

Tobacco Use and Exposure

Tobacco is Wisconsin’s leading cause of preventable death, and costs the state an estimated \$4.5 billion annually in health care and lost productivity expenses. There is a disparity in who is killed by tobacco: Several populations are disproportionately impacted by the burden of tobacco, with cigarette smoking rates that double the general population (Figure 1)¹. Programs and policies aimed at preventing and reducing the number of individuals who use tobacco are essential to the effective elimination the disproportionate burden tobacco burden has in Wisconsin.²

Wisconsin recognizes the sacred use of ceremonial tobacco among Native Americans, and uses the word “tobacco” to refer to commercial tobacco use.

Tobacco Use in Wisconsin

- Over 8 out of 10 smokeless tobacco users first tried smokeless tobacco before turning 21³
- Nearly 9 out of 10 current smokers started smoking before turning 18⁴
- Over 1 out of 10 adults have ever used e-cigarettes
- Nearly 7 out of 10 current cigarette smokers have used e-cigarettes

Youth Remain Vulnerable to Tobacco⁵

Though fewer Wisconsin youth are smoking, new tobacco products threaten this progress. Smokeless tobacco use among high school students increased 67% from 5.8% in 2012 to 10% 2014, and the rising popularity of e-cigarettes is a concern. Compounding these issues is the fact that some groups of youth are smoking far more than others. These populations are also disproportionately impacted by tobacco marketing.⁶

High school youth try cigarettes

Nearly 6 out of 10 LGB



Over 4 out of 10 Hispanic/Latino



Over 3 out of 10 high school youth

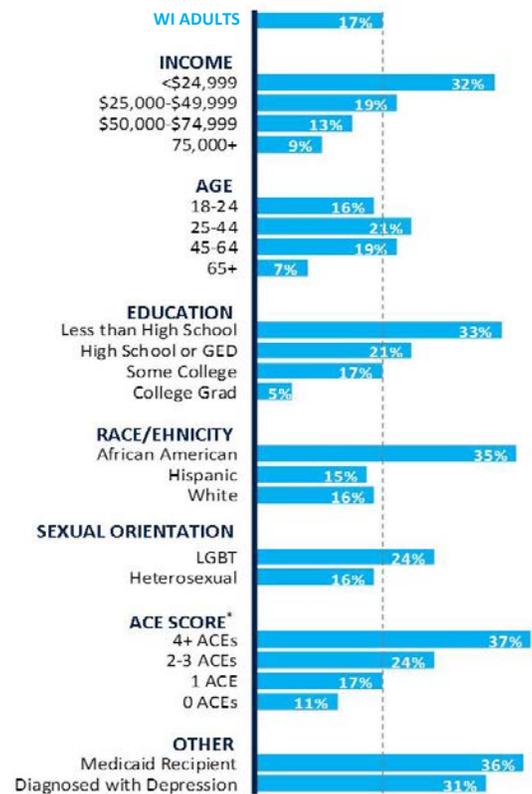


Targeting youth populations by tobacco marketing leads to increased disparities amongst adults.

Healthiest Wisconsin 2020 Tobacco Objectives

- Reduce use and exposure among youth
- Reduce use and exposure among adults
- Decrease tobacco disparities among vulnerable groups

Smoking Impacts Populations Differently



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Secondhand Smoke

The majority of secondhand smoke exposure among youth occurs in the home. There is no safe level of secondhand smoke exposure.⁷ Over 1 in 5 middle and high school youth in Wisconsin live with someone who smokes tobacco products.⁸ The CDC has noted that nationally, 7 in 10 black children, compared to 4 in 10 children, are exposed to secondhand smoke.⁹ Sixty-eight percent of adults living in multi-unit housing prefer a no-smoking policy. However, over half of Wisconsin residents living in multi-unit housing report that smoking is allowed.¹⁰

Smoking Cessation

Nicotine is addictive and incredibly difficult to quit. There are seven approved nicotine replacement therapies to aid in cessation efforts. 64% of current adult smokers have stopped using cigarettes for at least one day in an attempt to quite smoking.¹¹

More than
60%
of youth and adult smokers
have tried to quit smoking

Emerging Issues in Tobacco Use

Adverse Childhood Experiences (ACEs) are negative life events or experiences that occur during childhood (prior to the age of 18) and have the potential to hinder healthy child development. ACEs are connected to risk behaviors (i.e. tobacco use) and negative health outcomes in adulthood – both of which are leading causes of public health costs. There are various efforts happening locally and nationally to prevent the intergenerational transmission of ACEs, and support those who have experienced ACEs. 58% of Wisconsin residents have at least one ACE, and 77% of smokers in Wisconsin have at least one ACE. Specific ACEs correlate with smoking prevalence rates over twice that of the state average (Figure 2)¹².

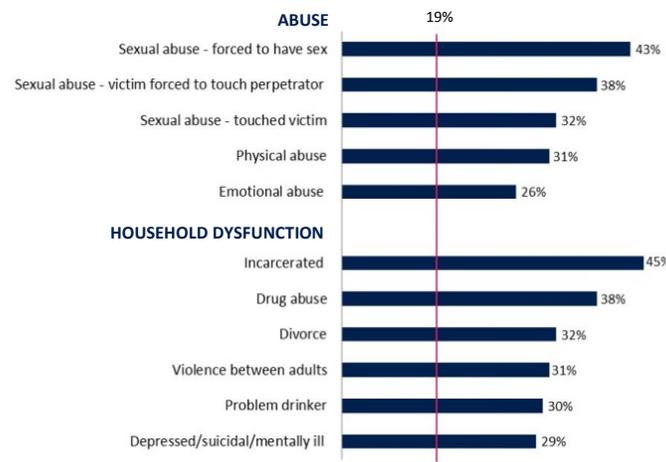
What's Being Done:

- ✓ Local coalitions educate, implement, and promote best practices in tobacco prevention and control
- ✓ State programs implement best practices such as the Quit Line, First Breath, and Spark.

What Can Be Done:

- Education and awareness of ACEs and their correlation to smoking
- Regulation of other tobacco products, such as e-cigarettes
- Increased health equity efforts to address tobacco-related disparities

Any ACE is correlated with higher prevalence of smoking in adults



¹ BRFSS 2014 (ACE score is from BRFSS 2011-2014)

² Palmersheim KA, Prosser EC. *Burden of Tobacco in Wisconsin: 2015 Edition*. University of Wisconsin-Milwaukee, Center for Urban Initiatives and Research, Milwaukee, WI: 2015

³ BRFSS (Fact Sheet) 2014

⁴ CDC http://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/

⁵ Youth Tobacco Survey – High School and Youth Tobacco Survey Middle School 2014

⁶ Youth Risk Behavior Survey – High School and Middle School 2013

⁷ US Department of Health and Human Services. *The Health Consequences of Smoking – 50 Years of Progress; A report of the Surgeon General*. Atlanta: US Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014

⁸ Youth Tobacco Survey – High School and Youth Tobacco Survey Middle School 2014

⁹ CDC <http://www.cdc.gov/features/second-hand-smoke/>

¹⁰ BRFSS (Fact Sheet) 2014

¹¹ BRFSS (Fact Sheet) 2014

¹² BRFSS 2011-2014 data

* tobwis.org Tobacco-Related Disparities Stat Shot 2015