



Tobacco Costs Us All

Save Lives, Save Money, Invest in Tobacco Prevention and Control

The Health and Economic Toll of Tobacco in Washington State

Tobacco use remains the leading cause of preventable death in Washington. It costs the state billions in medical bills every year, and today 16.2% of adults and 8% of youth (10th graders) still smoke cigarettes.^{1,2}

1 in 5 deaths

in Washington are caused by cigarettes, including from secondhand smoke¹

104,000

youth alive today will die prematurely from smoking³

27.4%

of cancer deaths are caused by smoking⁴

\$2.8 billion

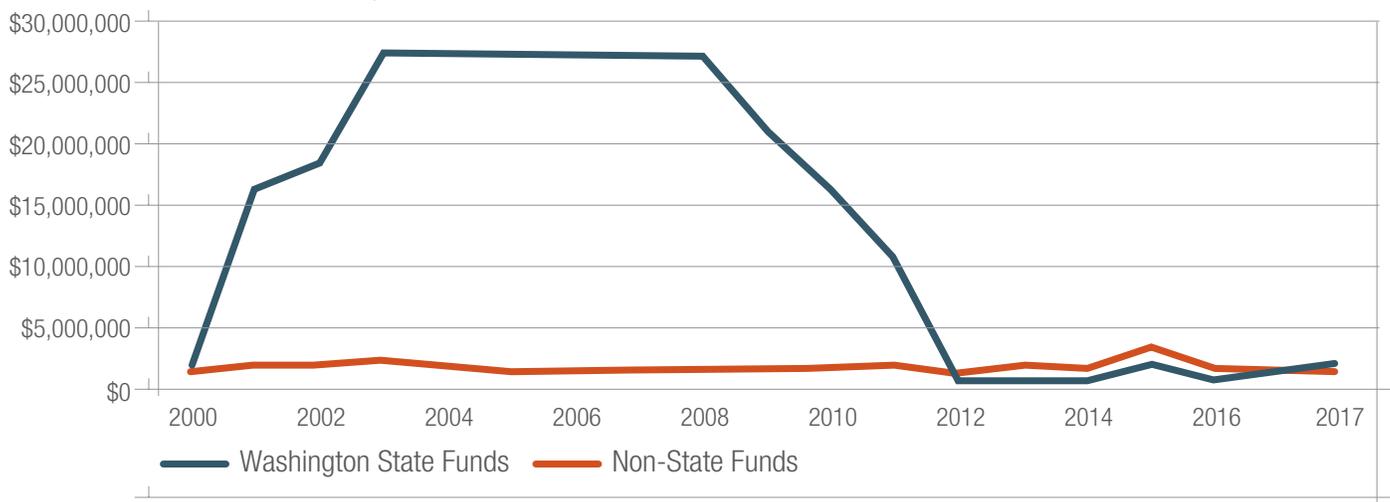
in annual health care costs are caused by smoking⁴

Our Progress Against Tobacco and Nicotine Use in Washington is at Risk

Washington State successfully and dramatically reduced smoking rates and exposure to secondhand smoke by strategically implementing Centers for Disease Control and Prevention (CDC) best practices. For more than a decade, a significant investment of state funding helped make this progress possible.

State funding for tobacco prevention and control has decreased significantly since 2009. Currently it is 3.6% of the minimum funding level recommended by the CDC.^{4,5} This has greatly reduced the state's ability to further protect the people of Washington State by supporting statewide and community-based activities, helping tobacco users quit, monitoring changes in tobacco use, and combating emerging challenges. This threatens to reverse the progress the state has made in saving lives and money.

FIGURE 1: Tobacco and Vapor Product Prevention and Control Program Funding Sources (State Fiscal Years 2000-2017)⁴



\$595,000,000: Revenue generated through Master Settlement Agreement payments and state taxes on tobacco products (2016).⁴

\$2.3 million: State funding for the Tobacco and Vapor Product Prevention and Control Program (SFY 2017).⁴

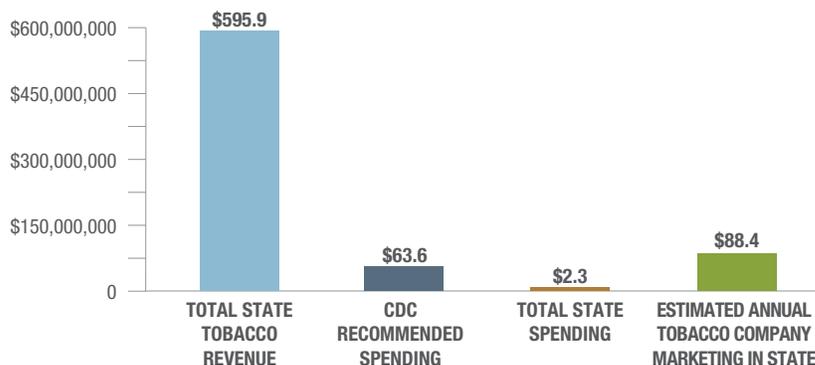
\$789 per household: Federal and state tax burden from government spending caused by smoking.⁴

To Stop Tobacco and Nicotine Use, We Must Combat Persistent and Emerging Challenges

An Old Challenge Persists: Millions in Tobacco Marketing

In fiscal year 2017, it's estimated that tobacco companies will spend more than \$88.4 million annually marketing their products in retail outlets across Washington State, making it difficult for people who smoke to quit, and encouraging youth to start.⁴ This is more than 38 times what the Department of Health's Tobacco and Vapor Product Prevention and Control Program currently receives to prevent tobacco and nicotine use.⁴

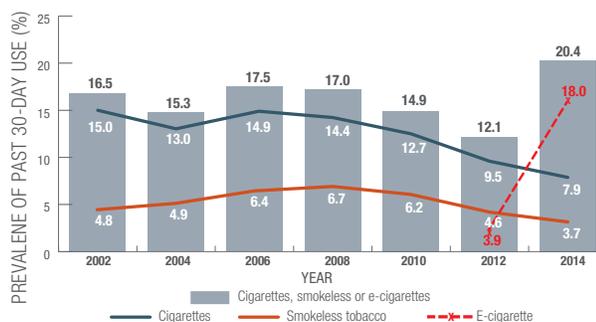
FIGURE 2: Washington's Tobacco Revenue, CDC Recommended Spending, State Spending and Tobacco Industry Marketing^{4*}



A Challenge Continues: Electronic Cigarettes and Vapor Products

Youth cigarette use is at an all-time low, but overall tobacco/nicotine use among youth has increased, largely due to electronic cigarettes and vapor products.^{1**} The rise in vapor product use among our youth (10th graders)—from 3.9% in 2012 to 18% in 2014—is very concerning.¹

FIGURE 3: Percent of Washington 10th graders who use cigarettes, smokeless tobacco, or e-cigarettes (HYS 2002-2014)¹



Tobacco Prevention is a Wise Public Health Investment

Washington State has proven that investing in tobacco prevention and control is a smart thing to do and is a critical part of ending the tobacco epidemic. A 2012 study of the program found that for every dollar previously invested, five dollars in tobacco-related hospitalization costs were saved.⁶ Funding tobacco prevention and control is an investment in Washington State's health and economic future.

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For people with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-525-0127 (TDD/TTY call 711).

Citations

¹ Washington State, Tobacco Facts, 2015 Update

² 2014 Washington State Healthy Youth Survey

³ Campaign for Tobacco Free Kids, https://www.tobaccofreekids.org/facts_issues/toll_us/washington

⁴ Campaign for Tobacco Free Kids, <http://www.tobaccofreekids.org/microsites/statereport2017/state/washington>

⁵ Centers for Disease Control and Prevention, Best Practices for Comprehensive Tobacco Control Programs—2014, http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm

⁶ Dilley, J.A., Harris, J.R., Boysun, M.J., Reid, T.R., 2012. Program, policy, and price interventions for tobacco control: qualifying the return on investment of a state tobacco control program. *American journal of public health* 102, e22-28.

* These comparisons are based on state tobacco prevention expenditures in FY2017 versus tobacco industry marketing expenditures in 2014 (the most recent year for which data is available).

** Electronic cigarettes and many vapor "e-juices" contain liquid nicotine. The amount of nicotine inhaled can vary greatly based on the type of product and how it is used.