

## RESEARCH FINDINGS

# THE MINNESOTA SIMSMOKE MODEL

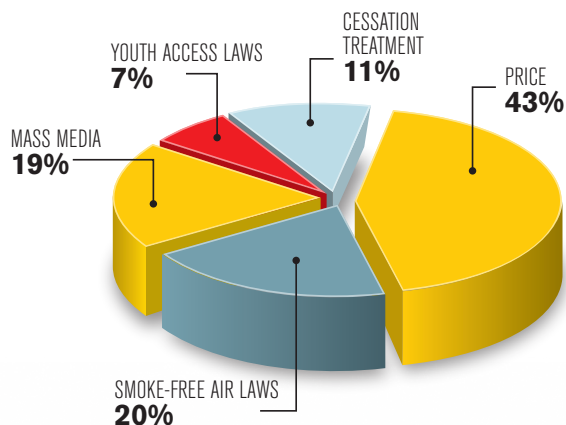
The Minnesota SimSmoke Model considered data on current, new and former smokers in Minnesota from 1993 to 2011 to determine the effectiveness of tobacco control programs on smoking rates. SimSmoke joins a collection of scientific evidence that proves tobacco policies help adults quit smoking and discourage kids from starting.

### Programs combine to deliver results

- Comprehensive tobacco prevention efforts such as tax increases, smoke-free air laws, mass media campaigns, youth access laws and cessation treatment have **reduced smoking rates by 29 percent** in Minnesota from 1993 to 2011.

### The price of tobacco matters

- The price of tobacco contributed to more than **43 percent of the reduction in smoking rates** in Minnesota from 1993 to 2011.



THE IMPACT OF INDIVIDUAL TOBACCO CONTROL PROGRAMS: 1993 TO 2011

**Raising the price of tobacco products is one of the most effective ways to keep youth from starting to smoke.**

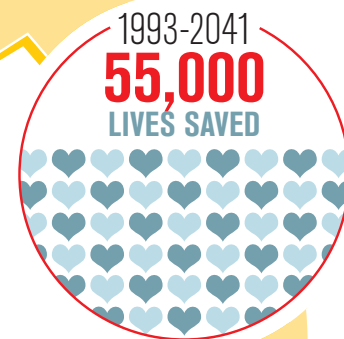
- For each 10 percent increase in price, smoking rates among 15- to 17-year-olds will be **reduced by 6 percent**.



CURRENT  
POLICIES



MORE  
AGGRESSIVE  
POLICIES



## TOBACCO POLICIES SAVE LIVES

**Tobacco price increases and aggressive media campaigns could reduce smoking prevalence in Minnesota to less than 10 percent and save more than 55,000 Minnesota lives in the next 30 years.**

- Minnesota's tobacco prevention efforts are collectively saving lives.
- SimSmoke illustrates that current tobacco control measures have already **prevented nearly 3,000 deaths** in Minnesota since 1993.
- When implemented together, these policies are strengthened and can contribute to a change in social norms – and save more lives.

**Minnesota must show a renewed interest in supporting and strengthening tobacco control measures. Let's start by raising the price of tobacco in Minnesota in 2013.**

ClearWay<sup>™</sup>  
MINNESOTA

SimSmoke research is sponsored by ClearWay Minnesota<sup>™</sup>, an independent nonprofit organization working to reduce tobacco's harms in Minnesota. This research was conducted and co-authored by Dr. David Levy, Dr. Raymond Boyle and Dr. David Abrams. It was published in November 2012 by the *American Journal of Preventive Medicine*.