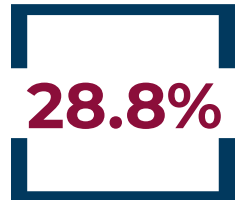


NORTH CAROLINA NEEDS H725

OUR KIDS CAN'T WAIT.

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.



Nearly 30%
of high
school
students use
tobacco

WE CAN DO BETTER.

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

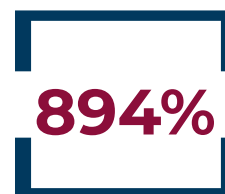
WE CAN AFFORD TO FUND PREVENTION.

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



WE CAN'T AFFORD NOT TO.

Since funding for teen tobacco use prevention programs was eliminated in FY2011-2012, youth tobacco use has increased significantly. We have seen an **894% increase in e-cigarette use among high school students since 2011.**



The
increase in
youth e-
cigarette
use since
2011



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

IT'S TIME TO FUND YOUTH TOBACCO USE PREVENTION.

Will you co-sponsor H725 and include funds in the budget for youth tobacco use prevention?



NORTH CAROLINA
ALLIANCE FOR HEALTH

For more information visit
[www.ncallianceforhealth.org/
tobacco-use-prevention](http://www.ncallianceforhealth.org/tobacco-use-prevention)