

## Tobacco's toll in one year



# 572,624

Adults smoke cigarettes



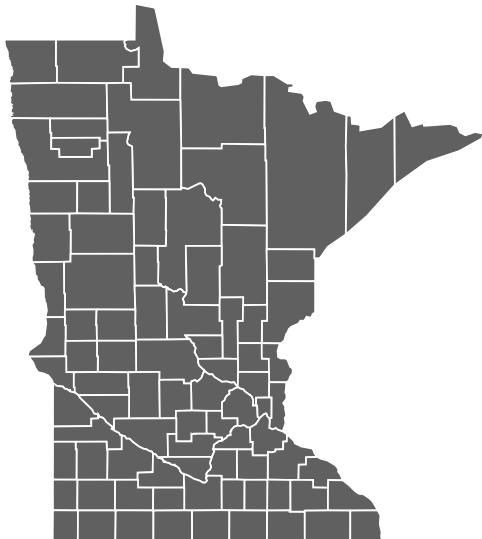
**9461**  
commercial  
tobacco-related  
deaths



**\$4.7**  
billion in excess  
medical costs



**\$983**  
tax burden per  
household

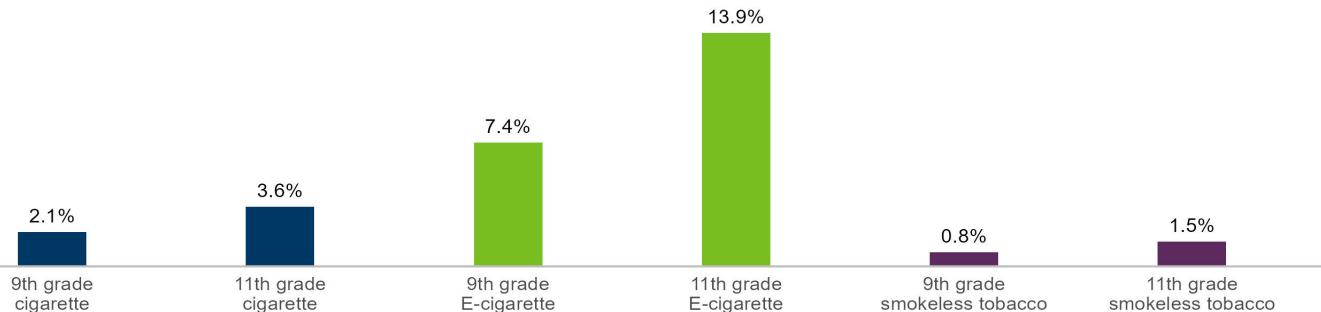


## Population

Youth	1,309,503
Adults	4,404,797
Total residents	5,714,300

## Youth commercial tobacco use in Minnesota

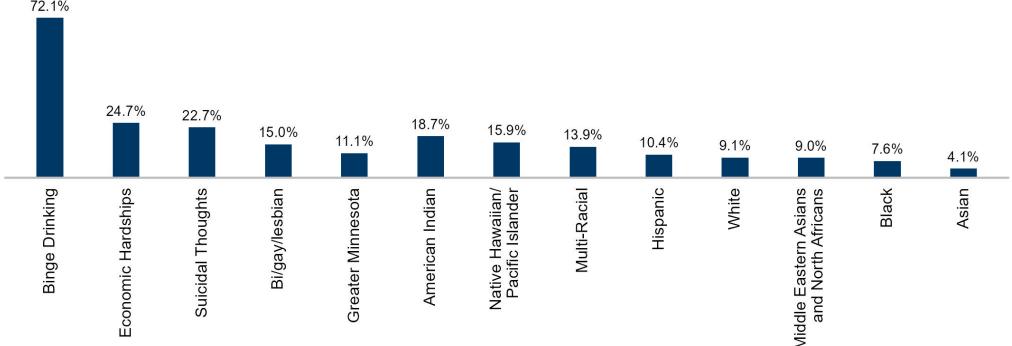
Minnesota 9th and 11th grade students, 2022



## Statewide disparities in youth commercial tobacco use

Significant disparities  
remain among  
populations historically  
targeted by the Tobacco  
Industry.

Percent of Minnesota students who used any commercial tobacco products, grades 8, 9, and 11, 2022



# Comprehensive commercial tobacco prevention and control

The CDC's Best Practices for Comprehensive Tobacco Control Programs—2014 provides guidance for states as they plan and establish statewide programs. Based on the scientific literature, effective state commercial tobacco prevention and control efforts have coordinated approaches and strategies that include:

- State and local level interventions
- Mass reach health communication interventions
- Cessation interventions
- Surveillance and evaluation
- Infrastructure, administration, and management.



Programs that are comprehensive, sustained, and accountable have reduced smoking rates, as well as commercial tobacco-related death and disease.

**\$52.9 Million**  
CDC Recommended Annual Investment

**\$12 Million**  
Minnesota's Annual Investment

## Among retailers assessed in Minnesota



**9 in 10**

sold flavored commercial tobacco



**9 in 10**

sold menthol cigarettes



**Half**

sold e-cigarettes in more than 10 flavors



**4 in 5**

sold single cigarillos



**Half**

sold commercial tobacco at discount prices

## How the tobacco industry targets communities

- Using fruit, candy, menthol, and other flavors, as well as eye-catching packaging, to attract new users.
- Marketing products on social media and through influencers and event sponsorships
- Designing products with extreme concentrations of nicotine, which is highly addictive and can harm brain development and mental health as teens grow.
- Selling products near places youth frequent, like convenience stores, schools, community centers, libraries, and parks.
- Promoting products in ways that are easily visible to children, like on store countertops and within three feet of the floor and near candy displays.
- Keeping prices low by offering coupons, buy-one-get-one deals, and other discounts.

Sources: Blue Cross and Blue Shield of Minnesota Cost of Smoking Report, MDH Vital Statistics, CDC PLACES: Local Data for Better Health, County Data, Behavioral Risk Factor Surveillance System, Minnesota Student Survey, and U.S. Census Population Estimates

Want to know more about the burden of tobacco in Minnesota? Visit [www.health.mn.gov/tobacco](http://www.health.mn.gov/tobacco).