

SMOKING FACT SHEET

Tobacco use in West Virginia

- High school students who smoke: 22.3% (Girls: 20.9%; Boys: 23.7%) (WV YTS 2009)
- Percentage of West Virginia high school students who have smoked on school property in the 30 days prior to the Youth Tobacco Survey (YTS): 6.3% (WV YTS 2009)
- Percentage of West Virginia high school students who have ever-smoked, who smoked a whole cigarette before age 13 (or 9th grade): 32.7% (WV YTS 2009)
- Adults in West Virginia who smoke: 26.5%, highest rate in the country (WV BRFSS 2008)
- High school males who use smokeless tobacco: 24.8% (WV YTS 2009)
- Kids (under 18) who try cigarettes for the first time each year: 17,400 (U. S. DHHS "Summary Findings from the 2005 National Survey on Drug Use and Health" (www.oas.samhsa.gov/nsduh/2k5nsduh/tabs/Sect4peTabs10to11.pdf) with state share from MMWR 45(44):971-74 (Nov 8, 1996).
- Additional Kids (under 18) who become new regular, daily smokers each year: 2,400 (Campaign for Tobacco-Free Kids: <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=WV>)
- Packs of cigarettes bought or smoked by kids in West Virginia each year: 5.9 million (Campaign for Tobacco-Free Kids: <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=WV>)

Deaths in West Virginia From Smoking

- Adults who die each year in West Virginia from their own smoking: 3,785 (WV Health Statistics Center, Tobacco Is Killing and Costing Us, combined years 2002-2006: http://www.wvdhhr.org/bph/hsc/pubs/other/tikacu2009/TIKACU_for_online_final_09_02_09.pdf)
- Annual adult deaths in state from secondhand smoke: 410 (Campaign for Tobacco-Free Kids: <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=WV>)
- West Virginia kids who have lost at least one parent to a smoking-caused death: 2,200 (Campaign for Tobacco-Free Kids: <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=WV>)
- Kids alive in state today who will ultimately die from smoking: 46,000 (given current smoking levels) (Campaign for Tobacco-Free Kids: <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=WV>)

Smoking, alone, kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. For every person in West Virginia who dies from smoking, approximately 20 more state residents suffer from serious smoking-caused disease and disability, or other tobacco-caused health problems.

Tobacco-Related monetary Costs in West Virginia

- Annual health care expenditures in the WV directly caused by smoking: \$1.3 billion (WV Health Statistics Center, Tobacco Is Killing and Costing Us, combined years 2002-2006: http://www.wvdhhr.org/bph/hsc/pubs/other/tikacu2009/TIKACU_for_online_final_09_02_09.pdf)
- Smoking-caused productivity losses in West Virginia: \$1.09 billion (WV Health Statistics Center, Tobacco Is Killing and Costing Us, combined years 2002-2006: http://www.wvdhhr.org/bph/hsc/pubs/other/tikacu2009/TIKACU_for_online_final_09_02_09.pdf)
- Combined direct health care costs & productivity losses: \$2.39 billion (WV Health Statistics Center, Tobacco Is Killing and Costing Us, combined years 2002-2006: http://www.wvdhhr.org/bph/hsc/pubs/other/tikacu2009/TIKACU_for_online_final_09_02_09.pdf)
- Smoking-caused health costs and productivity losses per pack sold in West Virginia: \$11.66 (WV Health Statistics Center, Tobacco Is Killing and Costing Us, combined years 2002-2006, dividing total costs by total packs sold in WV: http://www.wvdhhr.org/bph/hsc/pubs/other/tikacu2009/TIKACU_for_online_final_09_02_09.pdf)
- State Medicaid program's total health expenditures caused by smoking: \$229.0 million (Campaign for Tobacco-Free Kids, cites: Zhang, X et al., "Cost of Smoking to the Medicare Program, 1993," Health Care Financing Review 20(4):1-19, Summer 1999; Office of Management and Budget, Budget for the United States Government---Fiscal Year 2000, Table S-8, 1999.)
- Citizens' state/federal taxes to cover smoking-caused government costs: (\$584/household) (Campaign for Tobacco-Free Kids: <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=WV>)

The productivity loss amount, above, is from smoking-death-shortened work lives, alone. Additional work productivity losses totaling in the tens of billions nationwide come from smoking-caused work absences, on-the-job performance declines, and disability during otherwise productive work lives. Other non-health costs caused by tobacco use include direct residential and commercial property losses from smoking-caused fires (about \$400 million nationwide); and the costs of extra cleaning and maintenance made necessary by tobacco smoke and tobacco-related litter (about 44+ billion per year for commercial establishments alone).

Tobacco Industry Advertising and Other Product Promotion

- Annual tobacco industry marketing expenditures nationwide: \$12.8 billion (\$35+ million per day) (Campaign for Tobacco-Free Kids: <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=WV>)
- Estimated portion spent in West Virginia each year: \$140.4 million (Campaign for Tobacco-Free Kids: <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=WV>)

Published research studies have found that kids are three times more sensitive to tobacco advertising than adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure, and that one-third of underage experimentation with smoking is attributable to tobacco company marketing.

West Virginia Government Policies Affecting The Toll of Tobacco in West Virginia

- Annual State tobacco prevention spending: \$5.7 million [National rank: 20th (with 1 the best), based on percent of CDC recommended minimum] (Campaign for Tobacco-Free Kids: <http://www.tobaccofreekids.org/reports/settlements/state.php?StateID=WV>)
- State cigarette tax per pack: \$0.55 [National rank: 43rd (average state tax is \$1.34 per pack)] (Campaign for Tobacco-Free Kids: <http://www.tobaccofreekids.org/research/factsheets/pdf/0097.pdf>)

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<http://www.wvdtpp.org/Tools/FactSheets/tabid/394/Default.aspx>