

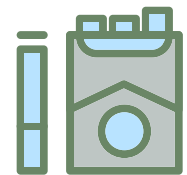
The Tobacco Industry uses flavors to target youth, LGBTQ+, and communities of color.



Menthol is easier to start and harder to quit because of its soothing and cooling effect, and it is the **only cigarette flavor** still allowed on the market.



Menthol has been **targeted toward African Americans** for decades. Wisconsin's Black neighborhoods are also exposed to **almost twice as much outdoor tobacco advertising** compared to white neighborhoods.

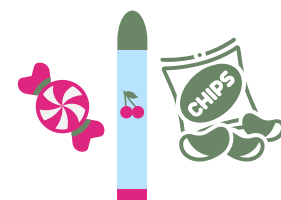


In 2018, **51%** of lesbian and gay people who smoke and **46%** of bisexual people who smoke **used menthol cigarettes**, compared with **39%** of heterosexual people who smoke.

It's too easy for kids to get their hands on flavored products



Many of the most popular **flavored e-cigarette brands** **remain on the market.**



Little cigars are often kept in front of the counter **near chips and candy** and are sold as singles for less than a dollar in Wisconsin's rural and urban counties. These products also come in a variety of fruit and candy flavors.

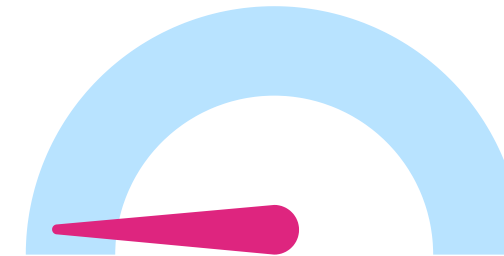
References: <https://bit.ly/39G11eF>



Tobacco use
remains the **#1 cause of death** in Wisconsin.*

\$5.3 Million

WI's Tobacco Prevention and Control Funding



\$156 Million

Tobacco industry's spend on marketing alone in WI

Wisconsin spends **less than one-tenth** what the Centers for Disease Control and Prevention recommends.



\$4.72 Billion

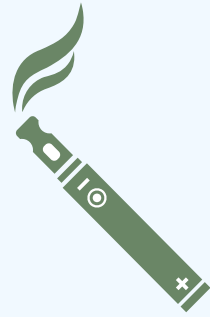
Tobacco costs Wisconsin \$4.72 billion in health care and lost productivity.

Those with mental health conditions or substance use disorders are **more likely to suffer** tobacco-related diseases such as cancer, lung disease, and cardiovascular disease.



* This document focuses on **commercial tobacco** - mass-produced products sold for profit that contain chemical additives. Native Americans have used traditional tobacco in sacred ways for centuries. By focusing tobacco prevention and control on commercial tobacco, we acknowledge and respect sovereign tribal nations' relationship with sacred tobacco.

Projects funded by Wisconsin's Tobacco Prevention and Control Program are making strides in addressing tobacco use in Wisconsin.



Local tobacco prevention alliances throughout the state work to address the tobacco epidemic in partnership with schools and other community partners. The new **Live Vape Free** program also **addresses the teen vaping epidemic** by helping teens quit and educating on the health impacts of vaping.



Local tobacco prevention networks outreach to people of faith and other stakeholders for **No Menthol Sunday**. This includes engaging faith leaders and their congregations through sermons and events and **encouraging retailers not to sell menthol**.



Wisconsinites have access to limited quit services through the **Wisconsin Quit Line** and **Wisconsin American Indian Quit Line**. Medicaid recipients are also encouraged to utilize the Medicaid program's basic tobacco cessation benefits. The **Wisconsin Women's Health Foundation's First Breath** program **helps pregnant and postpartum Wisconsinites quit**.

The environments where people are born, live, learn, work, play, and worship have a major impact on their health, well-being, and quality of life.



In Wisconsin, tobacco retailers are **more likely** to sell products **near playgrounds and schools in low-income communities** than in more affluent neighborhoods.



Exposure to retail marketing is linked to kids starting to use tobacco, and it **makes it harder for people who smoke to quit** as it normalizes tobacco use, triggers impulse purchases, and discourages quit attempts.



Wisconsin's rate of smoking during pregnancy **exceeds the national average**. Smoking during pregnancy and secondhand smoke exposure during childhood increase risks of sudden infant death syndrome (SIDS), asthma, ear infections, and other preventable illnesses.