Tobacco use and exposure is the leading cause of preventable death in Wisconsin, linked to 7,700 deaths and $4.5 billion in health care and lost productivity each year. There is a need for programs and policies to keep people from using tobacco in the first place, and to use less tobacco.

Wisconsin—and the Wisconsin Health Improvement Plan—recognize the sacred use of ceremonial tobacco among Native Americans, and use the word “tobacco” to refer to commercial tobacco use.

Many populations use tobacco at disproportionately higher rates than the general population (17%), such as those impacted by depression (31%), Medicaid recipients (36%) and African Americans (36%).

Additionally, adverse childhood experiences (ACEs) are connected to risk behaviors (like tobacco use) and linked to negative health outcomes in adulthood. Data show that 74% of all smokers in Wisconsin have experienced at least one ACE, compared with 57% of the general population. There are efforts underway in Wisconsin to explore integrating trauma-informed practices into treatment efforts while continuing to focus on the strong connection between smoking and adversity in childhood.

Though fewer Wisconsin youth are smoking, new tobacco products threaten this progress. Smokeless tobacco use among high school students increased 67% from 5.8% in 2012 to 10% in 2014, and the rising popularity of e-cigarettes is a concern. Some youth communities are using tobacco much more than others and some are also impacted by tobacco advertising more than others.

References:

United Health Foundation, “America’s Health Ranking.” [Online]. Available at http://www.americashealthrankings.org/


**Priority: Tobacco**

**Goal: Prevent and Reduce Smoking and Other Tobacco Products**

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**Objective 1**

Reduce adult smoking rate from 17.3% in 2014 to 16.3% in 2020

**Strategies**

- **Strategy 1:** Improve access to, coverage for and use of evidence-informed cessation services. Target outreach to pregnant women, their families and health care providers.

- **Strategy 2:** Integrate tobacco cessation into behavioral health care treatment and services and educate tobacco users with behavioral health concerns about benefits of quitting smoking.

- **Strategy 3:** Train stakeholders and professionals working in tobacco intervention about the correlation between and among addictions, and on trauma-informed care practice and motivational interviewing.

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**Objective 2**

Reduce use of other tobacco products by adults from 15.6% in 2014 to 14% in 2020

**Strategies**

- **Strategy 1:** Implement tobacco-free policies on college campuses.

- **Strategy 2:** Educate and engage at-risk populations, such as behavioral health, low socioeconomic status, racial/ethnic minorities and LGBTQ populations, about the dangers of other tobacco products.

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**Objective 3**

Reduce use of other tobacco products by youth

- Among middle school youth from 5.2% in 2014 to 4.5% in 2020

- Among high school youth from 33.7% in 2014 to 31% in 2020

**Strategies**

- **Strategy 1:** Educate and engage youth and school officials about the dangers of other tobacco products and implement tobacco-free school policies.

- **Strategy 2:** Increase the number of compliance checks conducted and education and outreach to retailers.

- **Strategy 3:** Identify and implement evidence-informed policies to reduce youth use.