**[State’s] Tobacco Control Program: Successes & Opportunities**

Smoking remains the leading preventable cause of death and disability in the United States, despite a significant decline in the smoking rate. Approximately 480,000 Americans continue to die annually from preventable smoking-related illnesses. Over 16 million Americans have at least one disease from smoking. This amounts to $170 billion in direct medical costs that could be saved every year if we could help every person who smokes quit and prevent youth from starting. [State’s] tobacco control program works to prevent these numbers from growing by promoting tobacco cessation, working with providers to encourage patients to quit, and partnering with schools and other youth-focused organizations to prevent young people from starting.

**Tobacco’s Toll: [State] Stats**

* [X](https://www.tobaccofreekids.org/research/factsheets/pdf/0176.pdf) adults die from smoking-related illnesses
* [X](https://www.tobaccofreekids.org/research/factsheets/pdf/0176.pdf) percent of youth smoke
* [X](https://www.tobaccofreekids.org/research/factsheets/pdf/0176.pdf) youth will die early from a smoking-related illness
* $[X](https://www.tobaccofreekids.org/research/factsheets/pdf/0176.pdf) spent annually on smoking-caused healthcare costs
* $[X](http://www.tobaccofreekids.org/research/factsheets/pdf/0178.pdf) spent annually on smoking-related Medicaid costs

[State’s] tobacco control program has the expertise to address this challenge with your continued support. State tobacco control initiatives play a critical role in creating a healthy and strong America by preventing disease and containing health costs that result from tobacco use. Investing in tobacco control and prevention means building healthier communities, employing more productive citizens, and lowering annual healthcare costs.

**Preventing Youth Tobacco Use:** Though youth cigarette smoking has declined due to successful state efforts, electronic cigarette and hookah use has continued to increase. [State’s] tobacco control program is working to prevent youth from using tobacco products and developing nicotine dependence. Effective state-level strategies include increasing tobacco product costs, raising the minimum age of sale to 21 years, adopting smoke-free policies, reducing access to tobacco products in and around youth environments, limiting tobacco marketing, and promoting counter-tobacco advertisements. This is especially important to protect young people of lower socioeconomic status, who are the most vulnerable.

**What You Can Do**

* Fund the state tobacco control program at CDC-recommended levels
* Adopt strategies to prevent youth from starting to smoke
* Support the health department in sustaining the state quitline

**Helping People Quit Smoking:** Studies prove that the majority of people who smoke want to quit. State tobacco control programs support cessation services, such as state quitlines, to provide those individuals with the help they need. State quitlines, which allow residents to receive free phone or online cessation counseling, are demonstrated effective in reducing poor health outcomes and healthcare costs. The work of the [state] tobacco control program is especially valuable to Medicaid beneficiaries, as 37 percent of adults on Medicaid smoke nationwide. Tobacco cessation programs, backed by the state public health department, directly help reduce the burden that this population has on the Medicaid system. By partnering with Medicaid and serving beneficiaries, especially pregnant women, our work supports [state’s] economic health by reducing tobacco’s burden on health outcomes and expenditures.

**Building on Our Momentum:** Every day, [state’s] tobacco control program prevents youth from starting to smoke, helps people quit smoking, and in doing so, reduces healthcare costs in our state. State investments in establishing state quitlines, counter-marketing, and changing social norms around smoking have moved the needle on smoking rates and health outcomes. While these achievements have transformed [state], it is vital to sustain on-going investment in our work to implement under-utilized evidence-based interventions and respond to an ever-changing retail environment. There is still work to be done in tobacco control to support a healthy and thriving [state] now and for future generations.