

# Tobacco & Nicotine Use and Cessation Overview

## INTRODUCTION AND BACKGROUND

This infographic is one in a series focused on tobacco and nicotine use and cessation activities among Medicaid and Children’s Health Insurance Program (CHIP) beneficiaries. Tobacco use is a major cause of premature death and disease—including cancer, cardiovascular disease, and chronic obstructive pulmonary disease—in the United States.<sup>1</sup> It is also one of the greatest drivers of health care costs.<sup>2</sup> States can reduce smoking rates and health care costs and improve health outcomes by investing in comprehensive tobacco cessation programs. The Centers for Medicare & Medicaid Services (CMS) issued an [informational bulletin](#)<sup>3</sup> and offers quality improvement technical assistance to help states improve their tobacco cessation services for Medicaid and CHIP beneficiaries.

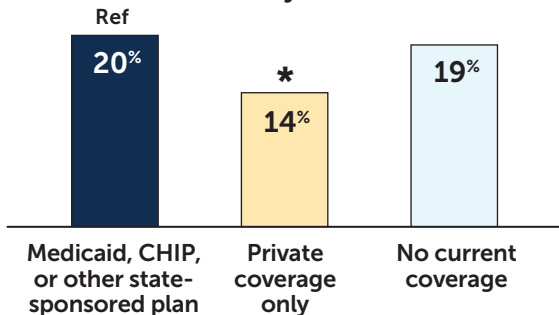
## ADULTS

Throughout this infographic, the term “adults” refers to individuals age 18 and older. In this section of the infographic, the term “tobacco products” includes all the following: cigarettes, cigars, and smokeless tobacco products (including nicotine pouches). The term “nicotine vaping products” includes e-cigarettes and other electronic vaping products. All exhibits assess the use of tobacco products separately from the use of nicotine vaping products, although some individuals may use both types of products.

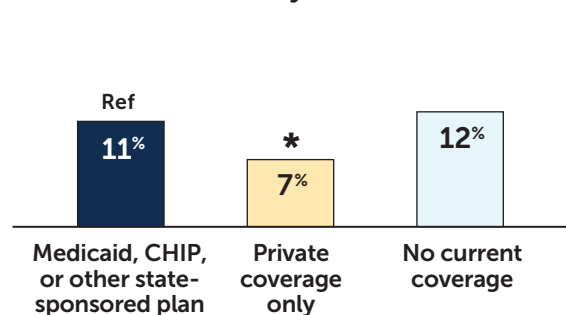
In 2024, among adults with Medicaid, CHIP, or state-sponsored health plan coverage:<sup>4</sup>



Percentage of Adults Who Reported Using Tobacco Products Every Day or Some Days, 2024<sup>4</sup>



Percentage of Adults Who Reported Using Nicotine Vaping Products Every Day or Some Days, 2024<sup>4</sup>



### Methods Note for Survey Data

Statistical significance testing of survey-based analyses was conducted using a two-sided t-test ( $p < 0.05$ ). Significance for each measure is affected by survey design, sample size, and other factors. For each exhibit, a reference group was identified (indicated by “Ref” in the exhibit). The rate for each additional subgroup shown in the exhibit was compared to the rate for the reference group.

\* indicates that the subgroup rate was significantly different from the rate for the reference group. If the subgroup rate was not significantly different from the rate for the reference group, no symbol is included.

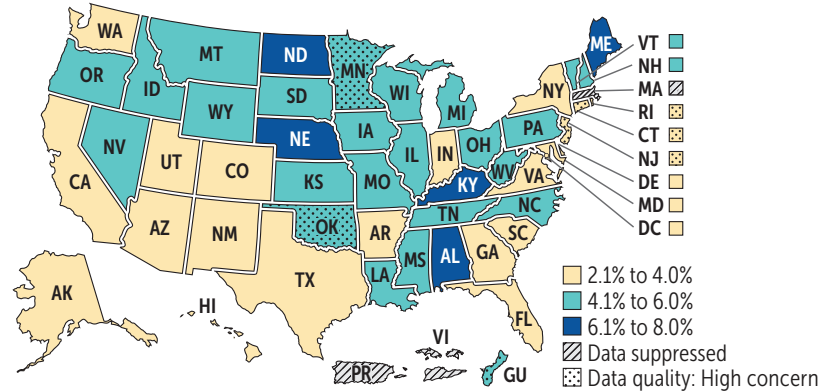
All recommended tobacco cessation services for adults—including behavioral counseling and Food and Drug Administration (FDA)-approved cessation medications—can be covered by Medicaid and CHIP. (Please see the following page for additional details.)

# 2.3 Million

adult beneficiaries received Medicaid- or CHIP-funded treatment for tobacco use disorder in 2023. This represents about **3.9%** of adult beneficiaries.<sup>5</sup>



Percentage of Adult Medicaid and CHIP Beneficiaries Treated for Tobacco Use Disorder by State, 2023<sup>5</sup>



Note: Findings are based on Medicaid and CHIP claims data from 51 states and territories without major data quality concerns.

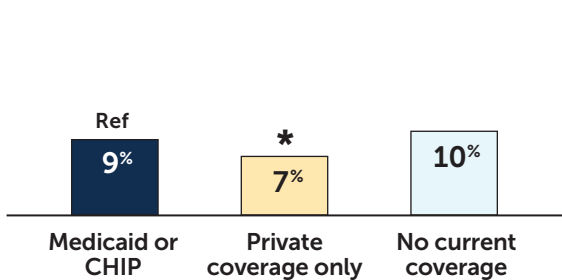
ADOLESCENTS

Throughout this infographic, the term “adolescents” refers to individuals ages 12 to 17. In this section of the infographic, the term “tobacco products” includes all the following: cigarettes, cigars, pipes, and smokeless tobacco. The term “nicotine vaping products” includes e-cigarettes and other electronic vaping products. All exhibits assess the use of tobacco products separately from the use of nicotine vaping products, although some individuals may use both types of products. Note that the use of other types of nicotine products, such as Zyn nicotine pouches, is not covered in this section, since these types of products are not included in the national survey used for analysis.

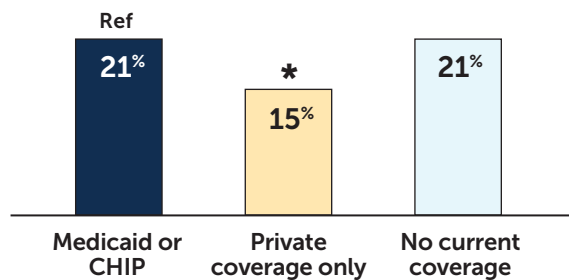
## In 2024, among adolescents with Medicaid or CHIP coverage:<sup>6</sup>



Percentage of Adolescents Who Reported Ever Using Tobacco Products, 2024<sup>6</sup>



Percentage of Adolescents Who Reported Ever Using Nicotine Vaping Products, 2024<sup>6</sup>



1. U.S. Department of Health and Human Services. 2024. *Eliminating Tobacco-Related Disease and Death: Addressing Disparities—A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. Available at: <https://www.hhs.gov/sites/default/files/2024-sgr-tobacco-related-health-disparities-full-report.pdf>.
2. CDC. October 2024. Burden of Cigarette Use in the U.S. Available at: <https://www.cdc.gov/tobacco/campaign/tips/resources/data/cigarette-smoking-in-united-states.html>.
3. CMCS Informational Bulletin. March 2024. Strategies to Improve Delivery of Tobacco Cessation Services. Available at: <https://www.medicaid.gov/federal-policy-guidance/downloads/cib03072024.pdf>.
4. Based on Mathematica analysis of National Health Interview Survey (NHIS), 2024 Sample Adult Interview public use file. The NHIS is a nationally representative survey of the civilian noninstitutionalized U.S. population (50 states and DC). The Medicaid recode variable used for these analyses includes individuals who report coverage through Medicaid or other state-sponsored health plans including CHIP at the time of the survey, either alone or in combination with another type of coverage. Results for individuals who reported Medicare or other government coverage, but no Medicaid coverage, at the time of the survey are not included in this infographic.
  - Exhibit note for page 1, *Percentage of adult cigarette smokers who reported that they were advised by a health care provider about ways to stop smoking*: The denominator for this measure includes adults age 18 and older who reported that: (1) they currently smoke cigarettes every day or some days, OR (2) they stopped smoking cigarettes in the past 12 months.
5. Based on CMS Transformed Medicaid Statistical Information System (T-MSIS) Analytic Files (TAF) data. TAF contains demographic, enrollment, service utilization, and expenditure information for all Medicaid and CHIP beneficiaries, as submitted to T-MSIS by their respective state agencies. Analyses in this infographic are based on data from 49 states, DC, and Guam. Data from Puerto Rico, the U.S. Virgin Islands, and Massachusetts are excluded due to high concern data quality assessments in their 2023 inpatient and other services claims files. Data from states and territories with a high concern data quality assessment in only one of these two claims file are included in analyses but shown with a dotted overlay in the map. The Medicaid DQ Atlas has more information about state data quality and is available at: <https://www.medicaid.gov/dq-atlas/welcome>. The denominator for each state is the total number of beneficiaries who: (1) have eligibility information in TAF, (2) had full Medicaid or CHIP benefits as of their last enrollment, and (3) were age 18 or older as of January 1, 2023. The numerator for each state includes beneficiaries who are in the denominator and meet any of the following criteria: (1) at least one inpatient claim with a tobacco use disorder diagnosis code in the calendar year, OR (2) at least one pharmacy claim for varenicline in the calendar year, OR (3) at least two outpatient or long-term care claims with different dates of service with a tobacco use disorder diagnosis code in the calendar year.
6. Based on Mathematica analysis of National Survey on Drug Use and Health (NSDUH), 2024 public use file. NSDUH is a nationally representative survey of the civilian noninstitutionalized population of the U.S. age 12 and older (50 states and DC). The imputation-revised Medicaid and CHIP variable used for analyses includes all individuals who reported coverage through Medicaid or CHIP at the time of the survey, either alone or in combination with other coverage. Additional data related to tobacco and nicotine use among adolescents that are not Medicaid-specific are available from the CDC's National Youth Tobacco Survey: <https://www.cdc.gov/tobacco/about-data/surveys/national-youth-tobacco-survey.html>.



## Medicaid and CHIP Coverage and Data for Adult Tobacco Cessation Treatment

States must cover medications that are approved by the FDA for tobacco cessation treatment in adults if the manufacturer of the medication has entered into a Medicaid drug rebate agreement. State Medicaid programs are not required to cover over-the-counter (OTC) drugs. However, states may elect to cover OTC drugs, including some nicotine replacement therapy products, when prescribed by professionals authorized to do so under state laws and regulations.<sup>3</sup>

Data presented in this section on Medicaid- or CHIP-funded tobacco cessation treatment in adults are based on claims data from 52 states and territories without major data quality concerns. The denominator for the tobacco cessation exhibits is adults receiving full or comprehensive Medicaid or CHIP benefits for at least one day in 2023. The numerator includes adults with full or comprehensive benefits who received Medicaid-funded treatment for tobacco use disorder in 2023, based on the presence of qualifying service claim(s). The number of beneficiaries receiving treatment for tobacco use disorder should not be considered to reflect the number in need of treatment.

If you would like more information about the Medicaid and CHIP programs and their beneficiaries, please see the following additional resources:

- Other infographics in this series on tobacco and nicotine use and cessation activities:
  - The **Adolescent Tobacco & Nicotine Use and Cessation Infographic**, available at: <https://www.medicaid.gov/medicaid/benefits/downloads/2026-adolescent-tobacco-infographic.pdf>.
  - The **Adult Tobacco & Nicotine Use and Cessation Infographic**, available at: <https://www.medicaid.gov/medicaid/benefits/downloads/2026-adult-tobacco-infographic.pdf>.
  - The **Tobacco & Nicotine Use Among Pregnant Women and Adults with Behavioral Health Conditions**, available at: <https://www.medicaid.gov/medicaid/benefits/downloads/2026-select-populations-tobacco-infographic.pdf>.
- The **2026 Medicaid and CHIP Beneficiary Profile and Infographic** provide an overview of the characteristics, health status, access, utilization, expenditures, and experience of the beneficiaries served by Medicaid and CHIP. They are available at: <https://www.medicaid.gov/medicaid/quality-of-care/medicaid-chip-data-products>.
- CMS developed the interactive **Medicaid and CHIP Core Set Data Dashboard** to improve accessibility of data about the quality of care provided to Medicaid and CHIP beneficiaries. It is available at: <https://www.medicaid.gov/medicaid/quality-of-care/core-set-data-dashboard/welcome>.
- The **Improving Tobacco Cessation** section of the Medicaid.gov website provides information regarding CMS's quality improvement and technical assistance initiatives related to tobacco cessation: <https://www.medicaid.gov/medicaid/quality-of-care/quality-improvement-initiatives/tobacco-cessation>.
- A March 2024 **CMCS Informational Bulletin** highlights strategies that states have used to improve the delivery of tobacco cessation services to Medicaid and CHIP beneficiaries. It is available at: <https://www.medicaid.gov/federal-policy-guidance/downloads/cib03072024.pdf>.