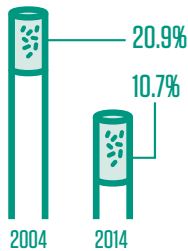


A Proven Track Record

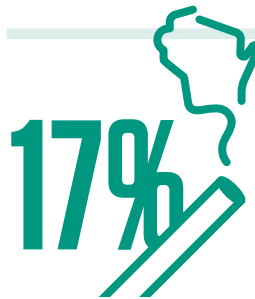
Wisconsin's Tobacco Prevention and Control Program is lowering tobacco use.

Life-changing successes



Youth smoking rates keep dropping.

Wisconsin's high school smoking rates have fallen **49%** from 2004 to 2014.



The lowest number of adults yet.

Adult smoking rates in Wisconsin have dropped to an all-time low of **17%**.



The Wisconsin Tobacco Quit Line helps thousands.

More than **200,000** people have been helped by the Quit Line since 2001.

The statewide impact

Community education

59 of 72 Wisconsin counties served through local tobacco prevention coalitions.

Youth programs

22K youth reached through peer-to-peer education since 2001.

4,313 retailers visited in 2015 to help keep tobacco out of minors' hands.

There is still work to be done

15% of Wisconsin deaths are due to smoking.

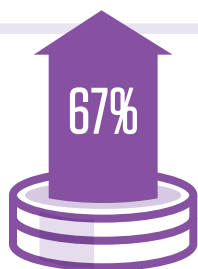
4K Wisconsin kids become daily smokers every year.

\$4.7B Tobacco costs **\$4.7 billion** a year in health care costs and lost productivity.

New Pathways to Tobacco Addiction

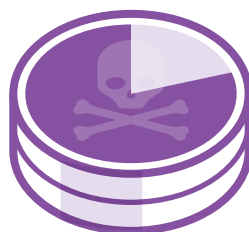
Evolving challenges require new approaches in tobacco prevention.

Addictive products tempt youth



More youth are trying smokeless.

Smokeless tobacco use among Wisconsin youth increased **67%** from 2012 to 2014.



Addiction begins early.

More than **80%** of smokeless tobacco users first tried it before turning 21.



Hidden chemicals.

Candy-flavored cigars and cigarillos contain the same toxic and carcinogenic compounds found in cigarettes.



Youth fall for flavors.

Popular flavors like bubble gum, cotton candy and fruit punch are hooking kids.

1 out of 3 youth tried e-cigarettes because they tasted good.



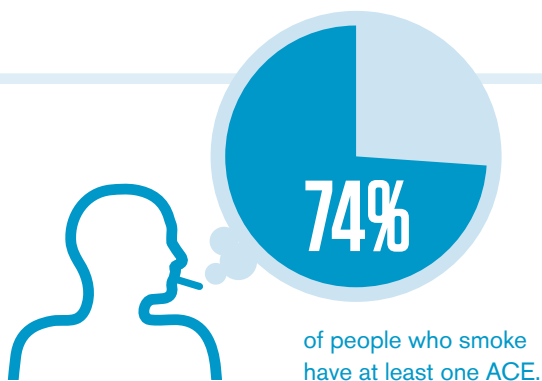
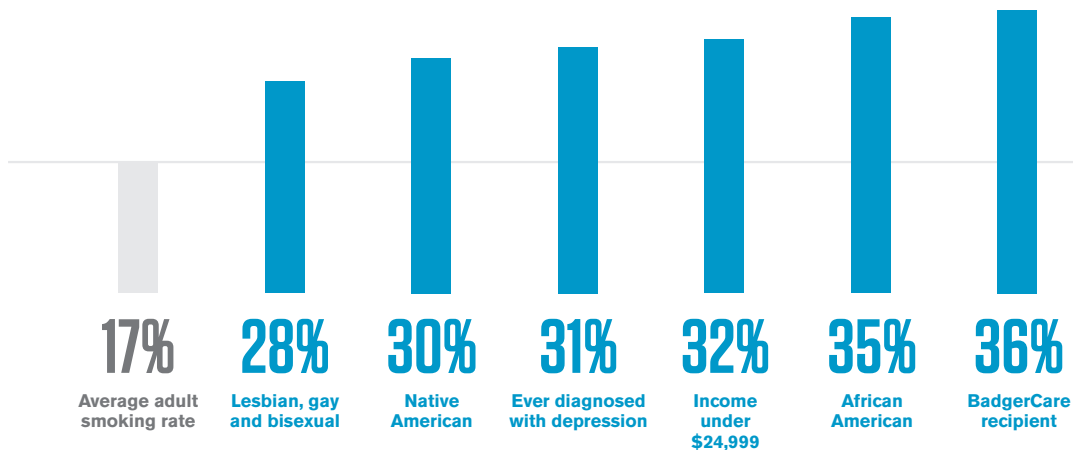
Damaging consequences.

Nicotine slows brain development in adolescents. And two chemicals found in some e-cigarettes—diacetyl and 2,3-pentanedione—have been shown to cause irreparable lung disease.

The Changing Face of Tobacco Use

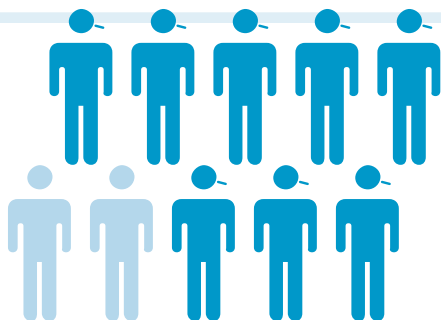
Tailored support is needed to reach some populations.

Some communities use tobacco more than others



The lingering effects of Adverse Childhood Experiences.

Adverse Childhood Experiences (ACEs) are negative life experiences that occur before the age of 18 (e.g., abuse, neglect, household dysfunction), are linked to risk behaviors and could lead to negative health outcomes. ACEs are common and more than half of the Wisconsin population has had at least one ACE.



Tobacco use and behavioral health.

Nearly 8 out of 10 people in treatment for substance use disorders also smoke. These individuals are more likely to die from tobacco use than their other addictions.

However, research shows that when individuals quit tobacco and other substances at the same time, they are 25% more likely to stay off both.

We Can Accomplish So Much More

Together, we can save lives and lower health care costs.

Tobacco prevention is a smart investment



Huge health care savings.

Dropping the adult smoking rate from 20% to 17% saved Wisconsin an estimated **\$1.4 billion** in health care expenditures.



1 year of state cigarette tax revenues could adequately fund Wisconsin tobacco prevention for **10 years**.

With more resources, Wisconsin could:

1

Reach more kids through expanded community education on the dangers of tobacco.

4

Build partnerships to serve those populations hit hardest by tobacco.

2

Educate more parents, teachers and community leaders.

5

Expand Quit Line services to **help more people quit**.

3

Support mental health and substance use disorder practitioners **incorporating cessation resources** into the care they provide.

6

Help more tobacco users **take advantage** of Medicaid's robust cessation benefits.

