



TOBACCO USE PREVENTION

PRIORITY: Promote increased and recurring appropriations for robust and evidence-based tobacco use prevention and cessation programs and services.

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. More than **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.

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.

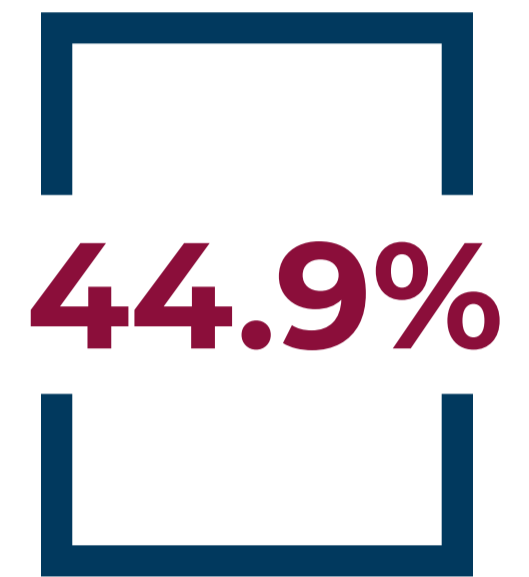
E-cigarette use among NC high school students has risen 1129% since 2011.

More than 65% of high school students who use tobacco have tried to quit in the past year.

YOUTH TOBACCO USE



More than 20% of high school students use e-cigarettes



Nearly 45% of high school students want to stop using tobacco



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

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