

LOW SOCIOECONOMIC STATUS

AND TOBACCO'S BURDEN IN COLORADO



FACT:

Tobacco use is the leading preventable cause of death.

FACT:

Low socioeconomic status (SES)* is the greatest single predictor of cigarette use.

IN COLORADO

Low SES* adults smoke at **NEARLY 3X THE RATE** of higher SES adults.**



BY DESIGN

The tobacco industry targets low-income and ethnically diverse communities with tailored marketing campaigns, price discounts, and multi-pack promotions.



UNFORTUNATELY:

Individuals facing socioeconomic disadvantages bear a disproportionate burden of tobacco-caused health disparities.

BUT COMMUNITIES CAN TAKE ACTION

MAKE TOBACCO LESS AFFORDABLE BY INCREASING THE UNIT PRICE OF TOBACCO through increased tobacco taxes, and banning of multi-pack offers and coupon redemption.

EXPAND POLICIES THAT PROTECT POPULATIONS FROM SECONDHAND SMOKE EXPOSURE such as smoke-free multiunit housing policies and smoke-free outdoor recreation areas.

INCREASE THE USE OF EVIDENCE-BASED CESSATION SERVICES by promoting quitting among low SES populations and increasing availability of evidence-based cessation services.

* Low SES: no high school diploma (may have GED), no health insurance, <200% of federal poverty level, or with a disability.

**Adult Tobacco and Attitudes Behavioral Survey (TABS) 2012