

Tobacco use costs Wisconsin

\$3.0 billion

in direct health care costs.

\$1.6 billion

in lost productivity costs.

100,000 years

of potential life lost due to smoking.

More than **1 in 7 deaths** in Wisconsin are directly related to smoking.



Tobacco use is the **leading preventable** cause of death.

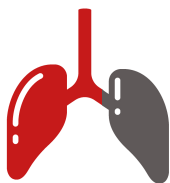
We all pay the price, but some more than others.



1 in 3 diagnosed with **depression** currently smokes.



Wisconsinites with **4 or more adverse childhood experiences** are more than **twice as likely** to smoke.



Nearly **3,000 adults 35 and older** died from **lung cancer** in 2017.



79% of **lung cancer deaths** among adults 35 and older were associated with **smoking**.

Despite the toll it takes, tobacco use continues in Wisconsin.

In 2018, **37 packs** of cigarettes were sold per Wisconsinite.

16%
of adults smoke.

1 in 4
high schoolers use tobacco.

23%
of adults are exposed to secondhand smoke at home or in vehicles.

1 in 9
smoke while pregnant.