

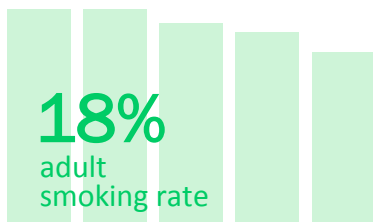
DATA LOOK JANUARY 2015

WISCONSIN TOBACCO PREVENTION & CONTROL

ALL TIME LOW RATES



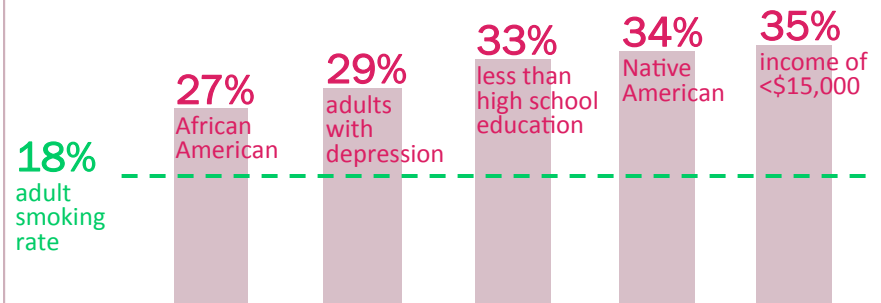
2014 WI Youth Tobacco Survey



2013 Behavioral Risk Factor
Surveillance System

POINTS OF CONCERN

DISPARITIES PERSIST



Behavioral Risk Factor Surveillance System
Native American, 2008-2011, all other data, 2013

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 \$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