

FUNDING TOBACCO PREVENTION

Minnesotans agree: We can do more to prevent kids from becoming addicted.

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

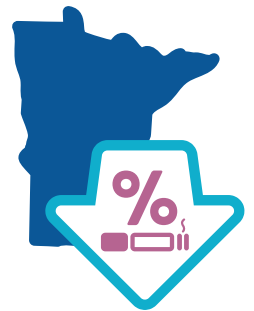
FUNDING PROGRAMS TO HELP PEOPLE QUIT AND PREVENT YOUTH FROM BECOMING ADDICTED TO TOBACCO SAVES LIVES.



- States that have made larger investments in reducing tobacco's harm have lower smoking rates.¹
- Funding efforts to reduce tobacco use helps counter the more than \$100 million the tobacco industry spends in Minnesota each year to attract replacement smokers.²

TOBACCO PREVENTION POLICIES AND PROGRAMS HAVE REDUCED SMOKING IN MINNESOTA.

- Cessation, media campaigns and policy changes, including the tobacco tax increase in 2013, have contributed to historic lows for smoking prevalence: 14 percent for adults³ and 11percent for high-school students.⁴



FUNDING FOR TOBACCO PREVENTION AND CESSATION PROGRAMS IN MINNESOTA IS DECLINING



- ClearWay Minnesota, a foundation created with 3 percent of the tobacco settlement, provides the majority of funding for tobacco cessation and prevention in Minnesota. Their annual budgets are declining and their cessation programs will end by 2020.
- CDC funding for the state has declined in recent years and is expected to decline further.
- The state collected an estimated \$815 million from ongoing tobacco settlement payments and taxes, none of which is dedicated to tobacco prevention.⁹

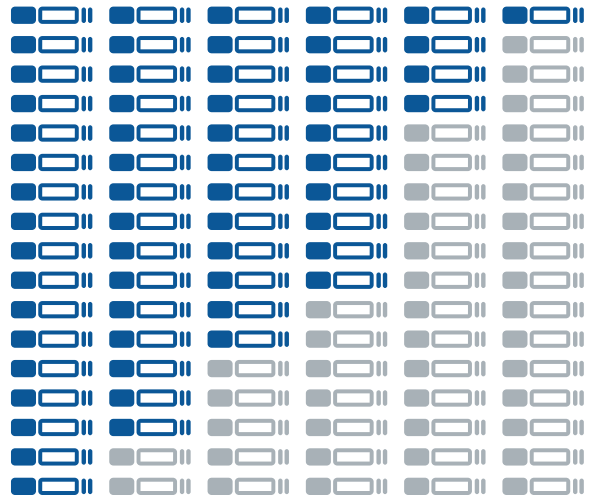
BIG TOBACCO CONTINUES TO TARGET YOUTH AND DIVERSE COMMUNITIES.

- 95 percent of adult smokers start smoking by the age of 21.¹⁰ Many flavored tobacco products appeal and are marketed to kids.^{11,12}
- The U.S. Surgeon General identifies the tobacco industry as the root cause of the smoking epidemic because of its promotion of tobacco products to youth.⁸



TOBACCO IS STILL A PROBLEM IN MINNESOTA.

- If used as intended, cigarettes will kill more than half their users.^{6,7}
- Smoking costs nearly \$3 billion in excess health care costs each year.²
- 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.⁴
- 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.^{13,14}



59% SMOKING RATES AMONG
AMERICAN INDIANS IN MINNESOTA

Minnesotans for a Smoke-Free Generation is a coalition of Minnesota 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, including keeping tobacco prices high, raising the tobacco sale age to 21, limiting access to candy-, fruit- and menthol-flavored tobacco and funding future tobacco control programs. **Find out more at www.smokefreegenmn.org.**

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