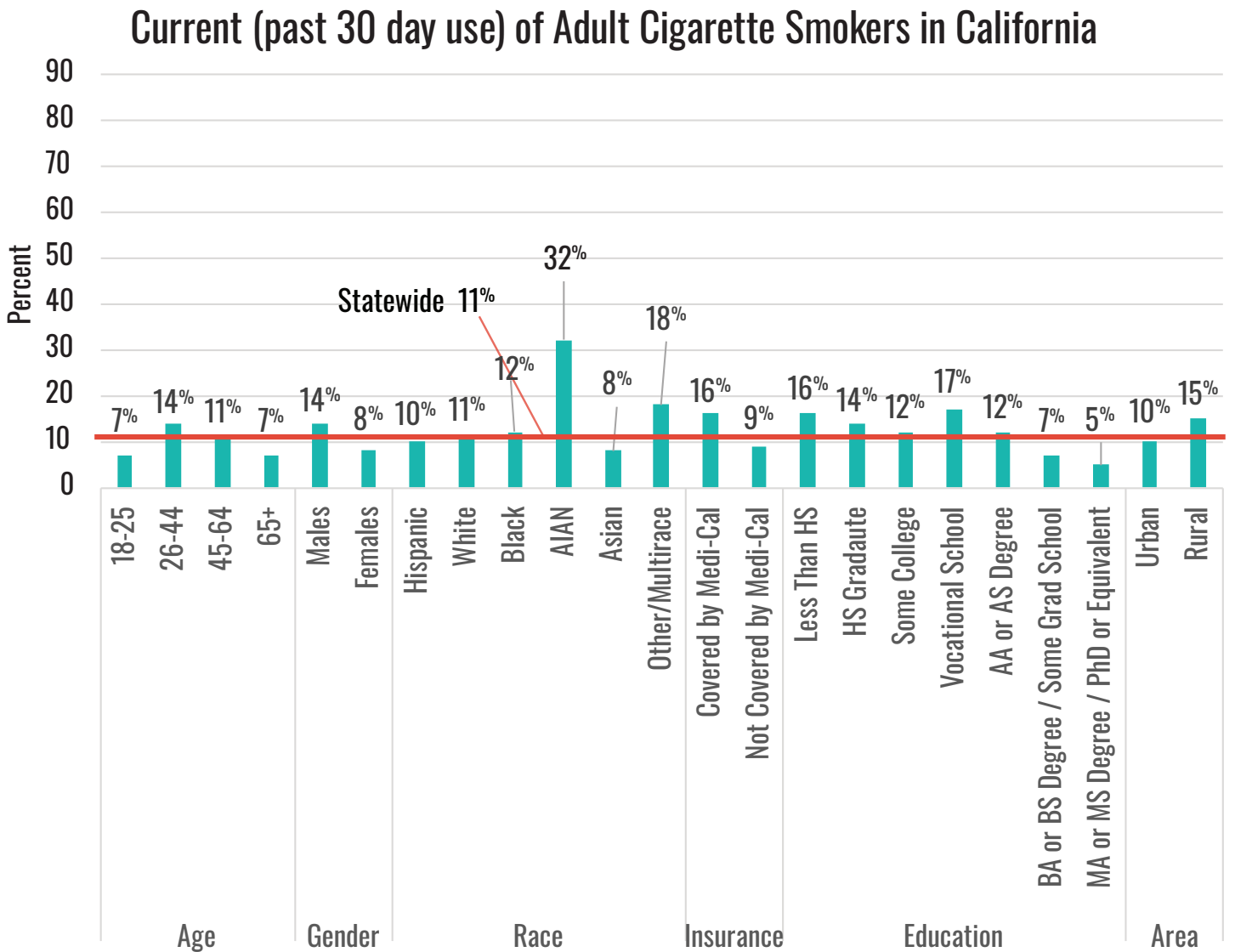
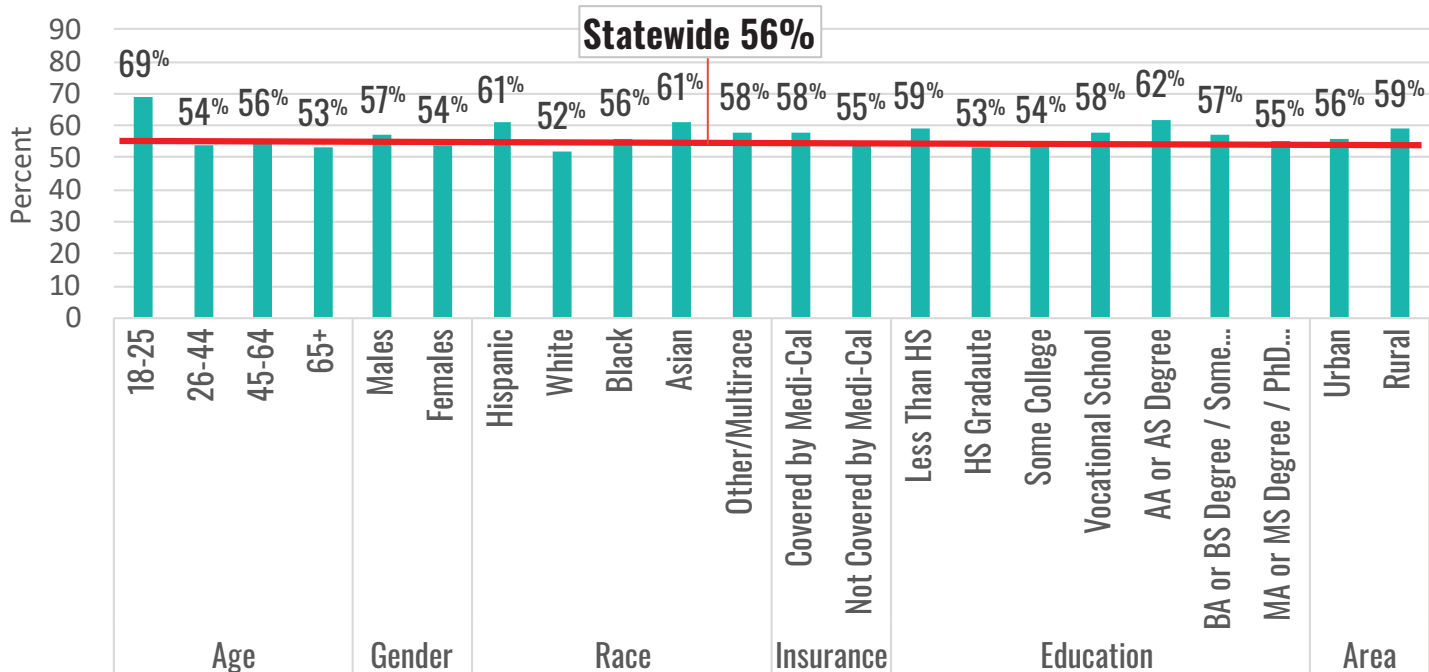


# California Tobacco Cessation Data

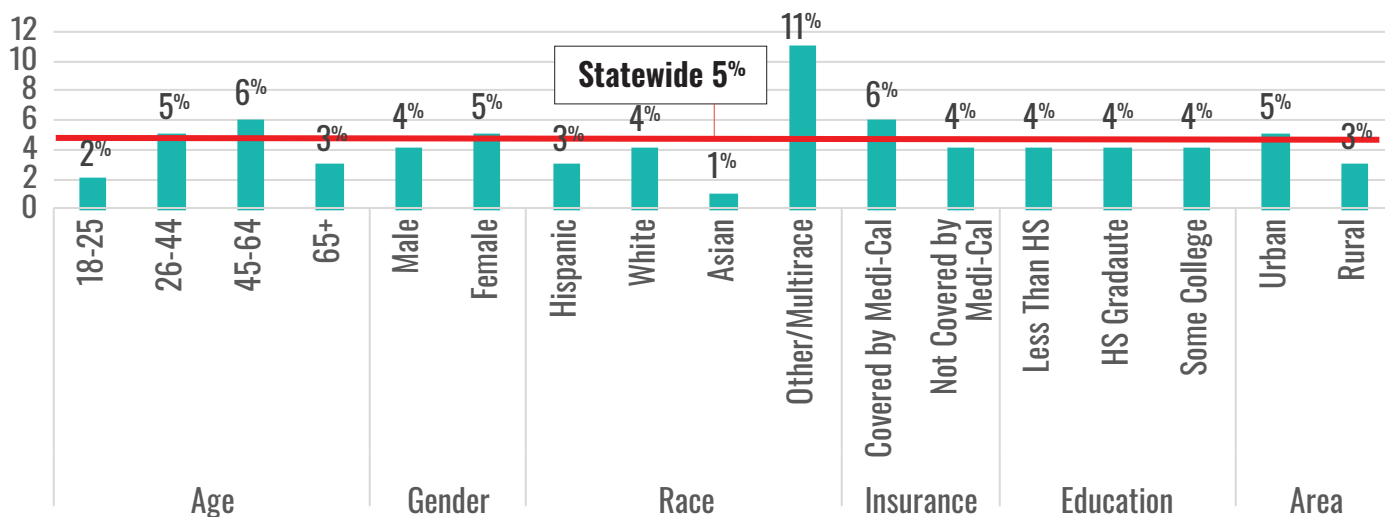
## California Adult (18+) Smoking Cessation Data 2017-2018



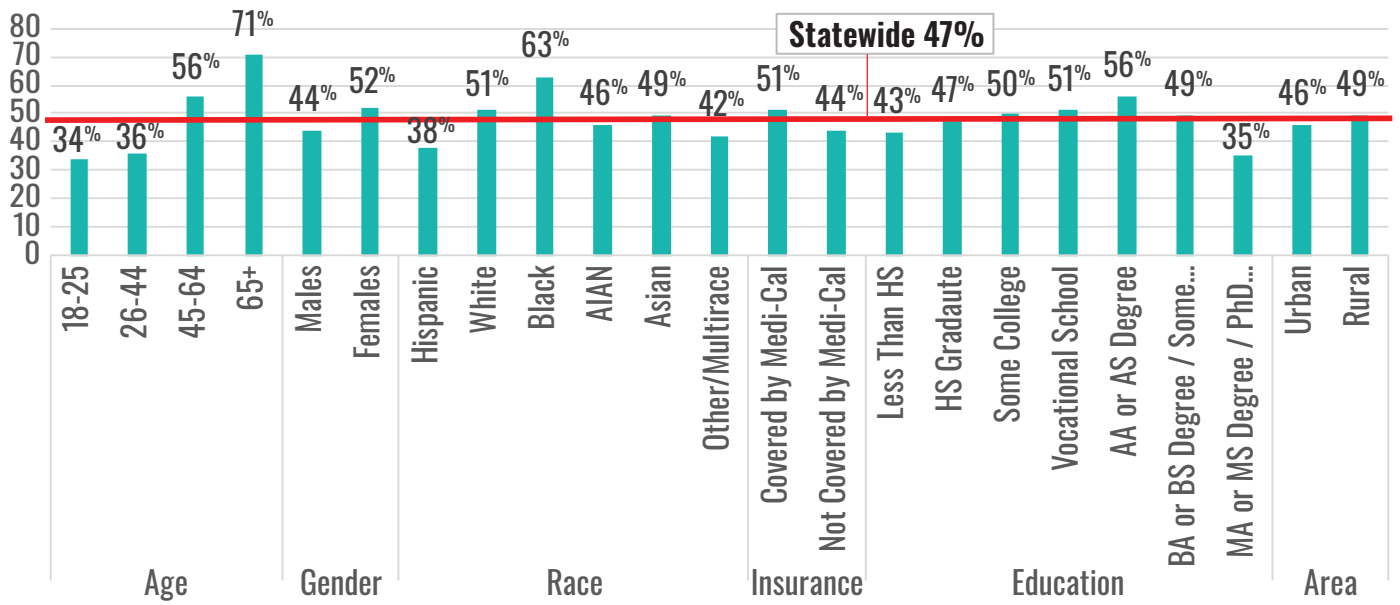
## Quit 1 Day or Longer in the Past 12 Months



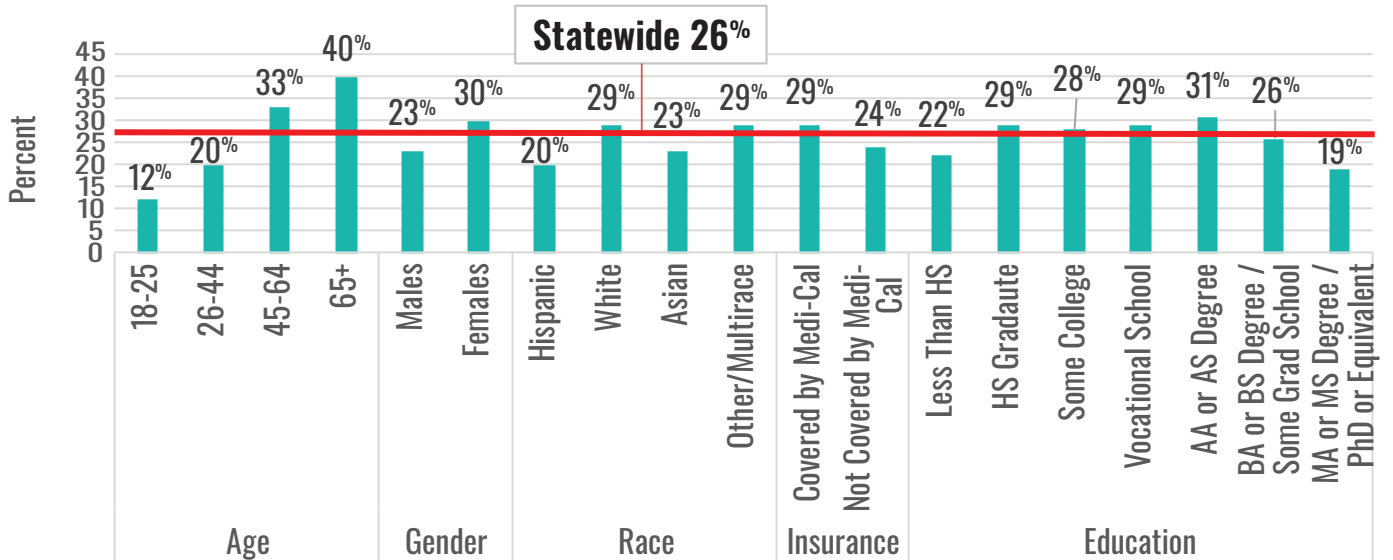
## Called a Quitline in the Past 12 Months



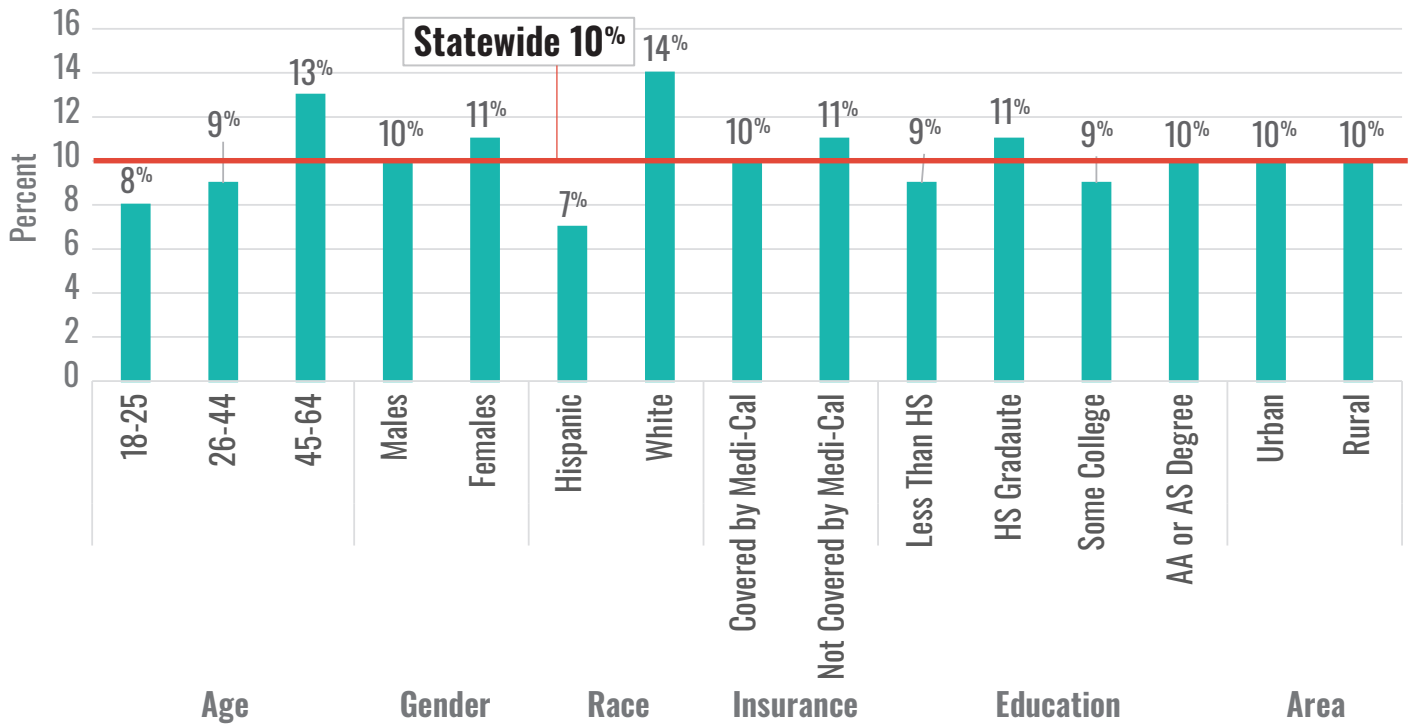
## Had a Professional Advise Them to Quit Smoking in the Past 12 Months



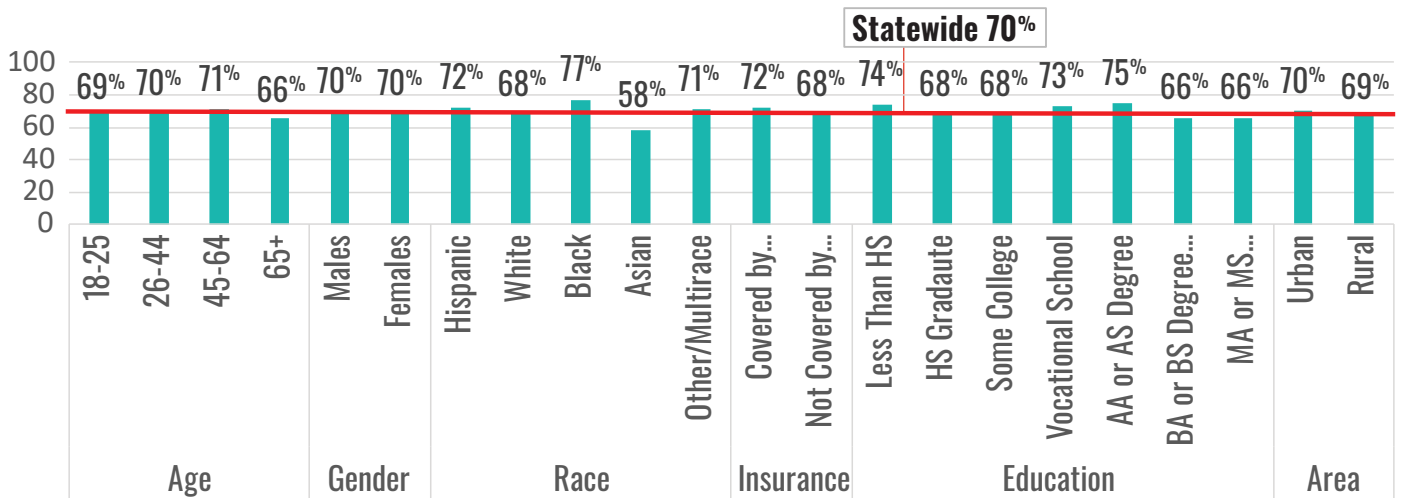
## Had a Health Professional Refer Them to a Cessation Program in the Past 12 Months



## Used Nicotine Gum, Lozenges, or an Inhaler in the Past 12 Months



## California Smokers Thinking about Quitting Smoking in Next 6 Months



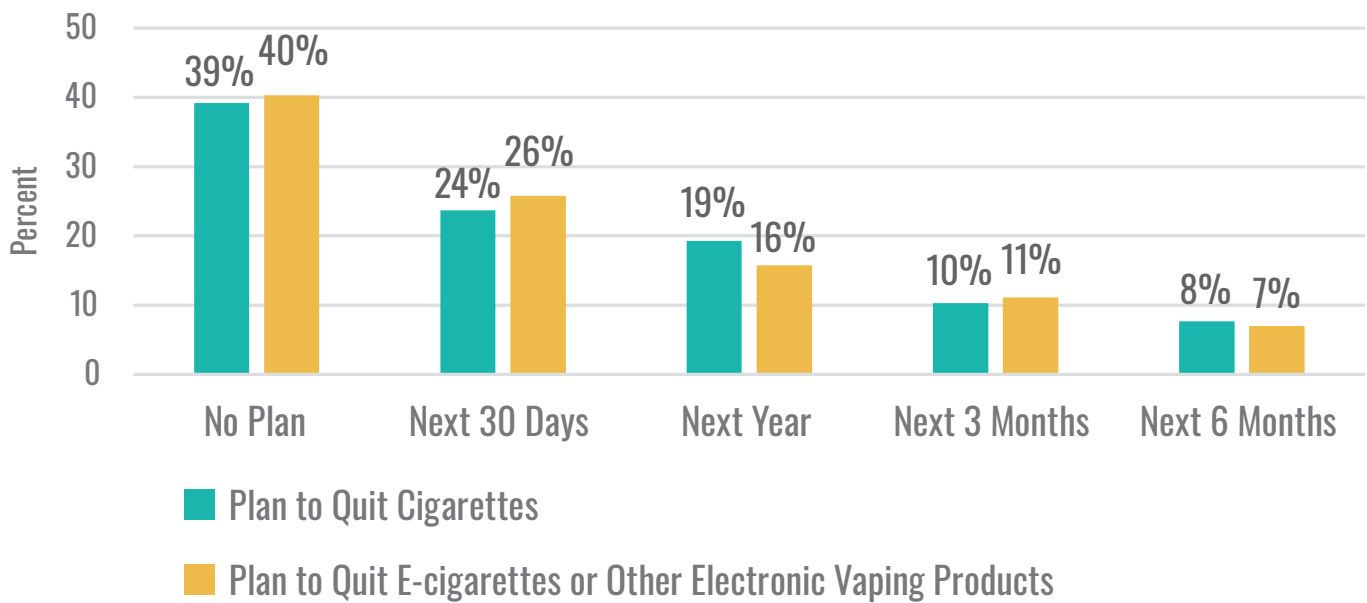
## Most common methods used to quit smoking among adult respondents:

- Quit completely on their own or cold turkey
- Use e-cigarettes to help you quit or reduce cigarette smoking
- Nicotine patches, nicotine gum, or nicotine lozenges

## Key Points in California Adult Smokers:

- In 2017-2018, 11% of California adults reported to be current smokers.
- 39% of California adults reported to have no plans to quit smoking cigarettes and 40% had no plans to quit e-cigarettes or other electronic vaping products.
- Males had a higher percentage than females to had quit smoking 1 day or longer.

## California Adults Who Plan to Quit Smoking

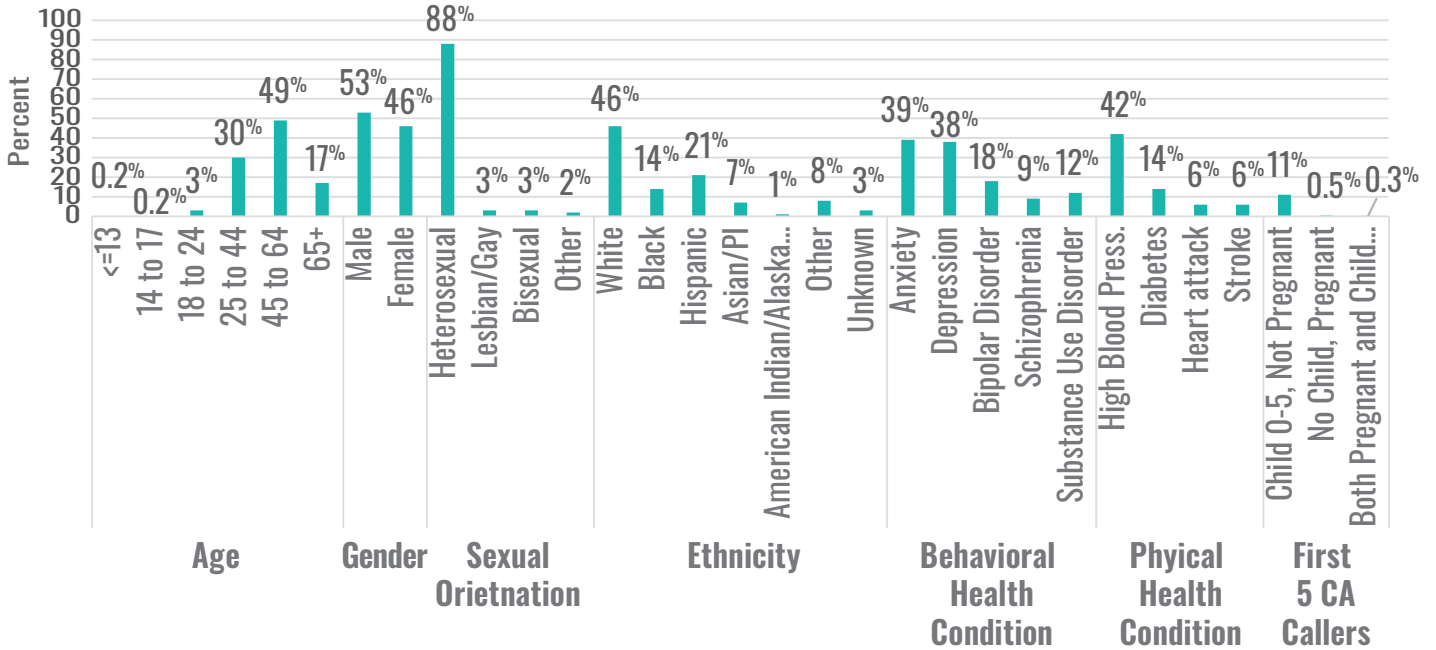


**Reference:** California Health Interview Survey, 2017-18. Los Angeles, CA: UCLA Center for Health Policy Research.

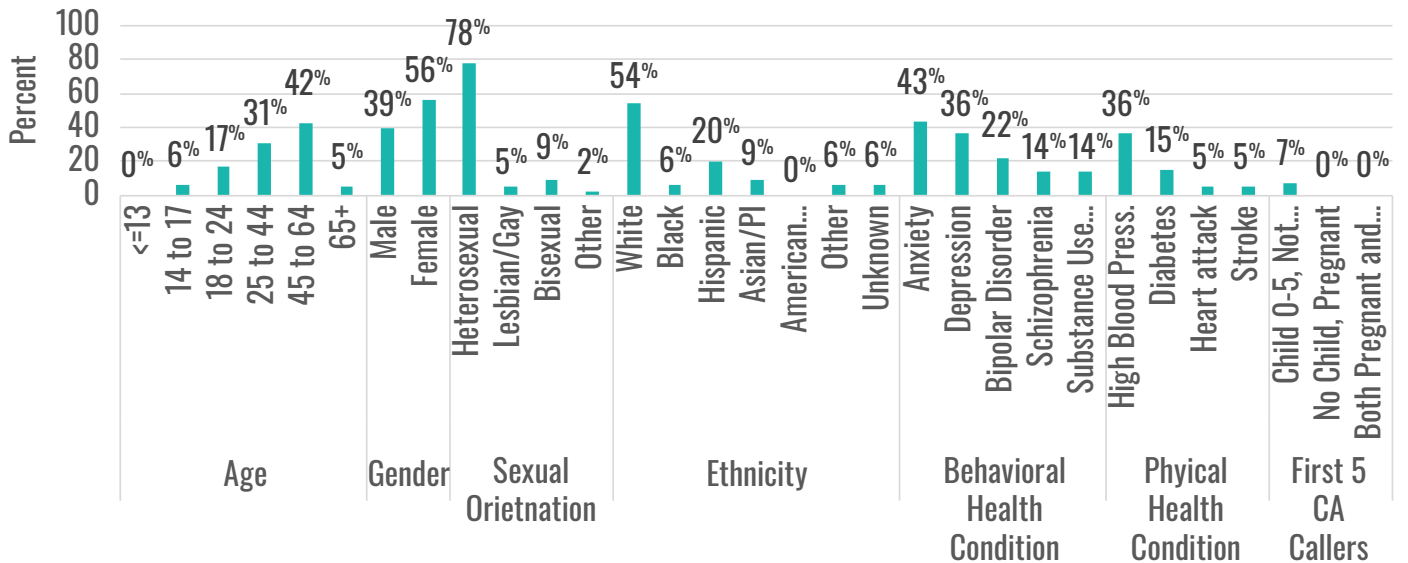


# California Smokers Helpline Data (January 2020 – June 2020)

## California Residents Who Called the Smokers Helpline



## California Residents Who Called the Vape Line



## The most common referral source among residents who called the vape and smokers helpline were:

-Mass media/advertising

-Healthcare

### Key Points in California Adults who Called the California Smokers Helpline:

- Among the callers who called the helpline:
  - 49% were 45 to 64 years old
  - 53% were males
  - 46% were whites

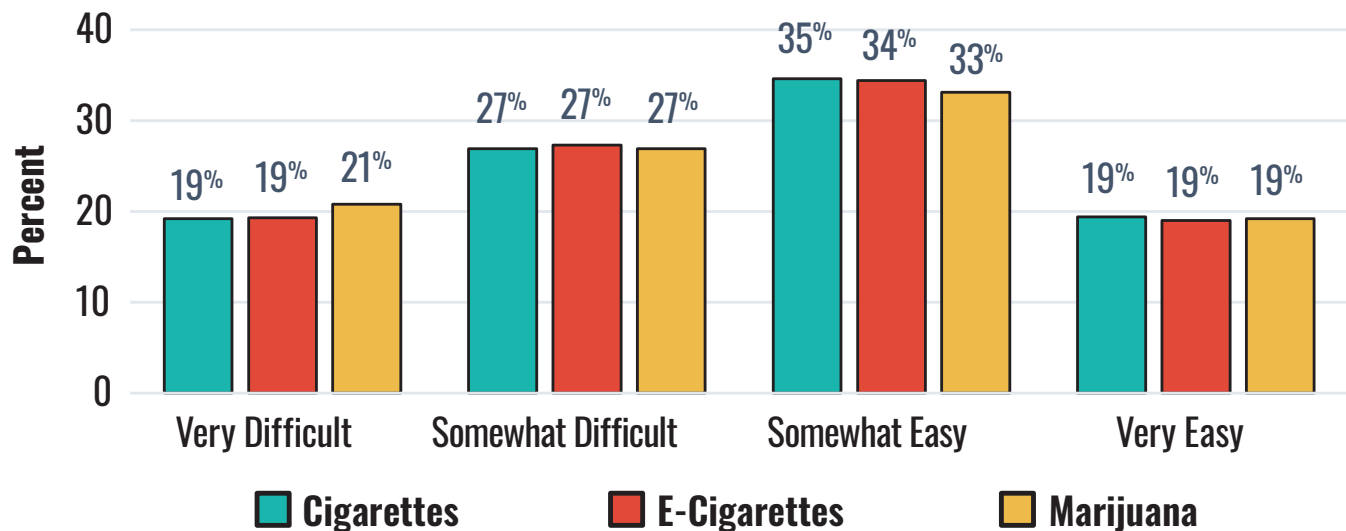
### Key Points in California Adults who Called the California Vape Helpline:

- Among the callers who called the helpline:
  - 42% were 45 to 64 years old
  - 56% were females
  - 54% were whites

Reference: Helpline Caller Intake Reports, January-June 2020. San Diego, CA: California Smokers' Helpline, University of California, San Diego.

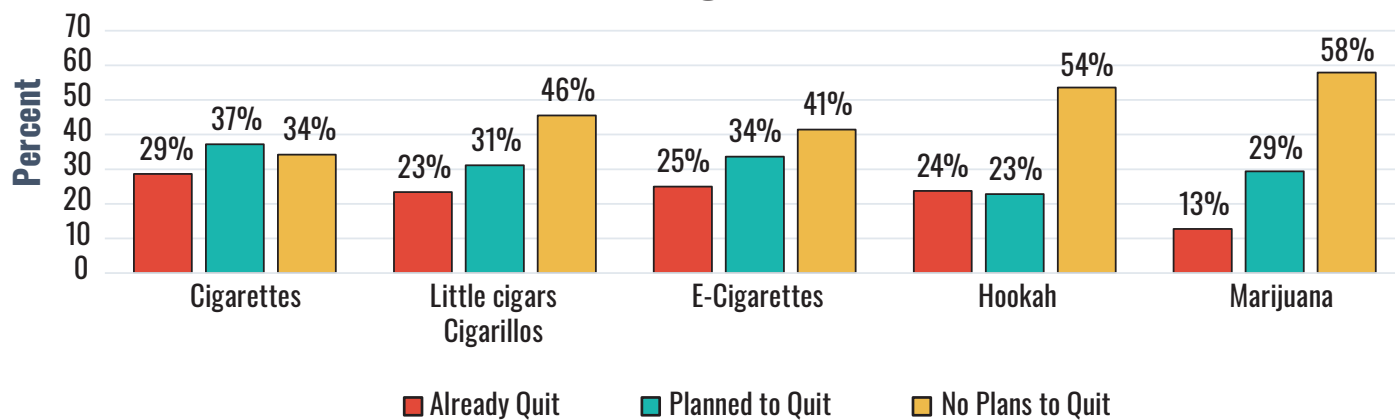
## California High School (HS) Student Smoking Cessation Data (2017-2018)

### Perceived Difficulty/Ease of Receiving Help at School to Quit using Cigarettes, E-cigarettes, and/or Marijuana among CA HS Students

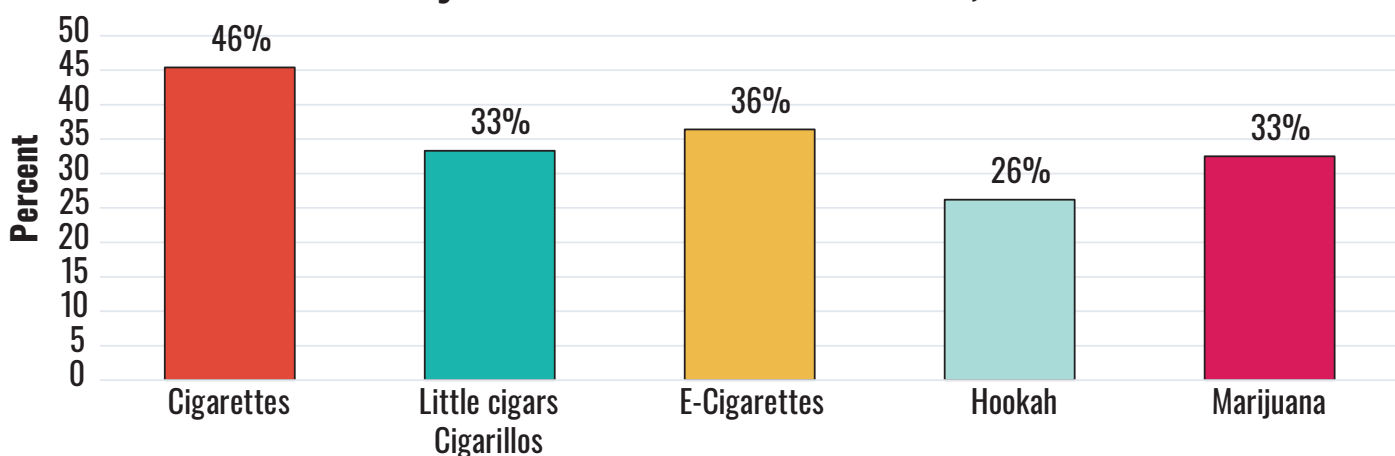


11.49% of high school students reported that they had helped someone their age quit smoking cigarettes.

## Past 30 day Users That Plan to Quit Using Cigarettes, Little Cigars or Cigarillos, E-Cigarettes, Hookah, and/or Marijuana among CA HS Students, 2017-2018



## CA HS Students Users that Tried to Quit Using Cigarettes, Little Cigars/Cigarillos, E-Cigarettes, Hookah, and/or Marijuana in the last 12 months, 2017-2018



### Key Points in California High School Students:

- 46% of high schools' students tried to quit smoking cigarettes and 36% tried to quit e-cigarettes.
- Among high school students, most of the students said it was "somewhat easy" to quit smoking cigarettes, e-cigarettes, or marijuana.

Reference: Zhu S-H, Zhuang YL, Braden K, Cole A, Gamst A, Wolfson T, Lee J, Ruiz CG, Cummins SE (2019). Results of the Statewide 2017-18 California Student Tobacco Survey. San Diego, California: Center for Research and Intervention in Tobacco Control (CRITC), University of California, San Diego.