

NEVADA

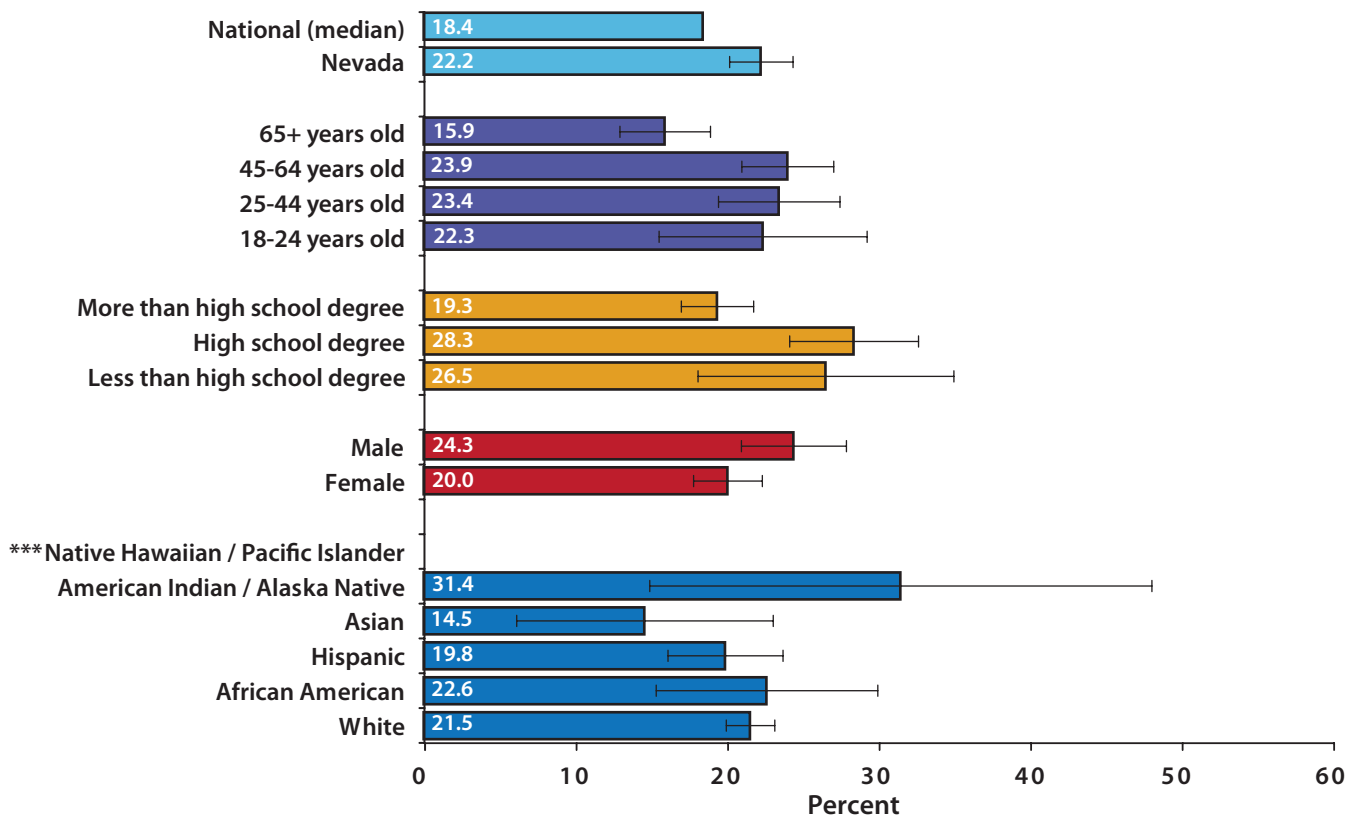
Monitor

In Nevada, 22.2% of the adult population (ages 18+) – over 428,000 individuals – are current cigarette smokers. Across all states, the prevalence of cigarette smoking among adults ranges from 9.3% to 26.5%. Nevada ranks 43rd among the states.

Among youth ages 12-17, 10.2% smoke in Nevada. The range across all states is 6.5% to 15.9%. Nevada ranks 20th among the states.

Among adults ages 35+, over 3,300 died as a result of tobacco use per year, on average, during 2000-2004. This represents a smoking-attributable mortality rate of 343.7/100,000. Nevada's smoking-attributable mortality rate ranks 49th among the states.

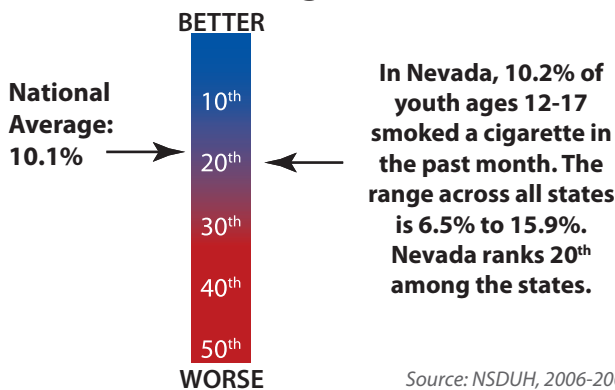
Current Smoking among Adults by Demographic Characteristics



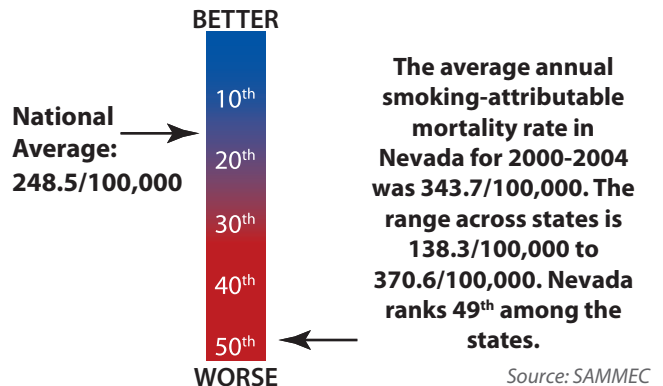
*** Data not shown because sample size is less than 50.

Source: BRFSS, 2007-2008

Past-Month Cigarette Use among Youth Ages 12-17

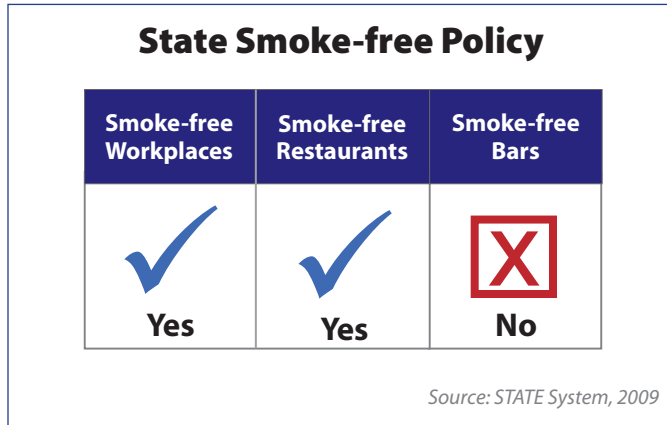


Smoking-Attributable Adult (35+) Mortality

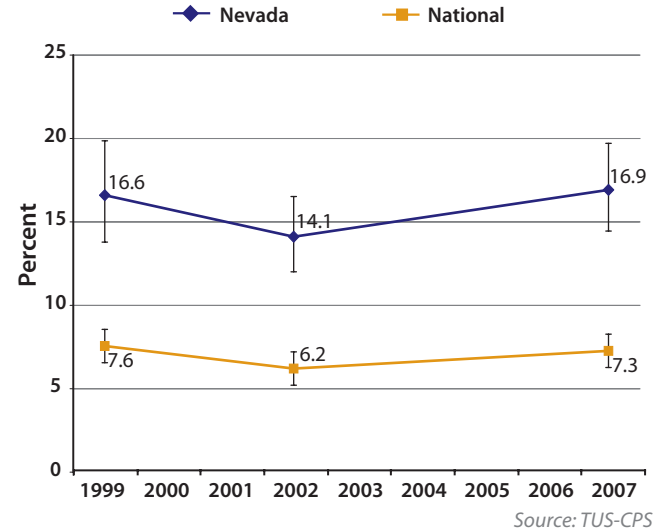


Protect

Nevada has a smoke-free law that provides partial protection against exposure to secondhand smoke in public places.



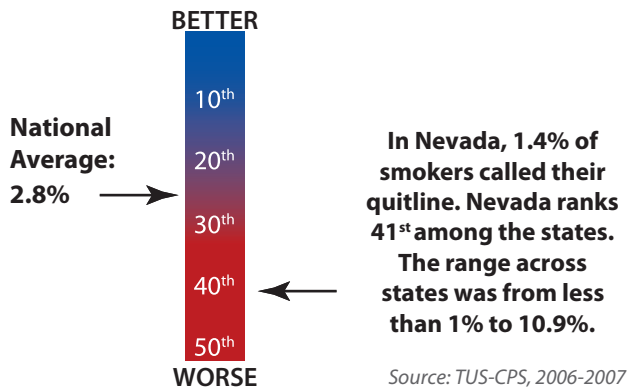
Adults Who Reported Anyone Smoking in Work Area within Past Two Weeks



Among adults who work indoors, the percentage who reported anyone smoking in their work area within the preceding two weeks has remained higher in Nevada than in the nation overall. Currently, Nevada ranks 51st among the states for workplace exposure, at 16.9%.

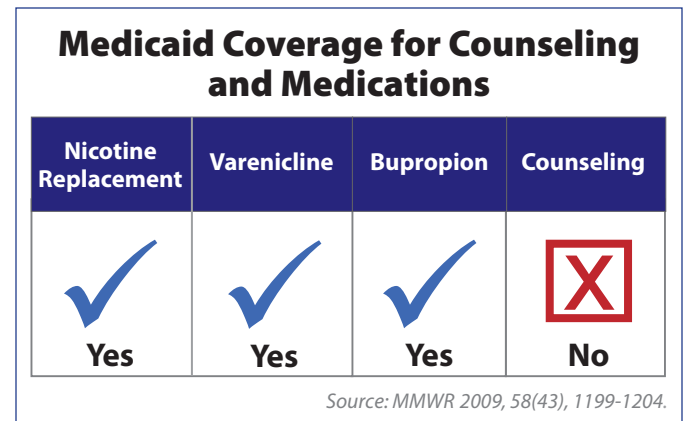
Offer

Percent of Smokers Calling Quitline



Best Practices estimates 8% of smokers could access quitlines each year. In Nevada, 1.4% of smokers called their quitline.

The Medicaid fee-for-service program in Nevada provides full coverage for tobacco dependence treatment. Nevada's Medicaid policy provides coverage for both bupropion and varenicline. Nevada's Medicaid policy does not provide coverage for individual, group or telephone counseling.

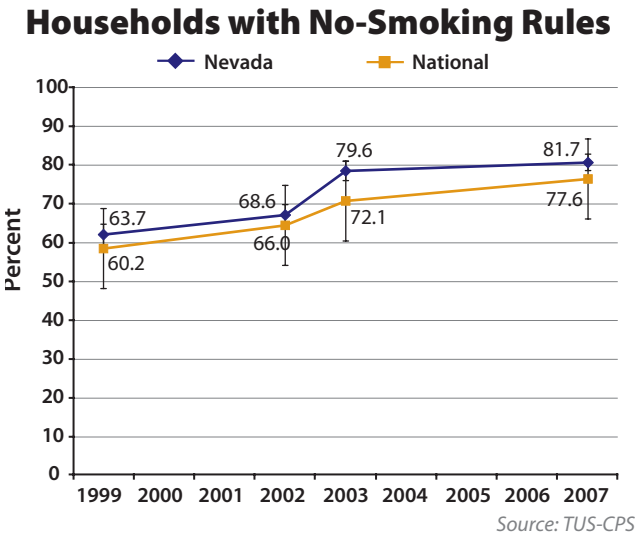


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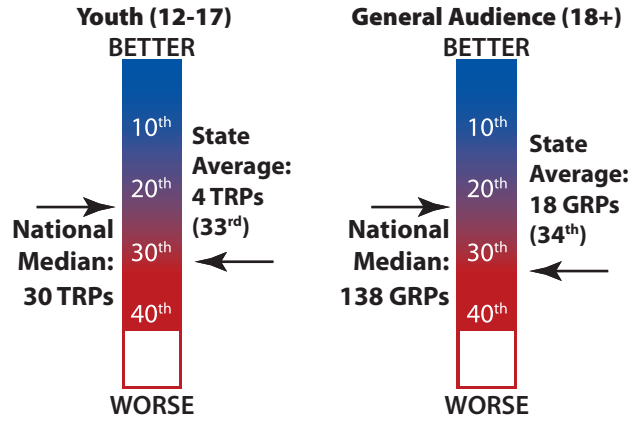
Warn

Smoke-free home rules represent awareness of the dangers of secondhand smoke. In Nevada, as in the nation, an increasing number of families have such a rule.

Currently, 81.7% of Nevada homes have this rule. Nevada ranks 11th among the states.



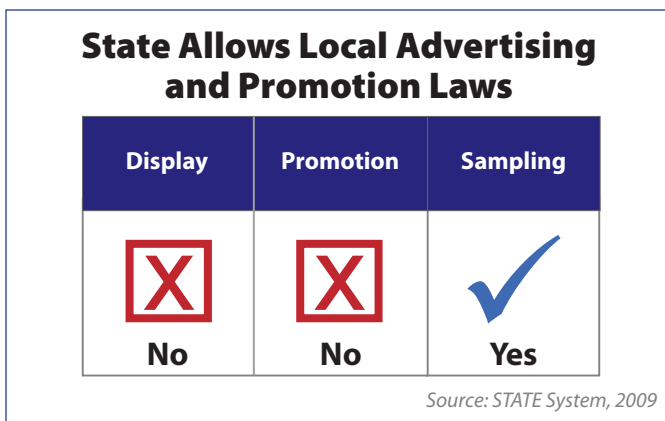
Anti-Tobacco Media Campaign Intensity, Per Quarter



Rating point data were available for 42 states and the District of Columbia. *Best Practices* recommendations translate into an average of 800 Targeted Rating Points TRPs in effective youth and 1,200 Gross Rating Points (GRPs) in effective general audience anti-tobacco media campaigns per quarter. Nevada's major media market(s) aired an average of 4 youth TRPs and 18 general audience GRPs per quarter in 2008. Nevada ranks 33rd among the states for the number of youth TRPs and 34th among the states for the number of general audience GRPs aired.

Enforce

Nevada preempts local regulation on promotions and display of tobacco products in commercial establishments. Nevada allows local regulation of tobacco industry sampling.



Retail Environment Tobacco Licensure

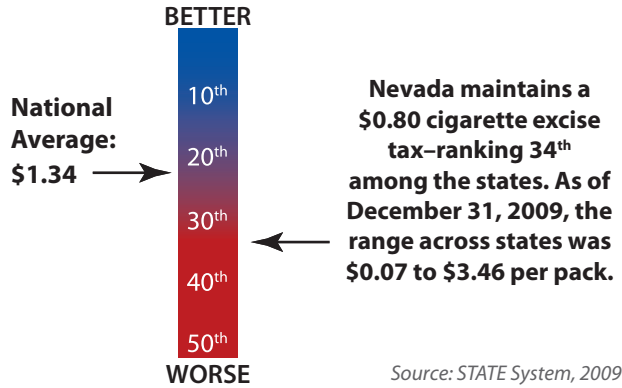
Over the Counter	Vending Machines
Yes	Yes

Source: STATE System, 2009

Nevada requires all establishments selling tobacco products over the counter and by vending machine to be licensed. Currently, 37 states require licensure for both over the counter and vending machine sales.

Raise

Amount of Cigarette Excise Tax



Nevada maintains a \$0.80 per pack tax, ranking 34th among the states.

Nevada does not have a minimum price law.

Minimum Price Law for Cigarettes



Source: CDC/OSH

Approximately 19% of the annual revenue generated from state excise taxes and settlement payments would fund Nevada's tobacco control program at the *Best Practices* recommended amount. However, in 2007, Nevada's funding for tobacco control was 14.6% of the recommended level. Nevada ranks 31st among the states.

State Funding for Tobacco Control

