

DATA LOOK AUGUST 2017

WISCONSIN TOBACCO PREVENTION & CONTROL MOVEMENT

DEATHS

14%

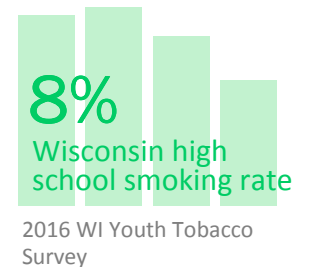
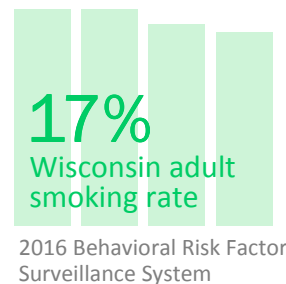
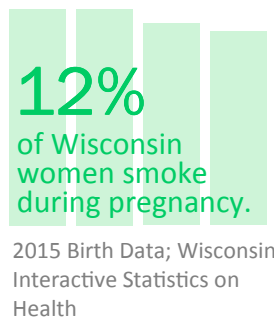
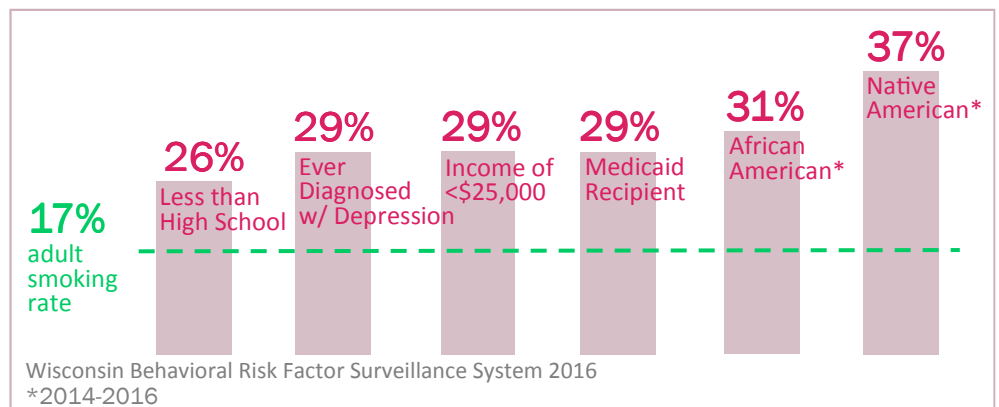
of Wisconsin deaths are due to smoking.
2011-2015 Burden of Tobacco in Wisconsin

EXPOSURE

21%

of Wisconsin high school students are exposed to secondhand smoke in their homes.
2016 WI Youth Tobacco Survey

DISPARITIES PERSIST IN WISCONSIN



TRENDS IN SMOKELESS & E-CIGARETTE USE

SMOKELESS

7.4% **0.9%**

Wisconsin high school males currently use chewing tobacco, snuff, or dip at a disproportionately higher rate than Wisconsin high school females.
2016 WI Youth Tobacco Survey

ELECTRONIC CIGARETTES

24% of Wisconsin adults currently use e-cigarettes.
2016 Behavioral Risk Factor Surveillance System

13% of Wisconsin high school students currently use e-cigarettes.
2016 WI Youth Tobacco Survey

29% of Wisconsin high school students have ever used e-cigarettes.
2016 WI Youth Tobacco Survey

88% of Wisconsin high school youth say they would not try e-cigarettes if they were not flavored.
2016 WI Youth Tobacco Survey

THE COST OF TOBACCO

EVERY YEAR \$3 billion in health care costs are paid in Wisconsin as a result of diseases caused by smoking.

1.6 billion in lost productivity costs because of illness and premature death from smoking-related illnesses.
2015 Burden of Tobacco in Wisconsin

\$528 estimated yearly health care cost of cigarette smoking for every man, woman, and child.
2015 Burden of Tobacco in Wisconsin