



TOBACCO USE PREVENTION FUNDING

TOBACCO USE, CVD, AND STROKE

Almost one third of deaths from coronary heart disease are attributable to smoking and secondhand smoke.

Prolonged exposure to secondhand smoke increases the risk of a stroke by **20-30%**

Source: US Department of Health and Human Services. 50 Years of Progress: A Report of the Surgeon General, 2014. 2014. Available at: <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/50-years-of-progress-bysection.html>.

TOBACCO USE PREVENTION FUNDING

Preventing youth tobacco use is one of the foundations of strong tobacco control policy

CDC best practices for youth tobacco prevention funding

TOBACCO USE IN NORTH CAROLINA

Almost **3 in every 10** high school students (**125,111**) are current tobacco users, an increase from 2011 rates

Use of electronic cigarettes by North Carolina high school students increased **888%** between 2011 and 2015, from **1.7% to 16.8%**

There are currently **180,000** youth alive in North Carolina who will die prematurely from smoking

HISTORY OF THE MASTER SETTLEMENT AGREEMENT (MSA) IN NORTH CAROLINA

What is the MSA?

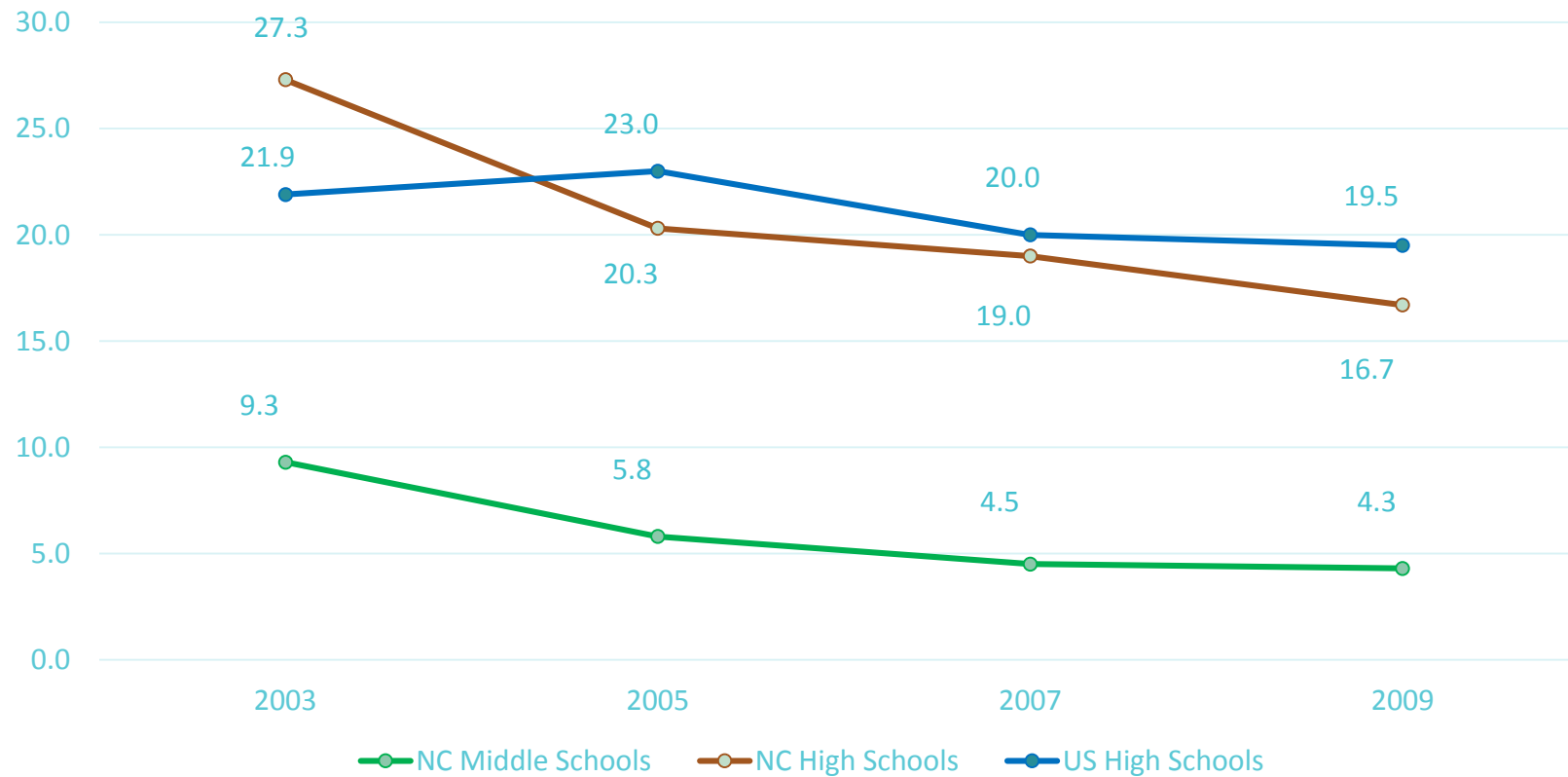
\$140 million to North Carolina every year

The Health and Wellness Trust Fund

Elimination of teen tobacco use prevention programs

SUCCESS OF MSA-FUNDED YOUTH TOBACCO PREVENTION PROGRAMS 2003-2009

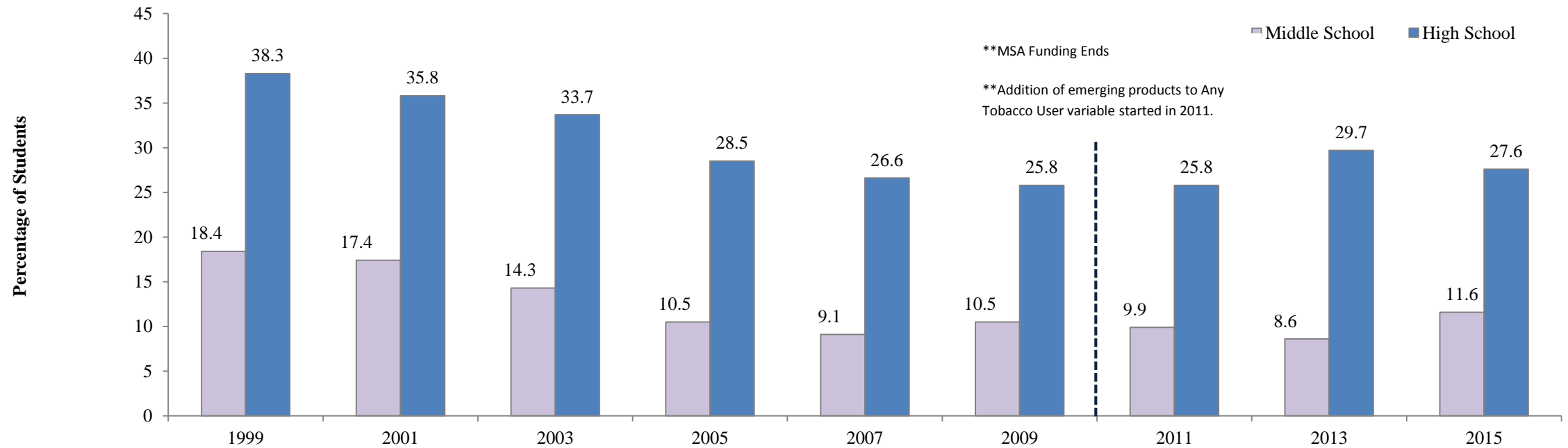
Cigarette Use in NC Middle & High Schools and Comparison to National High School Rates



ALL TOBACCO USE AMONG NC YOUTH IS INCREASING

LACK OF NC FUNDING TO EDUCATE YOUTH ABOUT THE HARMS OF E-CIGARETTES

NC Middle & High School Current* Users of Any Tobacco Product: NC YTS, 1999-2015



TIMELY REPORT FROM U.S. SURGEON GENERAL E-CIGARETTE USE AMONG YOUTH AND YOUNG ADULTS DEC. 2016

E-cigarettes are devices that typically deliver nicotine, flavorings, and other additives to users via an inhaled aerosol.

Nicotine exposure during adolescence can cause addiction and can harm the developing brain.

Nicotine can cross the placenta and is a risk factor for the fetus (for example, for SIDS and obesity).

E-cigarette aerosol is NOT harmless water vapor.

The screenshot shows a website page with a yellow header. On the left, there is a logo that says "KNOW THE RISKS" with "E-CIGARETTES & YOUNG PEOPLE" underneath, flanked by two white arrows pointing outwards. On the right side of the header, there are navigation links: "get the facts", "know the risks", "take action", "about", and "resources". Below the header is a large black and white photograph of a young man wearing a cap, looking off to the side. Overlaid on the left side of the photo is the text "THE FACTS" in large yellow letters, followed by "on e-cigarette use among youth and young adults" in smaller yellow text. Below this text are two buttons: a yellow button with a speech bubble icon and the text "A Message from the U.S. Surgeon General", and a circular icon with a share symbol and the text "Share this page". A yellow checkmark icon is positioned below the share button. At the bottom of the page, there is a section titled "E-cigarette Basics" in yellow, followed by a paragraph of text: "E-cigarettes are devices that heat a liquid into an aerosol that the user inhales. The liquid usually has nicotine and flavoring in it, and other additives. The nicotine in e-cigarettes and regular cigarettes is addictive. E-cigarettes are considered".

CDC REPORTS: AMONG YOUTH, E-CIGARETTE USE MAY LEAD TO CONVENTIONAL CIGARETTE USE

U.S. adolescents and young adults who had never smoked but used e-cigarettes at baseline were 8.3 times more likely to progress to cigarette smoking after 1 year than nonusers of e-cigarettes.



PREVENTION FUNDING PROPOSAL (AT MINIMUM)

Regional teen tobacco use prevention programs through local partners	\$6,400,000
Youth leadership training	\$200,000
1 FTE for tobacco-free campus coordinator	\$100,000
1 FTE for smoke-free multi-unit housing coordinator	\$100,000
Education and enforcement of state youth access tobacco law, including Electronic nicotine devices	\$100,000
Evaluation of tobacco use prevention program	\$100,000



QUESTIONS?

