

FUNDING TOBACCO PREVENTION AND CESSATION

Minnesotans agree: We can do more to prevent kids from becoming addicted and help smokers quit. Minnesotans for a Smoke-Free Generation **supports increasing public funding for tobacco prevention and cessation** efforts as a proven way to reduce tobacco use.

FUNDING TOBACCO PREVENTION AND CESSATION PROGRAMS SAVES LIVES.



- Tobacco prevention policies and programs have reduced smoking in Minnesota.^{1,2,3,4}
- Funding efforts to reduce tobacco use helps counter the more than \$100 million the tobacco industry spends in Minnesota each year (not including e-cigarette advertising) to attract new users and keep smokers addicted.⁵
- Over the past 20 years, tobacco control programs in Minnesota have saved thousands of lives and billions of dollars.⁶

TOBACCO USE IS MINNESOTA'S LEADING CAUSE OF PREVENTABLE DEATH AND DISEASE, COSTING \$7 BILLION ANNUALLY . . . AND MINNESOTA'S PROGRESS IS SLOWING.^{7,2}

- Cigarettes kill more than half their users.^{8,9} Over 6,300 Minnesotans die each year from smoking.⁷
- Smoking declines among Minnesota adults have stalled out at 14 percent.²



YOUTH TOBACCO USE IN MINNESOTA IS RISING.

- Youth tobacco use in Minnesota has increased for the first time in 17 years. A 50 percent increase in e-cigarette use has disrupted a downward trend in youth tobacco use.³
- The U.S. Surgeon General calls youth e-cigarette use an epidemic.¹⁰



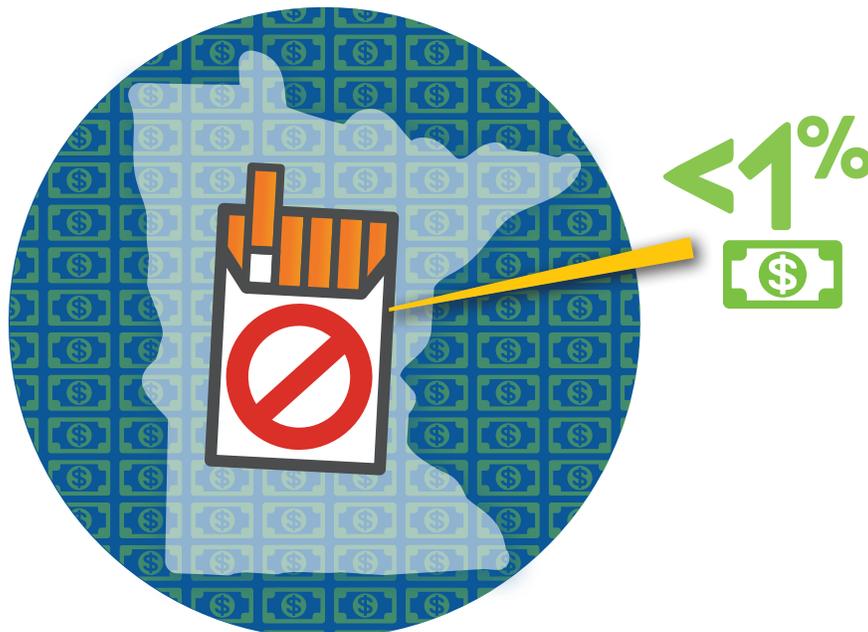
FUNDING FOR TOBACCO PREVENTION AND CESSATION PROGRAMS IN MINNESOTA IS DECLINING

- ClearWay MinnesotaSM, a foundation that funds tobacco cessation and prevention, will end by 2022 and their free statewide quitting services will end in 2020.
- The state collected over \$750 million from ongoing tobacco settlement payments and taxes last year, but spent less than 1 percent of that on prevention and cessation.¹¹



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.¹¹



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.smokefreegenm.org.

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4. ClearWay Minnesota. The role of public policies in reducing smoking: Minnesota SimSmoke Tobacco Policy Model 1993-2017. 2018.
5. Campaign for Tobacco-Free Kids. Broken Promises to our Children: A State-by-State Look at the 1998 Tobacco Settlement 20 Years Later. 2018.
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7. Blue Cross and Blue Shield of Minnesota. Health Care Costs and Smoking in Minnesota. 2017.
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9. Banks E et al. Tobacco smoking and all-cause mortality in a large Australian cohort study: Findings from a mature epidemic with current low smoking prevalence. *BMC Medicine*. 2015.
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11. Minnesota Management and Budget, Consolidated Fund Statement, Budgetary Basis, 2018 November Forecast, December 17, 2018.