



Tobacco Use Still a Threat to North Carolinians

Despite the success made possible by the wise application of MSA funding, tobacco use remains the leading preventable cause of death in North Carolina. More than one million people in North Carolina still use tobacco, which is responsible for one in five deaths in the state. For each death, there are 20 more people who are sick or disabled because of tobacco use. North Carolina’s smoking-attributable direct medical care costs are conservatively estimated at \$2.4 billion annually with a cost of \$769 million for Medicaid. In addition, excess medical care costs from exposure to secondhand smoke in North Carolina are estimated to be \$293.3 million per year.

Tobacco prevention and control in North Carolina has been based on what science proves works; as a state, we need to maintain evidence-based strategies. The tobacco industry spends approximately \$396,000,000 marketing their products in North Carolina each year. Each year at least 100,000 students enter sixth grade in North Carolina. At this age, they become more vulnerable to tobacco marketing and other messages supporting tobacco use. Tobacco use tends to rise steadily from sixth through 12th grade. With no prevention program, or a diminished one, the risk to each new class of teens will grow.

States that have reduced or eliminated funding to prevent young people from becoming addicted to tobacco have seen their teen tobacco use rates stall out – or even rise. In Florida, teen tobacco rates increased 21 percent within three years after a budget cut. When Minnesota’s successful teen tobacco prevention media campaign was halted, within only six months youth susceptibility to smoking increased by 22 percent.

What Will It Take to Keep Our Kids (and Grandkids) Tobacco Free?

Investments in proven strategies to prevent young people from tobacco addiction and helping tobacco users who want to quit saves lives and money, and must be maintained. Using the CDC’s recommendations while recognizing the state’s tight fiscal environment, the North Carolina Division of Public Health recommends the following recurring funding be allocated from the Master Settlement Agreement funds. Given that the tobacco industry spends \$396 million annually to market tobacco products, the budget below for tobacco use prevention and cessation amounts to only 16 days of what is spent to market tobacco products in North Carolina.

Proposed MSA Funding to Prevent Young People from Becoming Addicted to Tobacco and Help Tobacco Users Who Want to Quit

Program/Category	Function	2012-13 Annual & Recurring Request
1. State and Community Based Grants Program	State and Local Program development/technical assistance and local grants implementation	\$8,109,159
2. QuitlineNC	Helping tobacco users who want to quit by providing a combination of counseling and Nicotine Replacement Therapy. <i>Fewer adult smokers (as role models) are proven to prevent young people from starting to use tobacco.</i>	\$2,878,000
3. Mass media initiative	Media services to prevent tobacco initiation and promote tobacco cessation services	\$5,503,895
4. Evaluation & Accountability	Impact and outcomes analysis	\$835,369
Total		\$ 17,326,423