



TOBACCO USE PREVENTION

PRIORITY: Promote tobacco use prevention in North Carolina through statewide, evidence-based and/or evidence-informed policies and appropriations for tobacco use prevention programs. Secure CDC-recommended levels of funding for evidence-based tobacco use prevention programs in North Carolina.

TOBACCO USE IN NC

Tobacco use is the leading cause of preventable death in North Carolina and the United States. **4,400** young people in North Carolina become new daily smokers each year, and **180,000** youth living in NC today will die prematurely from smoking. Almost **18%** of NC adults smoke.

From 2001 to 2012, \$17.3 million in state funds went to teen tobacco use prevention programs in North Carolina. North Carolina's teen tobacco use prevention programs were award winning, and the teen tobacco use fell from 38.3% in 2000 to 25.8% in 2009.

TEEN TOBACCO USE PREVENTION PROGRAMS

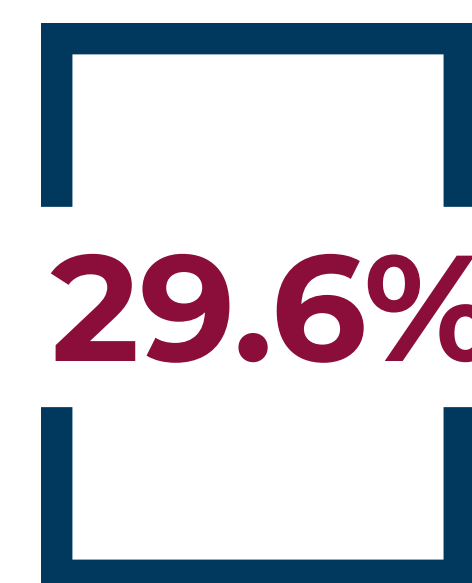
In fiscal year 2011-12, funding for teen tobacco use prevention programs was eliminated. With the increase in e-cigarette use, this funding is more important than ever. These programs teach teens to talk to their peers about the dangers of tobacco use, helping them become advocates for their own health.

Almost 3 in every 10 high school students uses tobacco.

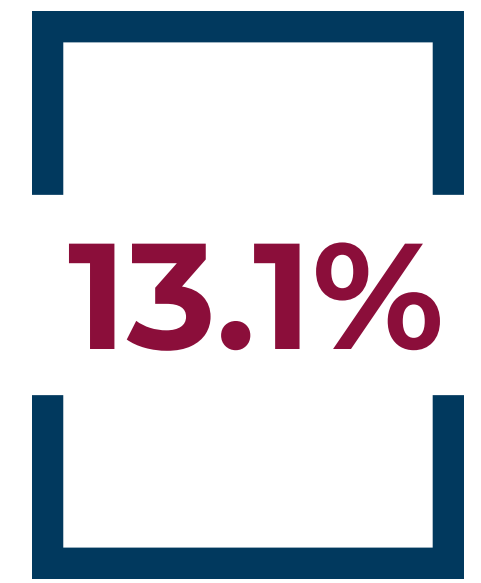
In 2017, the NC General Assembly appropriated \$1 million over the biennium to restart NC's award-winning teen tobacco use prevention programs. These funds are nonrecurring.

From 2011 to 2015 e-cigarette use by high school students increased 888%.

YOUTH TOBACCO USE



Nearly 30% of high school students use e-cigarettes



More than 13% of high school students smoke



The state pays \$3.81 billion every year in health care costs directly caused by smoking



The state gets \$140 million every year, which is meant for tobacco use prevention



NORTH CAROLINA ALLIANCE FOR HEALTH

For more information visit www.ncallianceforhealth.org/tobacco-use-prevention