

# FUNDING TOBACCO PREVENTION AND CESSATION

**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 and cessation efforts as a proven way to reduce tobacco use.

## FUNDING TOBACCO PREVENTION AND CESSATION PROGRAMS SAVES LIVES.



- States that have made larger investments in reducing tobacco's harm have lower smoking rates.<sup>1</sup>
- Funding efforts to reduce tobacco use helps counter the more than \$110 million the tobacco industry spends in Minnesota each year to attract replacement smokers.<sup>2</sup>

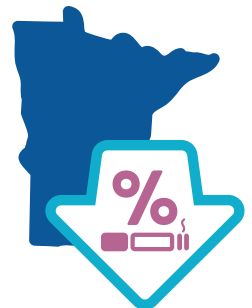
**TOBACCO USE IS MINNESOTA'S LEADING CAUSE OF DEATH AND DISEASE, COSTING \$7 BILLION ANNUALLY. . . . YET BIG TOBACCO STILL RECRUITS REPLACEMENT SMOKERS.** <sup>3</sup>

- Cigarettes kill more than half their users.<sup>4,5</sup> Over 6,300 Minnesotans die each year from smoking.<sup>3</sup>
- The tobacco industry is the root cause of the smoking epidemic because of its marketing to youth.<sup>6</sup>



**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 adults<sup>7</sup> and less than 10 percent for high-school students.<sup>8</sup>



**FUNDING FOR TOBACCO PREVENTION AND CESSATION PROGRAMS IN MINNESOTA IS DECLINING**

- ClearWay Minnesota<sup>SM</sup>, a foundation that funds tobacco cessation and prevention, will end by 2022 and their statewide cessation services will end in 2020.
- The state collects over \$840 million from ongoing tobacco settlement payments and taxes annually, less than 1 percent of which is dedicated to tobacco prevention or cessation.<sup>9</sup>



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Minnesotans for a Smoke-Free Generation supports policies that reduce youth smoking and help end the death and disease associated with tobacco use, including raising the tobacco age to 21, limiting youth access to menthol-, candy- and fruit-flavored tobacco, keeping tobacco prices high and funding future tobacco prevention and cessation efforts.

**Find out more at [www.smokefreegenmn.org](http://www.smokefreegenmn.org).**

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