

## Tobacco's toll in one year



**1,400**

Adults smoke cigarettes



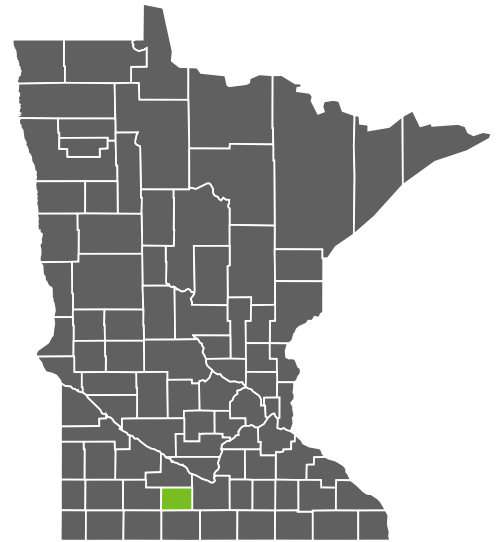
**1 in 7**  
Deaths are tobacco-related



**\$8.7 MILLION**  
In excess medical costs



**\$753**  
Tax burden per household



## Population

|                        |               |
|------------------------|---------------|
| Youth                  | 2,648         |
| Adults                 | 8,304         |
| <b>Total residents</b> | <b>10,952</b> |

## Among retailers assessed in Minnesota



**2 in 3** sold flavored tobacco



Over **2 in 3** sold menthol tobacco



**1 in 5** sold tobacco at discounted prices



**Half** offered little cigars for less than \$1.00



The Tobacco Industry spends \$110.5 million each year promoting tobacco products in Minnesota. That's about \$12,614 every hour.

## Local action for effective tobacco prevention



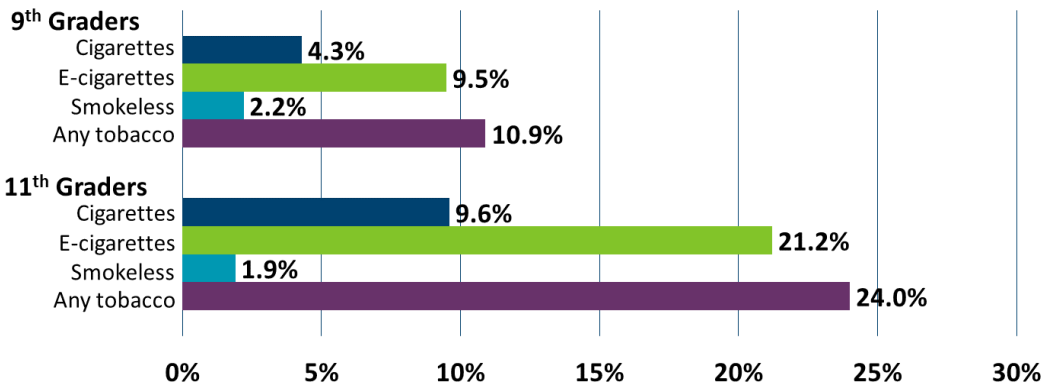
**The Minnesota Department of Health supports community driven solutions to create tobacco-free environments and promote quitting.**

Communities are working to:

- Reduce tobacco industry influence in retail stores.
- Increase the price of tobacco.
- Provide support and resources to Minnesota smokers who want to quit.
- Raise the minimum tobacco sales age to 21.
- Promote smoke-free environments.
- Engage diverse populations throughout Minnesota.

# Youth tobacco use in Watonwan County

Tobacco use among Watonwan County's 9<sup>th</sup> and 11<sup>th</sup> grade students, 2016



Statewide, over 17% of 11th graders use e-cigarettes, while only 8.4% use cigarettes and 5.1% use smokeless tobacco.

## Statewide disparities in youth tobacco use

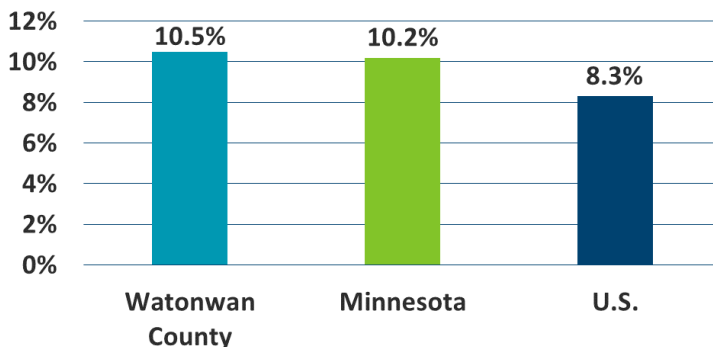
Despite declines in tobacco use overall, significant disparities remain among populations historically targeted by the Tobacco Industry. **Statewide, 21.8% of 11th graders use tobacco.**

Percent of Minnesota students who used any tobacco in past 30 days, Grade 11, 2016



## Cigarette smoking during pregnancy

Percent of pregnant women who smoke, 2012-2015



Fetal exposure to nicotine can have long-term health consequences, including sudden infant death syndrome (SIDS), impaired fetal brain and lung development, hearing problems, effects on behaviors and obesity, and deficits in attention and cognition.



Sources: Blue Cross and Blue Shield of Minnesota Cost of Smoking Report, MDH Vital Statistics, Minnesota Adult Tobacco Survey, Minnesota Student Survey, SHIP County Surveys and Retailer Assessments, and U.S. Census Population Estimates

**Want to know more about the burden of tobacco in Minnesota? Visit [www.health.mn.gov/tobacco](http://www.health.mn.gov/tobacco).**