

Wisconsin is Reducing the Burden of Tobacco

Wisconsin's Tobacco Prevention & Control Program is effective by every objective measure

Results Wisconsin Should Be Proud Of

The investment by the state legislature in the Wisconsin Tobacco Prevention and Control Program has been put to good use. Since the program began operating in 2000, there has been significant success:

- Middle school smoking has dropped by 65%¹
- High school smoking has dropped by 36%²
- Adult smoking has dropped by 22%³

We Need to Do More

- Since Wisconsin has historically had such high smoking rates, these decreases only put us on par with other states. Despite great effort, 21% of our high school students still smoke.²
- Annual healthcare costs in Wisconsin caused by smoking total \$2.02 billion. Wisconsin taxpayers pay \$601 per household in state and federal taxes for tobacco-caused government expenditures.⁴

In just seven years, the Wisconsin Tobacco Quit Line has helped over **122,000** tobacco users try to quit.

This includes 39,000 since the Wisconsin Legislature passed a tobacco tax increase and designated additional funding for tobacco prevention and control in January 2008.⁹

Invest in the Future: Fund What Works

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

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

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- ¹ 2008 Wisconsin Youth Tobacco Survey (YTS) Middle School Fact Sheet.
(<http://dhs.wisconsin.gov/tobacco/pdffiles/2008MiddleSchoolFactSheetFinal.pdf>)
- ² 2008 Wisconsin Youth Tobacco Survey (YTS) High School Fact Sheet.
(<http://dhs.wisconsin.gov/tobacco/pdffiles/2008HighSchoolFactSheetFinal.pdf>).
- ³ 2007 Behavioral Risk Factor Surveillance System (BRFSS) Tobacco Fact Sheet.
(<http://dhs.wisconsin.gov/tobacco/pdffiles/BRFS2007FinalREV2.pdf>).
- ⁴ Campaign for Tobacco-Free Kids, *Toll of Tobacco in Wisconsin*.
(<http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=WI>).
- ⁵ 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).
- ⁶ 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>).
- ⁷ 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).
- ⁸ Campaign for Tobacco-Free Kids. *Comprehensive Statewide Tobacco Prevention Programs Save Money*. October 2008.
(<http://www.tobaccofreekids.org/research/factsheets/pdf/0168.pdf>).
- ⁹ 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)