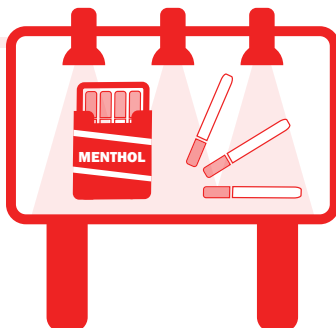


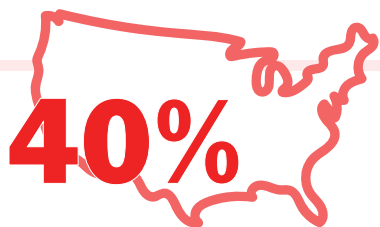
Certain factors increase the likelihood of tobacco use.



72% of Wisconsin residents who smoke have a history of at least one adverse childhood experience (ACE). In addition, 30% of smokers experience 4 or more ACEs.



Cigarette advertisements, particularly those for menthol products, are **two to three times more prevalent** in minority and low income neighborhoods. Menthol is easier to start and harder to quit.



40% of all cigarettes smoked by adults in the United States are smoked by adults with mental illness or substance use disorders.



One study shows that individuals offered tobacco cessation as part of their treatment for alcohol or illicit drug use have a **25% increased likelihood** of long-term success quitting alcohol and illicit drugs.

Some populations use tobacco more than others

