

We Can Accomplish So Much More

Together, we can save lives and lower health care costs.

Tobacco prevention is a smart investment



Huge health care savings.

Dropping the adult smoking rate from 20% to 17% saved Wisconsin an estimated **\$1.4 billion** in health care expenditures.



1 year of state cigarette tax revenues could adequately fund Wisconsin tobacco prevention for **10 years**.

With more resources, Wisconsin could:

1

Reach more kids through expanded community education on the dangers of tobacco.

4

Build partnerships to serve those populations hit hardest by tobacco.

2

Educate more parents, teachers and community leaders.

5

Expand Quit Line services to **help more people quit**.

3

Support mental health and substance use disorder practitioners **incorporating cessation resources** into the care they provide.

6

Help more tobacco users **take advantage** of Medicaid's robust cessation benefits.

