



UP CLOSE WITH TOBACCO AND SOCIOECONOMIC STATUS



Socioeconomic status (SES) is the idea that **income**, **education**, and **occupation** ultimately make up a person's social standing. Individuals with **lower income** or **lower educational achievement** or who live in **low-income communities** feel the pressure to use tobacco products more than the general population. In Wisconsin 11% live below the federal poverty level.

LOW-SES IS A PREDICTOR OF SMOKING



Low-SES smokers smoke **earlier** in life, more **heavily**, and for a **longer time** because of things like tobacco-industry pressure, stress, less access to health care, and cultural normalization.

Source: Centers for Disease Control and Prevention (CDC)



People who are **under-insured** or **uninsured** are often less likely to seek regular health care due to financial fears, resulting in **late diagnoses**, **poorer treatment**, and **fewer chances** to address risk factors associated with tobacco early on.

Source: CDC



Lack of comprehensive smoke-free air policies leave low-SES individuals **exposed to secondhand smoke** more often than the general public. Secondhand smoke causes more than **41,000 deaths** per year, including over **400** sudden infant deaths.

Source: US Dept. of Health and Human Services; American Lung Association



In 2018, due to industry **targeting** and other contributing factors, **32%** of Wisconsinites who made less than \$15,000 a year, and **32%** of Wisconsinites with less than a high school education smoked cigarettes.

Source: WI Behavioral Risk Factor Surveillance System

FREE QUIT SERVICES ARE AVAILABLE

Free quit services are available for all Medicaid, BadgerCare Plus, and SeniorCare members in Wisconsin by contacting a provider or using the **Wisconsin Tobacco Quit Line**.

