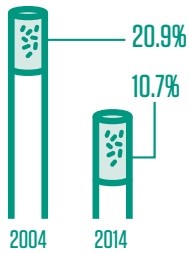


A Proven Track Record

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.

