



State of Wisconsin
Department of Health Services

Scott Walker, Governor
Dennis G. Smith, Secretary

April 19, 2011

The Honorable Scott K. Walker
Governor of Wisconsin
Room 115 East Capitol
Madison, Wisconsin 53702

Dear Governor Walker:

The Department of Health Services is pleased to submit the 2010 Annual Report to the Governor and the Legislature on the Wisconsin Tobacco Prevention and Control Program (TPCP). The report is required by Wisconsin Statute s .252.01(11).

Tobacco contributes to the deaths of 8,000 Wisconsin citizens every year and costs the state nearly \$4 billion in annual health care costs and lost worker productivity. The TPCP is responsible for providing leadership, facilitating diverse partnerships, and administering funding and prevention program activities. The TPCP continues to invest in evidence-based strategies within a comprehensive effort to effectively reduce tobacco use and exposure.

Wisconsin continued its success during 2010 in preventing youth tobacco use and promoting tobacco addiction treatment, eliminating tobacco-related disparities and eliminating exposure to secondhand smoke. Highlights include:

Youth

- Middle school students who are identified as current smokers have declined from 12% in 2000 to 3.9% in 2010, a 67% change.
- High school students who identified themselves as current smokers have declined from 32.9% in 2000 to 17.7% in 2010, a 46% change.
- Youth access to tobacco products has declined substantially from 24.6% of establishments selling to minors in 2000 to 4.7% selling to youth in 2010.

Adults

- In 2009, the smoking rate among adults was 22.5%, over 980,000 people.
- Per capita consumption is declining from 94.0 packs sold per capita in 1990 to 72 packs in 2009.
- In 2009, with respect to education, 40.4% of the population having less than a high school education were smokers, compared to 6.7% for college graduates.
- For the population of pregnant women, the following were smokers in 2009: 15% White, 15% Black, 38% Native American, 5% Hispanic and 5% Laotian/Hmong.

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- By age, 18-24 year olds had a smoking rate of 24.2%, ages 25-34 - 38.1% and 65 years of age - 6.9%.
- Annually, over 7,200 Wisconsin residents died from smoking-related illnesses, with an additional 850 deaths of non-smokers from secondhand smoke.

Treating Tobacco Dependence

- 13,193 individuals called the Wisconsin Tobacco Quit Line (1-800-Quit-Now) in 2010; treatment included a two-week supply of no-cost nicotine replacement therapy (NRT) and free counseling. The University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) administers the program through funding from TPCP.
- Since 2001, First Breath, a program of the Wisconsin Women's Health Foundation, has helped over 10,000 pregnant women quit smoking. This program, now a national model, integrates quit strategies into existing prenatal care models and partners with local public health agencies and health care systems.

Smoke-Free Policies

- As of July 5, 2010, the state of Wisconsin is smoke-free in all workplaces.

Every dollar invested in the state's comprehensive tobacco control program yields dividends in health care savings. Tobacco use contributes to the deaths of more people each year in Wisconsin than alcohol, Acquired Immune Deficiency Syndrome (AIDS), car crashes, illegal drug use, murder and suicide combined. The work of the TPCP and its partners will continue to reduce the burden of tobacco in Wisconsin.

Sincerely,



Dennis G. Smith
Secretary