

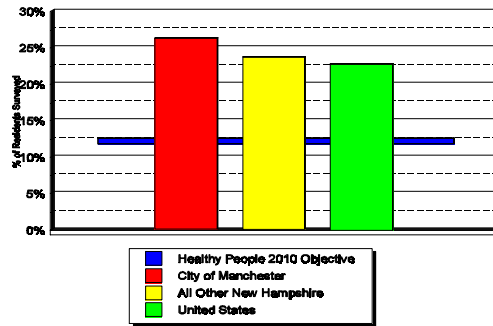


City of Manchester Department of Health TOBACCO USE REPORT CARD



WHO PAYS? Tobacco-related deaths constitute an estimated 430,000 lives annually, and cost this country between \$50 and \$73 billion.⁹ Each pack of cigarettes sold is costing Americans an estimated \$7.18 in medical care costs and lost productivity. In New Hampshire, annual healthcare costs directly caused by smoking total over \$440 million.⁵ It is estimated that nearly half of these costs are paid through programs like Medicaid and Medicare.⁵ On the resident level, the state and federal tax burden from smoking-caused government expenditures is approximately \$530 per household.⁵

**Adults Age 18 and Older
Who Are Reported Current Smokers
Manchester, All Other New Hampshire and the United States, 2001**



HEALTHY PEOPLE 2010 OBJECTIVE: Reduce tobacco use by adults to no more than 12%.

Every 5 hours, a New Hampshire resident dies from smoking.¹ The City of Manchester disproportionately feels this burden with over 26% of residents reporting that they are current smokers, compared to 23% of residents reporting current smoking throughout the rest of the State. An estimated 21,229 adult Manchester residents continue to be addicted to tobacco products and nearly 3,262 high school students in Manchester will have tried smoking before they graduate.^{2,3} Of those youth who continue smoking regularly, approximately 50% will eventually die from smoking-related illness.⁴ Meanwhile, the tobacco industry spends an estimated \$50 million each year to market their deadly and addictive products while, as of September 2003, New Hampshire spends none of its tobacco tax revenue or tobacco settlement funds on tobacco prevention and control.⁵

Tobacco use is the single most preventable cause of death and disease in our society.⁶ It is well documented that smoking cigarettes causes heart disease; cancers of the lung, larynx, esophagus, pharynx, mouth and bladder; and chronic lung disease. The life expectancy of residents who smoke is decreased by an average of 14 years. In the year 2000, over 18% of Manchester mothers smoked during their pregnancies, nearly double that of the national objective which is to decrease tobacco use among expectant mothers to no more than 10 percent.¹ Maternal smoking not only affects the birth weight and premature delivery of the infant, but can lead to problems after the birth due to second-hand smoke exposure.

Use of smokeless tobacco causes a number of serious oral health problems, including cancer of the mouth, gum periodontitis and tooth loss. In addition, it is estimated that an additional 170 to 300 nonsmoking New Hampshire residents die each year from exposure to environmental tobacco smoke or second-hand smoke.⁷ To date, there are only 85 dining facilities out of approximately 400 in Manchester (or 21.3%) which are considered completely smoke free.⁸

Teen Smoking Initiation and Access to Tobacco Products in 2001³

	Manchester	New Hampshire	United States
% of high school students who smoked a whole cigarette for the first time before the age of 13	43%	23%	22%
% of high school students who smoked in the past month and purchased their own cigarettes in a store	34%	6%	9%

WHAT WORKS? RECOMMENDATIONS FOR THE COMMUNITY:

- Publicly Recognize and Promote Smoke-free Facilities.** Studies have shown that smoking bans were more effective in reducing environmental tobacco smoke exposures than were smoking restrictions.⁹
- Enforce Youth Access Laws.** Evidence indicates that enforcement of youth access laws has a greater impact on reductions of illegal tobacco sales to youth than education alone. Extensive retailer compliance checks and education should be employed locally and consistently.⁹
- Implement a Local Mass Media Education Campaign Strategy.** Mass media campaigns, when combined with other interventions, have shown a reduction in tobacco utilization.⁹
- Increase the Unit Price for Tobacco Products.** Studies suggest that a 10% increase in the price of tobacco products will result in a 3.7% decrease in the number of adolescents who use tobacco, and a 4.1% decrease in the amount of tobacco used by the general population.⁹ Ensure that this tax revenue is solely used to fund tobacco prevention and control activities.
- Public Information.** Widely disseminate information on the dangers of tobacco use and where individuals can go to participate in smoking cessation programs. Health care providers, prenatal programs and community organizations should be encouraged to make referrals to these programs.

RECOMMENDATIONS FOR THE INDIVIDUAL:

- Take a Stand at Home.** Encourage everyone in your household to maintain a smoke free environment. Secondhand smoke has been shown to cause lung cancer and heart disease in adults, as well as ear and lower respiratory tract infections in children.⁹
- Advocate for a Smoke-Free Community.** Support businesses that encourage smoke-free work environments and merchants who do not sell tobacco products to youth. Frequent restaurants and other places that are tobacco-free.⁹
- Keep Kids Smoke-Free.** Talk to your children about the risks of tobacco use. Almost all first use occurs before young people graduate from high school. If adolescents can be kept tobacco-free, most will remain tobacco-free for the rest of their lives.
- Quit.** If you are a current smoker, talk with your health provider about the programs that are available to you to help you to quit. New research shows that quitting before the age of 30 almost eliminates your risk of dying and stopping at age 50 cuts the risk of dying in half.⁹



FOR MORE INFORMATION ON HOW TO DECREASE TOBACCO USE IN THE MANCHESTER COMMUNITY, PLEASE CONTACT:

- ✓ School Health Advisory Council, Manchester Health Department (603)624-6466
- ✓ Makin' It Happen (603) 622-6116
- ✓ American Lung Association of New Hampshire (603)645-6220