

A woman with long dark hair is sitting in a chair, looking upwards and to the right. She is wearing a dark t-shirt and jeans. To her left is an IV drip stand with a clear plastic bag hanging from it. The background is dark and moody, with some light reflecting off the woman's hair and the IV stand.





People with Mental Health Challenges

The Story of People With Mental Health Challenges

Big Tobacco actively works to ensure that they can profit off people with mental illness and/or substance abuse disorders. They have funded misleading research to show that people with mental illness can use their products to relieve symptoms.¹ The industry has even distributed free cigarettes in psychiatric facilities.²

Due to predatory tactics like these, people with mental illness and/or substance abuse disorders have the second highest smoking and tobacco use rates in California.³ Factors such as stressful living conditions, low income and lack of access to health coverage and care can all make attempts to quit more challenging.⁴ People with mental illness and/or substance abuse disorders shouldn't have to fight off Big Tobacco.

The Proof is in the Data

Indicator	People With Mental Health Challenges	General Population
Adult Tobacco Use		
1. Adult Cigarette Use: Adult cigarette smoking prevalence	26.7% 	11.0%
<ul style="list-style-type: none"> California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research. 		
2. Change in Adult Cigarette Use: Rate of change in adult cigarette smoking, 2014 to 2017	-1.8%	-11.3%
<ul style="list-style-type: none"> California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research. California Health Interview Survey, 2013-14. Los Angeles, CA: UCLA Center for Health Policy Research. 		
3. Adult Tobacco Use: Adult tobacco use prevalence (e.g. cigarettes, e-cigarettes and other vaping products, other tobacco products)	20.1%	14.6%
<ul style="list-style-type: none"> California Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health. 		
Secondhand Smoke		
4. Adult Secondhand Tobacco Exposure: Proportion of adults exposed to secondhand smoke	53.5% 	45.3%
<ul style="list-style-type: none"> California Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health. 		
5. Smoke-free Homes: Proportion of adults with smoke-free homes	80.1% 	86.6%
<ul style="list-style-type: none"> California Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health. 		
Cessation		
6. California Smokers' Helpline Enrollees: Proportion of California Smokers' Helpline enrollees	54.4% 	10.1% <small>of smokers are People With Mental Health Challenges</small>
<ul style="list-style-type: none"> California Smokers' Helpline Caller Intake Reports, 2018. San Diego, CA: California Smokers' Helpline, University of California, San Diego. California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research. 		
7. Quitting: Proportion of smokers who tried quitting in the last 12 months	67.1%	58.4%
<ul style="list-style-type: none"> California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research. 		

References

1. <https://truthinitiative.org/sites/default/files/Achieving%20Health%20Equity%20in%20Tobacco%20Control%20-%20Version%201.pdf>
2. <https://truthinitiative.org/sites/default/files/Achieving%20Health%20Equity%20in%20Tobacco%20Control%20-%20Version%201.pdf>
3. Health Equity Report Card, 2017, Indicator: Prevalence of adult cigarette smoking by priority population group and, Indicator: Prevalence of adult tobacco use by priority population group, including cigarettes, e-cigarettes and other tobacco products.
4. <https://truthinitiative.org/sites/default/files/Achieving%20Health%20Equity%20in%20Tobacco%20Control%20-%20Version%201.pdf>