

## What is it?

Eliminating tobacco use and exposure means improving health by preventing tobacco abuse, promoting tobacco dependence treatment, protecting all people from exposure to secondhand smoke, and identifying and eliminating tobacco-related disparities.

## Why should I care?

- In Wisconsin each year, an estimated 8,000 people die of tobacco-related illnesses  
(Source: *Healthiest WI 2020*).
- Tobacco use is the single most preventable cause of death & disease in the US  
(Source: *Healthiest WI 2020*).
- Tobacco use accounts for 11% of Medicaid costs and nearly 10% of Medicare costs  
(Source: *Economic Benefits of Preventing Disease (National Prevention Strategy); Healthiest Wisconsin 2020; Healthy People 2020*).
- Annual health care costs are \$2000 higher for smokers than nonsmokers  
(Source: *Economic Benefits of Preventing Disease (National Prevention Strategy); Healthiest Wisconsin 2020; Healthy People 2020*).

## Tobacco Use and Exposure in Burnett County

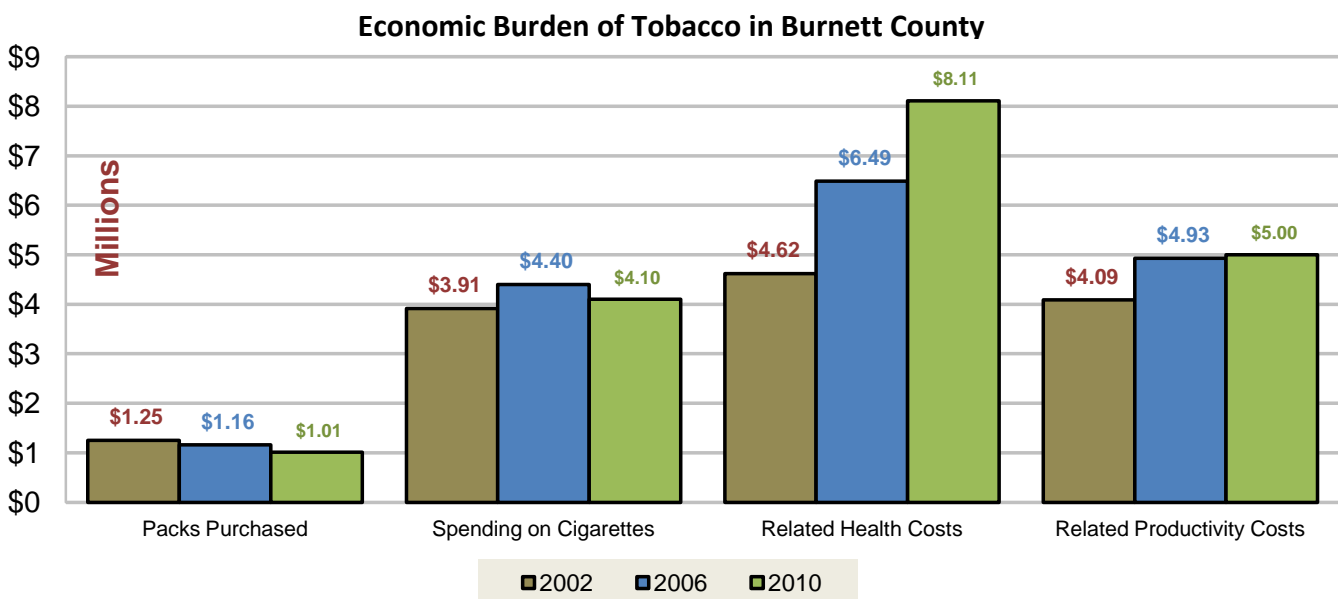
### Smoking Prevalence

- In Burnett County, the percent of adults who smoke is 23.8%, which is **higher** than WI (19.3%) and **higher** than the HP2020 goal of 12% for 2011-2014. (Source: *WISH*).
- The percent of mothers that smoke during pregnancy is still a major problem. The percentage for Burnett County at 31% is much **higher** than the Wisconsin average of 14% (Source: *County Health Rankings, 2011-2014*).



### Economic Impact

- Although smoking rates are decreasing, related health care costs and productivity costs are **increasing**.

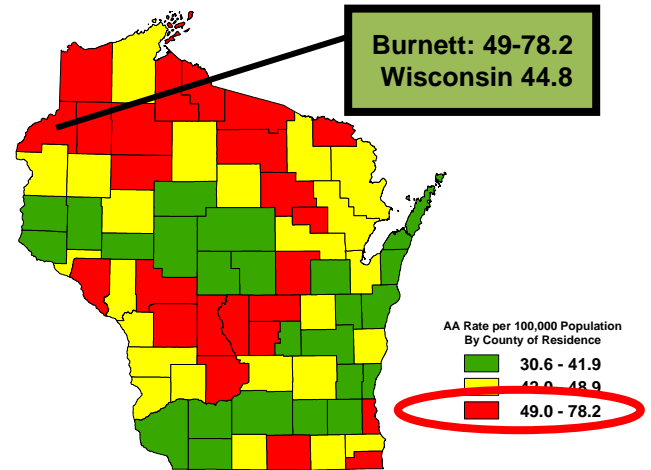


(Source: *Burden of Tobacco in WI*)

## Smoking Related Deaths

- Each year, 18% of all deaths in Burnett County are attributable to smoking, which is **higher** than Wisconsin at 15% (Source: *Burden of Tobacco, 2010*).
- Rates of death from lung cancer are **higher** in Burnett County (65 per 100,000 population) compared to the Western Region and WI and **above** the National Benchmark of 45.5 per 100,00 population (Source: *WISH, 2006-10*).
- Deaths from smoking-related diseases such as Cerebrovascular Disease, Chronic Obstructive Pulmonary Disease (COPD), Ischemic/Coronary Heart Disease and Lung Cancer, is **lower** in Burnett County (204.9 per 100,000 population) than in the Western Region (212.9) and Wisconsin (218.4). (Source: *WISH, 2006-10*).

## Rate of Lung Cancer Deaths



(Source: Western Regional Office 2009-2013)

## Tobacco Use Among Youth

In the 2014 Youth Risk Behavior Survey distributed to high school students in Burnett County, the following statistics were reported:

- 10.9% **smoked a whole cigarette for the first time before age 13**, which is **higher** than WI (7%) and the US (9%) for 2013.
- 8.6% **tried to quit smoking**, which is **lower** than WI (46%) and the US (48%) for 2013.
- 10.9% **used Chewing Tobacco, Snuff, or Dip**, which is **higher** than WI (9%) and the US (8%) for 2013

## Existing Assets and Resources in Burnett County Related to Tobacco Use and Exposure

### Wisconsin WINS Program

- Designed to decrease youth access to tobacco products through local initiatives including retailer education and training, compliance checks, media outreach, and community education.

### First Breath

- Program coordinated by the Wisconsin Women's Health Foundation that helps pregnant women in Wisconsin quit smoking. Tobacco cessation strategies are integrated into existing Prenatal Care Coordination Services at the Local Health Department.

### The Wisconsin Tobacco Quit Line, 1-800-QUIT-Now

- Offers a single access point to tobacco addiction treatment.

### Western Wisconsin Working for Tobacco-Free Living (W3TFL)

- Multi-Jurisdiction Coalition that includes Burnett, Pierce, Polk, Rusk, and St. Croix Counties. The mission is to prevent, reduce exposure to, and eliminate the use of tobacco products through policy work, education, and informational/service efforts.