This report contains select, long-term key outcome indicators for evaluating tobacco prevention and control efforts, as established by the Centers for Disease Control and Prevention (CDC). Long-term indicators are specific, observable, and measurable characteristics or changes that represent a desired outcome. Care was taken to identify and select outcome indicators which a) reflect both current and recent tobacco prevention and control efforts in Idaho, and b) for which data are consistently collected. Outcome indicators are organized by the following CDC Goal Areas:

1. Preventing Initiation of Tobacco Use Among Youth and Young Adults
2. Eliminating Exposure to Secondhand Smoke
3. Promoting Quitting Among Adults and Young People
4. Identifying and Eliminating Tobacco-Related Disparities

The purpose of this report is to assist stakeholders in 5-year strategic planning efforts, and therefore, short-term and intermediate outcome indicators are not included. However, short-term and intermediate outcome indicators may be valuable as strategic planning priorities are refined.

Many of the long-term outcome indicators selected mirror national objectives established through the Healthy People 2020 (HP2020) initiative. Where applicable, HP2020 targets are presented concurrently with key outcome indicator data to demonstrate progress (or lack thereof) of tobacco prevention and control efforts.

Electronic Nicotine Delivery Systems (ENDS)
In addition to the key tobacco outcome indicators, there is a supplemental section at the end of this document which addresses ENDS. Due to the emergent nature of ENDS products and their use, indicators similar to the key tobacco outcome indicators have not been developed.
Goal 1: Preventing Initiation Among Youth & Young Adults

Tobacco use among youth and young adults remains a serious public health threat in Idaho. Over 30,000 Idaho youth are projected to die from smoking based on current rates. While the current youth smoking rate of 12.2% is the significantly lower than the national rate (15.7%, p < .05), Idaho has not witnessed significant declines in overall tobacco use in recent years. Historical patterns, including higher rates of cigarette initiation among Hispanic youth, increased tobacco use by males compared to females, and increased tobacco use with grade level, continue to persist.

Outcome: Reduce Tobacco Use by Adolescents

- Tobacco use among Idaho high school students was not statistically different in 2013 compared to 2003 (p=.98).
- Historically, Idaho has experienced lower tobacco use rates than the U.S. as a whole.
- Currently, Idaho has achieved the HP2020 target of 21.0%

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Idaho</td>
<td>17.8%</td>
</tr>
<tr>
<td>U.S.</td>
<td>22.4%</td>
</tr>
<tr>
<td>HP2020 Target</td>
<td>21.0%</td>
</tr>
</tbody>
</table>

Percentage of high school students who used cigarettes, smokeless tobacco, or cigars during the past 30 days

Outcome: Reduce the Initiation of Tobacco Use Among Children, Adolescents, and Young Adults

- Early tobacco use initiation (i.e., smoked a whole cigarette before age 13) among Idaho students decreased significantly from 2003 to 2013 (p<.05).
- Idaho's early initiation rates have been very similar to U.S. rates since 2003.
- Idaho has not yet achieved the HP2020 target of 4.3%.

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Idaho</td>
<td>6.7%</td>
</tr>
<tr>
<td>U.S.</td>
<td>9.3%</td>
</tr>
<tr>
<td>HP2020 Target</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

Percentage of high school students who smoked a whole cigarette for the first time before age 13 years

Historical patterns, including higher rates of cigarette initiation among Hispanic youth, increased tobacco use by males compared to females, and increased tobacco use with grade level, continue to persist.
Outcome: Decrease the proportion of young people reporting ever having tried a cigarette

- Tobacco initiation among Idaho high school students decreased significantly from 2003 to 2013 (p<.05).
- Idaho’s initiation rates have been lower than U.S. rates since 2003.

Idaho 2013: 33.3%
U.S. 2013: 41.1%
HP2020 Target: N/A
Goal 2: Eliminate Exposure to Secondhand Smoke

There is no risk-free level of exposure to secondhand smoke—breathing even small amounts can be harmful. Only 100% smoke-free indoor environments fully protect people from exposure to secondhand smoke. The Idaho Clean Indoor Air Act was placed into effect on July 1, 2004, prohibiting smoking in restaurants, some workplaces, and schools. No provision was applied for bars, and private workplaces are able to restrict smoking to certain places.

In recent years, voluntary smokefree policies have been established throughout Idaho by cities, colleges and universities, housing agencies, parks, ski hills, zoos, and others. The following is a non-exhaustive list of entities which have enacted smokefree policies:

<table>
<thead>
<tr>
<th>Smokefree Cities</th>
<th>Smokefree Colleges/Universities</th>
<th>Smokefree Parks/Recreation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moscow (2009)</td>
<td>Boise State University (2009)</td>
<td>34 City Parks</td>
</tr>
<tr>
<td>Ketchum (2013)</td>
<td>Concordia School of Law (2012)</td>
<td>2 Skate/Bike Parks</td>
</tr>
<tr>
<td></td>
<td>Lewis-Clark State College (2013)</td>
<td>3 Zoos</td>
</tr>
<tr>
<td></td>
<td>North Idaho College</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Carrington College (2013)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>College of Western Idaho (2015)</td>
<td></td>
</tr>
</tbody>
</table>

Outcome: Increase the proportion of persons covered by indoor worksite policies that prohibit smoking

90% of Idaho adults report workplaces that do not allow smoking indoors

The majority of Idaho adults support policies that restrict smoking in public places and workplaces. In addition, most Idaho adults report that they have smokefree rules in their own homes (90%) or in their own vehicles (83%).

Outcome: Reduce the proportion of nonsmokers exposed to secondhand smoke

24% of nonsmoking Idaho adults reported any exposure to secondhand smoke

Despite efforts by tobacco prevention and control programs and their partners in Idaho, about 1 in 4 adults reported they had been exposed to secondhand smoke during the week prior to being surveyed.

Percentage of Idaho adults who who report exposure to secondhand smoke during the previous 7 days

- Public Places: 29.2% in 2009, 30.6% in 2012
- Workplaces: 20.1% in 2009, 18.0% in 2012
- Vehicles: 12.7% in 2009, 13.0% in 2012
- Homes: 6.1% in 2009, 5.4% in 2012

Reported exposure to secondhand smoke in various locations did not change significantly between 2009 and 2012.
Goal 3: Promote Quitting Among Adults & Youth

Although there were declines in the early 2000s, cigarette and smokeless tobacco use have plateaued in recent years. Statewide cessation efforts have increased in recent years as demonstrated by the number of healthcare provider referrals to evidence-based services.

Outcome: Increase proportion of smokers for whom a healthcare professional has arranged for follow-up contact regarding a quit attempt

Number of referrals to the Idaho Quitline by any healthcare provider in Idaho

- Referrals to the Idaho Quitline by healthcare providers more than doubled from 327 referrals in FY12 to 768 referrals in FY15 (the last year in which data are available).

Outcome: Increase smoking cessation attempts by adolescent smokers

- Smoking cessation attempts among Idaho high school students was not statistically different in 2013 compared to 2003.
- 38.8% of Idaho schools have arrangements with any organization or health care professionals not on school property to provide cessation services to students.
- 34.1% of Idaho schools provide tobacco cessation services for students.
- Currently, Idaho has not achieved the HP2020 target of 64%.

<table>
<thead>
<tr>
<th>Year</th>
<th>Idaho 2013</th>
<th>U.S. 2013</th>
<th>HP2020 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>50.7%</td>
<td>48.0%</td>
<td>64.0%</td>
</tr>
</tbody>
</table>

Percentage of high school student smokers who tried to quit smoking one or more times during the past 12 months

- Idaho 2013: 52.7%
- U.S. 2013: 50.7%
- HP2020 Target: 64.0%
Outcome: Increase the Federal and State tax on cigarettes

Idaho’s cigarette tax of $0.57 per pack has not increased since June 2003. The current HP2020 target represents a $1.50 per pack increase.

Cigarette Tax Per Pack
- Idaho 2014: $0.57 (43rd in Nation)
- HP2020 Target: $2.07

All tobacco other than packaged cigarettes is taxed according to its retail price. The amount of tobacco excise taxes collected has nearly doubled since 2004.

Outcome: Reduce cigarette smoking and smokeless tobacco use by adults

Although the rate decreased slightly, from 2011 to 2014 there was no significant change in the percentage of Idaho adults who smoke cigarettes.

Cigarette Smoking
- Idaho 2014: 15.9%
- HP2020 Target: 12.0%

Smokeless tobacco use among Idaho adults increased very slightly from 2011 to 2014, however the rate did not change significantly during the same timeframe.

Smokeless Tobacco Use
- Idaho 2014: 5.0%
- HP2020 Target: 0.3%

Outcome: Increase smoking cessation attempts by adult smokers

- The percentage of Idaho adults who stopped smoking for one or more days because they were trying to quit did not change significantly from 2011 to 2013.
- Currently, Idaho has not achieved the HP2020 target of 80%.

Cigarette Smoking Quit Attempts
- Idaho 2013: 68.9%
- HP2020 Target: 80.0%
Goal 4: Identify and Eliminate Tobacco-Related Disparities

Tobacco use varies within and among minority populations; among Idaho adults, AI/AN, LGBT, those with poor mental health, and those of low socioeconomic standing have the highest prevalence of tobacco use. Multiple factors related to cultural characteristics, targeted advertising by tobacco companies, price of tobacco products, coupled with social determinants of health influence tobacco use among minority groups.

Disparities Among Idaho Adults Who Currently Smoke Cigarettes (Selected Sub-Populations), 2014

- Hispanic: 10.574, 10%
- Medicaid Enrollee: 7,682, 23%
- Poor Mental Health: 32,684, 30%
- AI/AN: 5,991, 37%
- Low SES: 81,911, 37%
- All Adults: 183,659, 16%

Among smokers in Idaho, there are several at-risk population groups (i.e., those populations where the rate of cigarette smoking is markedly, if not statistically, higher). In Idaho, these at-risk groups include Medicaid enrollees (22.8%), low-SES (37.0%), American Indian/Alaskan Native (AI/AN, 36.5%), and those who suffer from poor mental health (30.1%).

41.7% (8,114) of those identifying as LGBT currently smoke.6

Outcome: Reduce Prevalence of Tobacco Use During Pregnancy

Percentage of Idaho Mothers Who Smoked During the Third Trimester of Their Pregnancy

- 2006: 8.4%
- 2007: 7.9%
- 2008: 7.1%
- 2009: 6.2%
- 2010: 5.9%
- 2011: 5.9%
- 2012: 5.9%
- 2013: 5.9%

Significantly fewer Idaho mothers smoked during the third trimester of their pregnancy in 2013 compared to 2006.*

*Note: CMH Chi Square: p,.05

Sources:
1. CDC Best Practices for Comprehensive Tobacco Control Programs
2. Idaho Youth Risk Behavior Survey (YRBS)
3. 2009 Idaho Adult Tobacco Survey (ATS)
4. 2012 Idaho Adult Tobacco Survey (ATS)
5. Idaho Tobacco Prevention and Control Program (Project Filter)
6. Idaho Behavioral Risk Factor Surveillance System (BRFSS) Survey
7. Idaho State Tax commission
8. Idaho Pregnancy Risk Assessment Tracking System (PRATS)
Electronic Nicotine Delivery Systems (ENDS), commonly referred to as e-cigarettes, have experienced wide proliferation in recent years. An estimated 6.1% of Idaho adults, or 65,000 individuals currently use ENDS.

Among ENDS users, the following groups have been shown to have the highest rate of use:

- Age Group: persons aged 18 to 24 years
- Income: those with a household income of less than $15,000
- Employment: unemployed persons
- Education: persons with an educational attainment of less than high school (K-11th grade)
- Race/Ethnicity: American Indian/Alaskan Native (non-Hispanic)
- Socioeconomic Status (SES): person of low SES.

Source: Idaho BRFSS.
When Idaho adults were asked about their reason for using e-cigarettes (ENDS) the majority of respondents indicated they “just tried it a few times” or “to cut down or quit smoking.”

Despite the notion that ENDS are often used to help a person cut down or quit smoking, dual use (i.e., using ENDS products while also smoking cigarettes) was reported by roughly one-fourth (25%) of all daily smokers and one-fourth of some day smokers (26%).

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**What best describes your reason for using e-cigarettes?**

- Just tried it a few times: 38.8%
- To cut down or quit smoking: 38.4%
- Other: 16.0%
- For enjoyment or pleasure: 4.7%
- I visit places that prohibit smoking: 2.0%

Source: Idaho BRFSS.

**ENDS use by smoking status**

- Current, everyday smoker: 25.0%
- Current, someday smoker: 26.5%
- Former smoker: 5.6%
- Non-smoker: 1.2%

Source: Idaho BRFSS.