



## NATIONAL STATE-BASED TOBACCO CONTROL PROGRAMS

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rate of 17.4% (where being ranked 1<sup>st</sup> is best.) North Carolina's direct medical costs from smoking are \$3.81 billion each year and the estimated annual health care costs from SHS are \$293 million. According to the 2014 US Surgeon General's Report, tobacco product marketing is key factor that sustains the tobacco epidemic. In North Carolina, it is estimated that the tobacco industry spends \$406 million annually to market these addictive products. While cigarette smoking has declined among North Carolina's young people from 15.5% of high school students in 2011 to 8.9% in 2017, all tobacco use increased from 25.8% of high school students in 2011 to 28.8% in 2017 due to the use of emerging tobacco products, especially electronic cigarettes, which are the top tobacco product used by high school students followed by cigars/cigarillos/little cigars, which are often marketed with flavors.

**Organizations Funded:**     Private     Local Government     Both

**Source of Funds:**            State \_\_\_\_\_            Federal   X