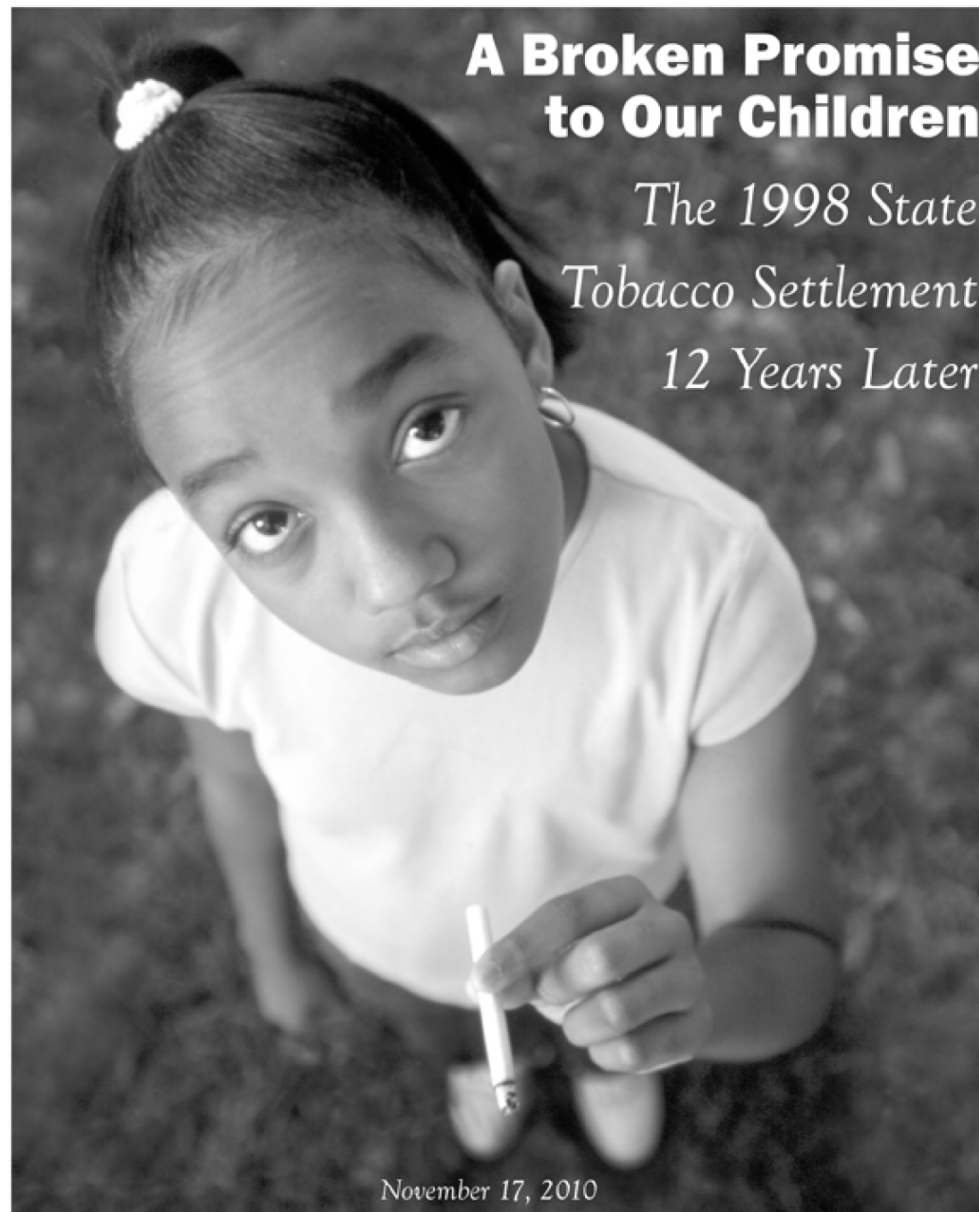


Annual Report on State Tobacco Prevention Spending

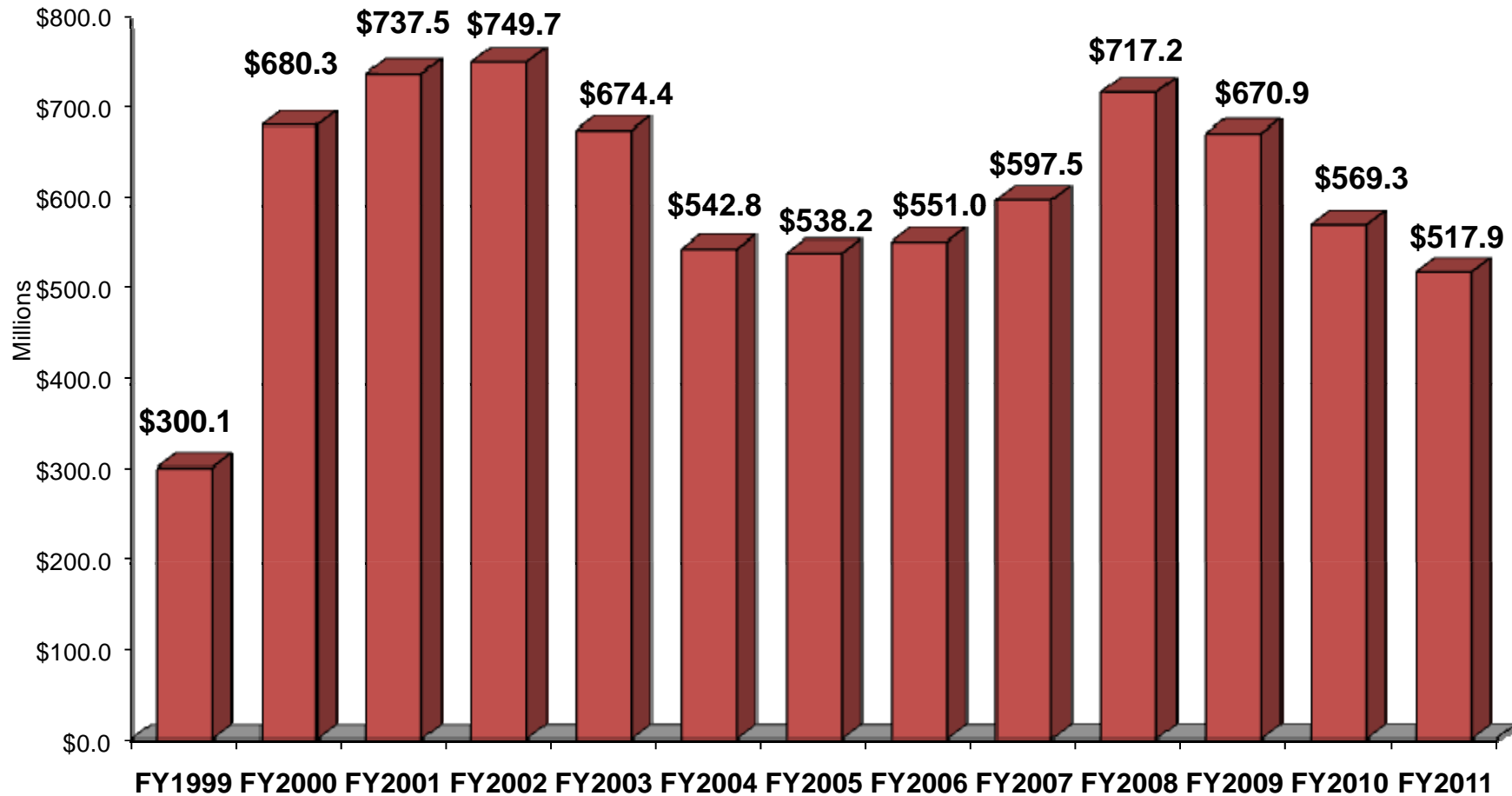
Meg Riordan, MPH
Director, Policy Research
Campaign for Tobacco-Free Kids



We Are Losing Our Programs

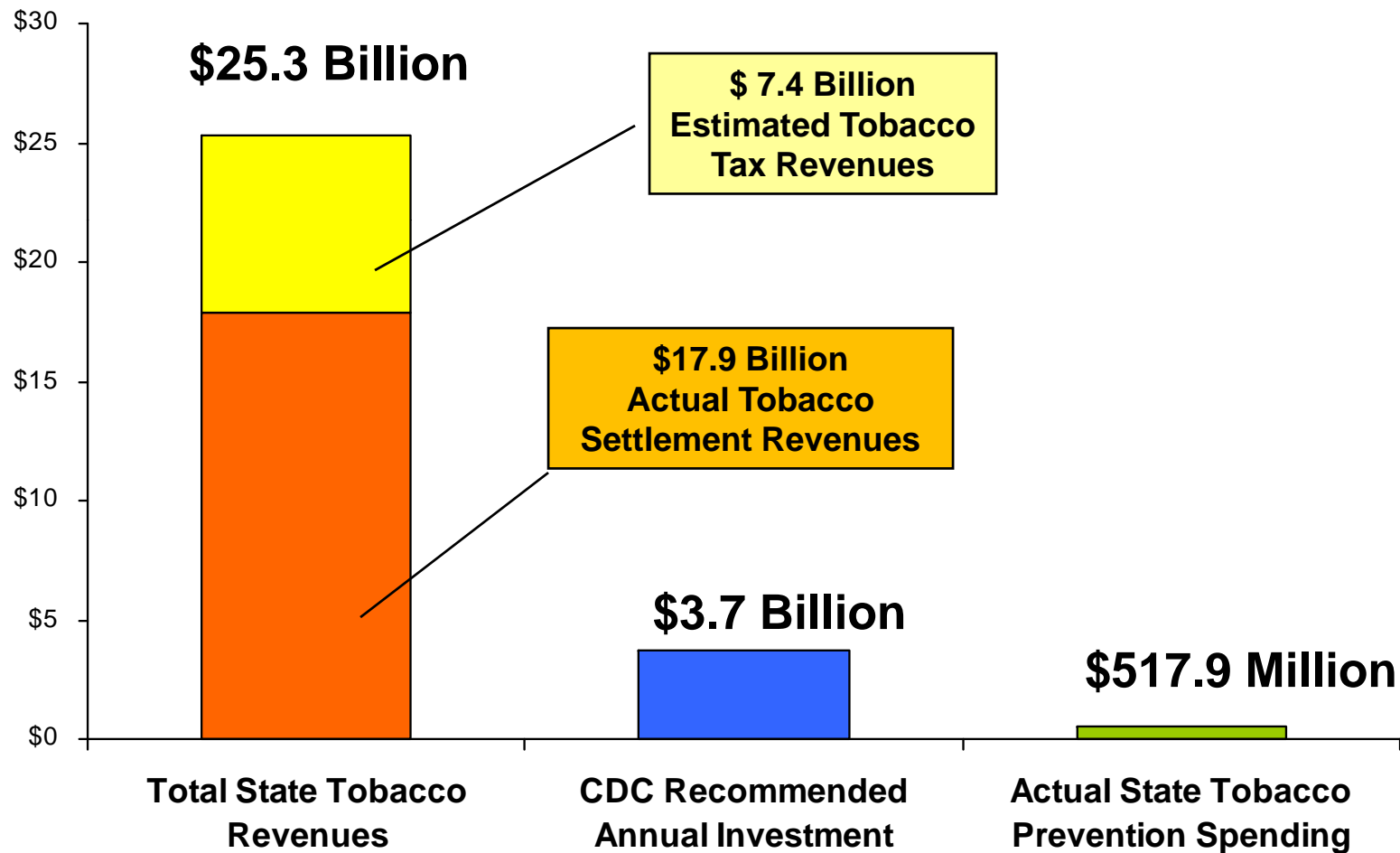
- *Annual funding for tobacco prevention has been cut by 28%, or \$200 million, in past three years*
- *Some of our longest standing and most successful programs have been drastically cut*
- *Only 2 states are at CDC recommended level when counting federal dollars – ND and AK*
- *We need a renewed commitment – these programs are the backbone of the TC movement*

State Tobacco Prevention Spending, FY1999 - FY2011

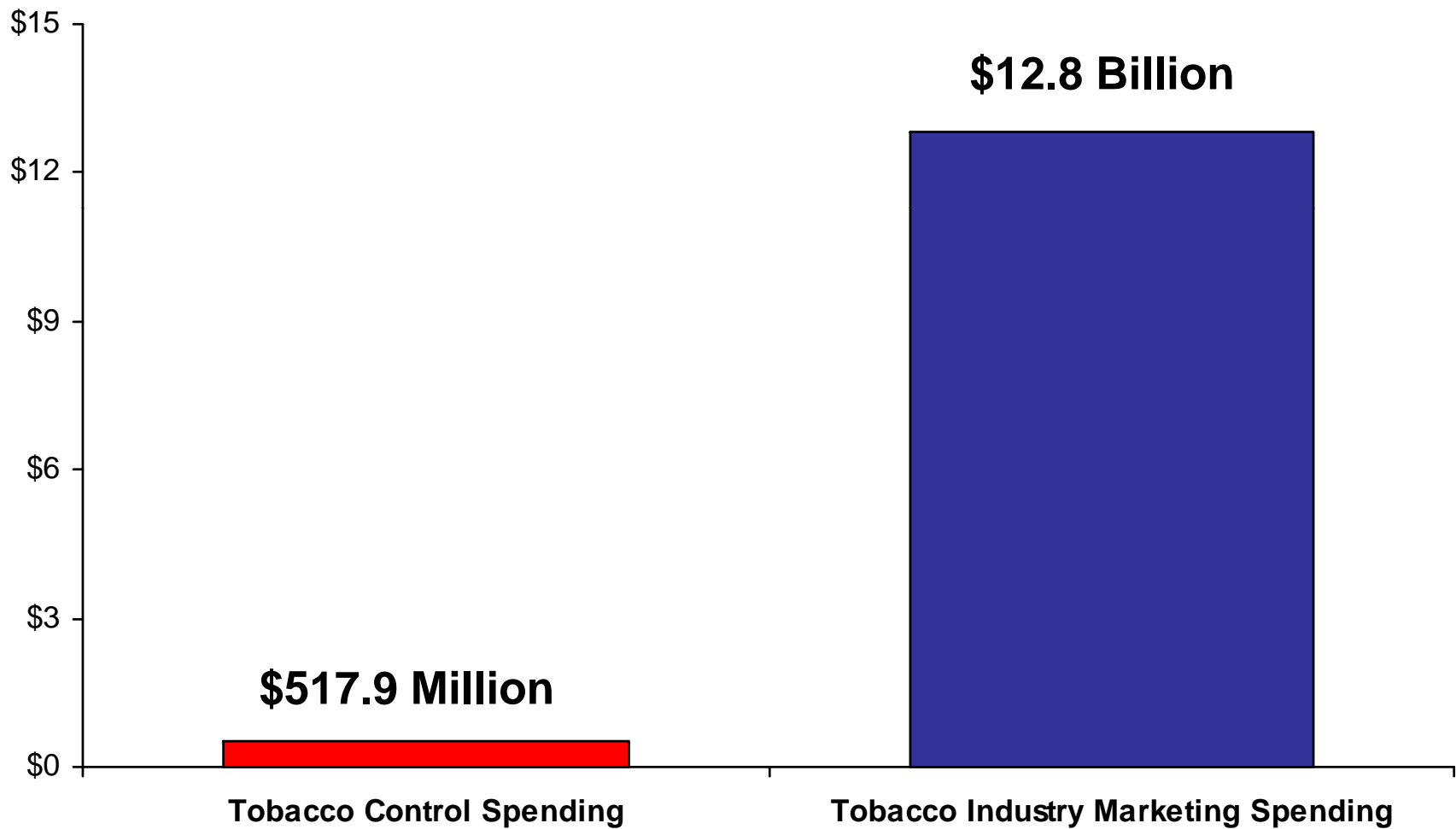


Only 3 states – AZ, CA and MA - spent any money on tobacco prevention prior to 1999. Settlement payments to states began in 1999. All states were receiving payments by 2001.

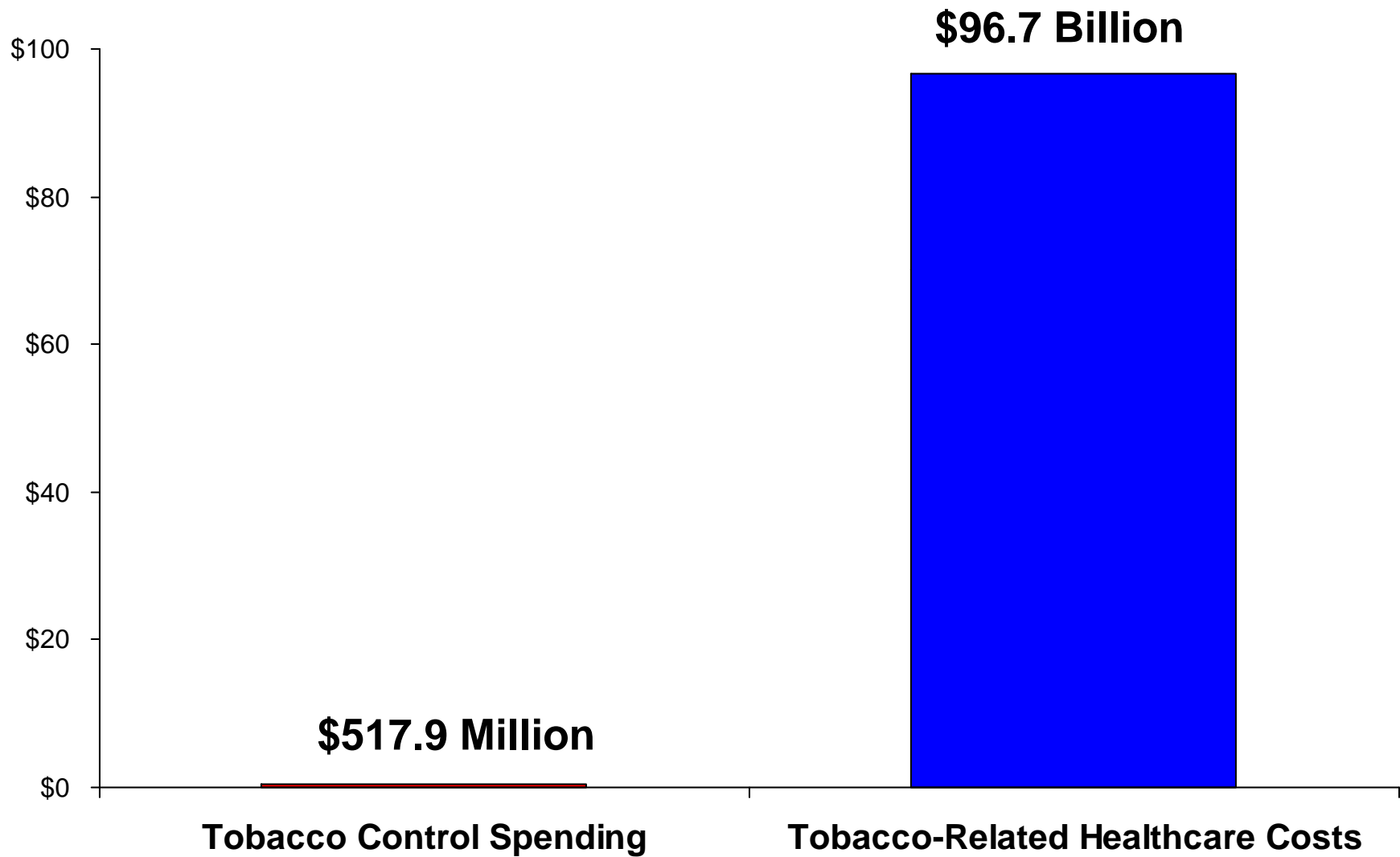
Tobacco Money for Tobacco Prevention, FY 2011



Tobacco Control Spending vs. Tobacco Industry's Marketing Spending

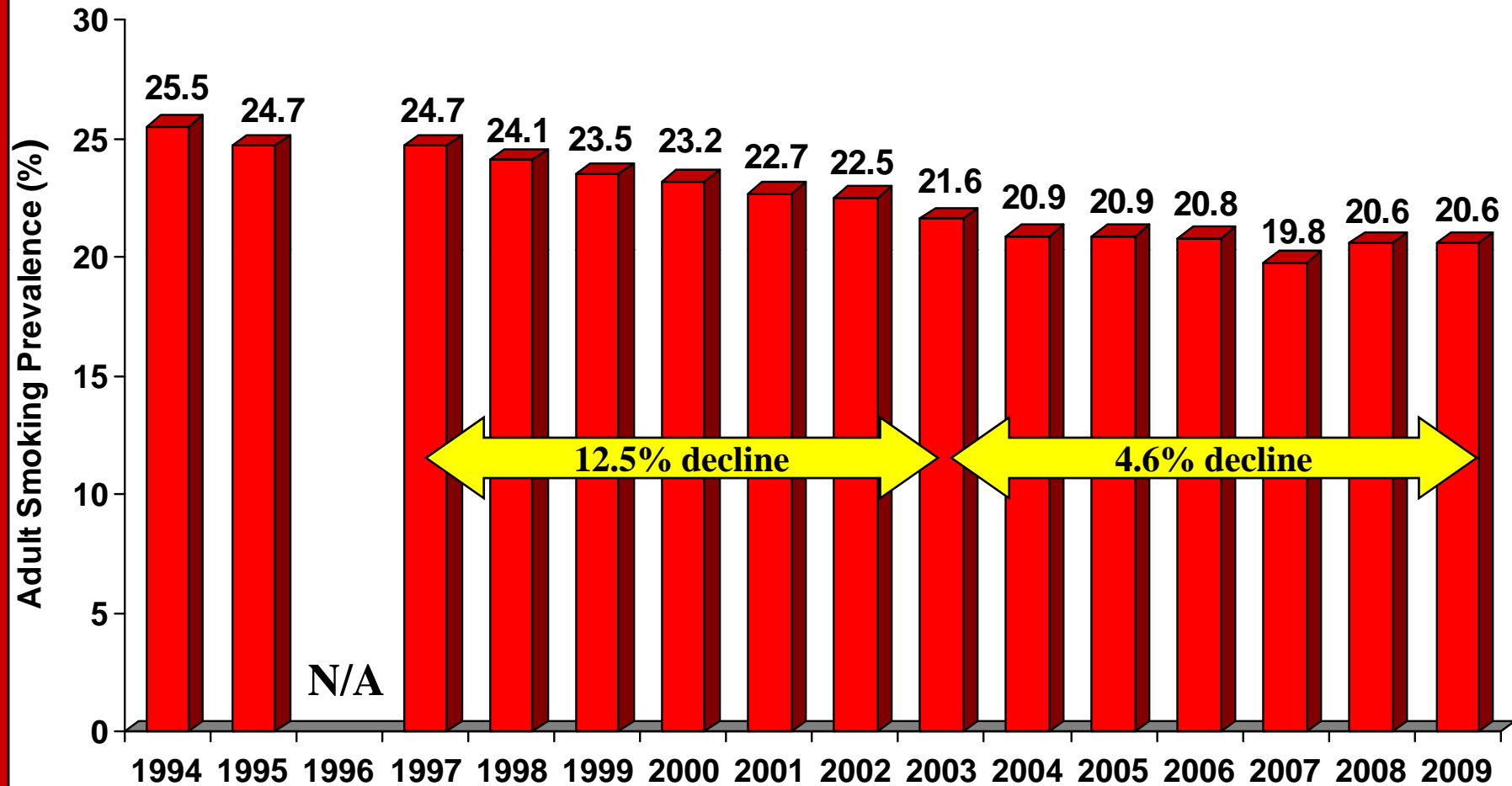


State Tobacco Control Spending vs. Tobacco-Related Healthcare Costs



National Adult Smoking Trends

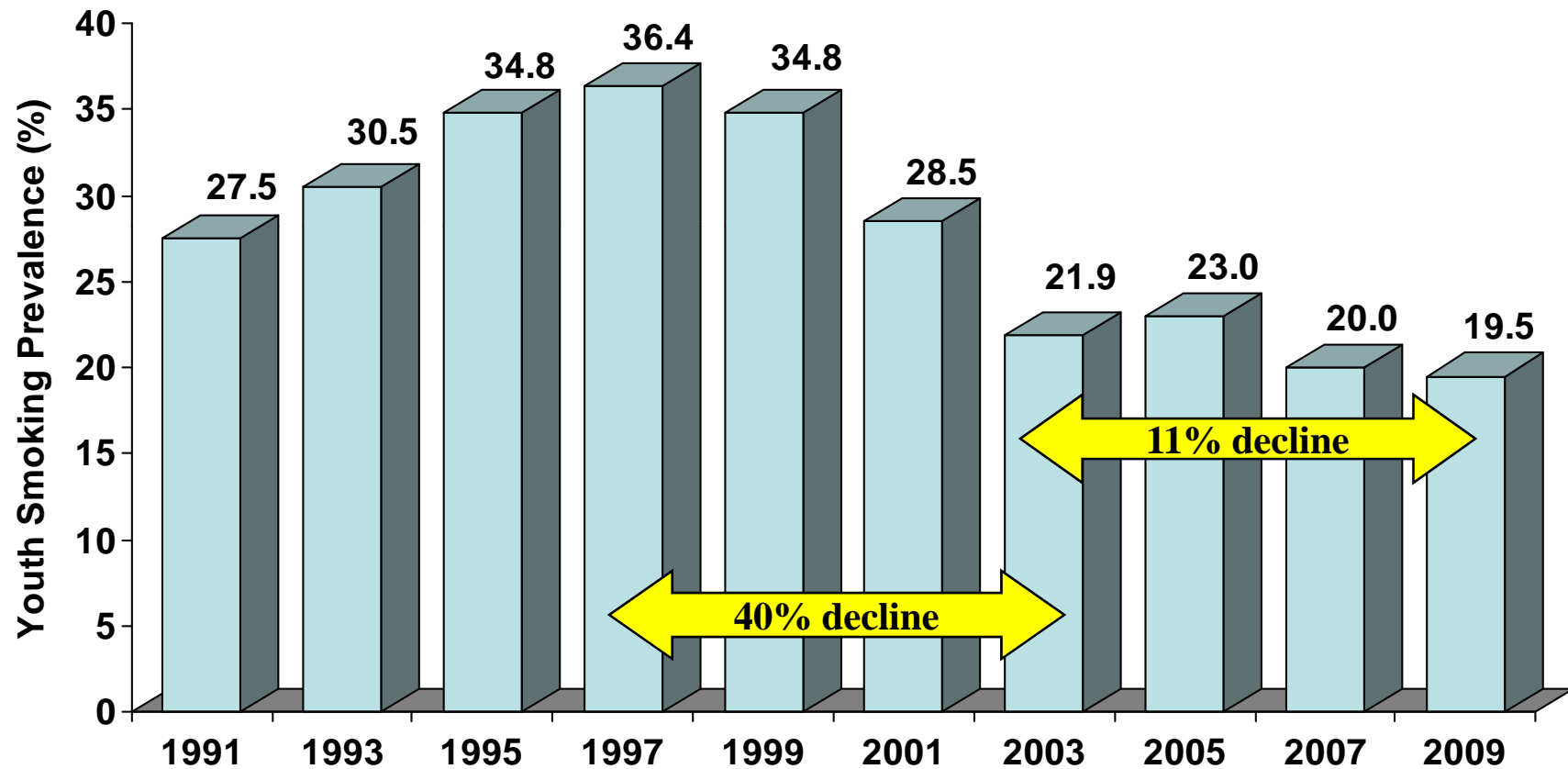
1994 - 2009*



* Data are from the National Health Interview Survey

National Youth Smoking Trends

1991 - 2009*



* Data are from the Youth Risk Behavior Surveillance Survey (1991-2009)



WHAT NOW?

- Work on Sustainability!
- Bread and Butter Activities – media advocacy, community education, communication with electeds
- Make Programs Real and Concrete



TFK Available Resources

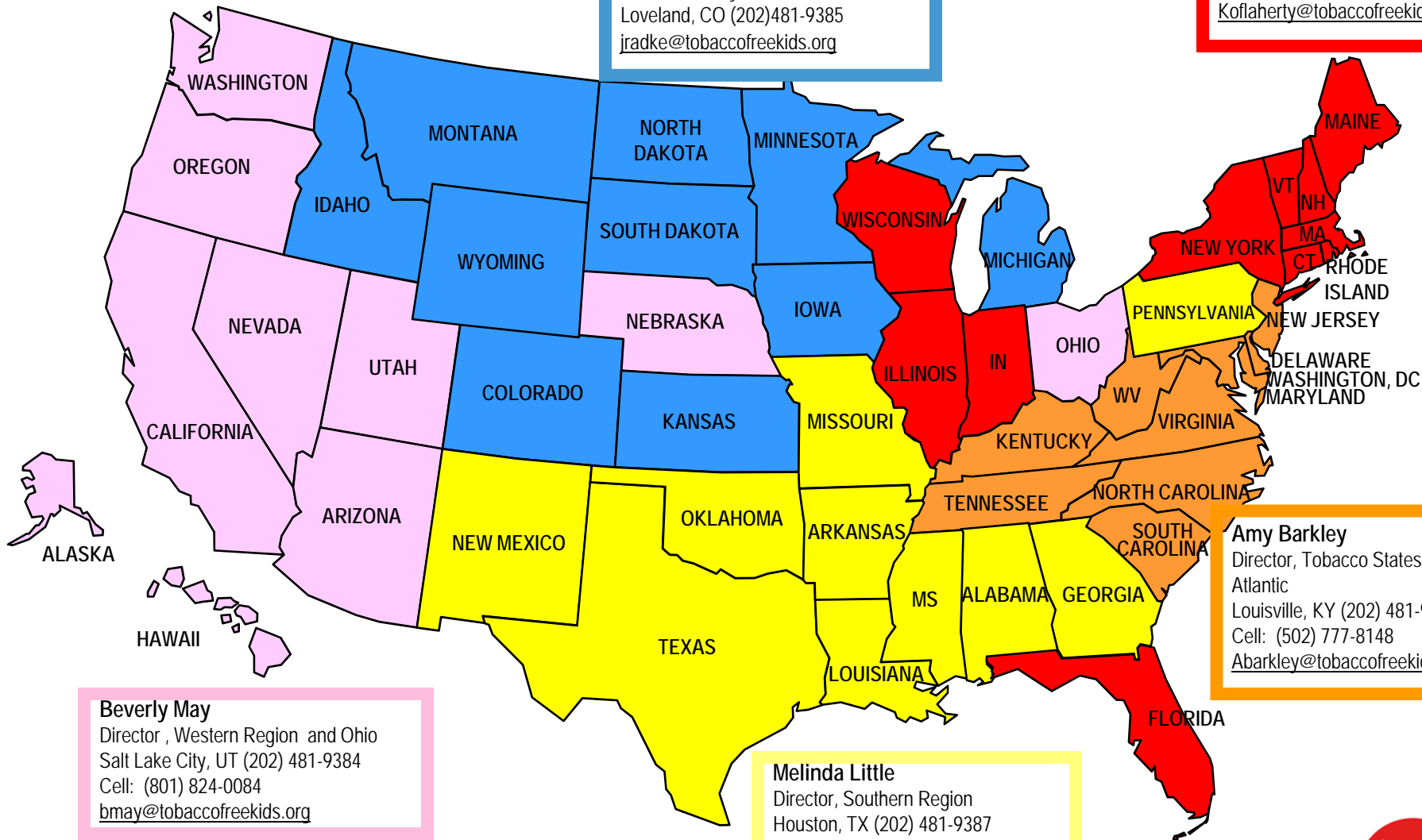
- Projections – expected benefits (or harms) from changes to program funding – meeting CDC recommendation, eliminating funding or cutting funding
- Key Messages for Tobacco Prevention Programs
- Powerpoint: Why States Should Fund Comprehensive Tobacco Prevention Programs
- State-specific factsheets
- OUR STATE TEAM!

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Do Not Forget

- Tobacco use is the leading preventable cause of health problems AND health care costs
- The Tobacco Industry continues to aggressively market and promote their products
- States have plenty of tobacco-generated revenue to fund tobacco control programs
- Comprehensive tobacco prevention and cessation programs are evidence-based and work when adequately funded



Key Points

- Our programs are in serious jeopardy if we don't act
- We can't stop & we can't be shy
 - Rates are still too high
 - Tobacco Companies are not quitting
- Sustainability activities are critical to success – national partners and other states can help