

# FUNDING TOBACCO PREVENTION AND CESSATION

**Minnesotans agree:** We can do more to prevent kids from becoming addicted. Given declining funding sources and skyrocketing youth tobacco rates, **Minnesotans for a Smoke-Free Generation** supports increasing public funding for tobacco prevention and cessation efforts.

TOBACCO PREVENTION AND CESSATION IN MINNESOTA SAVED THOUSANDS OF LIVES AND BILLIONS OF DOLLARS.



- Over 20 years, prevention and cessation programs prevented 4,118 deaths, 4,560 cancers and tens of thousands of hospitalizations.<sup>1</sup>
- \$5.1 billion was also saved in worker productivity and health care costs.<sup>1</sup>
- Since 2001, over 195,000 Minnesotans got help quitting through our state's free cessation services.

## BUT MINNESOTA'S PROGRESS IS SLOWING . . . AND YOUTH TOBACCO USE IS RISING.

- Smoking declines among Minnesota adults have stalled out at 14 percent – leaving 574,000 smokers who still need help quitting.<sup>2</sup>
- Cigarettes kill 6,300 Minnesotans per year, and cost Minnesota over \$7 billion.<sup>3</sup>
- Nicotine use among youth is an epidemic, with 26 percent of Minnesota 11<sup>th</sup>-graders now using e-cigarettes.<sup>4</sup>
- Even 11 percent of Minnesota 8<sup>th</sup>-graders are now vaping.<sup>4</sup>

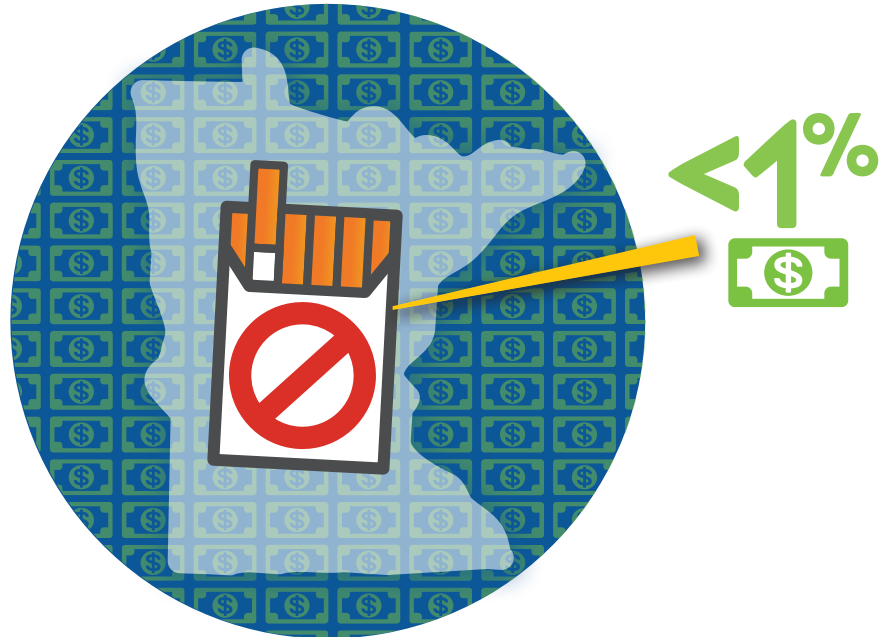


## FUNDING FOR PREVENTION IN MINNESOTA IS RAPIDLY DECLINING.

- ClearWay Minnesota<sup>SM</sup>, a foundation that funds the majority of Minnesota tobacco prevention and cessation efforts, will end in 2021.
- The CDC recommends Minnesota spend \$53 million per year on prevention and cessation . . . but Minnesota is only spending a fraction of that (\$15 million).<sup>5,6</sup>
- In comparison, each year the tobacco industry spends over \$100 million promoting tobacco products in Minnesota – not including e-cigarette ads.<sup>7</sup>
- The state of Minnesota collected over \$780 million in tobacco taxes and settlement fees last year, but spent less than 1 percent of that on prevention and cessation.<sup>8</sup>



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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](http://www.smokefreegenmn.org).**

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1. Maciosek MV et al. Twenty-year health and economic impact of reducing cigarette use: Minnesota 1998-2017. *Tob Control*. 2019.
2. ClearWay Minnesota<sup>SM</sup>, Minnesota Department of Health. Minnesota Adult Tobacco Survey: Tobacco Use in Minnesota: 2018 Update. 2019.
3. Blue Cross and Blue Shield of Minnesota. Health Care Costs and Smoking in Minnesota. 2017.
4. Minnesota Department of Health. 2019 Minnesota Student Survey: E-Cigarette and Cigarette Findings. 2019.
5. U.S. Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs -- 2014. 2014.
6. Campaign for Tobacco Free Kids. Broken Promises to Our Children: A State-by-State Look at the 1998 Tobacco Settlement 21 Years Later. 2019.
7. Minnesota Management and Budget. Consolidated Fund Statement, Budgetary Basis, 2019 November Forecast, December 9, 2019.