



"Your Local
Health Department"

NEWS RELEASE
May 31, 2017

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FOR IMMEDIATE RELEASE

World No Tobacco Day

World No Tobacco Day is celebrated each year on May 31st and is sponsored by the World Health Organization. The theme for World No Tobacco Day 2017 is "Tobacco – a threat to development." Tobacco use remains the leading cause of preventable death and disease in Michigan—killing more than 16,200 Michigan residents each year. 5,800 Michigan youth become new regular, daily smokers each year, and more than 1/3 of these children will die prematurely as a result. In addition, e-cigarette use among youth is on the rise. In 2015, 23% of Michigan high school students used e-cigarettes.

"Tobacco use and addiction begins during youth and young adulthood. 95% of adult smokers began smoking before the age of 21. It's critical that Michigan invest in sustained tobacco prevention and control programming and implement evidence-based tobacco control strategies to protect our kids from a lifetime of addiction to a deadly product," stated by Kelley Mapes Community Health Educator at the Branch-Hillsdale-St. Joseph Community Health Agency.

Tobacco smoke contains deadly mix of more than 7,000 chemicals. By not smoking, you are greatly reducing your risk for disease and early death, decreasing your risk for lung cancer, heart disease, stroke, peripheral vascular disease and premature death. Countries such as Australia, Great Britain, France and Northern Ireland have all proposed laws to implement plain packaging of tobacco

products. According to the Center for Disease and Control and Prevention, there are several ways to reduce smoking in the United States:

- *Increase prices on Cigarettes and other tobacco products.*
- *Implement comprehensive smoke-free policies in public places to protect non-smokers.*
- *Mass Media campaigns to inform people of the dangers of smoking and share resources to help you quit.*
- *Reduce tobacco advertising and promotion directed towards kids.*

In 2016 Michigan, spent just \$1.628 million on tobacco prevention and control programming, while tobacco use cost the state nearly \$4.6 billion in health care costs, including nearly \$1.4 billion in Medicaid costs. The tobacco industry spends an estimated \$300 million annually to market their products in Michigan. Raising the price of cigarettes and other tobacco products is a proven effective way to reduce tobacco use rates and prevent kids from starting to use tobacco. Spending a portion of the revenue generated from the price increase on tobacco prevention and control programming increases the positive impact.

The Branch-Hillsdale-St. Joseph Community Health Agency wants people to know that there is help available to Michigan residents who want to quit using tobacco through the Michigan Tobacco Quitline. Callers to the Quitline can receive information and referral and, if qualified, can enroll in a free coaching program and even receive nicotine replacement medications to assist them in quitting. Call the Michigan Tobacco Quitline at 1-800-QUIT-NOW (784-8669) or visit online at <https://michigan.quitlogix.org/> .

For more information, please visit our website at www.bhsj.org or contact our Tobacco Health Educator expert Kelley Mapes at 517-933-3019. For help with quitting tobacco use, talk with your healthcare provider or contact the Michigan Tobacco Quitline at 1-800-784-8669. For more information about World No Tobacco Day visit <http://www.who.int/campaigns/no-tobacco-day/2017/event/en/>.