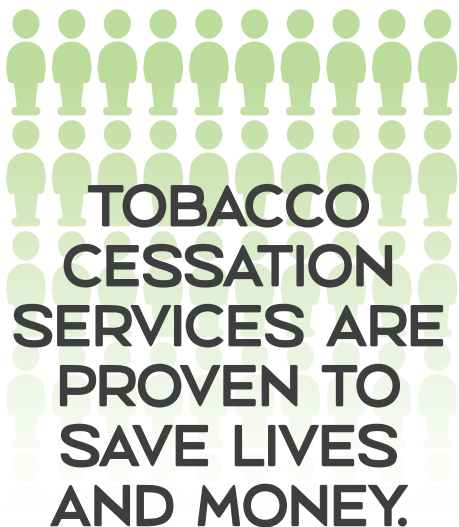
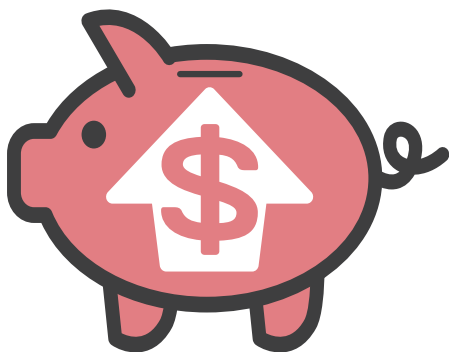


CESSATION FUNDING AN URGENT NEED

The state of Minnesota must dedicate funding for services to help people quit tobacco use like a phone quitline, nicotine patches and gum, text messages and other support. Our leaders need to act now, because the free cessation services currently available in Minnesota will end in early 2020.



TOBACCO CESSATION SERVICES ARE PROVEN TO SAVE LIVES AND MONEY.



- Cessation counseling combined with medications can more than triple the chances of a smoker successfully quitting.¹
- QUITPLAN® Services has helped more than 170,000 Minnesota smokers.
- For every dollar Minnesota invests in counseling and nicotine medications, \$1.29 would be saved annually.²

QUITPLAN® SERVICES WILL BE ENDING IN TWO YEARS.



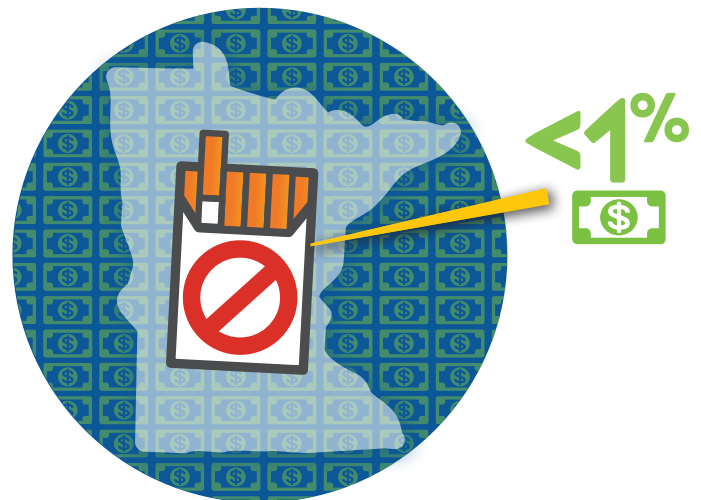
- QUITPLAN Services, which provides free quit-smoking phone counseling and medication to Minnesotans statewide, will close down in March of 2020.
- All other states provide cessation services. If the Legislature does not take action, Minnesota will become the only state not providing them.

THE COSTS OF SMOKING IN MINNESOTA ARE TOO GREAT NOT TO MAKE CESSATION A PRIORITY.

- Over 6,300 Minnesotans die each year from tobacco use.³
- 580,000 Minnesota adults still smoke and need help quitting.⁴
- Smokers' health care costs average 34 percent higher than nonsmokers'.⁵
- In Minnesota, the annual cost of smoking is estimated to be OVER \$7 BILLION: more than \$3 billion in excess health care costs and \$4 billion in lost productivity.³



THE STATE OF MINNESOTA
COLLECTED MORE THAN \$840
MILLION IN TOBACCO TAXES AND
SETTLEMENT FEES LAST YEAR . . .
YET LESS THAN 1 PERCENT
OF THAT WAS SPENT ON
TOBACCO PREVENTION
AND CESSATION.⁶



Minnesotans for a Smoke-Free Generation supports policies that reduce youth smoking and help end the death and disease associated with tobacco use, including raising the tobacco age to 21, limiting youth access to menthol-, candy- and fruit-flavored tobacco, keeping tobacco prices high and funding future tobacco prevention and cessation efforts.

Find out more at www.smokefreegenmn.org.

1. Fiore MC et al. Treating Tobacco Use and Dependence: 2008 Update – Clinical Practice Guideline, U.S. Public Health Service. 2008.
2. Rumberger JS et al. Potential Costs and Benefits of Smoking Cessation for Minnesota. Penn State University. 2010.
3. Blue Cross and Blue Shield of Minnesota. Health Care Costs and Smoking in Minnesota. 2017.
4. ClearWay MinnesotaSM, Minnesota Department of Health. Minnesota Adult Tobacco Survey: Tobacco Use in Minnesota, 2014 Update. 2015.
5. Leif Associates. Making the Business Case for Smoking Cessation Programs, 2012 Update. 2012.
6. Minnesota Management and Budget, Consolidated Fund Statement, Budgetary Basis, 2017 November Forecast, January 11, 2018. https://mn.gov/mmb/assets/cfs-nov17fcst_tcm1059-323479.pdf.