



## Tobacco Prevention and Control Program Saves Lives, Saves Money

Since the Program began in 2000, WI has seen:

- Middle school smoking has dropped by 65%; High school smoking has dropped by 36%
- Adult smoking has dropped by 22%
- Tobacco sales to minors dropped by 83%
- Wisconsin's Medicaid saves \$1,623 for each person who quits smoking

## There is Still A LOT of Work to Be Done

Tobacco is still the #1 cause of preventable death

- 6,900 Wisconsin kids become new smokers each year; **1400** youth in Sheboygan County currently smoke
- More than 915,000 Wisconsinites still smoke cigarettes; nearly **20,000** people in Sheboygan County
- Nearly 7,000 Wisconsin adults die from their own smoking each year; **148** die in Sheboygan County

Cessation and treatment have suffered

- 60% of WI adult smokers have tried to quit smoking; over 150,000 called Wisconsin's Tobacco Quit Line
- The WI Tobacco Quit Line no longer offers follow-up phone counseling because of funding cuts

Pregnant women and disparate populations need more help

- **15%** of pregnant moms smoke in Sheboygan County
- Minorities smoke at a higher rate than the general population
- **40%** of people making below \$15,000/yr smoke; 11% of people making above \$75,000/yr smoke

## The Tobacco Industry Targets Wisconsin Youth

New, candy-flavored products are emerging

- The tobacco industry has engineered a new line of products that don't resemble traditional tobacco
- Candy flavorings and bright colors make smokeless products extremely appealing to youth

Funding cuts endanger our youth

- States that have slashed funding to tobacco prevention programs have seen youth smoking rates go up
- The tobacco industry spends \$274 million/year in WI on marketing their addictive and deadly products
- 1/3 of underage experimental smoking is attributable to tobacco company advertising

