IT’S STILL AN UPHILL BATTLE
CHALLENGES REMAIN IN THE FIGHT AGAINST TOBACCO, ESPECIALLY FOR THE STATE’S DIVERSE POPULATIONS

REVERSING THE TREND ON TOBACCO ADDICTION

- For decades the tobacco industry has disproportionately targeted minority communities with intense advertising and promotional efforts. This strategy has taken a deadly toll.
- Tobacco use among diverse communities is in many cases much higher than the statewide youth and adult averages.

A SNAPSHOT OF TOBACCO’S BURDEN IN WISCONSIN

<table>
<thead>
<tr>
<th>WI adult smoking rate</th>
<th>Native American</th>
<th>Hispanic/Latino</th>
<th>African American</th>
<th>Income of &lt;$15,000</th>
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<tbody>
<tr>
<td>26%</td>
<td>26%</td>
<td>27%</td>
<td>35%</td>
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Asian American: Wisconsin’s smoking rate is 17%, compared to 11% nationally.¹,²

OUR ACTION FOR HEALTHIER COMMUNITIES
Tobacco prevention in Wisconsin is working to eliminate health disparities.

OUR EFFORTS INCLUDE:
- Forging partnerships with social service providers and community organizations to incorporate tobacco prevention into their missions to reduce tobacco use.
- Raising community awareness of tobacco industry targeting of ethnic communities.
- Empowering youth to stand up to the tobacco industry and educate their peers on the industry’s manipulative practices.

WHY THE WORK MUST CONTINUE

- Smoking rates among people in diverse populations are decreasing at a slower rate than the overall population.
- One size doesn’t fit all. Culturally appropriate strategies must be in place for the greatest impact.
- The use and effects of commercial tobacco on diverse populations needs to be better researched and shared.
- Tobacco prevention programs pay for themselves by saving the state money in healthcare costs.

WE ARE MAKING A DIFFERENCE IN OUR COMMUNITY
A prevention program that recognizes and addresses our differences is vital. With comprehensive funding we can reduce the burden of tobacco for all Wisconsinites.

² Indicates at least a confidence interval around the estimate of +6, or more, but less than +10

The Tobacco Prevention and Poverty Network has effectively provided my agency with information, tools and trainings to better understand the importance of speaking up and out against tobacco.

-Vanessa Johnson, Executive Director
New Concept Self Development Center

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