

Tobacco's Impact on Wisconsin

The personal and financial toll

Tobacco Use by the Numbers

- 19.6% of adults in Wisconsin smoke¹
- 6,900 Wisconsin kids (under 18) become new daily smokers each year²
- 14% of pregnant women in Wisconsin smoke, compared to 10% in the U.S.³

The Price of Addiction is Too High

- 7,300 Wisconsin adults die each year from their own smoking⁴
- 900 Wisconsin non-smoking adults die each year from secondhand smoke exposure⁵

We All Pay

- **\$2.02 billion**
 - Annual healthcare costs in Wisconsin directly caused by smoking⁶
- **\$9.53 per pack**
 - Cost per pack of cigarettes to Wisconsin citizens in smoking-related healthcare costs and lost productivity
 - Wisconsin's cigarette tax increased to \$2.52 per pack on September 1, 2009. This covers just 26% of the state's smoking-related costs⁷

It's a Battle of Influence

- \$276.1 million – Big Tobacco's annual marketing expenditures in Wisconsin⁸
- \$6.85 million – Wisconsin's annual commitment to Tobacco Prevention and Control⁹

We know what works.

The burden of tobacco in Wisconsin
can be decreased using research-tested strategies.

Tobacco use is the leading cause of death and disease in Wisconsin.

It doesn't have to be.

^{1,2} Campaign for Tobacco-Free Kids, *Toll of Tobacco in Wisconsin*. 2008.

(<http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=WI>)

³ Burden of Tobacco in Wisconsin, 2006

(http://www.medsch.wisc.edu/mep/downloads/Documents/technical_reports/Burden%20of%20Tobacco%202006.pdf).

^{4,5,6} Campaign for Tobacco-Free Kids, *Toll of Tobacco in Wisconsin*. 2008.

(<http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=WI>)

⁷ Campaign for Tobacco-Free Kids. *State Cigarette Tax Rates and Rank, Date of Last Increase, Annual Pack Sales & Revenues, and Related Data*. 2008. (<http://www.tobaccofreekids.org/research/factsheets/pdf/0099.pdf>).

⁸ Campaign for Tobacco-Free Kids, *Toll of Tobacco in Wisconsin*. 2008.

(<http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=WI>)

⁹ 2009 Wisconsin Act (<http://www.legis.state.wi.us/2009/data/acts/09enAB0075-veto2.pdf>)