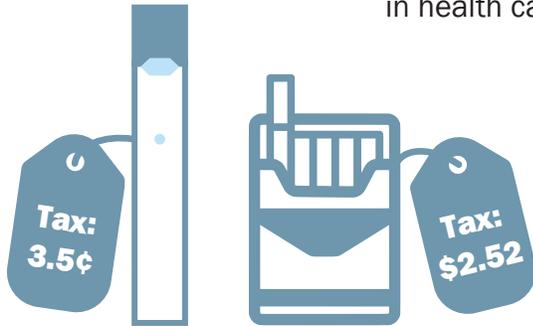


Tobacco is still a problem in Wisconsin.

In Wisconsin, there's been a **reduction** in adult smoking, but tobacco still costs the state **\$4.7 billion** in health care and lost productivity.



The Wisconsin tax on the market's leading e-cigarette pod is a **small fraction of the tax** on a pack of cigarettes, despite these products containing the **same amount of nicotine**.

How Wisconsin's Tobacco Prevention and Control Program is working to reduce the burden of tobacco:



Helping more than 20,000 pregnant women through the First Breath program since 2000



Working with businesses to help people quit tobacco and keep kids from starting



Encouraging and helping people who use tobacco to utilize Medicaid's extensive cessation benefits



Providing free Quit Line services to help more people quit: to date, the Quit Line has served hundreds of thousands of Wisconsinites since 2001



Building partnerships to serve populations hit hardest by tobacco, including supporting mental health and substance use disorder practitioners to incorporate cessation resources into the care they provide



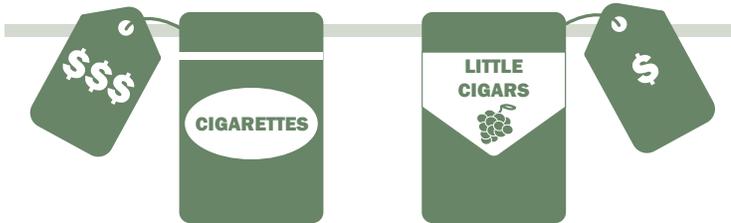
Educating kids, parents, teachers, and community leaders on the dangers of all tobacco products, including menthol and new candy and fruit-flavored products

In FY19, **cigarette and other tobacco taxes raised over \$595 million**, yet only **\$5.3 million** was directed to fund tobacco prevention and control programming. This is less than **one-tenth** of the \$57.5 million recommended for Wisconsin by the Centers for Disease Control and Prevention.



Flavored, accessible tobacco products are addicting our kids.

89% of Wisconsin high school students say they would **not use unflavored tobacco products.**



Flavored little cigars are often **much cheaper** than cigarettes.

70% of Wisconsin retailers sell little cigars as singles, making them extremely affordable for teens.



In Wisconsin, licensed tobacco retailers must provide employees with standard sales training, purchase tobacco from permitted distributors, and obey tax laws. **However, vape shops don't have to follow all these rules.** Since state statute doesn't classify them as tobacco retailers, **they operate without a license.**



More than **1 in 4** surveyed retailers placed tobacco products **within 12 inches of youth products.**

Tobacco products on the sales floor are **more likely to be sold to minors** than those behind the counter.

Tobacco addiction and secondhand exposure can lead to deadly consequences.

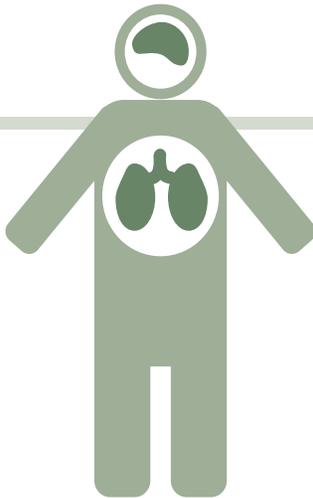


Youth who use any non-cigarette tobacco product, like e-cigarettes, are **more likely to start smoking cigarettes.**



Menthol cigarette marketing has **targeted African Americans** for decades, resulting in high use rates among this group.

Menthol cigarettes are **easier to start and harder to quit.**



The addictive nicotine found in flavored tobacco products and e-cigarettes **harms brain development** in adolescents.

Two chemicals found in some e-cigarettes—diacetyl and 2,3-pentanedione—have been shown to cause **irreparable lung disease.**

E-cigarette aerosol can contain potentially **harmful chemicals**, including nicotine, heavy metals, volatile organic compounds (VOCs), and ultrafine particulates.

The American Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE), the international standards-setting body on ventilation and acceptable indoor air quality, has updated its recommended standard to **include e-cigarette prohibition in smoke-free workplaces laws.**



Industry targeting and other factors drive up tobacco use.

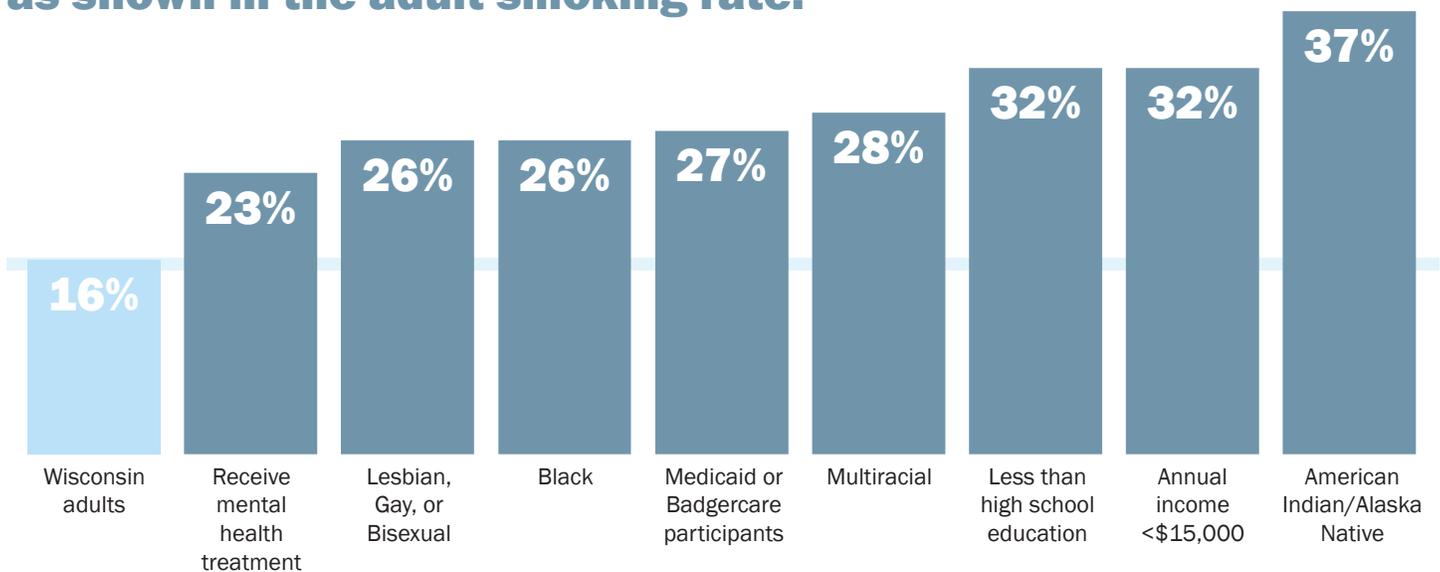
Communities of color are a key target of the tobacco industry.

Tobacco retailers in Milwaukee’s African American and Latinx neighborhoods are **more likely to sell cheaper tobacco products** than in White neighborhoods.

Milwaukee retailers in African American and Latinx neighborhoods **more often display cigarettes at a child’s eye level and near candy** than in White neighborhoods.

African American neighborhoods often have **more outdoor advertisements of menthol cigarettes** than their White and Latinx neighbors.

Some communities have been targeted more than others and haven’t had a fair chance to achieve their best level of health, as shown in the adult smoking rate.



Obstacles like **poverty and discrimination increase rates of commercial tobacco use**. This leads to poorer health outcomes for those with fewer resources and less power in society.

