

# FUNDING TOBACCO PREVENTION

Minnesotans for a Smoke-Free Generation **supports increasing public funding** for tobacco control efforts as a proven way to reduce tobacco use, especially among populations targeted by the tobacco industry, including youth and diverse communities.

## FUNDING COMPREHENSIVE TOBACCO CONTROL PREVENTS YOUTH FROM BECOMING ADDICTED TO TOBACCO AND SAVES LIVES.



- According to the CDC, states should address tobacco's harm with comprehensive, sustained programs including community and system-based interventions, cessation services, mass media campaigns, public policy activities and research.<sup>1</sup>
- These steps help smokers quit, keep kids from smoking, prevent disease, educate the public about tobacco's harm, address disparities in specific populations, and counter advertising from the tobacco industry.<sup>1</sup>
- States that have made larger investments in reducing tobacco's harm sell fewer cigarettes, and have seen faster declines in smoking.<sup>1</sup>

## TOBACCO CONTROL HAS REDUCED SMOKING IN MINNESOTA.

- Minnesota's comprehensive tobacco control programs have helped reduce smoking rates by 29 percent from 1993 to 2011.<sup>2</sup>
- Policy changes including a tobacco tax increase in 2013 have contributed to historic lows for smoking prevalence: 14.4 percent for adults<sup>3</sup> and 10.6 percent for high-school students.<sup>4</sup>



## MINNESOTA'S CURRENT INVESTMENT IN TOBACCO PREVENTION FALLS SHORT.



- In 2015, Minnesota spent just 42.2 percent of what CDC recommends for an effective program.<sup>1,5</sup>
- In contrast, the state collected an estimated \$1.4 billion from ongoing tobacco settlement payments and tobacco taxes in 2015, none of which is dedicated to tobacco control or public health.<sup>5</sup>
- Smoking costs Minnesota nearly \$3 billion in excess health care costs each year.<sup>6</sup>

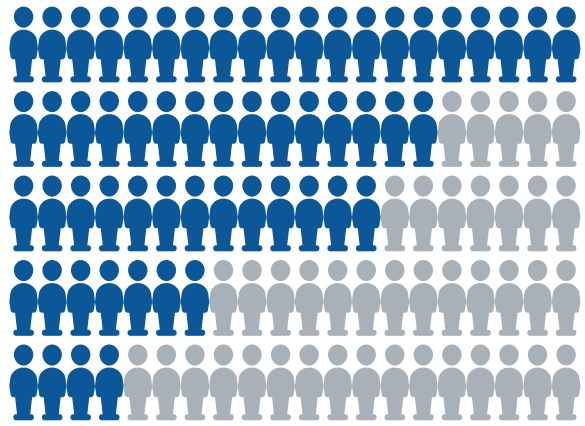
## BIG TOBACCO CONTINUES TO TARGET YOUTH AND DIVERSE COMMUNITIES.

- Tobacco companies spend \$135 million annually on advertising and marketing in Minnesota.<sup>7,8</sup>
- 90 percent of adult addicted smokers start smoking by the age of 18.<sup>9</sup> Many flavored tobacco products appeal and are marketed to kids.<sup>10</sup>



## TOBACCO IS STILL A PROBLEM IN MINNESOTA - ESPECIALLY FOR SOME COMMUNITIES.

- The smoking rate is down in the general population, but specific groups, including diverse communities, still smoke at high rates and experience disproportionate health harms from tobacco.
- Socioeconomic status is a predictor of smoking. **In Minnesota, 24 percent of adult smokers are in the lowest income bracket**, and Minnesotans with less than a high-school education have a smoking rate of 28.6 percent.<sup>3</sup>
- Smoking rates among American Indians in Minnesota are enormously high (59 percent), and tobacco-related diseases are the top causes of death in tribal communities.<sup>11,12</sup>



**59%** SMOKING RATES AMONG AMERICAN INDIANS IN MINNESOTA

Minnesotans for a Smoke-Free Generation is a coalition of Minnesota's leading health and other interested organizations. We share a common goal of saving Minnesota youth from a lifetime of addiction to tobacco. Each year in Minnesota tobacco use is responsible for more than 5,100 deaths and almost \$3 billion in preventable health care costs and 90 percent of adult smokers started before the age of 18. Minnesotans for a Smoke-Free Generation supports policies that reduce youth smoking and help end the death and disease associated with tobacco use.

1 Centers for Disease Control and Prevention (CDC). Best Practices for Comprehensive Tobacco Control Programs – 2014. Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion. 2014.

2 Levy DT et al. The role of public policies in reducing smoking: The Minnesota SimSmoke tobacco policy model. *Am J Prev Med.* 2012.

3 ClearWay Minnesota<sup>SM</sup>, Minnesota Department of Health. Minnesota Adult Tobacco Survey: Tobacco Use in Minnesota, 2014 Update. 2014.

4 Minnesota Department of Health. Teens and Tobacco in Minnesota: 2014 Update. 2014.

5 Campaign for Tobacco-Free Kids. A broken promise to our children: The 1998 state tobacco settlement 13 years later. [http://www.tobaccofreekids.org/content/what\\_we\\_do/state\\_local\\_issues/settlement/FY2012/2011Broken\\_Promise\\_Report.pdf](http://www.tobaccofreekids.org/content/what_we_do/state_local_issues/settlement/FY2012/2011Broken_Promise_Report.pdf).

6 Blue Cross and Blue Shield of Minnesota. Health Care Costs and Smoking in Minnesota. 2010.

7 Campaign for Tobacco-Free Kids. The toll of tobacco in Minnesota. [https://www.tobaccofreekids.org/facts\\_issues/toll\\_us/minnesota](https://www.tobaccofreekids.org/facts_issues/toll_us/minnesota).

8 U.S. Federal Trade Commission. Federal Trade Commission smokeless tobacco report for 2012. <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-smokeless-tobacco-report-2012/150327-2012smokelesstobaccorpt.pdf>.

9 U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. 2012.

10 Manning KC et al. Flavored cigarettes, sensation-seeking and adolescents' perceptions of cigarette brands. *Tob Control.* 2009.

11 American Indian Community Tobacco Projects. Tribal Tobacco Use Project Survey, Statewide American Indian Community Report. 2013.

12 Great Lakes Inter-Tribal Epidemiology Center, Great Lakes Inter-Tribal Council, Inc. Community Health Data Profile: Michigan, Minnesota, and Wisconsin Tribal Communities 2010. 2011.