

Sample Messages for Data Measures

Table 1

Prevalence and number of adults who smoke

- <X> percent or <Y#> adults in <STATE> smoke.

Example: Twenty-five percent (25.0%) or 1,147,000 adults in Indiana smoke.

Number of daily smokers who try to quit

- Among those adults who smoke every day in <STATE>, <X> percent tried to quit in 2004.

Example: Among those adults who smoke every day in New Hampshire, 53.2% tried to quit in 2004.

Number of deaths attributable to cigarette smoking

- Cigarette smoking is the leading cause of preventable death in <STATE>, killing an estimated <X#> people each year.

Example: Tobacco-related illnesses are the leading cause of preventable death in Virginia, killing an estimated 9,300 people each year.

- For every 100,000 people aged 35 years or older in <STATE>, an estimated <X#> die each year from cigarette smoking.

Example: For every 100,000 people aged 35 years or older in Georgia, an estimated 312.3 die each year from cigarette smoking.

Prevalence and number of youth who smoke (grades 9–12)

- Each day, approximately 3,900 youths in the United States aged 12–17 try their first cigarette, and an estimated 1,500 become daily smokers. In <STATE> alone, <X> percent (or <X#>) of high school students (grades 9–12) are current smokers.

Example: Each day, approximately 3,900 youths in the United States aged 12–17 try their first cigarette, and an estimated 1,500 become daily smokers. In Missouri alone, 24.8% (or 65,000) of high school students (grades 9–12) are current smokers.

Number of youth projected to start smoking

- If current smoking trends continue, <X#> youth under age 18 in <STATE> could become future smokers.

Example: If current smoking trends continue, 321,000 youth under age 18 in South Carolina could become future smokers.

Number of projected deaths among youth who smoke

- If current smoking trends continue, <X#> youth under age 18 in <STATE> could die prematurely from cigarette smoking.

Example: If current smoking trends continue, 92,000 youth under age 18 in Colorado could die prematurely from cigarette smoking.

Table 2

Prevalence of smoking by

Race/ethnicity*

- In <STATE>, the prevalence of cigarette smoking is highest among <Race5> (<V> percent), followed by <Race4> (<W> percent), <Race3> (<X> percent), <Race2> (<Y> percent), and <Race1> (<Z> percent).

Example: In Washington, the prevalence of cigarette smoking is highest among American Indian/Alaska Natives (36.5%), followed by African Americans (24.5%), non-Hispanic whites (19.0%), Hispanics (16.6%), and Asian/Pacific Islanders (16.3%).

Education*

- <X> percent of <STATE> residents aged 25 and older with less than a high school education smoke, compared to <X> percent with more than a high school education.

Example: Twenty-seven percent (27.0%) of South Dakota residents aged 25 and older with less than a high school education smoke, compared to 17.0% with more than a high school education.

Household income*

- <X> percent of <STATE> residents with a household income less than \$35,000 per year smoke, compared to <Y> percent of <STATE> residents with a household income \$35,000 or more.

Example: Twenty-two percent (22.0%) of Arizona residents with a household income less than \$35,000 per year smoke, compared to 16.3% of Arizona residents with a household income \$35,000 or more.

Age*

- In <STATE>, smoking rates are highest among those aged <AGE1> (<X> percent) and lowest among those aged <AGE2> (<Y> percent).

Example: In Delaware, smoking rates are highest among those aged 18–24 (34.6%) and lowest among those aged 65 and older (10.2%).

*Note: To determine if the differences are statistically significant, tests of significance should be calculated.

Table 3

People protected by nonsmoking policies at worksite/home

- In <STATE>, <X> percent of employees report that nonsmoking policies protect them from exposure to secondhand smoke in the worksite.

Example: In Nevada, 51.5% of employees report that nonsmoking policies protect them from exposure to secondhand smoke in the worksite.

- <X> percent of residents in <STATE> report they have a rule that smoking is not allowed in their home.

Example: Sixty-seven percent (67.0%) of residents in New Hampshire report they have a rule that smoking is not allowed in their home.

Cigarette price per pack

- In 2004, each pack of cigarettes in <STATE> cost an estimated \$<X>.

Example: In 2004, each pack of cigarettes in Alaska cost an estimated \$5.03.

State tax on cigarettes

- In 2005, the tax on one pack of cigarettes was \$<X> in <STATE>.

Example: In 2005, the tax on one pack of cigarettes was \$2.00 in Michigan.

Cigarette consumption

- In 2004, an estimated <X> packs of cigarettes per adult were purchased in <STATE>.

Example: In 2004, an estimated 226.90 packs of cigarettes per adult were purchased in Kentucky.

Table 4

Smoking-attributable medical expenditures

- In 2004, direct medical expenses due to smoking reached approximately \$<X> in <STATE>.

Example: In 2004, direct medical expenses due to smoking reached approximately \$4,106,000,000 in Illinois.

OR

In 2004, direct medical expenses due to smoking reached approximately \$4.11 billion in Illinois.

- In 2004, each pack of cigarettes sold in <STATE> cost an estimated \$<X> in direct medical expenses attributable to smoking.

Example: In 2004, each pack of cigarettes sold in the District of Columbia cost an estimated \$11.25 in direct medical expenses attributable to smoking.

Smoking-attributable productivity loss

In 2004, the cost of lost productivity due to smoking reached approximately \$<X> in <STATE>.

Example: In 2004, the cost of lost productivity due to smoking reached approximately \$1,923,000,000 in Massachusetts.

OR

In 2004, the cost of lost productivity due to smoking reached approximately \$1.92 billion in Massachusetts.

- In 2004, each pack of cigarettes sold in <STATE> cost an estimated \$<X> in lost productivity due to smoking

Example: In 2004, each pack of cigarettes sold in Kansas cost an estimated \$5.62 in lost productivity due to smoking.

Smoking-attributable Medicaid expenditures

- In 2004, Medicaid costs for treating smoking-related diseases were approximately \$<X> in <STATE>.

Example: In 2004, Medicaid costs for treating smoking-related diseases were approximately \$1,250,000,000 in Florida.

OR

In 2004, Medicaid costs for treating smoking-related diseases were approximately \$1.25 billion in Florida.

- For each pack of cigarettes sold in 2004, <STATE> spent an estimated \$<X> in Medicaid costs to treat smoking-related diseases.

Example: For each pack of cigarettes sold in 2004, Rhode Island spent an estimated \$2.72 in Medicaid costs to treat smoking-related diseases.

- In 2004, Medicaid costs for treating smoking-related diseases were \$<X> per adult in <STATE>.

Example: In 2004, Medicaid costs for treating smoking-related diseases were \$63.07 per adult in Utah.