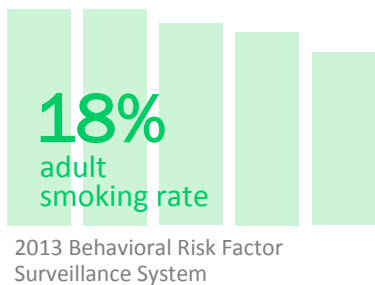
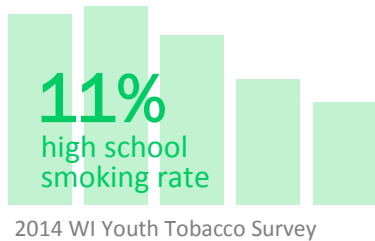


DATA LOOK JANUARY 2015

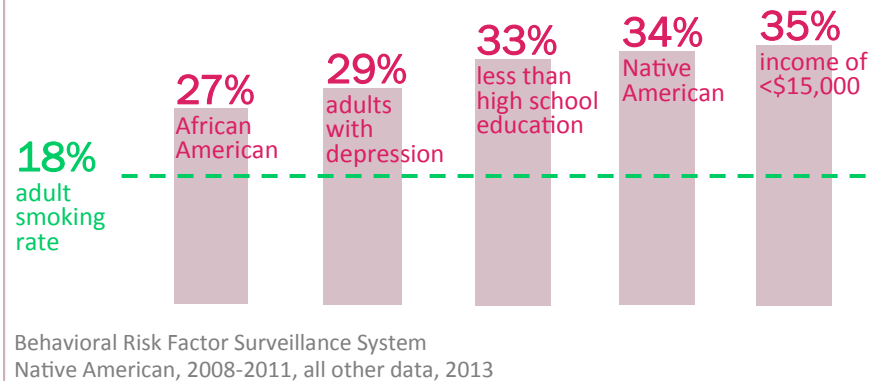
WISCONSIN TOBACCO PREVENTION & CONTROL

ALL TIME LOW RATES



POINTS OF CONCERN

DISPARITIES PERSIST



14%
of Wisconsin women smoke during pregnancy.
2012 Wisconsin Births and Infant Deaths

20%
of high school students are exposed to secondhand smoke in their homes.
2014 WI Youth Tobacco Survey

15%
of Wisconsin deaths are due to smoking.
2015 Burden of Tobacco in Wisconsin

TRENDS IN SMOKELESS & E-CIGARETTE USE

SMOKELESS

9.7%
of high school students currently use chewing tobacco, snuff, or dip. A 67% increase since 2012. (2012 rate: 5.8%)
2014 WI Youth Tobacco Survey

ELECTRONIC CIGARETTES

7.9%
of high school students have used e-cigarettes. 75% higher than the national average. (National average: 3.4%)
2014 WI Youth Tobacco Survey

4.7%
of Midwest adults have used e-cigarettes. (WI specific data not currently available)
National Adult Tobacco Survey, United States, 2012-2013

THE COST OF TOBACCO

EVERY YEAR \$3 billion
in health care costs are paid in Wisconsin as a result of diseases caused by smoking.

1.6 billion
in lost productivity costs because of illness and premature death from smoking-related illnesses.
2015 Burden of Tobacco in Wisconsin

\$528
estimated yearly health care cost of cigarette smoking for every man, woman, and child.
2015 Burden of Tobacco in Wisconsin