



THE TOLL OF TOBACCO IN WISCONSIN

Tobacco Use in Wisconsin

- High school students who smoke: 4.5% [Girls: 5.6% Boys: 3.5%]
- High school students who use e-cigarettes: 14.7%
- High school males who smoke cigars: 2.3%
- Kids (under 18) who try cigarettes for the first time each year: 7,800
- Additional Kids (under 18) who become new regular, daily smokers each year: 680
- Adults in Wisconsin who smoke: 13.3% [Men: 14.4% Women: 12.2% Pregnant Females: 6.9%]

Nationwide, youth smoking has declined significantly since the mid-1990s. The 2021 Youth Risk Behavior Survey (YRBS) found that the percentage of high school students reporting that they have smoked cigarettes in the past month decreased to 3.8 percent in 2021, the lowest level since this survey began in 1991. The high school smoking rate has declined by a remarkable 90 percent since peaking at 36.4 percent in 1997. The 2022 National Youth Tobacco Survey, using a different methodology than the YRBS, found that 2.0% of high school students smoke cigarettes. 12.5 percent of U.S. adults currently smoke, significantly less than the 18.9 percent in 2011 and the 15.5 percent in 2016.

Deaths in Wisconsin From Smoking

- Adults who die each year in Wisconsin from their own smoking: 7,900
- Proportion of cancer deaths in Wisconsin attributable to smoking: 29.8%
- Wisconsin kids who have lost at least one parent to a smoking-caused death: 4,100

Nationally, smoking alone kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. For every person who dies from smoking, at least 30 more are suffering from serious smoking-caused disease and disability.

Tobacco-Related Monetary Costs in Wisconsin

- Annual health care expenditures in the State directly caused by tobacco use: \$3.09 billion
 - State Medicaid program's total health expenditures caused by tobacco use: \$624.9 million
- Estimated annual health care expenditures in Wisconsin from secondhand smoke exposure: \$129.4 million
- Citizens' state/federal taxes to cover smoking-caused gov't costs: \$852/household
- Productivity losses from smoking-caused premature death in Wisconsin: \$2.21 billion
- Productivity losses from smoking-caused illness in Wisconsin: \$3.39 billion

Productivity losses are from smoking-caused shortened work lives and illness that may impact the ability to work, including absenteeism, non-productivity at work, and inability to work due to disability. Not included in the above costs are other non-health costs caused by tobacco use, including direct residential and commercial property losses from smoking-caused fires and smoking-caused cleaning and maintenance costs.

Tobacco Industry Advertising and Other Product Promotion

- Estimated portion spent in Wisconsin each year: \$170.2 million

Spending includes the top cigarette, smokeless, and e-cigarette companies. Research has concluded that tobacco industry marketing causes youth to start and continue using tobacco products, and has found that youth are more sensitive to the marketing than adults.

Wisconsin Government Policies Affecting the Toll of Tobacco in Wisconsin

- Annual State tobacco prevention spending from tobacco settlement and tax revenues: \$5.3 million [National rank:36 (with 1 the best), based on percent of CDC recommendation. CDC recommendation: \$57.5 million. Percent of CDC recommendation: 9.2%]
- State cigarette tax per pack: \$2.52 [National rank: 16th (average state tax is \$1.91 per pack)]

Campaign for Tobacco-Free Kids / May 1, 2023

Sources

Youth smoking. 2021 Youth Risk Behavior Survey (YRBS) Current smoking = smoked in past month. The 2021 YRBS found that 3.8% of U.S. high school kids smoke. The 2022 National Youth Tobacco Survey (NYTS), using a different methodology than the YRBS, found that 2.0% of U.S. high school kids smoke. **Male youth cigar smoking.** 2021 YRBS. The 2021 National YRBS found that 3.8% of US high school males smoke cigars. The 2022 NYTS, using a different methodology than the YRBS, found that 3.5% of high school males smoke cigars. **Youth e-cigarette use.** 2021 YRBS. The 2021 National YRBS found that 18% of U.S. high school kids use e-cigarettes. The 2022 NYTS, using a different methodology than the YRBS, found that 14.1% of U.S. high school kids use e-cigarettes. **New youth smokers.** Estimate based on U.S. Dept of Health & Human Services (HHS), "Results from the 2021 National Survey on Drug Use and Health: Summary of National Findings and Detailed Tables," with the state share of the national number estimated proportionally based on the projected number of youth smokers ages 0-17 reported in U.S. Department of Health and Human Services (HHS), *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General*, 2014, <https://www.cdc.gov/tobacco/sgr/50th-anniversary/index.htm>.

Adult smoking. State: CDC, BRFSS 2021 online data: <https://www.cdc.gov/brfss/brfssprevalence/index.html>. Because of changes in methodology, state-specific adult smoking rates cannot be compared to data prior to 2011. Florida adult smoking rate from CDC 2020 BRFSS online data. National: CDC, "Tobacco Product Use Among Adults—United States, 2020," *MMWR* 71:397-405, March 18, 2022, <https://www.cdc.gov/mmwr/volumes/71/wr/pdfs/mm7111a1-H.pdf>. **Pregnant Females.** CDC, "Declines in Cigarette Smoking During Pregnancy in the United States, 2016-2021," *NCHS Data Brief*, 458, January 2023, <https://www.cdc.gov/nchs/data/databriefs/db458.pdf>. **Adult deaths.** CDC, *Best Practices for Comprehensive Tobacco Control Programs*, 2014, <https://www.cdc.gov/tobacco/stateandcommunity/guides/pdfs/2014/comprehensive.pdf>. Smoking-related disease and disability from CDC, *Smoking & Tobacco Use*, http://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm#toll. **Smoking-Attributable Cancer Deaths.** Islami, F, et al., "Person-years of life lost and lost earnings from cigarette smoking-attributable cancer deaths, United States, 2019," *International Journal of Cancer*, August 10, 2022. Includes 13 smoking-related cancers: oral cavity, pharynx, esophagus, stomach, colorectum, liver and intrahepatic bile duct (liver), pancreas, larynx, lung and bronchus (lung), cervix uteri (cervix), kidney and renal pelvis (kidney), urinary bladder, and acute myeloid leukemia. **Lost Parents.** Leistikow, B, et al., "Estimates of Smoking-Attributable Deaths at Ages 15-54, Motherless or Fatherless Youths, and Resulting Social Security Costs in the United States in 1994," *Preventive Medicine* 30(5):353-360, May 2000, and state-specific data from author. **Projected youth smoking deaths.** HHS, *The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General*, 2014.

Costs caused by tobacco use (NOTE: To make all of the cost data more comparable, some figures have been adjusted to 2018 dollars by the CDC's methodology of using the Bureau of Economic Analysis' price indexes for Gross Domestic Products). **Health and productivity costs caused by tobacco use.** CDC, *Best Practices for Comprehensive Tobacco Control Programs*, 2014; CDC, Smoking Attributable Mortality, Morbidity and Economic Costs (SAMMEC), <https://www.cdc.gov/statesystem/HealthConsequencesandCosts.html>; Shrestha, SS, et al., "Cost of Cigarette Smoking—Attributable Productivity Losses, U.S., 2018," *AJPM*, July 27, 2022; CDC, *State Data Highlights, 2006* [and underlying CDC data/estimates], https://www.cdc.gov/tobacco/data_statistics/state_data/data_highlights/2006/pdfs/datahighlights06rev.pdf. State Medicaid program expenditures are before any federal reimbursement. State Medicaid program expenditures may be conservative because they do not account for increases in utilization nor reflect the effects of Medicaid expansion under the Affordable Care Act. **SHS Costs.** Behan, DF, et al., *Economic Effects of Environmental Tobacco Smoke*, Society of Actuaries, March 31, 2005, <https://www.soa.org/493831/globalassets/assets/files/research/projects/etsreportfinaldraftfinal-3.pdf> [nationwide costs allocated to state based on its share of all U.S. smokers]. **State-federal tobacco tax burden.** Equals Wisconsin residents' federal & state tax payments necessary to cover all state government tobacco-caused costs plus the residents' pro-rated share, based on state populations, of all federal tobacco-caused costs. See above and Xu, X, et al., "U.S. healthcare spending attributable to cigarette smoking in 2014," *Preventive Medicine*, 2021, with other state government tobacco costs taken to be 3% of all state smoking-caused health costs, as in CDC, "Medical Care Expenditures Attributable to Smoking—United States, 1993," *MMWR* 43(26):1-4, July 8, 1994. **Examples of other tobacco-related costs.** U.S. Treasury Dept., *Economic Costs of Smoking in the U.S. & the Benefits of Comprehensive Tobacco Legislation*, 1998; Chaloupka, FJ & Warner, KE, "The Economics of Smoking," in Culyer, A & Newhouse, J (eds), *Handbook of Health Economics*, 2000; Miller, P, et al., "Birth and First-Year Costs for Mothers and Infants Attributable to Maternal Smoking," *Nicotine & Tobacco Research* 3(1):25-35, 2001; Nat'l Fire Protection Association, *Home Fires Started by Smoking*, January 2019, <https://www.nfpa.org/News-and-Research/Data-research-and-tools/US-Fire-Problem/Smoking-Materials>.

Tobacco industry marketing. U.S. Federal Trade Commission (FTC), *Cigarette Report for 2021*, January 2023, https://www.ftc.gov/system/files/ftc_gov/pdf/p114508cigarettereport2021.pdf [data for top 4 manufacturers only]; FTC, *Smokeless Tobacco Report for 2021*, January 2023, https://www.ftc.gov/system/files/ftc_gov/pdf/p114508smokelesstobaccoreport2021.pdf [data for top 5 manufacturers only]; FTC, *E-Cigarette Report for 2019-2020*, August 31, 2022, https://www.ftc.gov/system/files/ftc_gov/pdf/E-Cigarette%20Report%202019-20%20final.pdf [data for top 5 manufacturers only]. **Tobacco marketing influence on youth.** HHS, *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*, 2012, <https://www.cdc.gov/tobacco/sgr/2012/index.htm>. National Cancer Institute (NCI), *The Role of the Media in Promoting and Reducing Tobacco Use*, Smoking and Tobacco Control Monograph No. 19, 2008, http://cancercontrol.cancer.gov/trlb/monographs/19/m19_complete.pdf. See, also, Campaign factsheet, *Tobacco Marketing to Kids*, <http://www.tobaccofreekids.org/research/factsheets/pdf/0008.pdf>.

Wisconsin spending to reduce tobacco use and ranking. Campaign for Tobacco-Free Kids, et al., *Broken Promises to Our Children: The 1998 State Tobacco Settlement 24 Years Later*, January 13, 2023, <http://tfk.org/statereport>. CDC-recommended spending levels, *Best Practices for Comprehensive Tobacco Control Programs*, 2014. **Wisconsin cigarette tax and rank.** Orzechowski & Walker, *The Tax Burden on Tobacco*, 2020 [industry-funded annual report], with updates from state agencies and media reports. State average includes all taxes currently in effect.

Related Campaign for Tobacco-Free Kids Fact Sheets, available at:
<http://www.tobaccofreekids.org> or <https://www.tobaccofreekids.org/us-resources>.