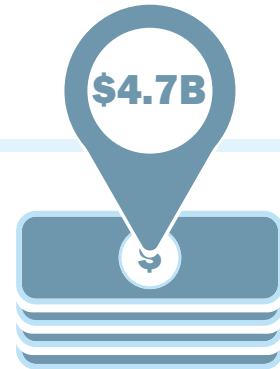
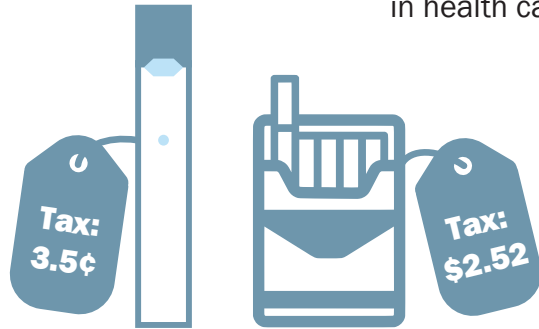


Tobacco is still a problem in Wisconsin.

In Wisconsin, there's been a **reduction** in adult smoking, but tobacco still costs the state **\$4.7 billion** in health care and lost productivity.



The Wisconsin tax on the market's leading e-cigarette pod is a **small fraction of the tax** on a pack of cigarettes, despite these products containing the **same amount of nicotine**.

How Wisconsin's Tobacco Prevention and Control Program is working to reduce the burden of tobacco:



Helping more than 20,000 pregnant women through the First Breath program since 2000



Working with businesses to help people quit tobacco and keep kids from starting



Encouraging and helping people who use tobacco to utilize Medicaid's extensive cessation benefits



Providing free Quit Line services to help more people quit: to date, the Quit Line has served hundreds of thousands of Wisconsinites since 2001



Building partnerships to serve populations hit hardest by tobacco, including supporting mental health and substance use disorder practitioners to incorporate cessation resources into the care they provide



Educating kids, parents, teachers, and community leaders on the dangers of all tobacco products, including menthol and new candy and fruit-flavored products

In FY19, **cigarette and other tobacco taxes raised over \$595 million**, yet only **\$5.3 million** was directed to fund tobacco prevention and control programming. This is less than **one-tenth** of the \$57.5 million recommended for Wisconsin by the Centers for Disease Control and Prevention.

