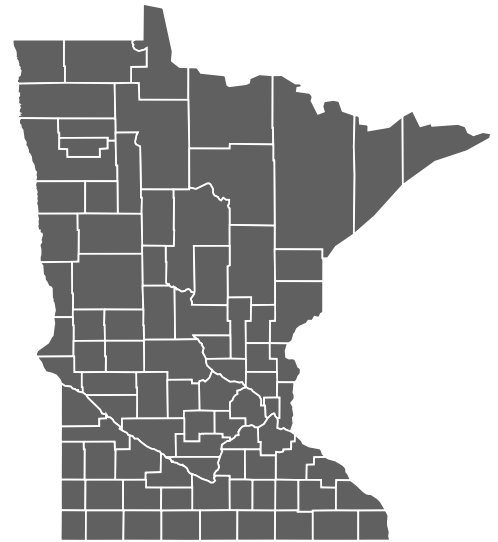


Tobacco's toll in one year



580,000

Adults smoke cigarettes



6,312
Tobacco-related deaths



\$3.2
BILLION
In excess medical costs



\$753
Tax burden per household

Population

Youth	1,284,387
Adults	4,205,207
Total residents	5,489,594

Among retailers assessed in **Minnesota**



2 in 3 sold flavored tobacco



Over **2 in 3** sold menthol tobacco



1 in 5 sold tobacco at discounted prices



Half offered little cigars for less than \$1.00



The Tobacco Industry spends \$110.5 million each year promoting tobacco products in Minnesota. That's about \$12,614 every hour.

Components of a comprehensive tobacco prevention program



A comprehensive, statewide tobacco control program is a coordinated effort to establish smoke-free policies and social norms to promote and assist tobacco users to quit, and to prevent initiation of tobacco use. An effective approach combines educational, clinical, regulatory, and economic and social strategies.

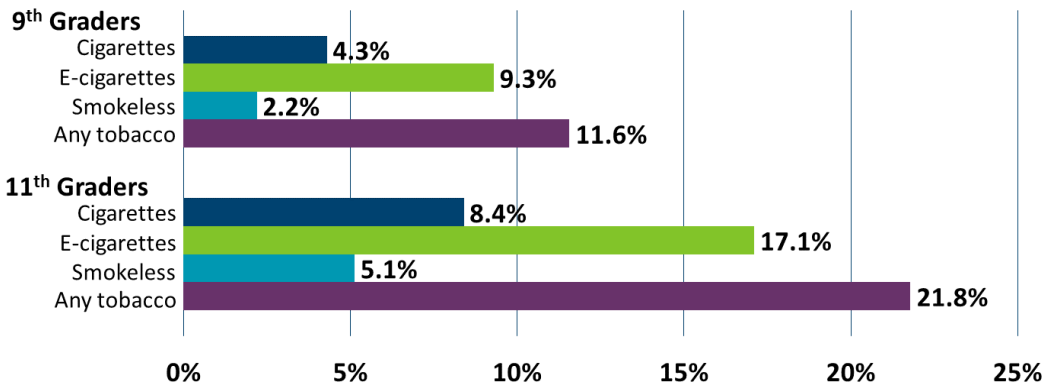
Programs that are comprehensive, sustained, and accountable have reduced smoking rates, as well as tobacco-related death and disease.

\$52.9 Million
CDC Recommended
Annual Investment

\$21.5 Million
Minnesota's
Investment

Youth tobacco use in Minnesota

Tobacco use among Minnesota's 9th and 11th grade students, 2016

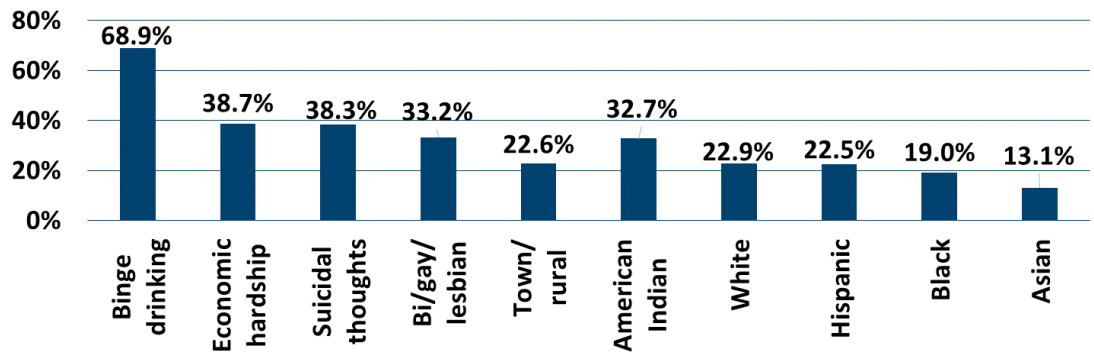


While the use of cigarettes, cigars, and smokeless tobacco have all declined, statewide youth e-cigarette use is now more than double cigarette use.

Statewide disparities in youth tobacco use

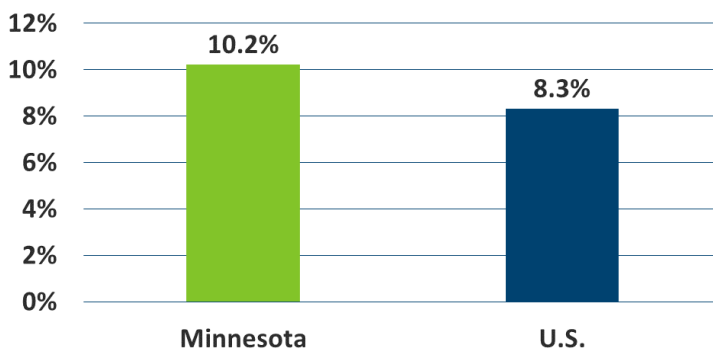
Despite declines in tobacco use overall, significant disparities remain among populations historically targeted by the Tobacco Industry. **Statewide, 21.8% of 11th graders use tobacco.**

Percent of Minnesota students who used any tobacco in past 30 days, Grade 11, 2016



Cigarette smoking during pregnancy

Percent of pregnant women who smoke, 2012-2015



Fetal exposure to nicotine can have long-term health consequences, including sudden infant death syndrome (SIDS), impaired fetal brain and lung development, hearing problems, effects on behaviors and obesity, and deficits in attention and cognition.



Sources: Blue Cross and Blue Shield of Minnesota Cost of Smoking Report, MDH Vital Statistics, Minnesota Adult Tobacco Survey, Minnesota Student Survey, SHIP County Surveys and Retailer Assessments, and U.S. Census Population Estimates

Want to know more about the burden of tobacco in Minnesota? Visit www.health.mn.gov/tobacco.