

Michigan Department of Health and Human Services

Tobacco Control Program Strategic Plan (2018-2023)

Mission Statement:

To reduce morbidity and mortality and alleviate the social and economic burden caused by commercial tobacco use in Michigan.

Vision:

A healthier Michigan, free of all forms of commercial tobacco use and secondhand smoke exposure.

Five Year Goal:

- Reduce the adult smoking rate by 10%, from 20.4% to 18.4%.
- Reduce the rate of Michigan high school students who have used any tobacco product (including e-cigarettes) in the past 30 days by 15%, from 22.8% to 19.3%.

HEALTH AND ECONOMIC IMPACT OF TOBACCO USE IN MICHIGAN

DEATHS IN MICHIGAN CAUSED BY SMOKING:

- Annual average smoking-attributable deaths = **16,200**
- Youth currently aged 0–17, projected to die from smoking = **213,000**

ANNUAL COSTS INCURRED FROM SMOKING IN THE STATE OF MICHIGAN:

- Total medical costs to treat diseases caused by smoking = **\$ 4.59** Billion
- Medicaid costs associated with smoking in Michigan = **\$ 1.36** Billion
- Lost productivity costs associated with smoking = **\$ 4.78** Billion

REVENUE FROM TOBACCO IN THE STATE OF MICHIGAN:

- Fiscal Year 2015 tobacco tax revenue = **\$ 954.5** Million
- Fiscal Year 2015 tobacco settlement payments = **\$ 256** Million

TOBACCO INDUSTRY INFLUENCE IN THE STATE OF MICHIGAN:

- Annual tobacco industry marketing expenditures in Michigan = **\$ 295.3** Million

FUNDING FOR TOBACCO CONTROL

- The Centers for Disease Control and Prevention (CDC) recommends that Michigan invest **\$ 110.6** Million annually in a comprehensive tobacco control program.
- The current state investment in tobacco control (**\$ 1.6** Million) represents about **1.4%** of the CDC recommended funding.
- The state funding for tobacco control represents about **0.1%** of the state revenue from tobacco taxes and annual Master Settlement payments.

Goal Area 1- Identify & Eliminate Tobacco Related Health Disparities:

1. By October 2023, reduce the adult smoking rate among the low SES population by 5%, from 46.2% to 43.8%. (BRFSS)

2. By October 2023, reduce the adult smoking rate among populations disproportionately impacted by tobacco use (PLWH, Native Americans, African Americans, and LGBT) by 5%. (BRFSS)
3. By October 2023, increase the quit attempts among low SES by 10%, from 56.6% to 62.3%. (BRFSS)

Goal Area 2-Eliminate Exposure to Secondhand Smoke:

1. By October 2023, maintain high compliance, and reduce the annual number of public and private food establishments and worksites in violation of the Michigan Smoke-Free Air Law from 203 to 180. (MDHHS-database)
2. By October 2023, increase the number of voluntary smoke-free casino policies from 0 to 1. (MDHHS Database)
3. By October 2023, increase the number of jurisdictions with tobacco-free or smoke-free park and beach policies by 75%, from 52 to 91. (MDHHS Database)
4. By October 2023, reduce the percentage of adults who are exposed to SHS in the home or vehicle from 16% to 14.4%. (BRFSS)
5. By October 2023, increase the number of other affordable or market rate multi-unit housing properties that have adopted a smoke-free policy by 10.

Goal Area 3- Promoting Tobacco Treatment Among Adults and Youth:

1. By October 2023, increase training provided to healthcare providers and allied health care professionals from 14 per year to 16 per year. (MDHHS database)
2. By October 2023, increase the rate of adult smokers who attempt to quit smoking by 10%, from 58.8% to 65%. (BRFSS)
3. By October 2023, increase the number by 4, of health systems treating tobacco use and dependence in accordance with the U.S. Public Health Services' Clinical Practice Guideline.

Goal Area 4-Prevent Initiation Among Youth and Young Adults

1. By October 2023, reduce the percentage of students who smoked a whole cigarette for the first time before the age of 13 by 20%, from 10.7% to 8.7%. (YRBS)
2. By October 2023, reduce the rate of high school students who have used any tobacco product (including e-cigarettes) in the past 30 days by 15%, from 22.8% to 19.3%.
3. By October 2023, reduce the percentage of high school students who typically obtained their own e-cigarettes by buying them in a store or gas station during the past 30 days by 10%, from 11.5% to 10.4%. (YRBS)
4. By October 2023, increase from 88% to 100%, the number of Michigan public school districts that have adopted a comprehensive 24/7 tobacco-free policy. [MDHHS database]
5. By October 2023, hold a minimum of 2 statewide meetings with youth, aimed at engaging youth in advocacy, policy change, and other tobacco prevention and control activities.

Goal Area 5-Expand and Stabilize Tobacco Control Infrastructure and Funding:

1. By October 2023, work with partners to implement 3 strategies that will help to increase the price of commercial cigarettes.
2. By October 2023, increase state investment in tobacco control from 1.1% to at least 50% of the CDC recommended annual funding.

