MINNESOTA KEY FACTS

$1.3M

Was received from CDC for tobacco prevention and control activities in FY 2018

14.5%

Of adults smoked cigarettes in 2017

5,900

Adults die from smoking-related illnesses each year

$2.5B

Was spent on healthcare costs due to smoking in 2009

PUBLIC HEALTH RESPONSE TO TOBACCO USE IN MINNESOTA

Minnesota’s tobacco prevention and control program is working to eliminate barriers to help smokers quit for good. Most smokers try a number of times to quit successfully, so eliminating barriers to quitting, such as copayments for treatment or limits on the number of quit attempts covered by insurance, are critical ways to help smokers quit. To help low-income smokers quit, the Minnesota tobacco program and the state Medicaid program worked to eliminate copayments on tobacco cessation medication for Medicaid recipients. The state also conducted direct outreach to Medicaid providers to train them on the benefit and help them understand how the benefit works. The state also developed public service announcements that emphasized the no-cost benefits of medications and cessation counseling to the state’s Medicaid population.
CDC’s ROLE IN ADVANCING STATE TOBACCO CONTROL PROGRAMS

Minnesota is one of 50 states plus DC that receives funding and technical support from the Centers for Disease Control and Prevention to support comprehensive tobacco control efforts and quitlines. The Office on Smoking and Health (OSH) is the lead federal agency for comprehensive tobacco prevention and control. For decades, OSH has led public health efforts to prevent young people from using tobacco and to help all tobacco users to quit.

C D C ’ s T I P S F R O M F O R M E R S M O K E R S ® ( T i p s ® ) C A M P A I G N HELPS MINNESOTA SMOKERS QUIT SMOKING

Despite significant progress, tobacco use remains the leading preventable cause of death and disease in the US. The good news is that 7 out of 10 smokers want to quit smoking. That is why since 2012 CDC has been educating the public about the consequences of smoking and exposure to secondhand smoke and encouraging smokers to quit through a federally funded, national tobacco education campaign, Tips From Former Smokers®. The campaign features former smokers suffering from the real consequences of smoking.

The Tips® campaign connects smokers with resources to help them quit, including a quitline number (1-800-QUIT-NOW) which routes callers to their state quitline. The Minnesota quitline provides free cessation services, including counseling and medication. These services are effective in improving health outcomes and reducing healthcare costs.

Incoming calls to the Minnesota state quitline increased by an average **122%** during the 2018 Tips® campaign. The Minnesota state quitline received a total of **2,782** calls from April 23rd – October 8th during the 2018 Tips® campaign.

MINNESOTA TOBACCO PREVENTION & CONTROL PROGRAMS REDUCE HEALTHCARE COSTS

Tobacco prevention and control activities are a public health “best buy.” Evidence-based, statewide tobacco control programs that are comprehensive, sustained, and accountable have been shown to reduce the number of people who smoke, as well as tobacco-related diseases and deaths. For every dollar spent on tobacco prevention, states can reduce tobacco-related health care expenditures and hospitalizations by up to $55. The longer and more states invest, the larger the reductions in youth and adult smoking. A comprehensive statewide tobacco control program includes efforts to:

1. **Prevent initiation of tobacco use especially among youth and young adults**
2. **Promote cessation and assist tobacco users to quit**
3. **Protect people from secondhand smoke**

For more information on tobacco prevention and control, visit cdc.gov/tobacco.

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“I was thinking about relapsing today and the new commercials came on. It changed my mind real fast. You don’t understand the power of these commercials until you have made the decision to quit. Terrie Hall makes me cry every time . . . that could easily be me.”

- Justin: January 2016