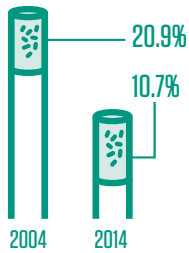


# A Proven Track Record

Wisconsin's Tobacco Prevention and Control Program is lowering tobacco use.

## Life-changing successes



### Youth smoking rates keep dropping.

Wisconsin's high school smoking rates have fallen **49%** from 2004 to 2014.



### The lowest number of adults yet.

Adult smoking rates in Wisconsin have dropped to an all-time low of **17%**.



### The Wisconsin Tobacco Quit Line helps thousands.

More than **200,000** people have been helped by the Quit Line since 2001.

## The statewide impact

### Community education

**59** of 72 Wisconsin counties served through local tobacco prevention coalitions.

### Youth programs

**22K** youth reached through peer-to-peer education since 2001.

**4,313** retailers visited in 2015 to help keep tobacco out of minors' hands.

## There is still work to be done

**15%** of Wisconsin deaths are due to smoking.

**4K** Wisconsin kids become daily smokers every year.

**\$4.7B** Tobacco costs **\$4.7 billion** a year in health care costs and lost productivity.

