

# Funding Tobacco Programs

History shows, when states cut funding for tobacco programs, everyone pays.

## Decreasing Funding Has a Quick and Alarming Impact

- **California**
  - Following significant cuts to program funding in FY2003, declines in cigarette consumption came to a virtual standstill between 2002 and 2005.<sup>1</sup>
- **Massachusetts**
  - Following a funding cut in FY2004, Massachusetts' per capita cigarette consumption *increased* by 3.2 percent, while nationwide, per capita consumption *declined* by 3.5 percent.<sup>2</sup>
  - Cigarette sales to minors increased by 74 percent in communities that lost a significant portion of their enforcement funding.
- **Indiana**
  - Adult smoking rates that declined by more than 10 percent between 2002 and 2004 dramatically reversed when funding was cut in FY2004. Today, Indiana's adult smoking rate is one of the nations highest.<sup>3</sup>
  - Smoking among high school students declined by 32.5 percent between 2000 and 2004, but actually increased in 2006.<sup>4</sup>

## Wisconsin's Investment in Tobacco Control Pays Great Returns

- Currently, the State Legislature and the Governor invest \$6.85 million per year in the Tobacco Prevention and Control Program. This is about a tenth of the Centers for Disease Control and Prevention (CDC) recommended level of \$64.3 million.<sup>5</sup>
  - In contrast, the tobacco industry spends \$276.1 million per year marketing their products in Wisconsin.<sup>6</sup>
- For each smoker who quits, the CDC estimates Wisconsin saves \$1,623 in Medicaid and other healthcare costs per year.<sup>7</sup>
- In states with successful tobacco prevention and control programs, each dollar invested saves more than \$3.60 in tobacco-caused healthcare costs.<sup>8</sup>

### The Success of Wisconsin's Program

Since the program began operating in 2000:

- Middle school smoking has dropped by 65%<sup>9</sup>
- High school smoking has dropped by 36%<sup>10</sup>
- Adult smoking has dropped by 22%<sup>11</sup>
- Over 122,000 people have called the Wisconsin Tobacco Quit Line<sup>12</sup>

Research shows that a fully funded tobacco control program is the most effective way to reduce the burden of tobacco on all Wisconsin citizens.



- 
- <sup>1</sup> Al-Delaimy, WK et. Al., The California Tobacco Control Program: Can we Maintain the Progress? Results from the California Tobacco Survey, 1990-2005. Tobacco Control Section, California Department of Health, 2008. (<http://www.cdph.ca.gov/programs/tobacco/Documents/CTCP-CTSReport1990-2005.pdf>)
- <sup>2</sup> Data from Orzechowski & Walker, Tax Burden on Tobacco 2006 [an industry-funded report]. Per capita cigarette consumption is measured as per capita cigarette pack sales.
- <sup>3</sup> CDC, Behavioral Risk Factor Surveillance System ([http://www.in.gov/itpc/files/Adultsmoking\\_2007.pdf](http://www.in.gov/itpc/files/Adultsmoking_2007.pdf))
- <sup>4</sup> Indiana Youth Tobacco Survey. ([http://www.in.gov/itpc/files/youth\\_fact\\_sheet\\_Jan08.pdf](http://www.in.gov/itpc/files/youth_fact_sheet_Jan08.pdf))
- <sup>5</sup> Centers for Disease Control. Best Practices for Comprehensive Tobacco Control Programs. October 2007. ([http://www.cdc.gov/tobacco/tobacco\\_control\\_programs/stateandcommunity/best\\_practices/00\\_pdfs/2007/BestPractices\\_Complete.pdf](http://www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices/00_pdfs/2007/BestPractices_Complete.pdf)).
- <sup>6</sup> Campaign for Tobacco-Free Kids, 2005. Youth Smoking Declines and Related Benefits from States Fully Funding Tobacco Prevention. (<http://www.tobaccofreekids.org/research/factsheets/pdf/0273.pdf>)
- <sup>7</sup> University of Wisconsin Center for Tobacco Research & Intervention. Quit Line Fact Sheet. June 2008. ([http://www.ctri.wisc.edu/News.Center/Fact%20Sheets/Updated%20QL%20Handouts/General\\_factsheet.pdf](http://www.ctri.wisc.edu/News.Center/Fact%20Sheets/Updated%20QL%20Handouts/General_factsheet.pdf)).
- <sup>8</sup> Campaign for Tobacco-Free Kids. Comprehensive Statewide Tobacco Prevention Programs Save Money. October 2008. (<http://www.tobaccofreekids.org/research/factsheets/pdf/0168.pdf>)
- <sup>9</sup> 2008 Wisconsin Youth Tobacco Survey (YTS) Middle School Fact Sheet. (<http://dhs.wisconsin.gov/tobacco/pdffiles/2008MiddleSchoolFactSheetFinal.pdf>)
- <sup>10</sup> 2008 Wisconsin Youth Tobacco Survey (YTS) High School Fact Sheet. (<http://dhs.wisconsin.gov/tobacco/pdffiles/2008HighSchoolFactSheetFinal.pdf>)
- <sup>11</sup> 2007 Behavioral Risk Factor Surveillance System (BRFSS) Tobacco Fact Sheet. (<http://dhs.wisconsin.gov/tobacco/pdffiles/BRFS2007FinalREV2.pdf>)
- <sup>12</sup> University of Wisconsin Center for Tobacco Research & Intervention. Press Release, December 17, 2008. ([http://www.ctri.wisc.edu/News.Center/press\\_releases/2008%20releases/Quit\\_Line\\_Success\\_12.17.08.pdf](http://www.ctri.wisc.edu/News.Center/press_releases/2008%20releases/Quit_Line_Success_12.17.08.pdf))