

# Increase Funding for Ohio's Tobacco Prevention & Cessation Programs



## Health & Economic Costs of Tobacco Use in Ohio

The use of tobacco products remains the nation's number one cause of preventable death. Tobacco use is responsible for nearly 1 in 5 deaths nationwide.<sup>i</sup> In Ohio:

- An estimated 20,200 deaths are caused by smoking each year.<sup>ii</sup>
- 20.5% of adults smoke cigarettes.<sup>iii</sup>
- Smoking is estimated to cost \$5.64 billion in direct health care costs, including \$1.72 billion in Medicaid costs.<sup>iv</sup>
- Over 30% of cancer deaths in Ohio are caused by smoking.<sup>v</sup>
- **36.7%** of high school students use tobacco products, including 8.5% who smoke cigarettes, 7.2% who smoke cigars, 9.9% who use smokeless tobacco, and 29.8% who use electronic cigarettes.<sup>vi</sup>

In addition to cancer, tobacco increases the risk of heart attack, stroke, COPD, emphysema, chronic bronchitis, preterm delivery, stillbirth, low birth weight, SIDS, and other diseases.<sup>vii</sup>

## Tobacco Prevention & Cessation Programs in Ohio are Vital to Protect Youth

After years of decline, in 2018 we saw an increase in tobacco use among youth nationwide. At the same time, progress on previously declining youth use of other tobacco products, including cigarettes and cigars, has stalled. E-cigarette use has increased rapidly among youth, rising by 135% among high school students in the past two years.<sup>viii</sup> Largely due to skyrocketing youth e-cigarette use, the overall rate of tobacco use among high school students increased to 31.2% nationwide.<sup>ix</sup> E-cigarettes are the most commonly used tobacco product by middle and high school students, surpassing cigarette use, according to the most recent data available.<sup>x</sup> Furthermore, studies have found that e-cigarette use increases the risk of youth and young adults using combustible tobacco products.<sup>xi xii xiii</sup>

**While tobacco use driven by e-cigarette use is skyrocketing among youth, Ohio should increase funding for vital tobacco prevention and cessation programs. Action is needed to reverse these trends.** As the tobacco industry is evolving, the need for funding for tobacco prevention programs has never been greater.

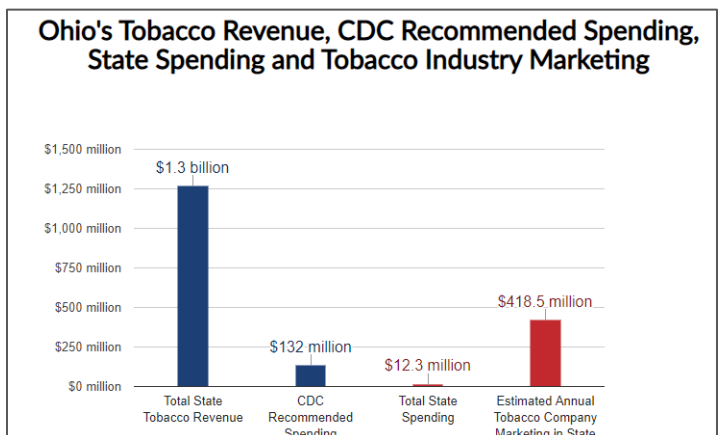
**It's imperative that programs are funded to protect the next generation from a lifetime of addiction.**

## Tackling Tobacco Use by Funding Tobacco Prevention and Cessation Programs

Fully funding evidence-based tobacco prevention and cessation programs, along with regular and significant tobacco tax increases and comprehensive smoke-free laws can reduce tobacco use. Ohio currently invests \$12.3 million per year in tobacco prevention and cessation programs, which is only 9.3% of the \$132 million the Centers for Disease Control and Prevention recommends that Ohio spends to combat the health and economic consequences of tobacco.

Increasing funding to \$35 million annually is a vital first step to protect our Ohio youth from tobacco. According to projections from the Campaign for Tobacco-Free Kids, this increase would:<sup>xiv</sup>

- Decrease youth smoking rates by 3.0%.
- Result in 8,200 fewer kids growing up to become addicted adult smokers.
- Result in 2,700 fewer kids growing up to die prematurely from smoking.
- Save \$172.2 million in future healthcare expenses.



Source: Broken Promises to Our Children: A State-By-State Look at the 1998 State Tobacco Settlement 21 Years Later.

Increasing funding for Ohio's tobacco prevention and cessation program is crucial to prevent kids from starting to use tobacco and help people already addicted to tobacco quit.

<sup>i</sup> Centers for Disease Control and Prevention (CDC). Health Effects of Cigarette Smoking. Updated May 14, 2017.

[https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/health\\_effects/effects\\_cig\\_smoking/](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/)

<sup>ii</sup> Campaign for Tobacco-Free Kids (CTFK). The Toll of Tobacco in Ohio. Updated January 31, 2020 .

[https://www.tobaccofreekids.org/facts\\_issues/toll\\_us/Ohio](https://www.tobaccofreekids.org/facts_issues/toll_us/Ohio)

<sup>iii</sup> Campaign for Tobacco-Free Kids (CTFK). The Toll of Tobacco in Ohio. Updated January 31, 2020 .

[https://www.tobaccofreekids.org/facts\\_issues/toll\\_us/Ohio](https://www.tobaccofreekids.org/facts_issues/toll_us/Ohio)

<sup>iv</sup> Campaign for Tobacco-Free Kids (CTFK). The Toll of Tobacco in Ohio. Updated January 31, 2020 .

[https://www.tobaccofreekids.org/facts\\_issues/toll\\_us/Ohio](https://www.tobaccofreekids.org/facts_issues/toll_us/Ohio)

<sup>v</sup> Lortet-Tieulent J, Goding Sauer, A, Siegel, RL, Miller, KD, Islami, F, Fedewa, SA, Jacobs, EJ, Jemal A. State-Level Cancer Mortality Attributable to Cigarette Smoking in the United States. JAMA Internal Medicine. Published online October 24, 2016.

<sup>vi</sup> Ohio Department of Health. Ohio Youth Risk Behavior Survey/Youth Tobacco Survey. 2019.

<sup>vii</sup> CDC (2017).

<sup>viii</sup> US Food & Drug Administration. Youth Tobacco Use: Results from the National Youth Tobacco Survey. Updated November 6, 2019.

<https://www.fda.gov/tobacco-products/youth-and-tobacco/youth-tobacco-use-results-national-youth-tobacco-survey>

<sup>ix</sup> Centers for Disease Control and Prevention. Youth and Tobacco Use. Updated December 10, 2019.

[https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/youth\\_data/tobacco\\_use/index.htm](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm)

<sup>xi</sup> U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. Atlanta, GA: U.S. 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, 2016.

<sup>xii</sup> National Academies of Sciences, Engineering, and Medicine. 2018. Public health consequences of e-cigarettes. Washington, DC: The National Academies Press.

<sup>xiii</sup> Berry KM, Fetterman JL, Benjamin EJ, et al. Association of Electronic Cigarette Use With Subsequent Initiation of Tobacco Cigarettes in US Youths. JAMA Netw Open. 2019;2(2):e187794.

<sup>xiv</sup> Campaign for Tobacco-Free Kids. Impact on Youth Smoking, Deaths & Related Health Costs from Changes to Ohio Tobacco Prevention Funding. April 13, 2020.