

# THE LANDSCAPE IS CHANGING

Our best defense is stopping a lifetime of addiction before it starts. Tobacco prevention and control efforts are needed to win the fight.

Wisconsin's Tobacco Prevention and Control Program has an evidence based track record of success.

## The United States of America

Number of deaths due to tobacco related diseases each year.

**480,000**

## Wisconsin

Number of deaths due to tobacco related diseases each year.

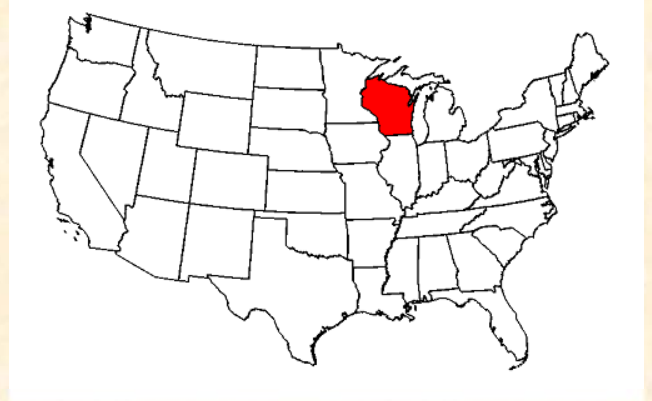
**7,356**

## 7 County Region

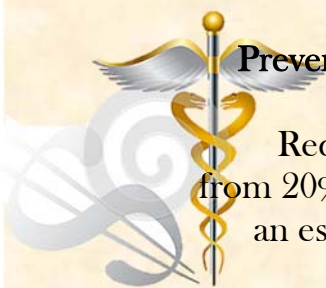
Number of people who still smoke.

**51,135**

## THE BIG PICTURE



Tobacco remains the **#1 preventable cause of death and disease.**



## \$1.7 BILLION Prevention Saves Lives and Money

Reducing the adult smoking rate from 20% to 18% is saving Wisconsin an estimated \$1.7 billion in health care expenditures.

## Trends Are Changing

18 - 24 year olds who don't smoke are attracted to colorless, odorless products. Candy flavorings make tobacco products extremely appealing to young people. Emerging products like hookah and electronic cigarettes are tempting our youth.

## Room For Growth

**1 in 5**

### REDUCE YOUTH ACCESS TO TOBACCO

The number of youth who have access to tobacco products in the 7 counties.

### CREATE SMOKEFREE HOMES

Work with property managers to reduce secondhand smoke exposure where people live.



**505**

### SMOKING MOMS

The number of babies born to moms who smoke in the 7 counties.

### REDUCE SECONDHAND SMOKE EXPOSURE

Improve protections from secondhand smoke in outdoor public places: parks, festivals, dining areas.



**ACTION IS NEEDED!**