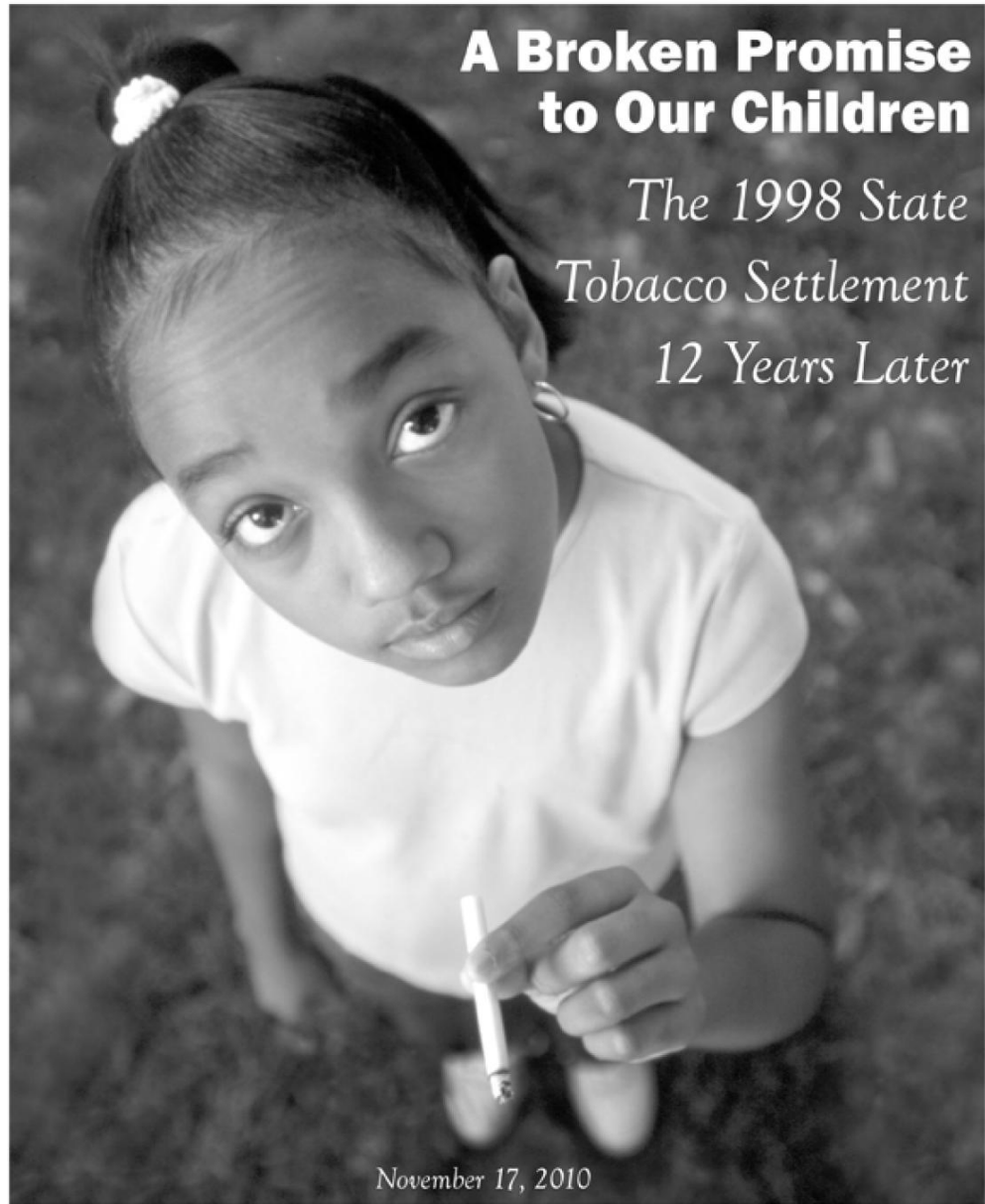


Annual Report on State Tobacco Prevention Spending



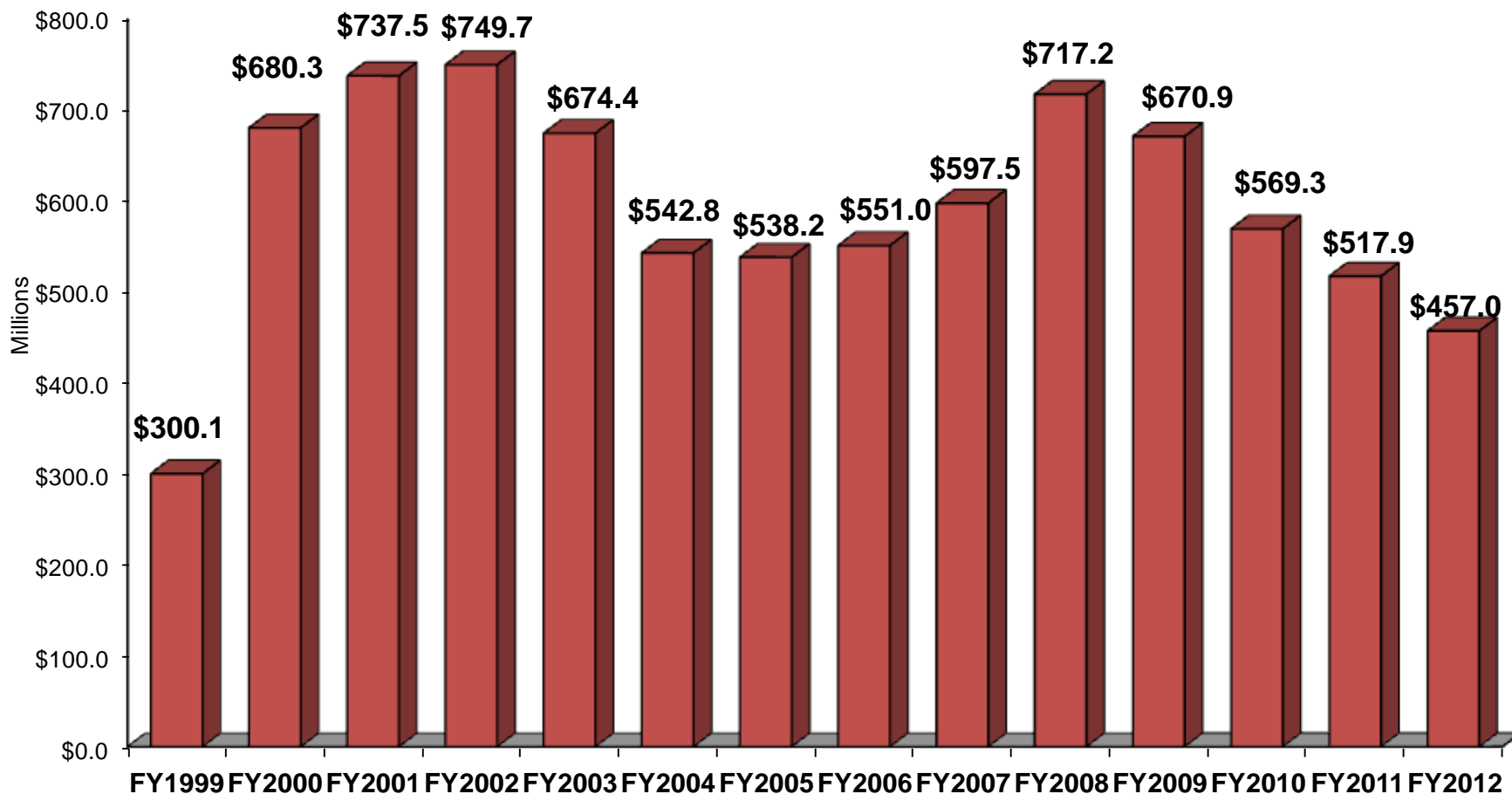
Meg Riordan
Campaign for Tobacco-Free
Kids



We Are Losing Our Programs

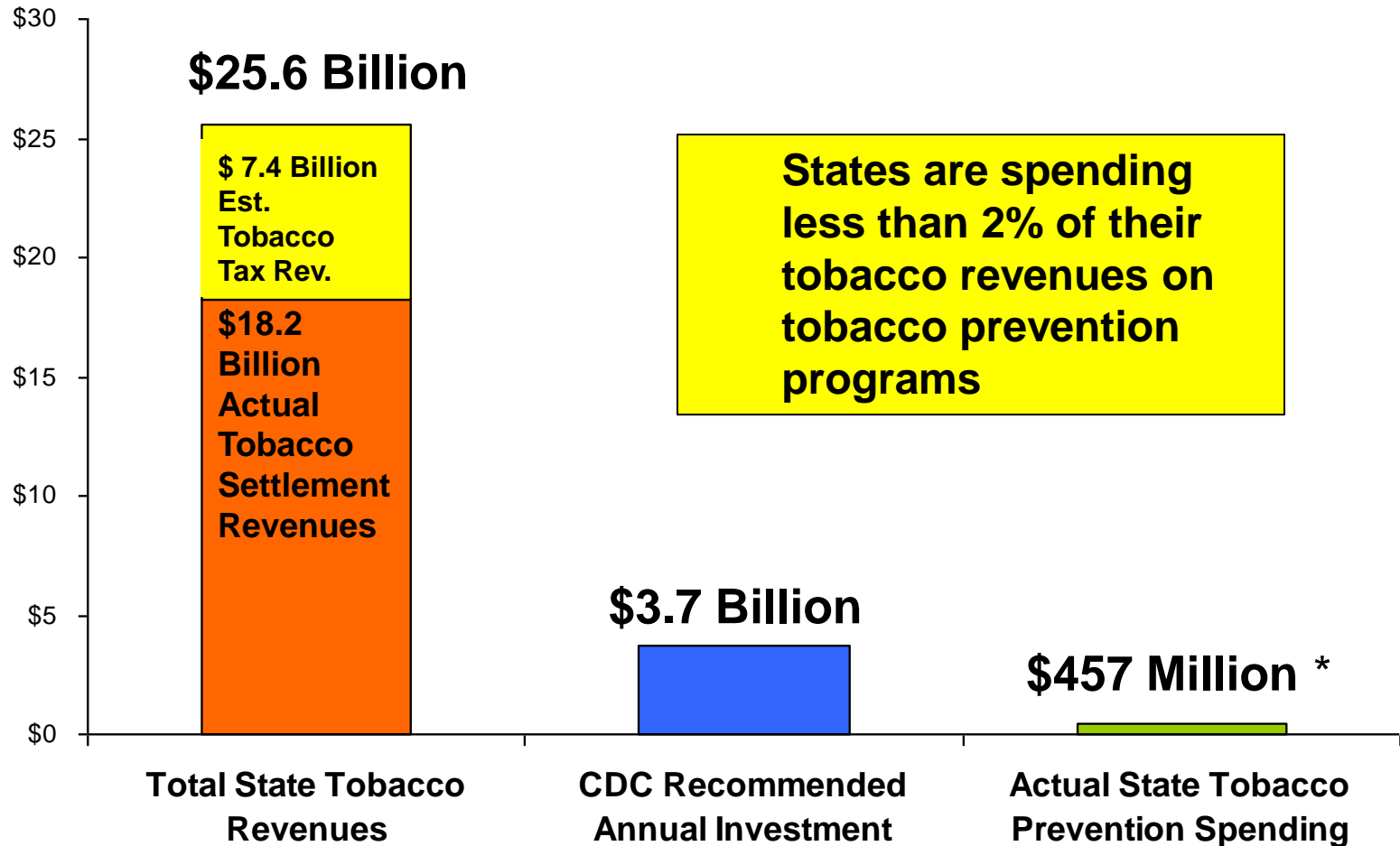
- Annual funding for tobacco prevention has been cut by 36%, or \$260 million, in past four years*
- Some of our longest standing and most successful programs have been drastically cut*
- In FY2012, only 1 state is at CDC recommended level - AK*

State Tobacco Prevention Spending, FY1999 - FY2012*



* FY2012 data are preliminary and do not include final data from every state.

Tobacco Money for Tobacco Prevention, FY 2012

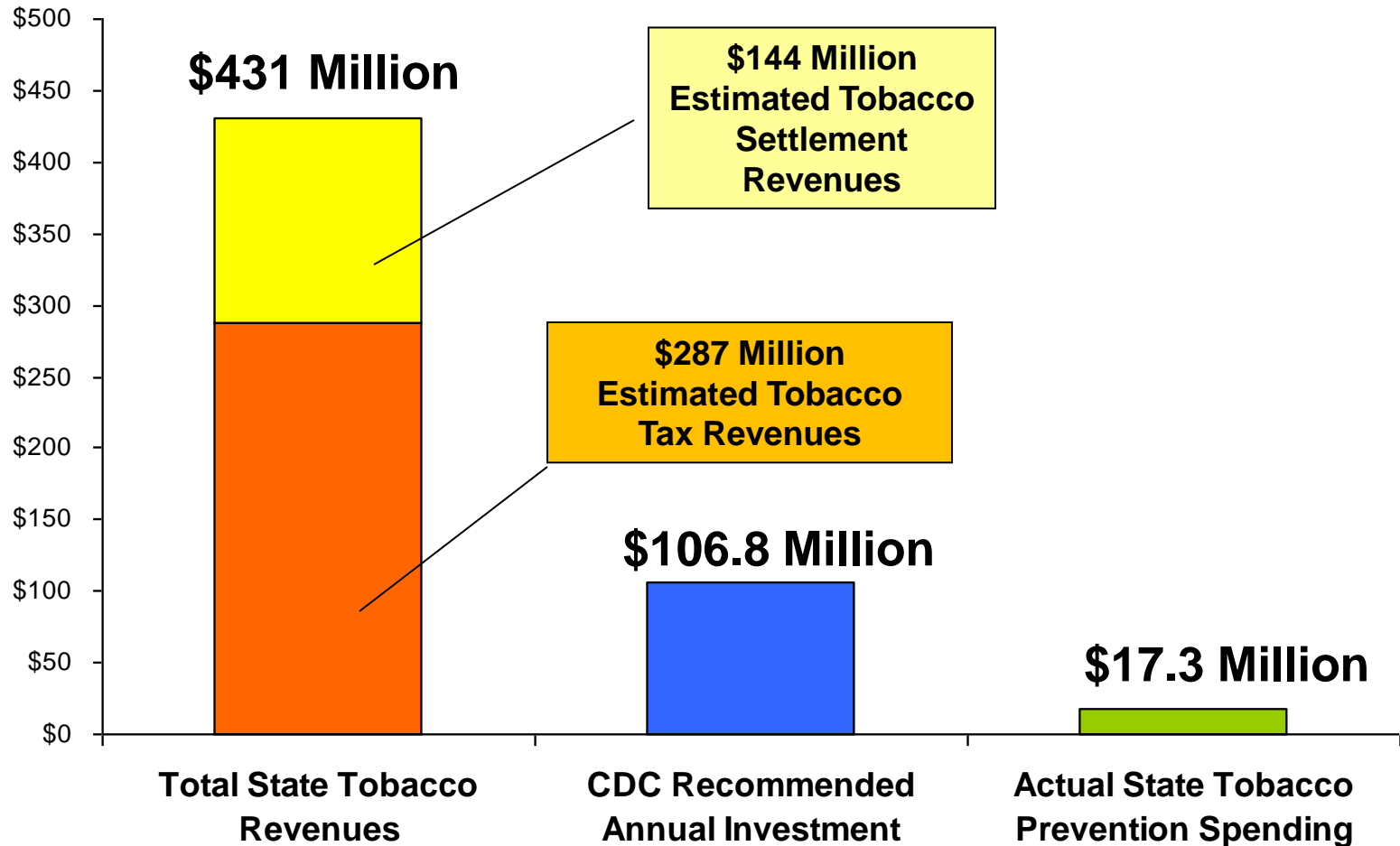


* FY2012 data are preliminary and do not include final data from every state.

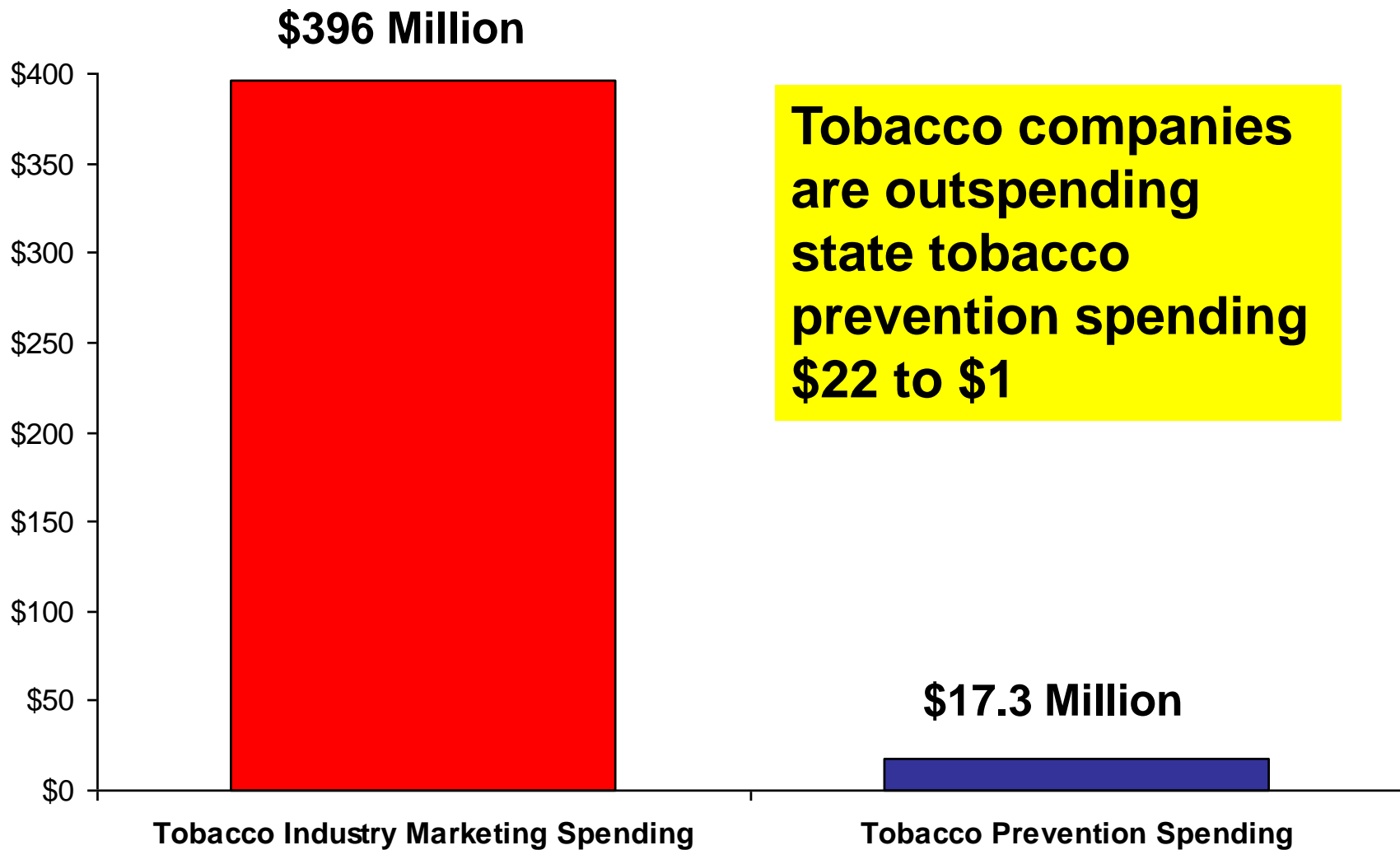
State Report Media Materials

- *National press release*
- *Full schedule of radio and TV interviews on Nov. 30th – TFK, AHA and youth advocate*
- *Individual press releases for every state and DC*
- *State level data and press releases available on website Nov 29th; info. embargoed until Nov. 30th*

Tobacco Money for Tobacco Prevention in NC, FY 2012



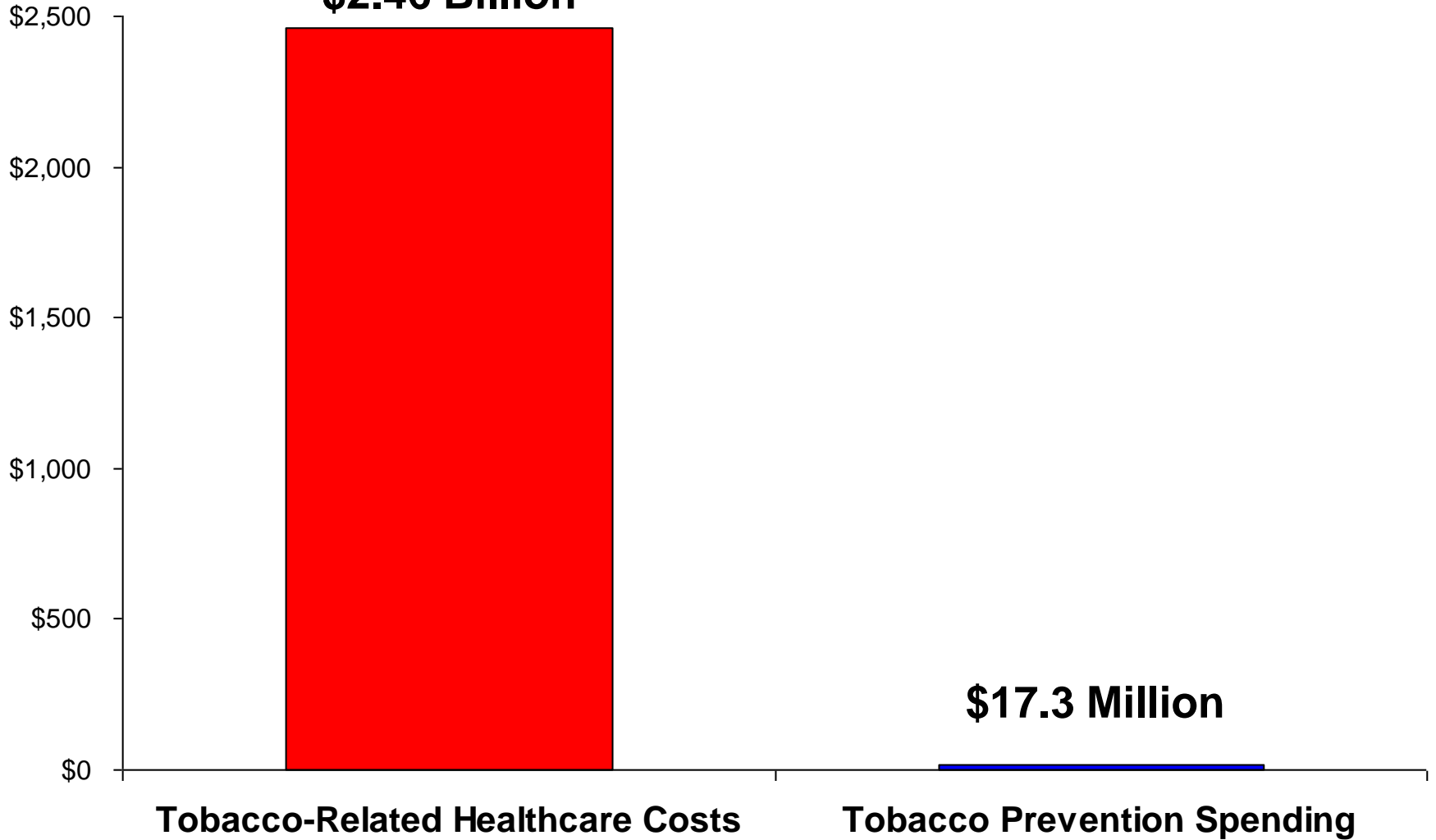
Tobacco Prevention Spending vs. Tobacco Industry's Marketing Spending in North Carolina



State Tobacco Control Spending vs. Tobacco-Related Healthcare Costs in North Carolina

North Carolina

\$2.46 Billion





WHAT NOW?

- **Get the team together –program team AND advocates!**
- **Develop strategy for state report release and define roles**
- **Develop strategy for how to work together to defend program moving forward**



TFK Available Resources

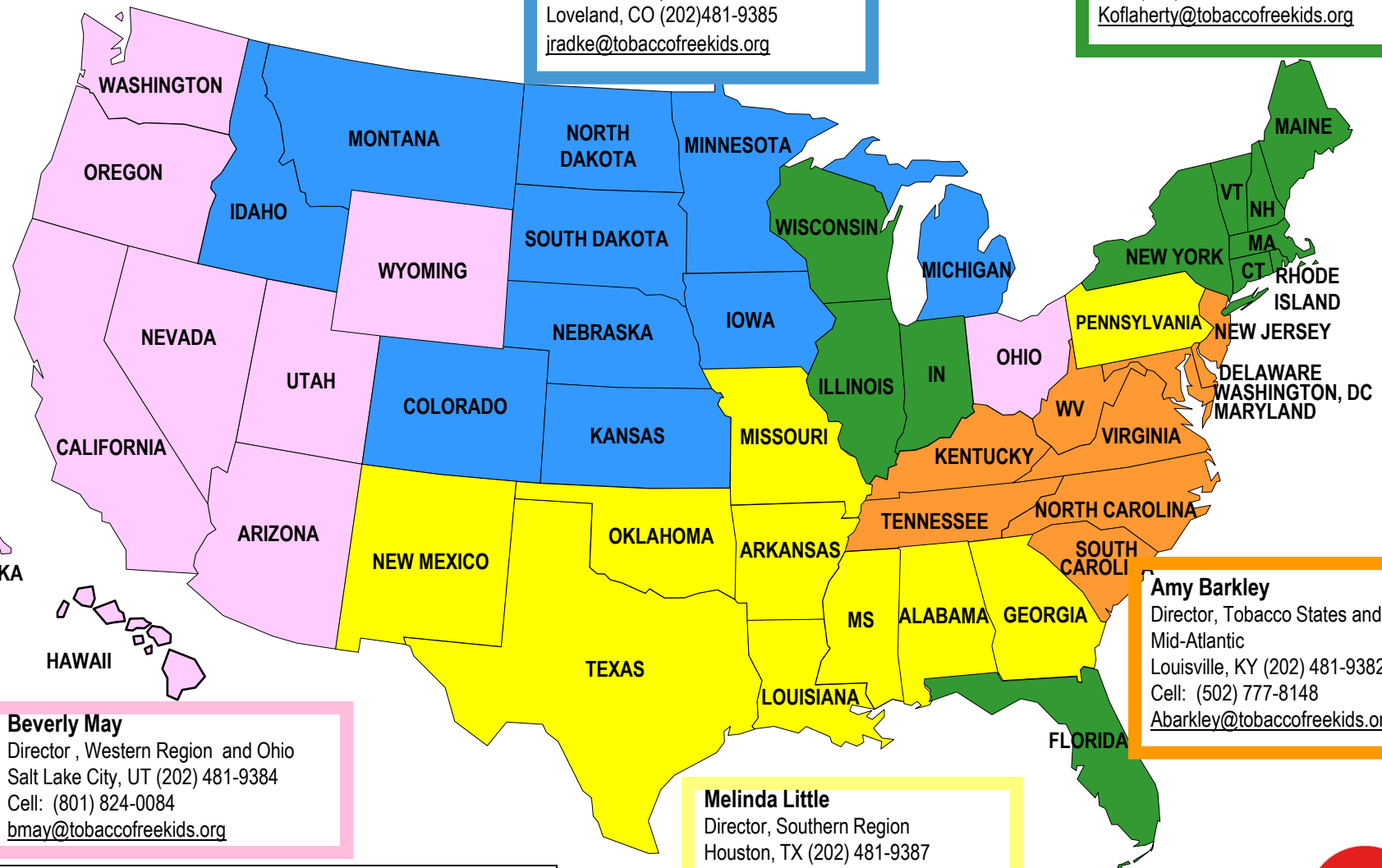
- Projections – expected benefits (or harms) from changes to program funding – meeting CDC recommendation, eliminating funding or cutting funding
- Key Messages for Tobacco Prevention Programs
- State-specific factsheets
- Template Ads
- OUR STATE TEAM

CAMPAIGN FOR TOBACCO-FREE KIDS

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FOR MORE INFORMATION

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