

We learned a lot in 2020.

One thing we learned was public health is pay now or pay later.

NC receives almost \$400 million in recurring tobacco-related revenues every year.

But we spend \$0 in recurring funding to prevent youth from becoming addicted to tobacco products like Juul.

Demand for QuitlineNC is exceeding funding.

While tobacco use costs our state \$4 billion every year.

It's not too late to pay now to protect public health.

