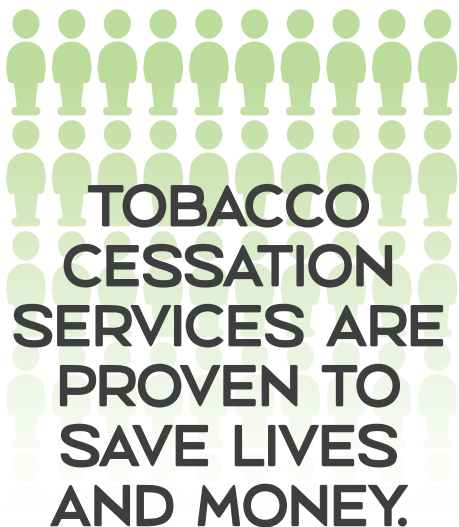
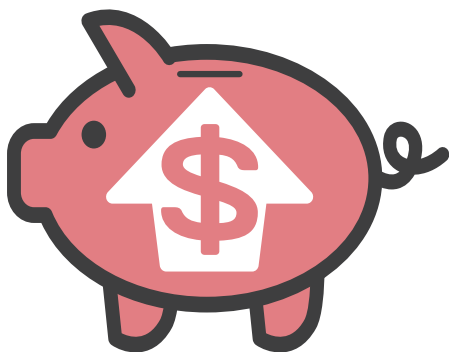


CESSATION FUNDING: AN URGENT NEED

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 double the chances of a smoker successfully quitting.¹
- QUITPLAN® Services has helped 175,000 Minnesota smokers.
- In Minnesota, **cessation treatment has played a critical role in reducing smoking rates over the past 25 years.**²

ACTION IS NEEDED THIS YEAR TO
ENSURE MINNESOTA TOBACCO USERS
DO NOT LOSE QUITTING SUPPORT.



- 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 this year, **Minnesota will become the only state not providing them.**

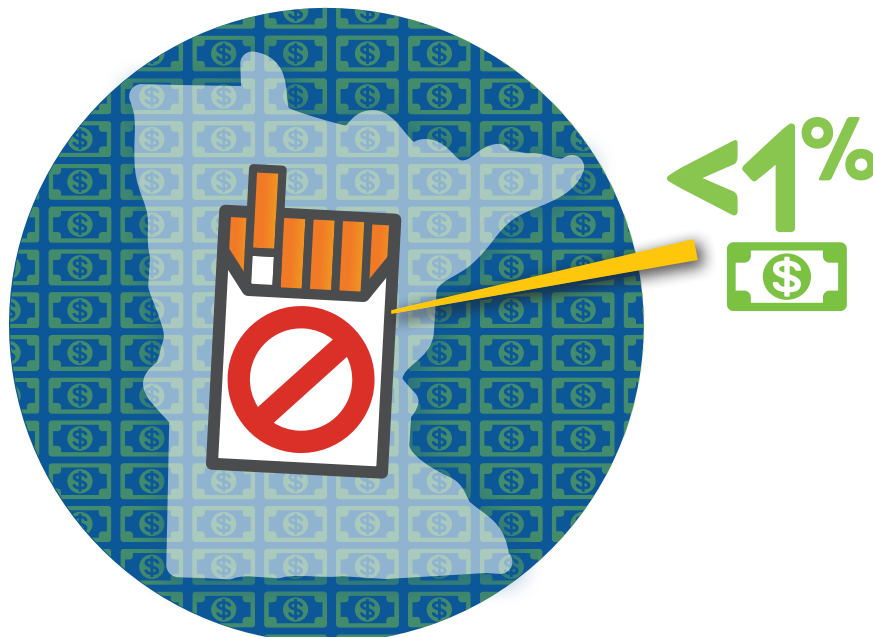
THE COSTS OF SMOKING IN
MINNESOTA ARE TOO GREAT NOT
TO MAKE CESSATION A PRIORITY.

- Tobacco use is our leading cause of preventable death and disease, **killing more than 6,300 Minnesotans every year.**³
- **574,000 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 \$750 MILLION IN TOBACCO TAXES AND SETTLEMENT FEES LAST YEAR . . .

YET LESS THAN 1% OF THAT WAS SPENT ON PREVENTION AND CESSATION.⁶



Minnesotans for a Smoke-Free Generation is a coalition of more than 60 organizations that share a common goal of saving Minnesota youth from a lifetime of addiction to tobacco. The coalition supports policies that reduce youth smoking and nicotine addiction, including increasing tobacco prices, raising the tobacco sale age to 21, limiting access to candy-, fruit- and menthol-flavored tobacco, and funding tobacco prevention and cessation programs.

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. ClearWay MinnesotaSM. The role of public policies in reducing smoking: Minnesota SimSmoke Tobacco Policy Model 1993-2017. 2018.
3. Blue Cross and Blue Shield of Minnesota. Health Care Costs and Smoking in Minnesota. 2017.
4. ClearWay Minnesota, Minnesota Department of Health. Minnesota Adult Tobacco Survey: Tobacco Use in Minnesota, 2018 Update. 2019.
5. Leif Associates. Making the Business Case for Smoking Cessation Programs, 2012 Update. 2012.
6. Minnesota Management and Budget, Consolidated Fund Statement, Budgetary Basis, 2018 November Forecast, December 17, 2018.