

CAMPAIGN For TOBACCO-FREE Kids®

THE TOLL OF TOBACCO IN NORTH CAROLINA

Tobacco Use in North Carolina

- High school students who smoke: 24.8% [Girls: 23.3% Boys: 26.3%]
- High school males who use smokeless tobacco: 15.2%
- Kids (under 18) who try cigarettes for the first time each year: 52,700
- Additional Kids (under 18) who become new regular, daily smokers each year: 24,000
- Packs of cigarettes bought or smoked by kids in North Carolina each year: 27.5 million
- Kids exposed to second hand smoke at home: 416,000
- Percentage of workplaces that have smoke-free policies: 60.7%
- Adults in North Carolina who smoke: 24.8% [Men: 28.0% Women: 21.9% Pregnant Females: 13.2%]

Nationwide, youth smoking has declined since 1997, but remains at high levels. The 2002 National Youth Tobacco Survey (YTS) found that 22.9% of U.S. high school kids smoke and 10.8% of high school males use spit tobacco. U.S. adult smoking has decreased gradually since the 1980s, and 22.5% of U.S. adults (about 45 million) currently smoke.

Deaths in North Carolina From Smoking

- Adults who die each year in North Carolina from their own smoking: 11,500
- Annual deaths in state from others' smoking (secondhand smoke & pregnancy smoking): 1,240 to 2,210
- North Carolina kids who have lost at least one parent to a smoking-caused death: 9,000
- Kids alive in today who will ultimately die from smoking: 207,000 (given current smoking levels)

Smoking kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined -- and thousands more die from spit-tobacco use and other tobacco-related causes (but there currently are no good state-specific estimates of these other tobacco deaths). For every person in North Carolina who dies from smoking approximately 20 more state residents are suffering from serious smoking-caused disease and disability, or other smoking-caused health problems.

Tobacco-Related Monetary Costs in North Carolina

- Annual health care expenditures in the North Carolina directly caused by tobacco use: \$1.92 billion
- Total North Carolina Medicaid program payments caused by tobacco use: \$600 million
- Citizens' state/federal taxes to cover smoking-caused gov't costs: \$1.59 billion (\$488 per household)
- Smoking-caused productivity losses in North Carolina: \$2.82 billion
- Smoking-caused health costs and productivity losses per pack sold in North Carolina: \$6.59

Other non-health costs caused by tobacco use include direct residential and commercial property losses from smoking-caused fires (more than \$500 million nationwide); the costs of the extra cleaning and maintenance made necessary by tobacco smoke and tobacco-related litter (about \$4+ billion per year for commercial establishments alone); and additional work productivity losses from smoking-caused work absences, on-the-job performance declines, and disability during otherwise productive work lives (in the tens of billions nationwide) [productivity loss amount above is from smoking-death-shortened work lives, alone].

Tobacco Industry Advertising and Other Product Promotion

- Annual tobacco industry marketing expenditures nationwide: \$12.7 billion (\$34+ million per day)
- Estimated portion spent in North Carolina each year: \$488.0 million

Published research studies have found that kids are three times more sensitive to tobacco advertising than adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure, and that one-third of underage experimentation with smoking is attributable to tobacco company marketing.

North Carolina Government Policies Affecting The Toll of Tobacco in North Carolina

- North Carolina 2004/05 tobacco prevention spending from state tobacco settlement and tobacco tax revenues: \$15.0 million (National rank: 21)
- North Carolina cigarette tax per pack: 5¢ (National rank: 50th) [States' average is 84.0¢ per pack]

Sources

Youth smoking. 2003 Youth Risk Behavior Surveillance (YRBS). A 2002 Youth Tobacco Survey (YTS) found that 27.8% of high school students smoked, but the YTS and YRBS cannot be compared to show trends because of different methodologies. Current smoking = smoked in past month. The 2002 National Youth Tobacco Survey <http://www.cdc.gov/mmwr/PDF/wk/mm5245.pdf>. The 2001 Youth Risk Behavior Survey (YRBS), with a different methodology than the YTS, found that 28.5% of U.S. high school kids smoke and 14.8% of high school males use spit tobacco. **Male Youth smokeless.** 2001 YTS. Female smokeless use is much lower. **New youth smokers.** Estimate based on U.S. Dept of Health & Human Services (HHS), "Summary Findings from the 2000 National Household Survey on Drug Abuse" (2001), <http://www.samhsa.gov/oas/nhsda.htm>, with the state share of the national number allocated through the formula in CDC, "Projected Smoking-Related Deaths Among Youth -- United States," *Morbidity and Mortality Weekly Report (MMWR)* 45(44): 971-74 (November 8, 1996) [based on state young adult smoking rates, and as updated in CDC, *State Highlights 2004: Sustaining State Programs for Tobacco Control, 2004*, <http://www.cdc.gov/tobacco/datahighlights/index.htm>]. **Smokefree workplaces.** Shopland, D., et al., "State-Specific Trends in Smoke-Free Workplace Policy Coverage: The Current Population Survey Tobacco Use Supplement, 1993 to 1999," *Journal of Occupational & Environmental Medicine* 43(8): 680-86 (August 2001). **Kids exposed to secondhand smoke.** CDC, "State-Specific Prevalence of Cigarette Smoking Among Adults, and Children's and Adolescents' Exposure to Environmental Tobacco Smoke -- United States, 1996," *MMWR* 46(44): 1038-43 (November 7, 1997). **Packs consumed by kids.** Estimated from DiFranza, J. & J. Librett, "State and Federal Revenues from Tobacco Consumed by Minors," *American Journal of Public Health (AJPH)* 89(7): 1106-08 (July 1999) & Cummings, et al., "The Illegal Sale of Cigarettes to US Minors: Estimates by State," *AJPH* 84(2): 300-302 (February 1994), and North Carolina's youth population & smoking rates. **Adult smoking.** In state, 2003 *Behavioral Risk Factor Surveillance System (BRFSS)* <http://www.cdc.gov/mmwr/PDF/wk/mm5344.pdf> National rate, 2002 National Health Interview Survey (NHIS) <http://www.cdc.gov/mmwr/PDF/wk/mm5240.pdf> **Pregnant Females.** "Smoking During Pregnancy -- United States, 1990-2002, *Morbidity and Mortality Weekly Report (MMWR)* 53(39): 911-15 (October 8, 2004) <http://www.cdc.gov/mmwr/PDF/wk/mm5339.pdf>

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All CDC *MMWR*'s available at <http://www.cdc.gov/mmwr>. Abstracts of many of the cited articles at *PubMed*, <http://www.ncbi.nlm.nih.gov/entrez>.

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

- *Toll of Tobacco in the USA*
- *Comprehensive State Tobacco Prevention Programs Effectively Reduce Tobacco Use; and State Tobacco Prevention Programs Save Money*
- *Raising State Tobacco Taxes Always Increases State Revenues and Reduces Tobacco Use*

