

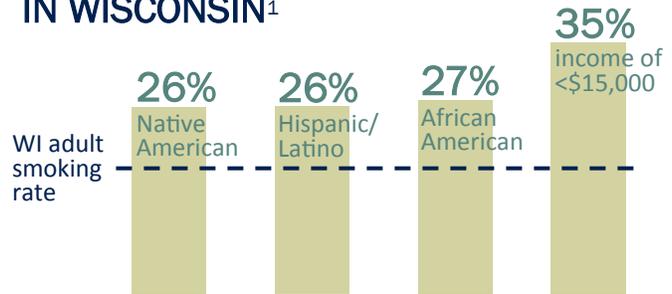
IT'S STILL AN UPHILL BATTLE

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 WISCONSIN¹



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.

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

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.



WHEALTH
Wisconsin Health Equity Alliance
Eliminating Tobacco Harm

Bringing Everyone Along

¹ Wisconsin Department of Health Services, Behavioral Risk Factor Surveillance System -

Native American, Hispanic/Latino: 2011-2013*, African American, Income of <\$15,000: 2013*, Asian American: 2001-2010

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

² Centers for Disease Control and Prevention. Current Cigarette Smoking Among Adults—United States, 2005–2012. MMWR 2014;63(02):29–34