The Massachusetts Tobacco Cessation and Prevention Program
The mission of the Massachusetts Tobacco Cessation and Prevention Program (MTCP) 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. The following provides data and information on the impact tobacco use has on your city or town, and the strategies being used in your community to combat these issues.

Cigarette Smoking
An estimated 9,387 smokers live in Haverhill (20% of adults, age 18+).
The adult smoking rate is 46% higher in Haverhill than statewide (20% in Haverhill compared to 13.7% statewide).
The rate of smoking during pregnancy in Haverhill is 49% higher than statewide (10.1% in Haverhill compared to 6.8% statewide).

Health Effects of Smoking
Evidence has linked smoking to diseases of nearly all organs of the body. The Surgeon General’s report concludes that smoking causes: lung cancer, chronic obstructive pulmonary disease or lung disease, coronary heart disease, stroke, diabetes mellitus, rheumatoid arthritis and immune system weakness, increased risk for tuberculosis disease and death, ectopic (tubal) pregnancy and impaired fertility, erectile dysfunction, and age-related macular degeneration. Smoking can also trigger or make an asthma attack worse (2014 U.S. Surgeon General’s Report).

In Haverhill, lung cancer incidence is about the same among males compared to the state of Massachusetts. Lung cancer incidence in Haverhill is 27% higher among females compared to the state of Massachusetts.
Mortality from lung cancer is 28% higher in Haverhill compared to Massachusetts.
Men who smoke are 23 times more likely to develop lung cancer, and women are 13 times more likely, compared to never smokers (2004 U.S. Surgeon General's Report).

QuitWorks and the Massachusetts Smokers' Helpline
From January 2015 to December 2018, 470 smokers enrolled in QuitWorks, a program for clinicians to refer their patients to the Massachusetts Smokers' Helpline. In addition, 153 people from Haverhill called and completed an intake with the Massachusetts Smokers' Helpline to quit smoking. For more information on how to quit smoking, contact 1-800-QuitNow or talk with your health care provider about the QuitWorks program.
Tobacco Community Fact Sheet
Haverhill, Massachusetts
Updated 08/01/19

Illegal Tobacco Sales to Minors
The rate of illegal sales to minors (those under age 18) is 189% higher in Haverhill (20.2%) compared to the state of Massachusetts (7%) based on data from fiscal year 2018.

Number of tobacco retail stores
In Haverhill, there are 63 tobacco retailers. The number of retailers in a community impacts the exposure youth have to tobacco industry tactics. An increased exposure can lead to an increase in use of tobacco products.

Considering the population in Haverhill, this is a medium number of retailers when compared to the average of other Massachusetts municipalities. For every 1,000 adults living in Haverhill, there are 1.34 tobacco retailers; the Massachusetts average is 1.48.

Regulations in Haverhill addressing tobacco industry tactics
Many municipalities in Massachusetts have exercised their authority to pass local health regulations. The following are policies that have been adopted throughout the Commonwealth to protect youth from exposure to tobacco industry tactics and whether they have been enacted in this community.

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The Tobacco-Free Community Partnership
The Tobacco-free Community Partnership programs educate local groups on tobacco issues and work with the Board of Health tobacco control programs to support local tobacco prevention strategies.

Community Partnership Contact: Ashley Hall, ashley.hall@glfhc.org, (978) 799-8643

Board of Health
The Board of Health tobacco control programs educate decision makers and enforce all municipal tobacco regulations in 181 municipalities covering 68% of the Massachusetts population.

Board of Health contact: Ron Beauregard, ronbeauregard@yahoo.com, (978) 490-8114

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Data Sources

The statewide smoking rate is based on data from the 2017 Behavioral Risk Factor Surveillance System (BFRSS), Massachusetts Department of Public Health. Community-level smoking rates are small area estimates based on data from the 2011-2015 BRFSS, Massachusetts Department of Public Health.

Smoking during pregnancy figures based on 2008-2012 Births (Vital Records), Massachusetts Department of Public Health.


Rates of lung cancer incidence are based on age-adjusted rates from 2006 to 2010 Cancer Registry maintained by the Massachusetts Department of Public Health.

Figures on lung cancer mortality are based on comparability modified age-adjusted rates for 2008 to 2012 (Vital Records), Massachusetts Department of Public Health.


The number of completed screeners from the QuitWorks program and calls to the Massachusetts Smokers' Helpline is based on data collected by the Massachusetts Tobacco Cessation and Prevention Program from calendar years 2015 to 2018.

Illegal sales to minors is based on 24 compliance checks performed during fiscal year 2017. These checks were conducted with youth under the age of 18, regardless of the minimum legal age.

Tobacco retail density counts are based on data received by the MA Department of Public Health as of 03/28/2019.

Density is categorized based on the number of stores per 1,000 adults.
- Low: 1.0 or fewer stores per 1000 adults
- Medium: 1.01 to 1.48 stores per 1000 adults
- High: 1.49 to 2.0 stores per 1000 adults
- Very high: Greater than 2.0 stores per 1000 adults

Local tobacco regulation is based on information received by the MA Department of Public Health as of 03/28/2019.

Massachusetts Department of Public Health
Tobacco Cessation and Prevention Program
(617) 624-5900  www.mass.gov/dph/mtcp