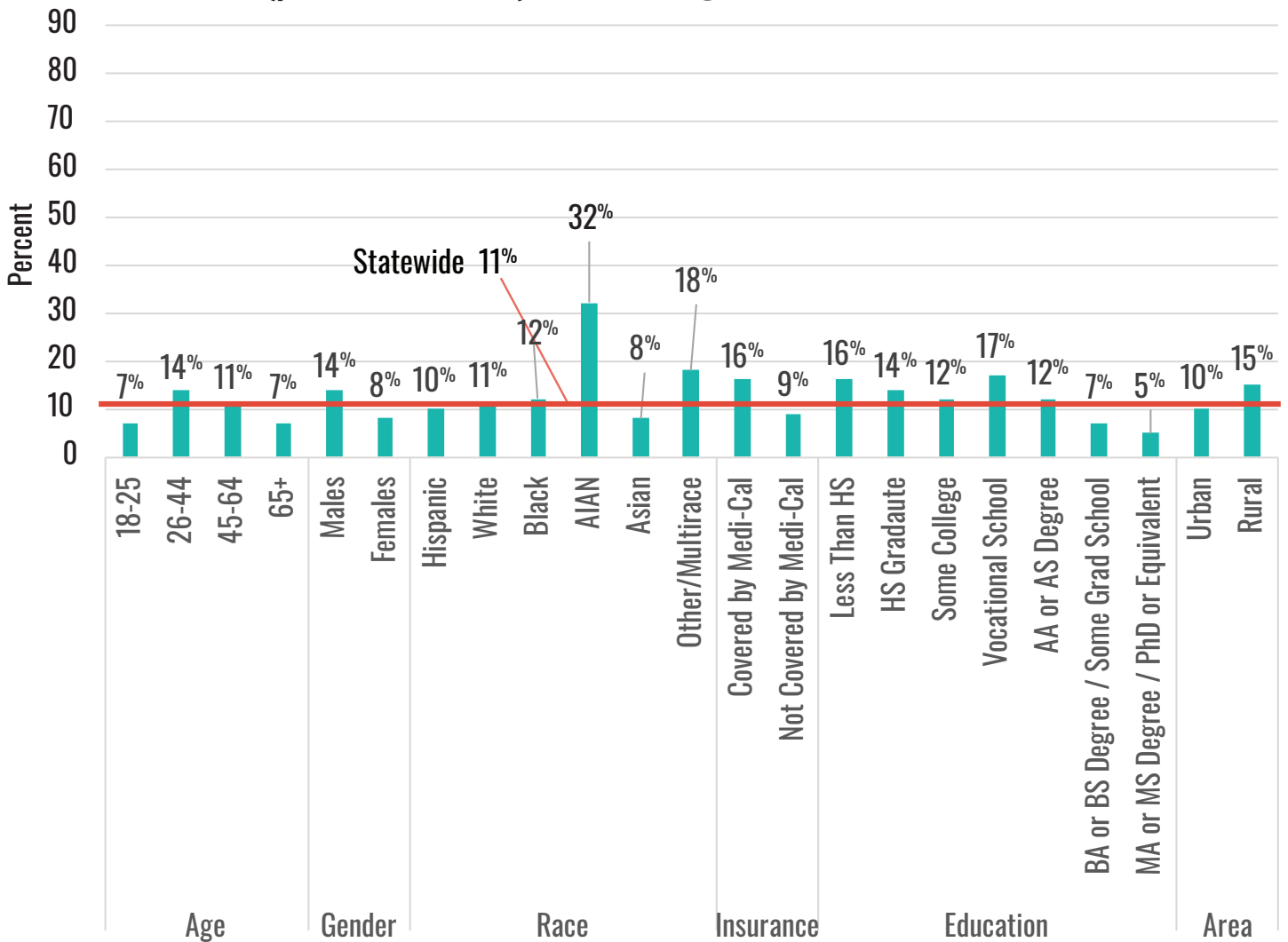


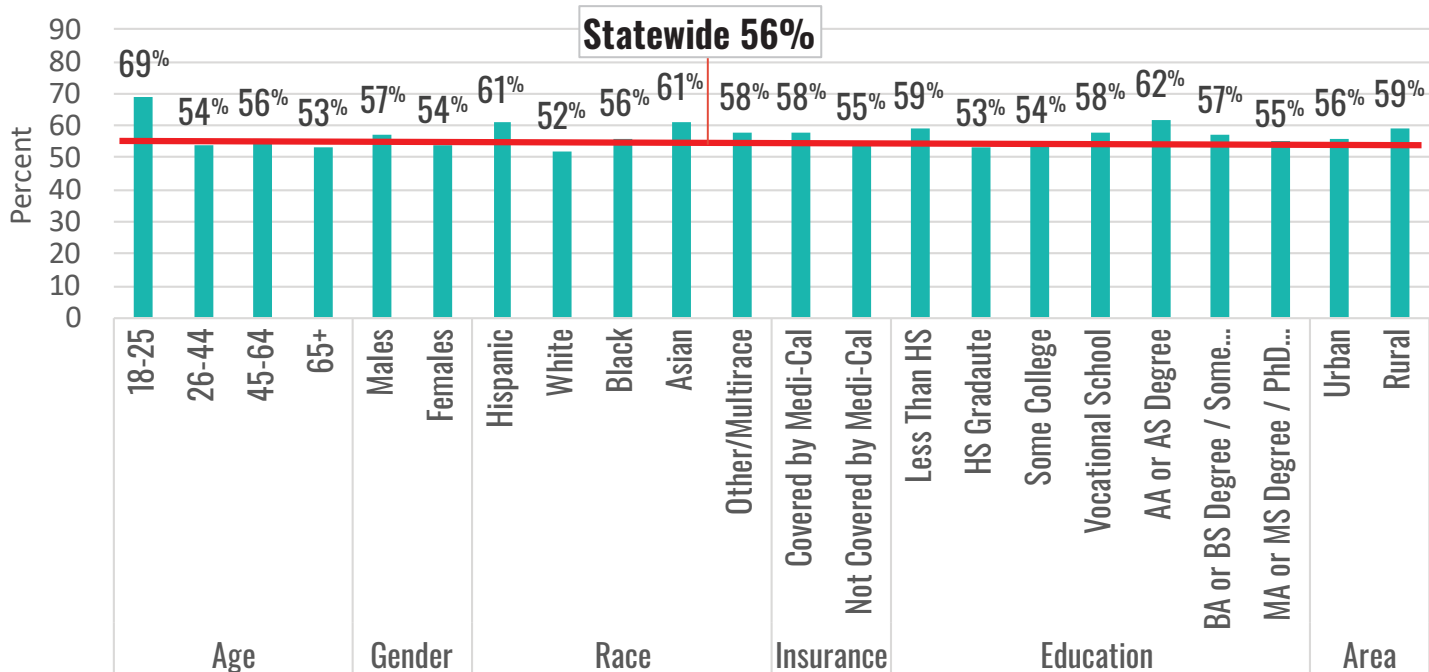
California Tobacco Cessation Data

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

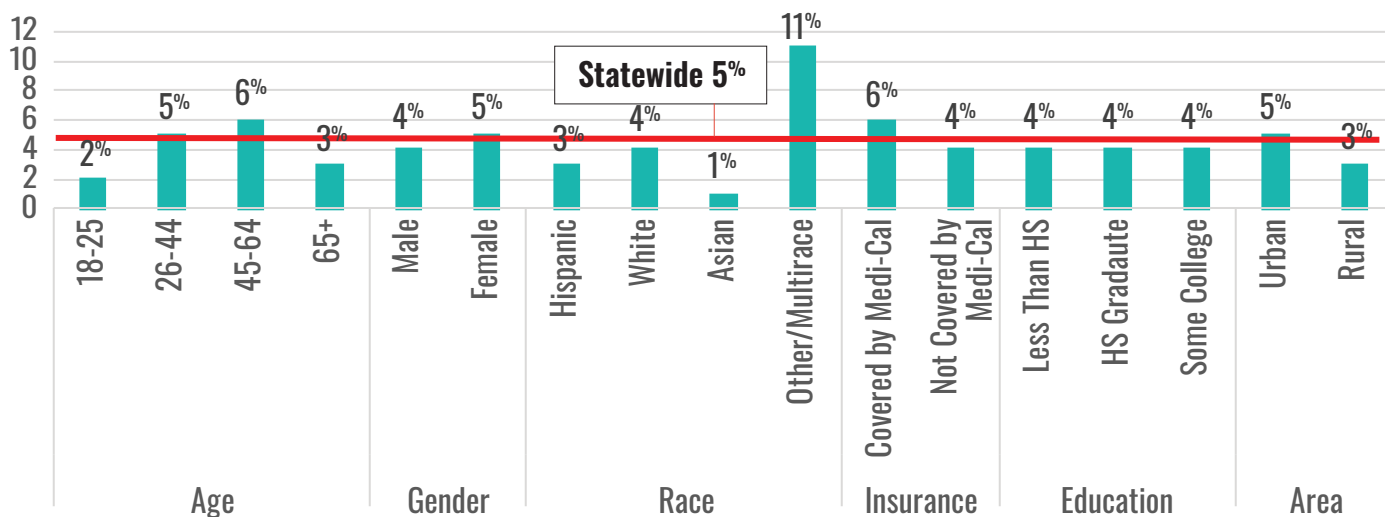
Current (past 30 day use) of Adult Cigarette Smokers in California



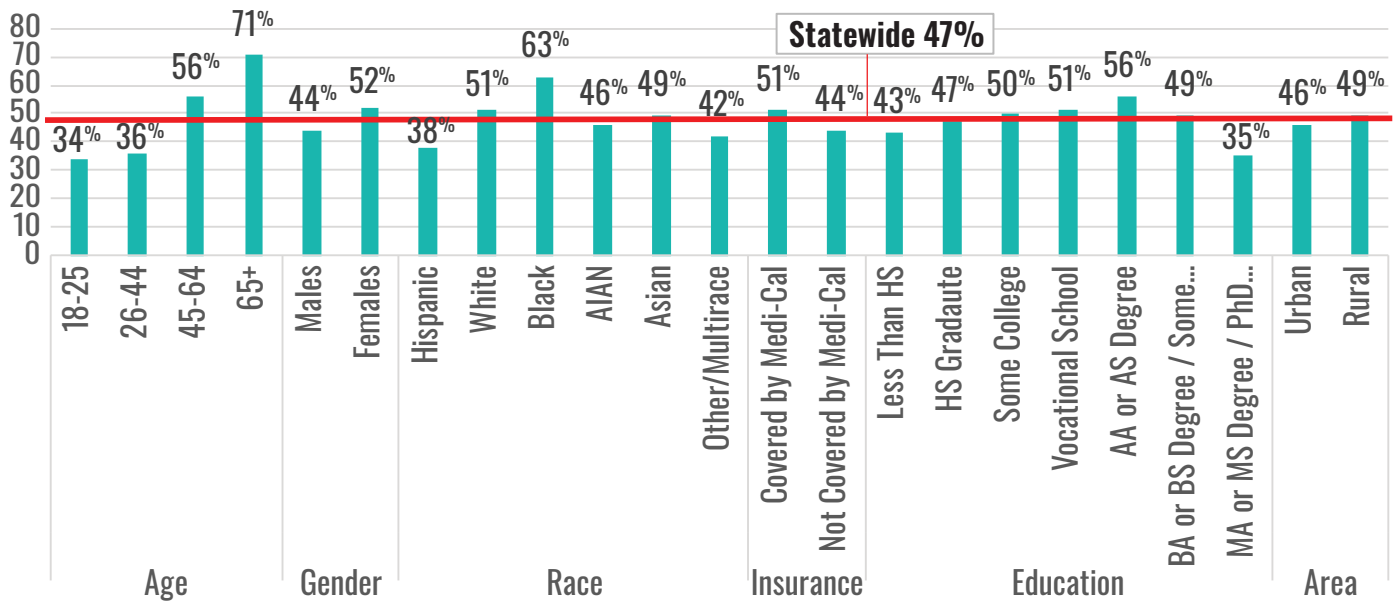
Quit 1 Day or Longer in the Past 12 Months



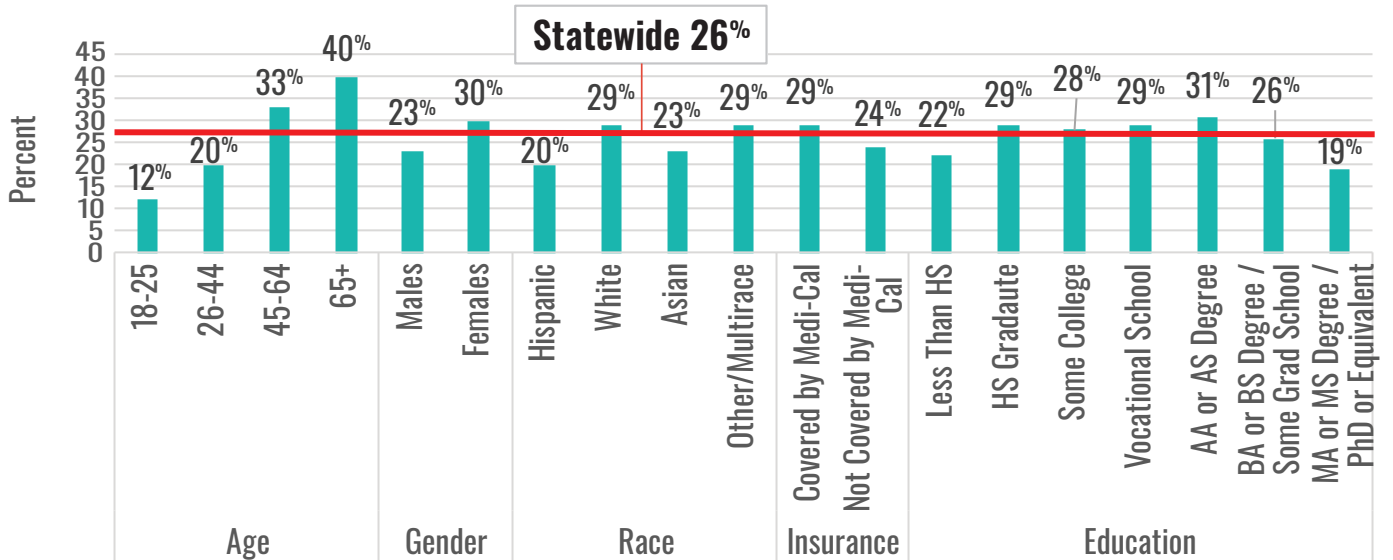
Called a Quitline in the Past 12 Months



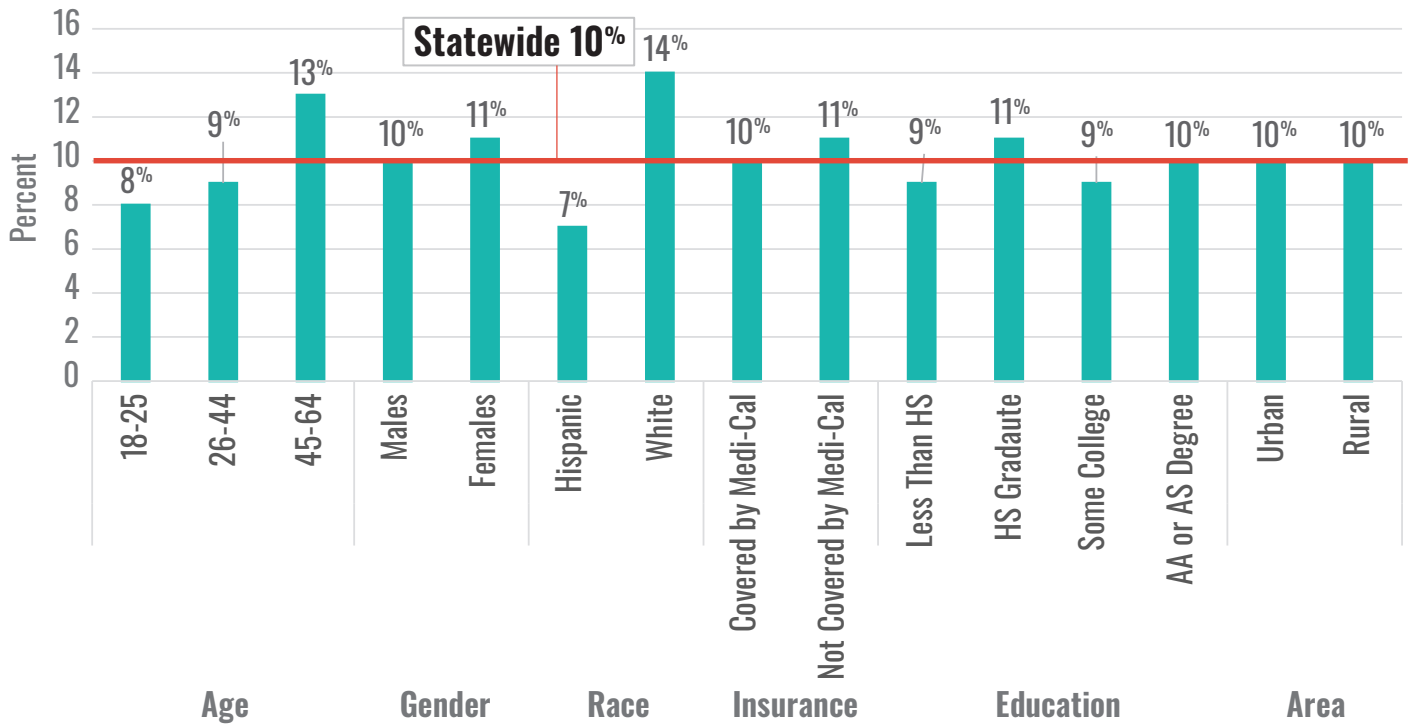
Had a Professional Advise Them to Quit Smoking in the Past 12 Months



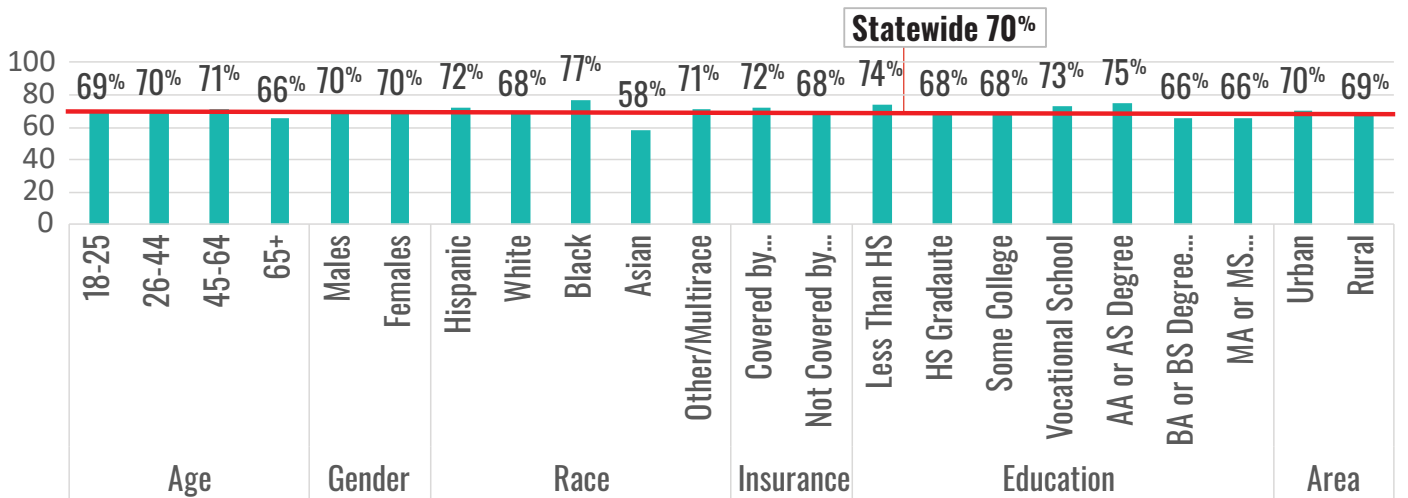
Had a Health Professional Refer Them to a Cessation Program in the Past 12 Months



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



California Smokers Thinking about Quitting Smoking in Next 6 Months



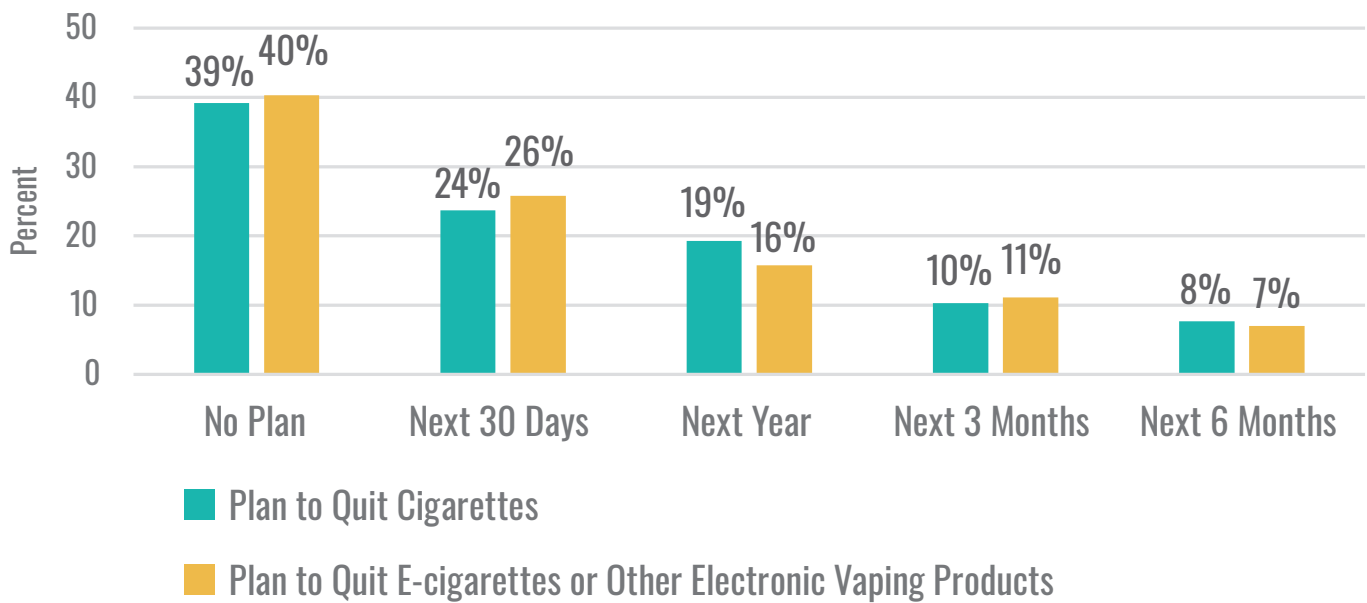
Most common methods used to quit smoking among adult respondents:

- 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

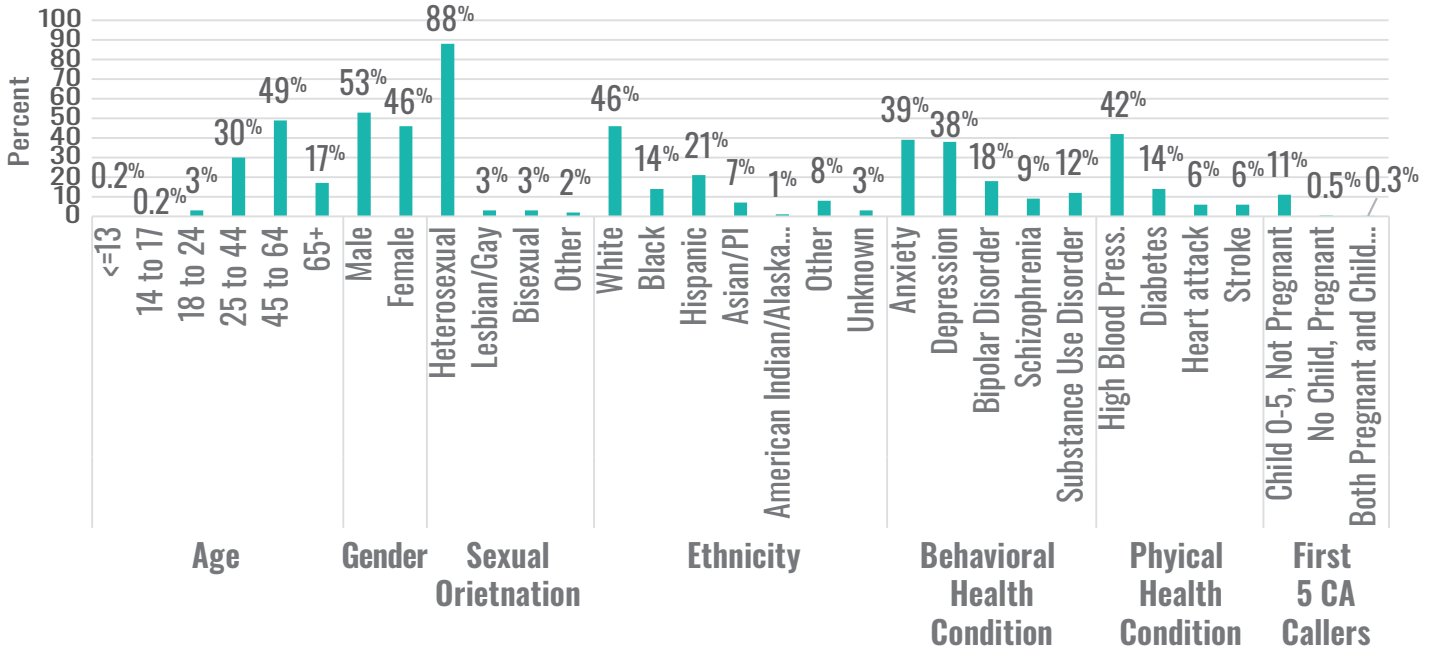


Reference: California Health Interview Survey, 2017-18. Los Angeles, CA: UCLA Center for Health Policy Research.

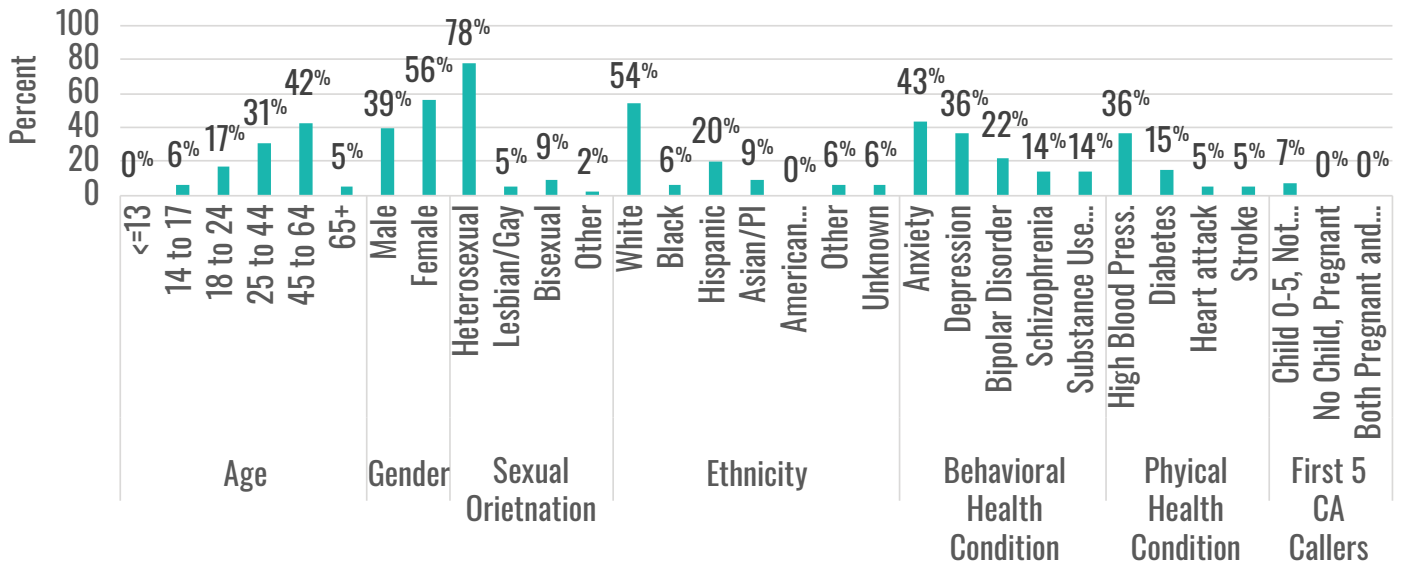


California Smokers Helpline Data (January 2020 – June 2020)

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

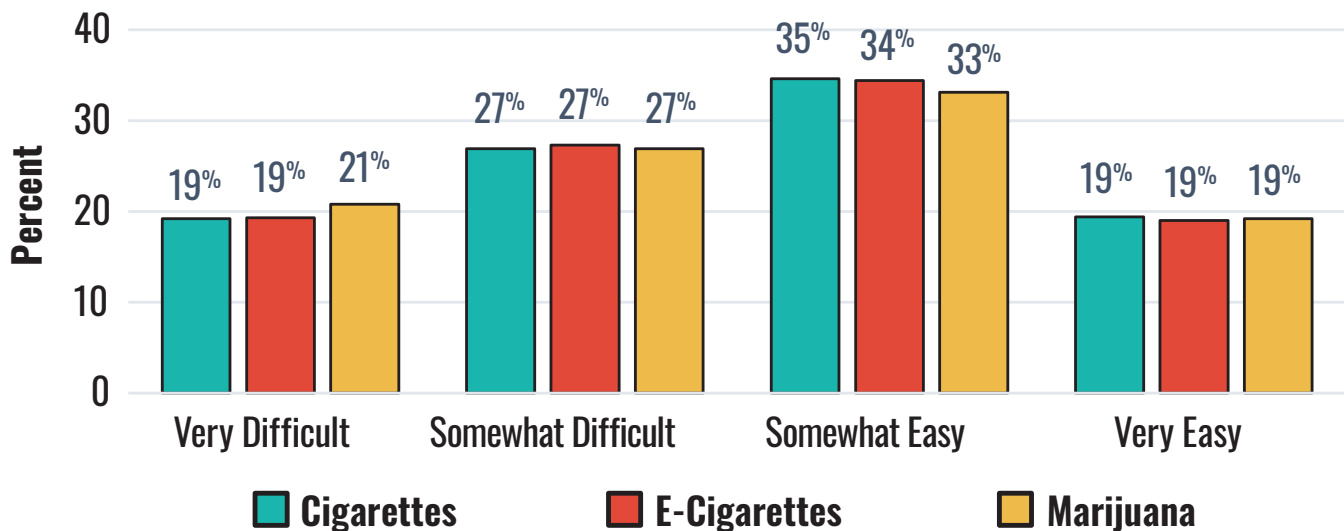
Key Points in California Adults who Called the California Vape Helpline:

- 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.

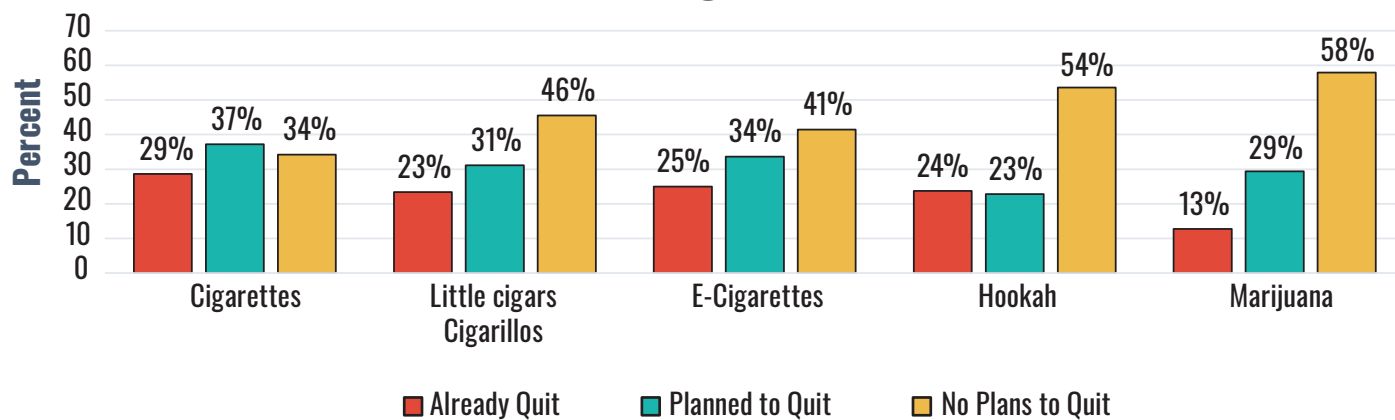
California High School (HS) Student Smoking Cessation Data (2017-2018)

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

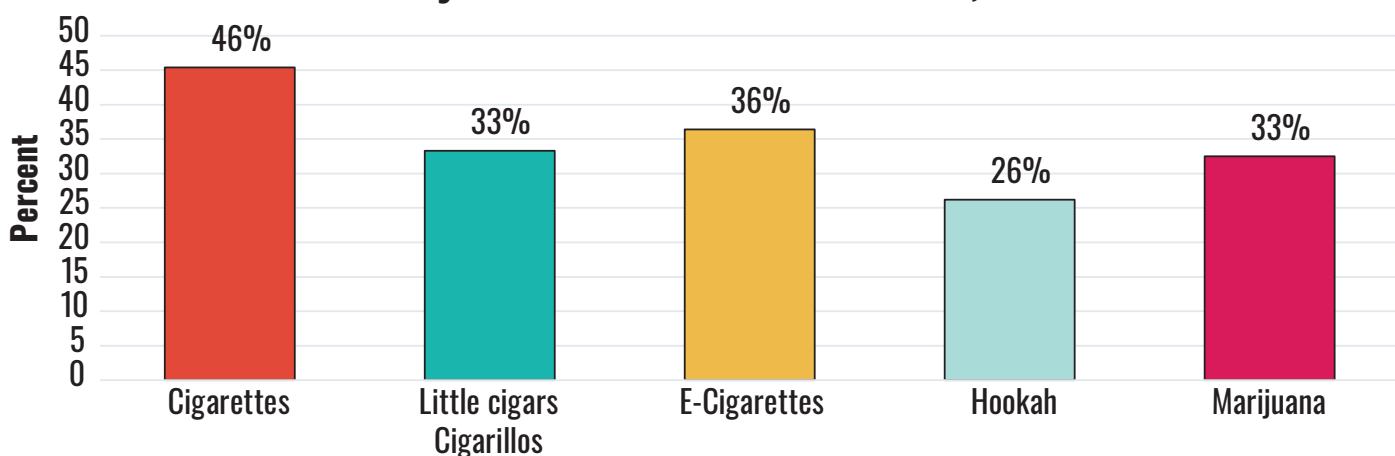


11.49% of high school students reported that they had helped someone their age quit smoking cigarettes.

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.