:**  
3 Massachusetts passes a \$1.00 per pack cigarette tax increase with revenue designated for health reform.



**2010:**  
2 MTCP wins a FDA grant and begins FDA inspections of tobacco retailers across the state.

**2010:**  
1 Federal Affordable Care Act passes, requiring insurance coverage of tobacco cessation.

**2012:**  
1 Massachusetts Commonwealth Care covers comprehensive tobacco cessation benefits.



1992

1994

1996

1998

2000

2002

2004

2006

2008

2010

2012



1993-2001: MTCP runs major media campaign.



1993

1995

1997

1999

2001

2003

2005

2007

2009

2011

Make smoking history.

**1993:**  
Massachusetts Tobacco Cessation and Prevention Program, originally known as the Massachusetts Tobacco Control Program, established to prevent young people from starting to smoke, help current smokers to quit, and protect people from secondhand smoke.

**1996:**  
3 Another Massachusetts Tobacco Tax passes: a \$.25 cigarette tax increase and the first cigar tax in MA (15 percent of the wholesale price).

**1998:**  
2 Attorneys General from 46 states, including Massachusetts, sign the Master Settlement Agreement with tobacco companies.



**1999:**  
2 Massachusetts Attorney General requires warning labels on cigar packaging.

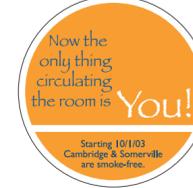


**2002:**  
3 Massachusetts Legislature enacts a \$.75 increase in the cigarette tax to \$1.51 per pack, and collects an additional \$66 million in state revenue.

**2002:**  
4 Massachusetts Department of Public Health launches QuitWorks, a service to help healthcare providers connect patients with free phone-based tobacco cessation counseling.



**2003:**  
5 The cities of Cambridge and Somerville enact smoke-free workplace laws.



**2005:**  
1 MassHealth pilot program offers coverage of smoking cessation for pregnant women and mothers with children under age three.



**2008:**  
2 MTCP establishes The 84 Movement to help young people promote positive social norms and make meaningful change in their communities.



**2008:**  
1 Veterans' Nicotine Patch Promotion provides free nicotine patches for 4,000 veterans and their family members.

**2009:**  
2 The federal Family Smoking Prevention and Tobacco Control Act grants the FDA new regulatory powers over tobacco.

**2011:**  
1 Federal employees' health insurance includes comprehensive coverage of tobacco cessation with no copays.

FIGHT4YOURLIFE. QUIT NOW.

**2007:** Fight For Your Life campaign launches; it is the first paid TV media campaign promoting quitting smoking funded by Massachusetts in six years.



**2011:** OPPOSE online campaign runs; highlights tobacco industry's use of low prices, glitzy packaging, and availability everywhere to entice youth to use tobacco.



## Mission, values, and vision of the Massachusetts Tobacco Cessation and Prevention Program

**The mission** of the Massachusetts Tobacco Cessation and Prevention Program is to reduce the health and economic burden of tobacco use by preventing young people from starting to smoke, helping current smokers to quit, and protecting children and adults from secondhand smoke.

### **Our values:**

- Everyone should have the opportunity to live in a tobacco-free environment.
- We respect the effort it takes to quit smoking and stay quit.
- We use evidence-based strategies to guide our work and ensure effective use of public funds.
- We are committed to innovation, evaluation, and advancing the science base.
- We rely on the expertise of our partners to inform our work and expand our impact.
- We do not accept funding from, or partner with, the tobacco industry.

**Our vision** is to make smoking history in Massachusetts.

Smoking-attributable diseases account for 10% of all health care costs in Massachusetts, a full \$4.3 billion each year.<sup>1</sup> Strategies such as pricing, smoke-free laws, and smoking cessation health benefits must be combined with program activities including local outreach, enforcement, youth programs, evaluation, and communications campaigns to effectively make smoking history in Massachusetts.

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<sup>1</sup> Massachusetts Department of Public Health, Tobacco Cessation and Prevention Program. Estimated number of deaths and the estimated health care expenditure savings is based on the CDC (Centers for Disease Control and Prevention) SAMMEC (Smoking-attributable mortality, morbidity and economic costs) model using an estimated current smoking rate of 5% and former smoking rate of 10% for adults, age 35+ in Massachusetts and the number of deaths in Massachusetts in 2007.

### Massachusetts Tobacco Cessation and Prevention Program

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Make smoking history.

