

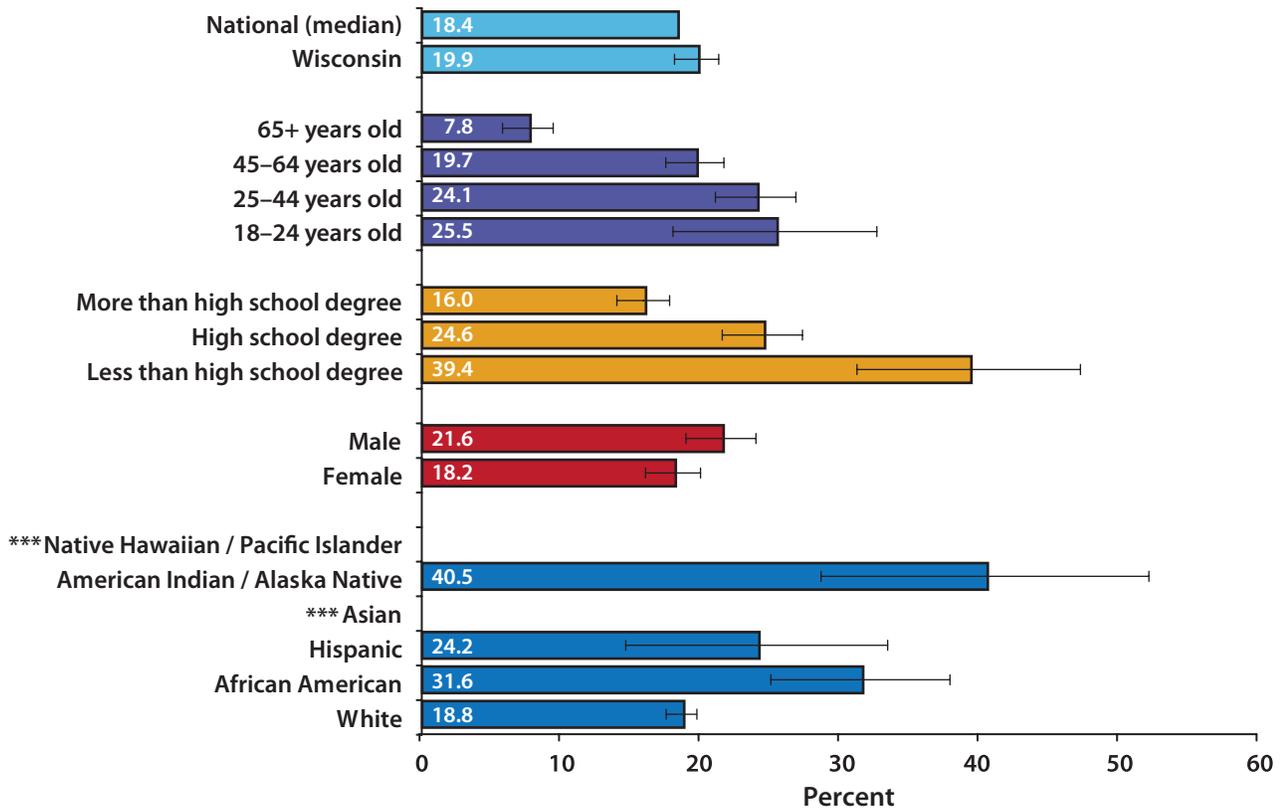
Monitor

In Wisconsin, 19.9% of the adult population (aged 18+ years)—over 856,000 individuals—are current cigarette smokers. Across all states, the prevalence of cigarette smoking among adults ranges from 9.3% to 26.5%. Wisconsin ranks 33rd among the states.

Among youth aged 12–17 years, 12.2% smoke in Wisconsin. The range across all states is 6.5% to 15.9%. Wisconsin ranks 42nd among the states.

Among adults aged 35+ years, over 7,200 died as a result of tobacco use per year, on average, during 2000–2004. This represents a smoking-attributable mortality rate of 244.2/100,000. Wisconsin's smoking-attributable mortality rate ranks 13th among the states.

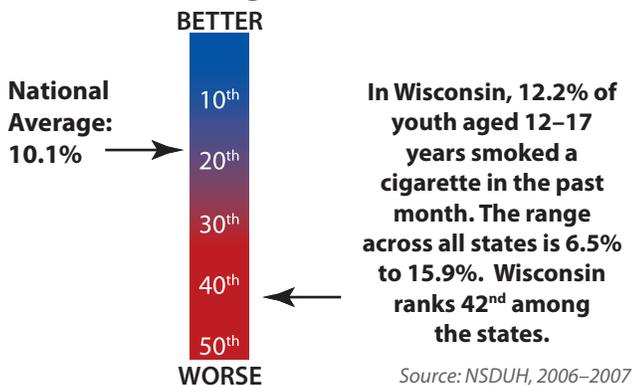
Current Smoking Among Adults by Demographic Characteristics



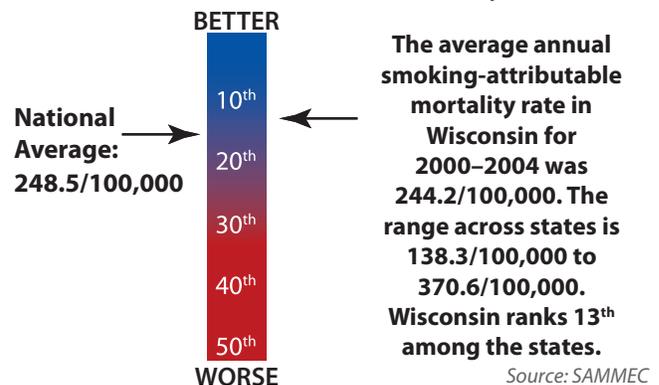
*** Data not shown because sample size is less than 50.

Source: BRFSS, 2007–2008

Past-Month Cigarette Use Among Youth Aged 12–17 Years



Smoking-Attributable Adult (35+ Years) Mortality

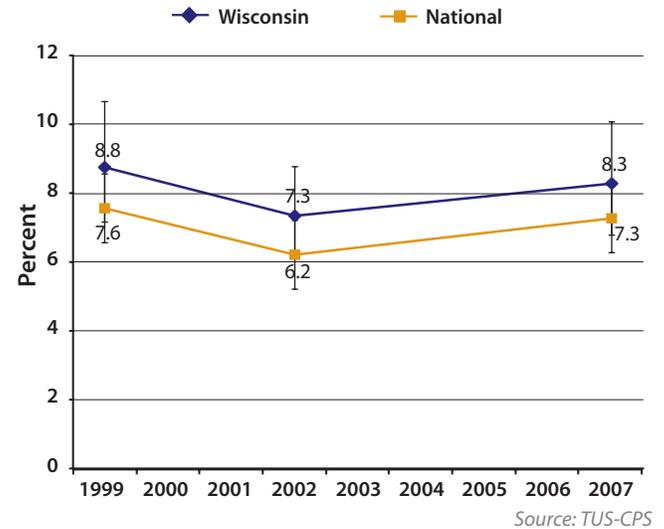


Protect

Wisconsin does not have a statewide smoke-free law that provides adequate protection against exposure to secondhand smoke in public places.



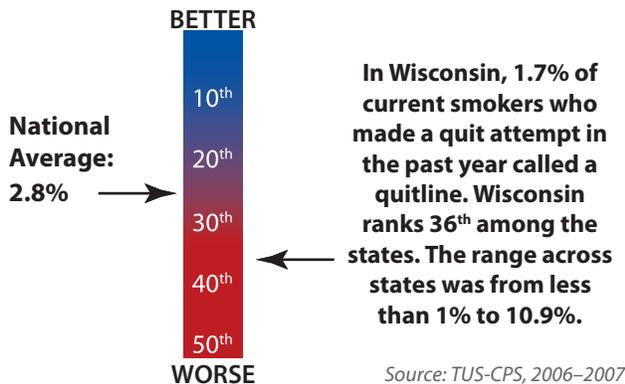
Adults Who Reported Anyone Smoking in Work Area Within Past 2 Weeks



Among adults who work indoors, the percentage who reported anyone smoking in their work area within the preceding 2 weeks has remained higher in Wisconsin than in the nation overall. Currently, Wisconsin ranks 32nd among the states for workplace exposure, at 8.3%.

Offer

Percentage of Smokers Calling Quitline



Best Practices estimates 8% of smokers could access quitlines each year. In Wisconsin, 1.7% of current smokers who made a quit attempt in the past year called a quitline.

The Medicaid fee-for-service program in Wisconsin provides only partial coverage for tobacco dependence treatment. Wisconsin's Medicaid policy provides coverage for both bupropion and varenicline. Wisconsin's Medicaid policy provides coverage for individual counseling but not group or telephone counseling.

Medicaid Coverage for Counseling and Medications

Nicotine Replacement	Varenicline	Bupropion	Counseling
Partial	 Yes	 Yes	Partial

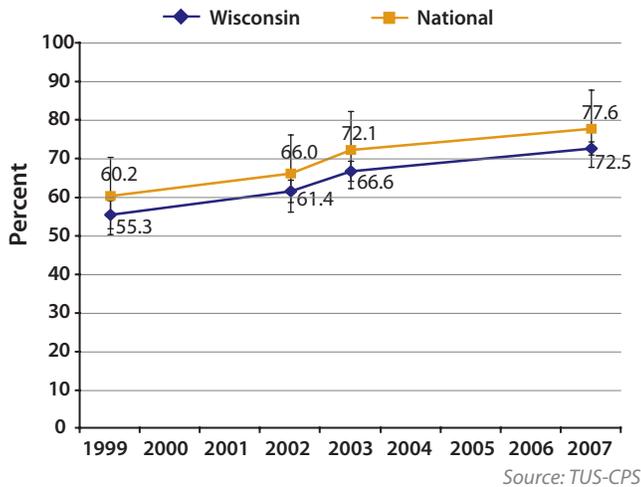
Source: MMWR 2009;58(43):1199–204

Warn

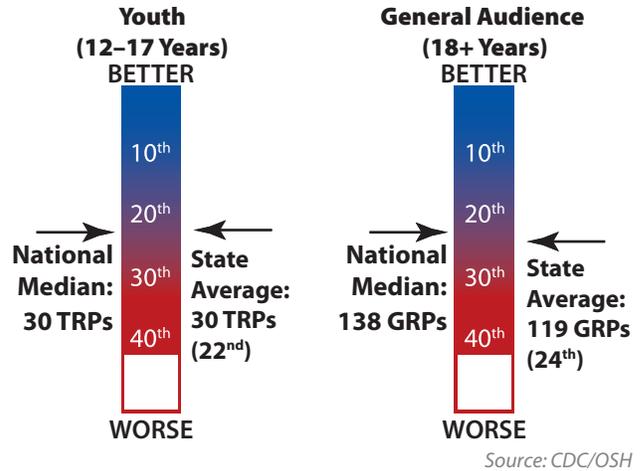
Smoke-free home rules represent awareness of the dangers of secondhand smoke. In Wisconsin, as in the nation, an increasing number of families have such a rule.

Currently, 72.5% of Wisconsin homes have this rule. Wisconsin ranks 39th among the states.

Households with No-Smoking Rules



Antitobacco Media Campaign Intensity, Per Quarter



Rating point data were available for 42 states and the District of Columbia. *Best Practices* recommendations translate into an average of 800 targeted rating points (TRPs) in effective youth and 1,200 gross rating points (GRPs) in effective general audience antitobacco media campaigns per quarter. Wisconsin's major media market(s) aired an average of 30 youth TRPs and 119 general audience GRPs per quarter in 2008. Wisconsin ranks 22nd among the states for the number of youth TRPs and 24th among the states for the number of general audience GRPs aired.

Enforce

Wisconsin preempts local regulation of tobacco industry promotions, sampling, and display of tobacco products in commercial establishments.



Retail Environment Tobacco Licensure

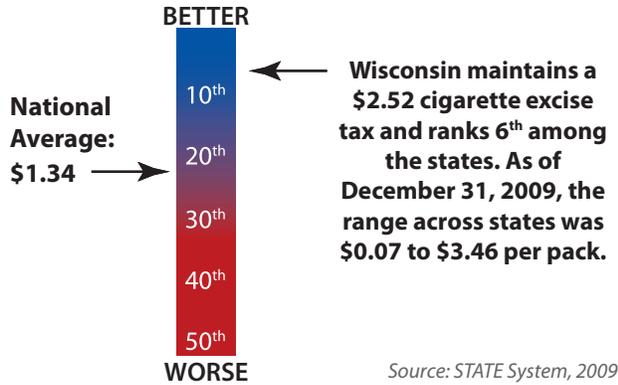
Over the Counter	Vending Machines
Yes	Yes

Source: STATE System, 2009

Wisconsin requires all establishments selling tobacco products over the counter and by vending machine to be licensed. Currently, 38 states require licensure for both over-the-counter and vending machine sales.

Raise

Amount of Cigarette Excise Tax

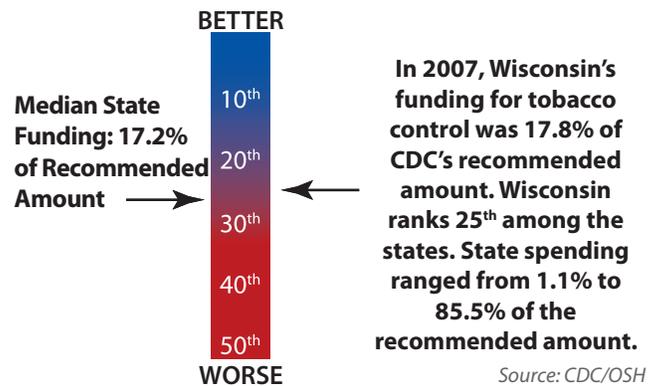


Wisconsin maintains a \$2.52 per pack tax and ranks 6th among the states.

Wisconsin has a minimum price law. Wholesalers must mark up cigarettes by 3% and retailers must mark up cigarettes by at least 6%. This law has the effect of limiting the amount of discounting that can be offered through coupons and other types of sales promotions.

Approximately 15% of the annual revenue generated from state excise taxes and settlement payments would fund Wisconsin's tobacco control program at the *Best Practices* recommended amount. However, in 2007, Wisconsin's funding for tobacco control was 17.8% of the recommended level. Wisconsin ranks 25th among the states.

State Funding for Tobacco Control



Minimum Price Law for Cigarettes



Source: CDC/OSH