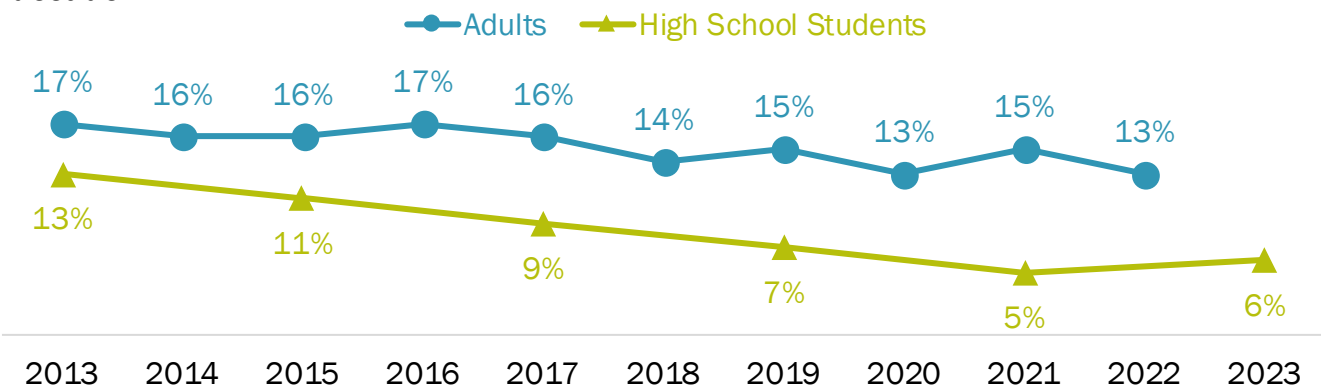


Comprehensive Tobacco Control Works

Since 2000, the Vermont Department of Health's multi-component Tobacco Control Program, funded by federal and state investment, has been working to improve health outcomes by collecting data and monitoring impact, conducting public health communications, media and marketing to increase perception of harm, providing treatment for teen and adult nicotine dependence, and supporting community and state prevention policy.

Over the past ten years, the state, legislature, health advocates and community partners have made tremendous progress in reducing Vermont's youth and adult smoking rates. From 2013 to 2023, the youth smoking rate saw a 54% decrease from 13% to 6%. During a similar timeframe from 2013 to 2022, Vermont's adult smoking rate decreased by 24% from 17% to 13%.

Cigarette smoking among Vermont adults and high school students declined over past decade.



Source: 2013-2022 BRFSS, 2013-2023 YRBS; 2023 BRFSS data not yet available.

2014: Tax to \$2.75; tax parity for most tobacco products; Act 135 secondhand smoke protections

2015: Tax to \$3.08; Tobacco-free MHA facilities

2016: FDA gains & expands regulatory authority; VT adds e-cigarettes to Clean Indoor Air Act

2019: Prohibit sales < 21-years-old

For more information about tobacco use and policy change over the years, visit our [interactive visualization](#).

Tobacco Prevention Eliminates Health Disparities

Tobacco use negatively impacts and shortens the lifespan of individuals of low-income and low educational attainment, people with disabilities, behavioral health and substance use conditions, and LGBTQ+ and American Indian communities. State and community partners' collective goal is to advance substance use prevention, economic and community health and equity by reducing tobacco's impact as a leading and costly cause of preventable death.

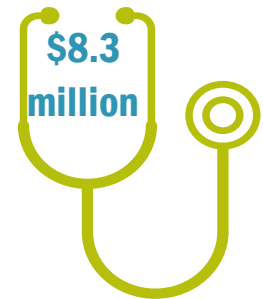
Discounted, widely accessible tobacco products are a major contributor to multiple chronic diseases and cancers, heart and brain degenerative conditions and substance use addiction. Tobacco and nicotine use is also associated with anxiety, poor mental health, depression and ADHD.

The benefits of preventing and treating tobacco use are numerous. Quitting tobacco and nicotine products is shown to improve mental health, quality of life for people of all ages, oral health and diabetes, and control hypertension. Treatment of tobacco also increases the success of recovery from other substances, including alcohol and opioid abstinence.

Tobacco Control's Impact

- Increases perception of harm.
- Improves mental and physical health.
- Increases disposable income.
- Reduces lost productivity.
- Saves Vermont in Medicaid spending.

**Estimated Vermont
Medicaid cost savings for
every percentage
reduction in smoking rate
among Medicaid-insured
adults in 2023¹:**



Effective Tobacco Control and Prevention requires sustained multi-year efforts, multi-component framework based on [CDC best practices](#) and funding at recommended [levels](#). The state Tobacco Control Program works with state leadership, agency partners and community grantees to:

- Prevent initiation of commercial tobacco use.
- Eliminate exposure to second and thirdhand smoke.
- Promote and support quitting among all ages.
- Identify and eliminate tobacco-related disparities.

Advance Protective Policies at the Local and State Level

An important component of tobacco control is passing protective local and state policies. The Health Department seeks to support and advance evidence-based and promising policies, particularly those recommended by CDC, SAMHSA and the World Health Organization:

- Restrict sales of flavored products that attract youth users and make quitting harder.
- Ban price discounting and promotions in retailer settings and direct marketing.
- Set minimum price floor for tobacco products like Vermont alcohol protections.
- Advance smoke-free policies in community and housing settings that eliminate toxic exposure.

For more information, please visit HealthVermont.gov/wellness and CounterBalanceVT.com or contact at tobaccovt@vermont.gov or 802-863-7200.

References:

¹ Vermont Department of Health. The Economic Benefit of Reducing Smoking Prevalence among Medicaid-Insured Vermonters. Updated February 2024. Accessed January 2025.
https://www.healthvermont.gov/sites/default/files/document/HSI_Tobacco_Medicaid_ROI_infographic_2024_02.pdf.