



Minnesota

Reaching Out to Youth and Adults as Part of Comprehensive Efforts to Reduce Tobacco Use

Public Health Problem

More than 5 million people live in Minnesota, and more than 26% of them are aged 18 years or younger. An estimated 21.7% of adults in Minnesota smoke cigarettes. If current tobacco-use patterns persist, one-third of tobacco users aged 18 years or younger will die prematurely of a smoking-related disease during adulthood.

Program Example

In 2000, the Minnesota Department of Health created the Minnesota Youth Tobacco Prevention Initiative, a program that included advertising, public relations, and a grassroots movement to educate Minnesota teenagers about tobacco use and the targeting of young people by tobacco companies. After just 1 year, the program had a significant effect on teenagers' attitudes, which are often precursors to changes in smoking behavior. Also working to reduce tobacco use in this state is the Minnesota Partnership for Action Against Tobacco (MPAAT), an independent, nonprofit organization that improves the health of Minnesota residents by reducing the harm caused by tobacco. MPAAT serves Minnesota residents through its grant-making program as well as QUITPLAN individual stop-smoking services, community outreach, and an advertising campaign.

Implications and Impact

Results from Minnesota's Youth Tobacco Survey show that current use of any tobacco product declined by 11% among high school and middle school students between 2000 and 2002. During the same period, current cigarette use declined by 21% among middle school students and by 11% among high school students. Programs like the Minnesota Youth Tobacco Prevention Initiative and MPAAT have made Minnesota's comprehensive tobacco prevention and cessation program a model for reducing and eliminating tobacco use among state residents.

Contact Information

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