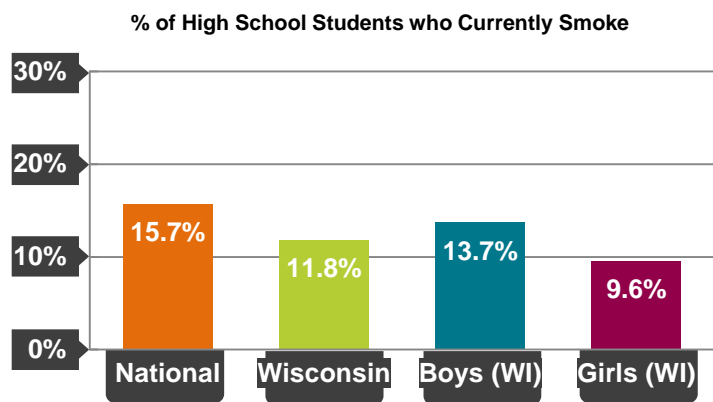
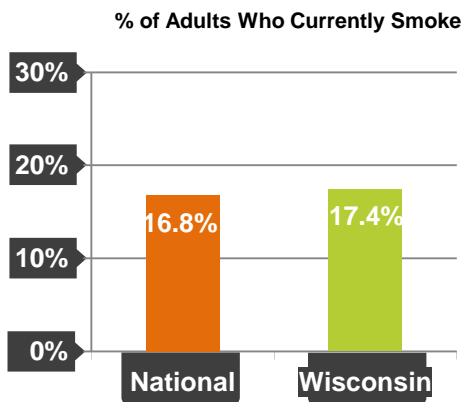


TOBACCO IN WISCONSIN

CIGARETTE USE^{*1-2}



OTHER TOBACCO PRODUCT USE

- The prevalence of smokeless tobacco use among adults in Wisconsin was 4.3% in 2013. 8.3% of adult current cigarette smokers in Wisconsin were also current smokeless tobacco users in 2013.³
- In 2013, 8.0% of high school students in Wisconsin used chewing tobacco, snuff or dip on at least one day in the past 30 days. Nationally, 8.8% of high school students used smokeless tobacco on at least one day in the past 30 days.²
- In 2013, 11.5% of high school students in Wisconsin smoked cigars, cigarillos, or little cigars on at least one day in the past 30 days. Nationally, 12.6% of high school students smoked cigars, cigarillos, or little cigars on at least one day in the past 30 days.²
- In 2014, 7.9% of high school students in Wisconsin used e-cigarettes on at least one day in the past 30 days.⁴

ECONOMICS OF TOBACCO USE AND TOBACCO CONTROL

- In FY2016, Wisconsin allocated \$5.3 million in state funds to tobacco prevention, which is 9.2% of the Centers for Disease Control and Prevention's (CDC) Annual Spending Target.⁵
- Wisconsin received an estimated \$756 million in tobacco settlement payments and taxes in FY2016.⁵
- The health care costs in Wisconsin, directly caused by smoking, amount to \$2.66 billion annually.⁵
- Wisconsin loses \$2.06 billion in productivity each year due to smoking.⁶

* National and state-level prevalence numbers reflect the most recent data available. This may differ across state fact sheets.

STATE TOBACCO LAWS⁷⁻⁸

EXCISE TAX

- The state tax increased to \$2.52 per pack of cigarettes in September 2009. Moist snuff is taxed 100% of the manufacturer's list price. Cigars are taxed 71% of the manufacturer's list price, not exceeding \$0.50 per cigar. All other tobacco products are taxed 71% of the manufacturer's list price.

CLEAN INDOOR AIR ORDINANCES

- Smoking is prohibited in virtually all enclosed public places including childcare facilities, private workplaces, government workplaces, health care facilities, restaurants, schools, casinos (tribal establishments are exempt), retail stores, recreational facilities, and bars (certain tobacco bars are exempt).
- Smoking is prohibited in certain outdoor locations, including sports arenas, bus shelters and public transportation.

YOUTH ACCESS LAWS

- The minimum age requirement for the purchase of tobacco products is 18, and penalties exist for both minors and merchants who violate this law. Violation by a minor is subject to seizure of the tobacco product by a law enforcement officer.
- Establishments are required to post signs stating that sales to minors are prohibited.
- The sale of alternative nicotine products, including electronic cigarettes, to minors is prohibited.

CESSATION STATISTICS AND BENEFITS

- The CDC estimates that 54.3% of adult every day smokers in Wisconsin tried to quit smoking for one or more days in 2014.⁹
- Wisconsin's Medicaid program covers NRT Gum, NRT Patch, NRT Nasal Spray, NRT Inhaler, Varenicline (Chantix) and Bupropion/Zyban and individual counseling. Some plans cover group counseling.^{8†}
- The state's Medicaid program's barriers to coverage include required minimal copayments.⁸
- Wisconsin's state quitline invests \$0.95 per smoker; the national average investment per smoker is \$3.37.⁸
- Wisconsin has no private insurance mandate provision for cessation.⁸

† The seven recommended cessation medications are NRT Gum, NRT Patch, NRT Nasal Spray, NRT Inhaler, NRT Lozenge, Varenicline (Chantix), and Bupropion (Zyban).
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³ CDC, State-Specific Prevalence of Cigarette Smoking and Smokeless Tobacco Use Among Adults—MMWR, United States, 2011-2013

⁴ Wisconsin Youth Tobacco Survey, 2014

⁵ Campaign for Tobacco-Free Kids, *Broken Promises to Our Children: a State-by-State Look at the 1998 State Tobacco Settlement 17 Years Later* FY2016, 2016

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⁷ American Lung Association, SLATI State Reports, 2015

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