

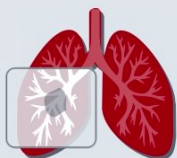


## PROTECT KIDS, SAVE LIVES, AND REIN IN HEALTH CARE COSTS BY REDUCING TOBACCO USE

### TOBACCO USE REMAINS THE LEADING PREVENTABLE CAUSE OF DEATH IN THE UNITED STATES

- Tobacco use is responsible for **490,000 deaths each year** and more than 16 million Americans currently live with a tobacco-caused disease.
- Tobacco use is responsible for more than \$241 billion in health care costs each year. These health care costs **burden families, employers' bottom line and government budgets.**
- Tobacco use is a **leading cause** of cancer, heart disease, and respiratory disease.
- Tobacco use **almost always begins during adolescence**, when people are more vulnerable to nicotine addiction and less aware of the risks.
- Nicotine can **harm** the developing adolescent brain. Nicotine exposure during adolescence can impact attention, memory and learning.
- Nicotine addiction can make tobacco users **more susceptible to addiction** to other drugs such as cocaine and methamphetamine.
- Most adults who smoke **want to quit**, but ending an addiction to nicotine is difficult.

ANNUAL HEALTH CARE COSTS  
**\$241.4 BILLION**



**490,000 DEATHS**



each year from cigarette smoking or exposure to secondhand smoke.

### NEW TOBACCO PRODUCTS ARE PLACING A NEW GENERATION AT RISK FOR NICOTINE ADDICTION AND TOBACCO USE

- New and emerging tobacco products often provide a combination of appealing flavors and **high levels** of nicotine.
- Some of the latest products can contain as much nicotine as **20 packs of cigarettes or more**, putting kids at risk of quick and severe addiction.
- E-cigarettes have been the **most popular tobacco product** among youth since 2014.
- Last year, **more than 1.6 million young people**, including 7.8 percent of high school students, were e-cigarette users.

DISPOSABLE E-CIGS TODAY CAN CONTAIN THE SAME NICOTINE AS:

**20+ PACKS OF CIGARETTES**



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### DESPITE PROGRESS IN REDUCING SMOKING RATES, MORE THAN 28 MILLION AMERICANS STILL SMOKE CIGARETTES


- Some communities face **higher rates of smoking and tobacco-caused disease**, including people with lower levels of income and education, rural communities, American Indians, members of the LGBT community, and people with a behavioral health condition.

**REDUCING TOBACCO USE PROVIDES AN IMPORTANT OPPORTUNITY TO PROTECT KIDS, PREVENT DISEASE, SAVE LIVES, ADVANCE HEALTH EQUITY, AND REIN IN HEALTH CARE COSTS.**


**CONGRESS AND FEDERAL AGENCIES LIKE THE CDC AND FDA CAN REDUCE THE DEATH AND DISEASE CAUSED BY TOBACCO BY TAKING THE FOLLOWING ACTIONS:**




Congress can protect FDA's authority to regulate tobacco products for the protection of public health. Over the past several years, Big Tobacco and its allies in Congress have sought to undermine the authority of the FDA in various ways. For example, appropriations bills have included provisions that would prevent the agency from moving forward with rules to prohibit menthol cigarettes and flavored cigars as well as reduce nicotine levels in cigarettes. We are concerned that other legislation could be advanced that would weaken the FDA's authority to regulate tobacco products.




Congress can increase funding for CDC's Office on Smoking and Health (OSH) to \$310 million, which provides funding for state tobacco prevention and cessation programs, runs a cost-effective media campaign that is helping smokers to quit, and supports state quitlines that provide tobacco cessation treatments. Alarming, previous appropriations bills have zeroed out funding for OSH.



FDA can remove flavored e-cigarettes from the market through its premarket review process because flavors increase the appeal and use of e-cigarettes by young people.



FDA and its enforcement partners can step up their efforts to clear the market of illegal, unauthorized e-cigarettes, which have not undergone a required public health review by FDA. Although there are thousands of e-cigarettes on the market, FDA has only authorized 34 tobacco-and menthol-flavored e-cigarette products and devices.



FDA can continue to advance its proposed rule that would limit nicotine levels in cigarettes and other combusted (smoked) tobacco products to minimally addictive or non-addictive levels, a move that would save millions of lives.

**FOR MORE INFORMATION, VISIT [WWW.TOBACCOFREEKIDS.ORG](http://WWW.TOBACCOFREEKIDS.ORG)  
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