

# Tobacco Use and Exposure

**Forest - Oneida - Vilas Counties  
Ministry Saint Mary's Hospital**

**Healthiest Wisconsin 2020  
Everyone Living Better Longer  
Health Focus Area**

# Tobacco Related Spending

- **In 2011, the tobacco industry spent \$8.4 billion on cigarette advertising and promotional expenses in the United States alone, and 83.6% (\$7.0 billion) of this expenditure was spent on price discounts**
- **Smokeless tobacco advertising and promotion rose to \$451.7 million in 2011—up from \$444.2 million in 2010**
- **A number of electronic products, such as electronic cigarettes (e-cigarettes), cigars, and pipes, are being introduced in the marketplace. However, at the present time, comparable data on expenditures for the marketing and promotion of these products are not available**

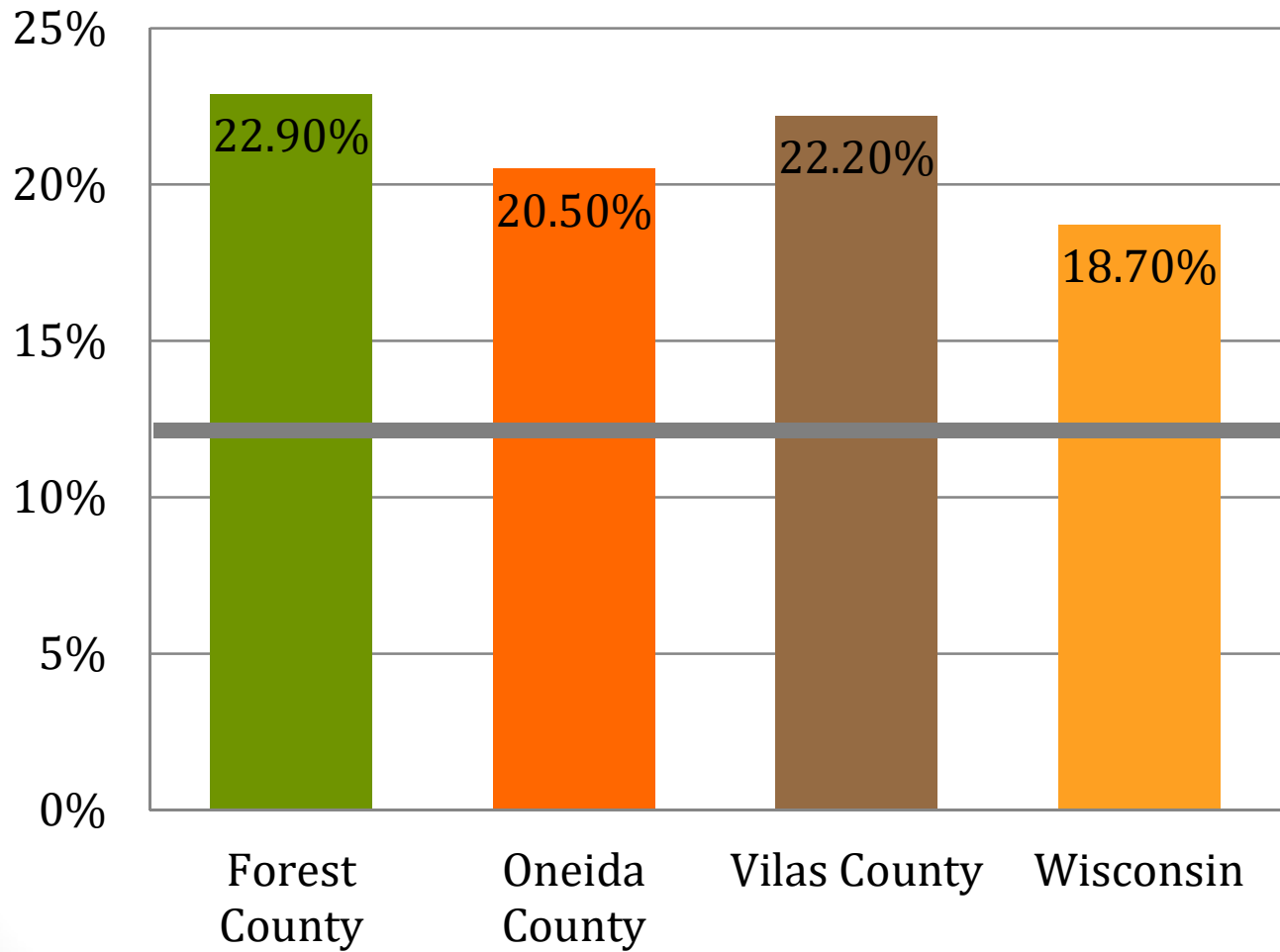
# Economic Costs Associated with Smoking

**Annual smoking-attributable economic costs in the United States estimated for the years 2009–2012 were more than \$289 billion, including**

- **At least \$133 billion for direct medical care of adults and more than \$156 billion in lost productivity**
- **\$5.6 billion (2006 data) for lost productivity due to exposure to secondhand smoke**

# Age-Adjusted Percent of Population Smoking Cigarettes

HP 2020 Goal: 12%



# WISCONSIN WINS PROGRAM

# Forest County

## Percent of Successful Tobacco Purchases by Minors

---

	Percent of Retailers Selling to Minors	Number of Sales to Minors	Number of Visits
2009	0.0%	0	26
2010	11.1%	2	18
2011	9.1%	1	11
2012	22.2%	4	18
2013	4.8%	1	21
2014	17.6%	3	17
<b>Total</b>	<b>10.0%</b>	<b>11</b>	<b>111</b>

---

# Oneida County

## Percent of Successful Tobacco Purchases by Minors

---

	Percent of Retailers Selling to Minors	Number of Sales to Minors	Number of Visits
2009	2.0%	3	105
2010	4.8%	3	63
2011	0.0%	0	49
2012	18.3%	11	60
2013	10.5%	6	57
2014	18.6%	8	43
<b>Total</b>	<b>8.2%</b>	<b>31</b>	<b>277</b>

---

# Vilas County

## Percent of Successful Tobacco Purchases by Minors

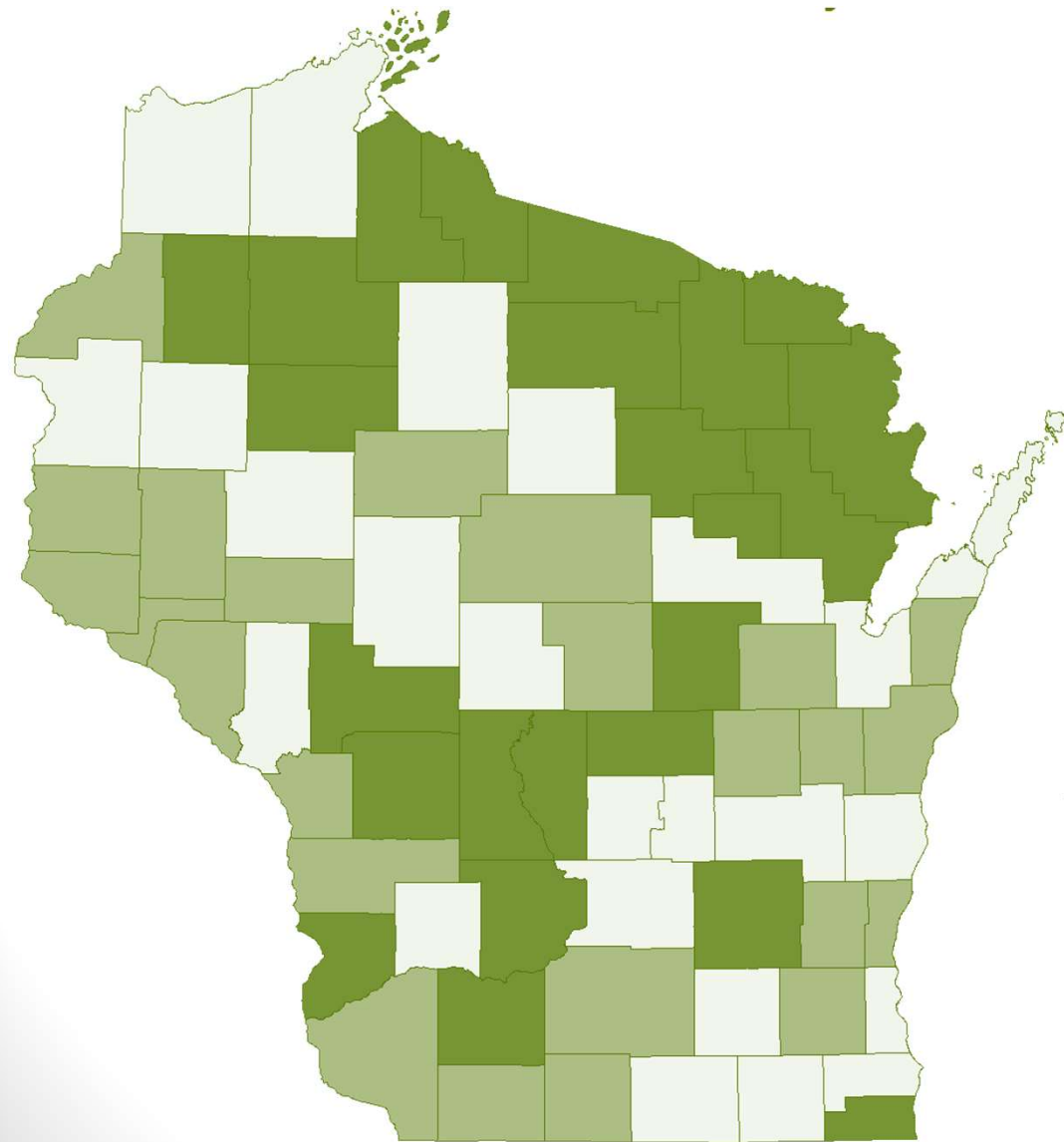
---

	Percent of Retailers Selling to Minors	Number of Sales to Minors	Number of Visits
2009	1.0%	1	105
2010	13.3%	6	45
2011	4.8%	2	42
2012	22.9%	11	48
2013	15.9%	7	44
2014	13.5%	5	37
<b>Total</b>	<b>10.0%</b>	<b>32</b>	<b>321</b>

---



# 2009-2013 Age-Adjusted Mortality Rate with Smoking Related Diseases Listed as the Primary Cause of Death

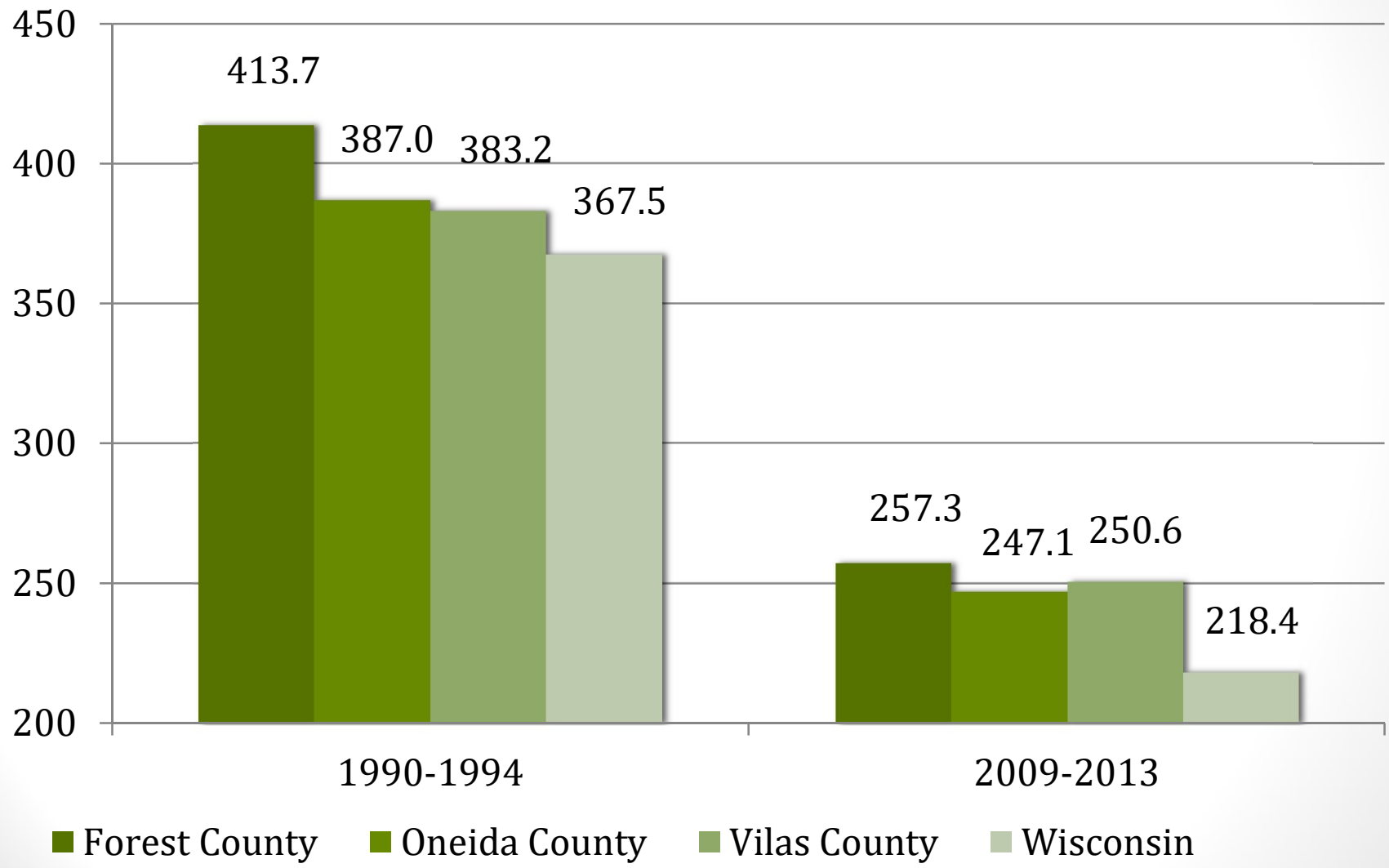


<b>Forest County</b>	<b>257.3</b>
<b>Oneida County</b>	<b>247.1</b>
<b>Vilas County</b>	<b>250.6</b>
<b>Wisconsin</b>	<b>218.4</b>

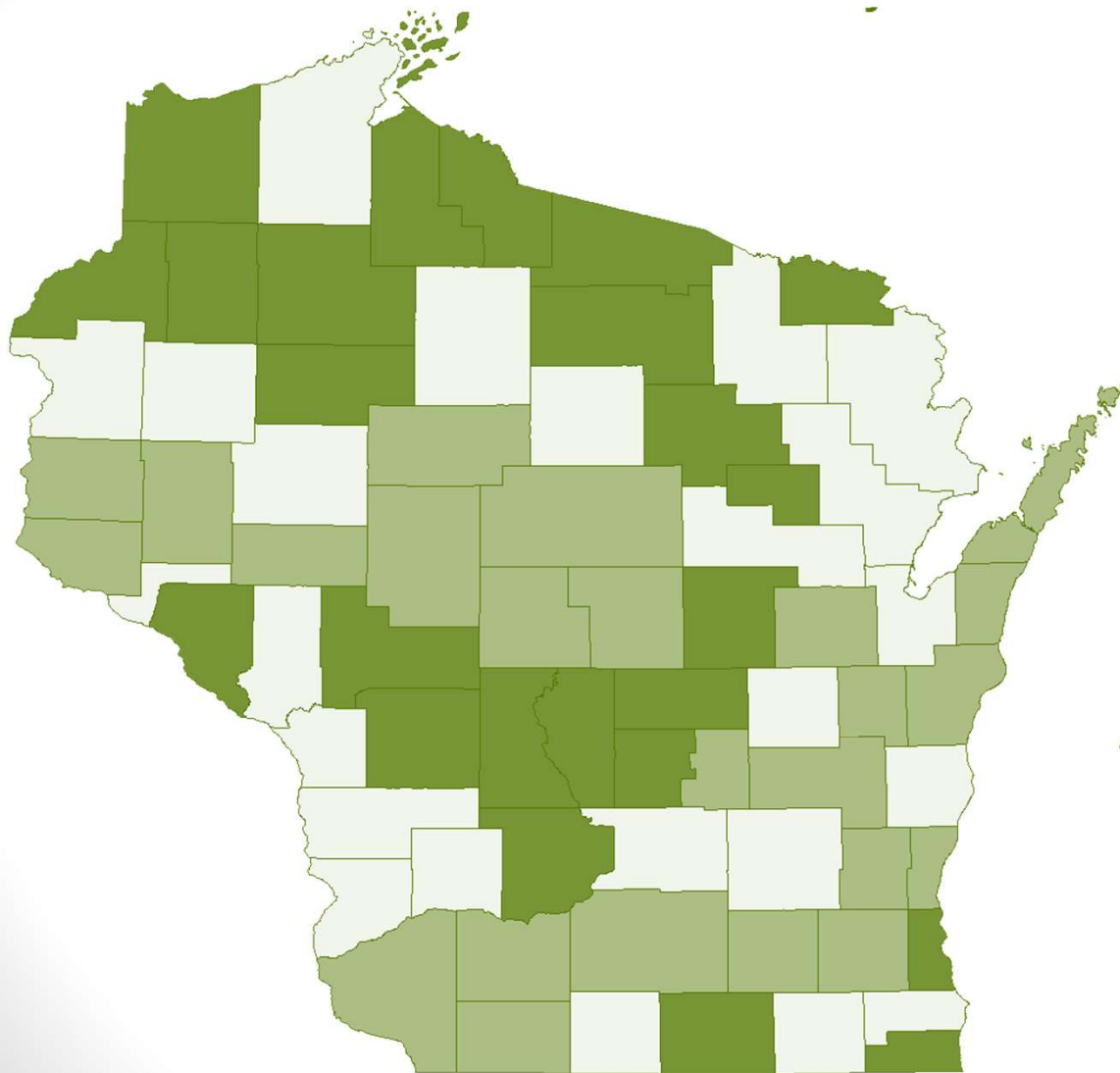
AA Rate per 100,000 Population  
By County of Residence

	<b>174.3 - 209.9</b>
	<b>210.0 - 241.6</b>
	<b>241.7 - 328.8</b>

# 1990-1994- and 2009-2013 Comparison Age-Adjusted Mortality Rate with Smoking Related Diseases Listed as the Primary Cause of Death



# 2009-2013 Age-Adjusted Mortality Rate with Lung Cancer Listed as the Primary Cause of Death

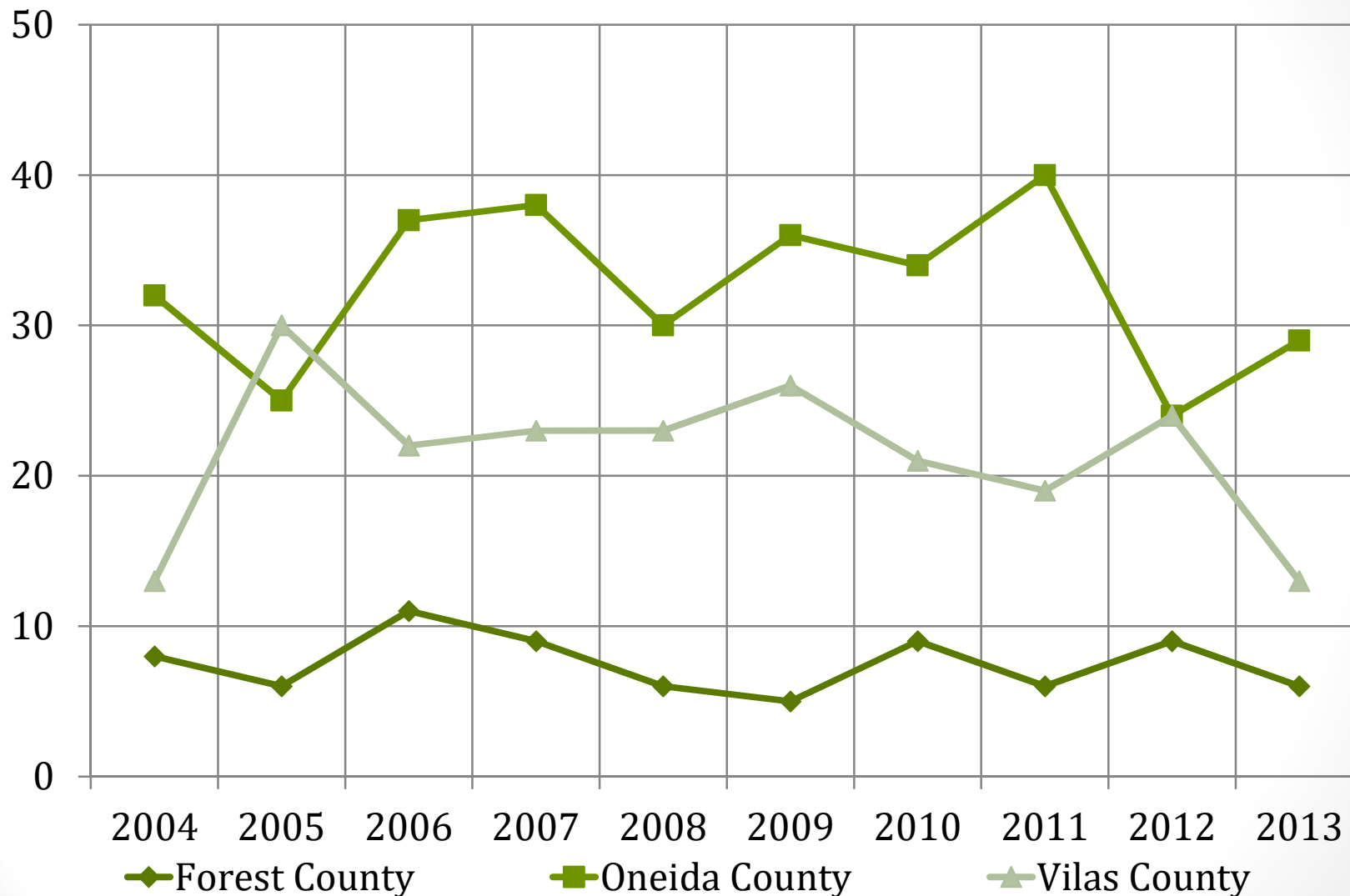


<b>Forest County</b>	<b>45.9</b>
<b>Oneida County</b>	<b>53.3</b>
<b>Vilas County</b>	<b>49.4</b>
<b>Wisconsin</b>	<b>44.8</b>
<b>HP 2020 Target</b>	<b>45.5</b>

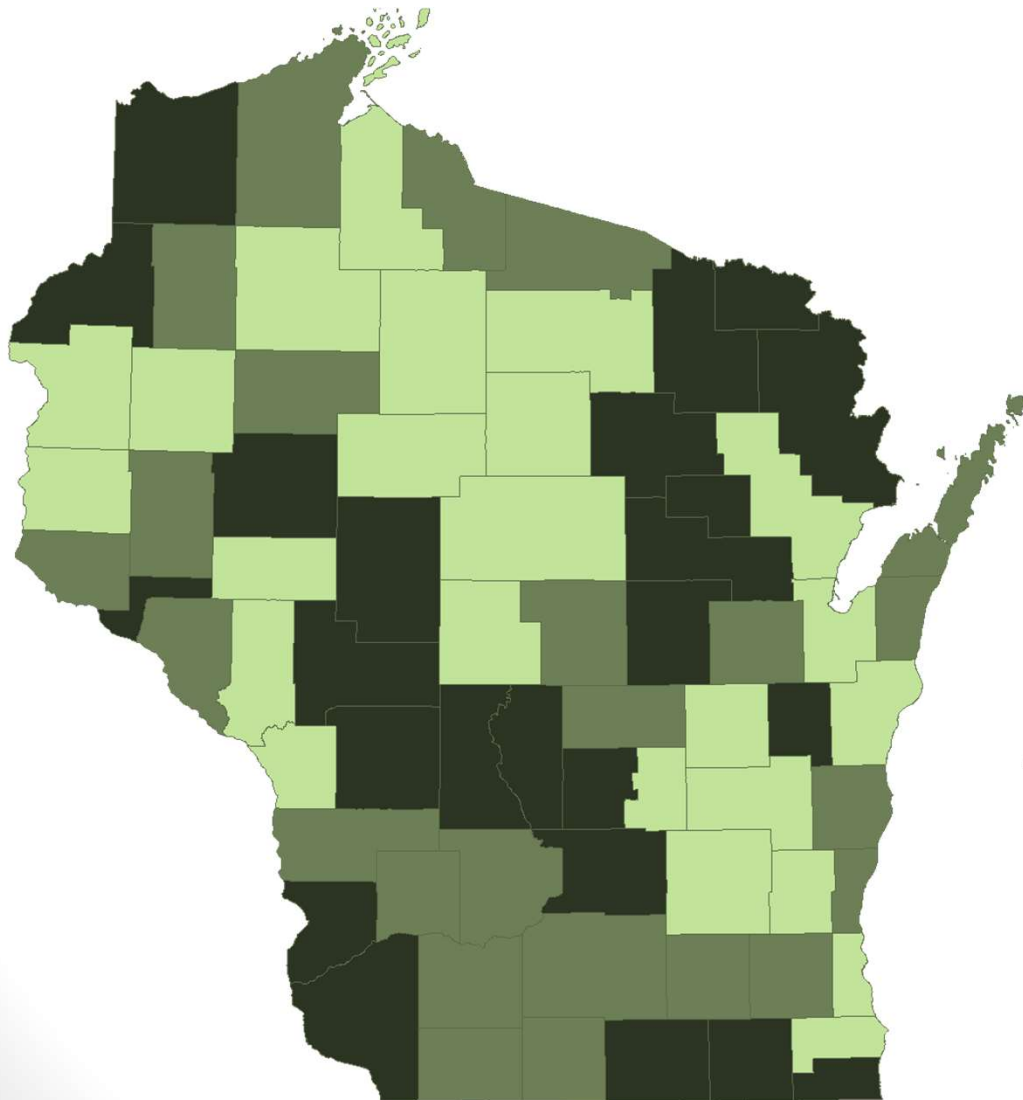
AA Rate per 100,000 Population  
By County of Residence

	<b>30.6 - 41.9</b>
	<b>42.0 - 48.9</b>
	<b>49.0 - 78.2</b>

# Number of Deaths of County Residents with Lung Cancer Listed as the Primary Cause of Death



# 2009-2013 Age-Adjusted Mortality Rate with COPD Listed as the Primary Cause of Death



<b>Forest County</b>	<b>55.2</b>
<b>Oneida County</b>	<b>37.8</b>
<b>Vilas County</b>	<b>35.6</b>
<b>Wisconsin</b>	<b>38.7</b>
<b>HP 2020 Target</b>	<b>102.6</b>

AA Rate per 100,000 Population  
By County of Residence



## Number of Deaths of County Residents with COPD Listed as the Primary Cause of Death

