



NORTH CAROLINA ALLIANCE FOR HEALTH

TOBACCO USE PREVENTION AND CESSATION

NORTH CAROLINA ALLIANCE FOR HEALTH

- Statewide, independent, nonpartisan coalition of individuals and organizations
- Convene, mobilize, support, and empower partners to advance equitable policies that reduce health disparities, prevent chronic disease, and promote health.

THANK YOU

- Request for \$7 million for tobacco use prevention programs
- Request for \$3 million for tobacco use cessation programs, including QuitlineNC and You Quit, Two Quit

SURGEON GENERAL'S REPORTS

- January 11, 1964 the first Surgeon General's report stated that smoking causes cancer
- 33 tobacco-related Surgeon General's reports since 1964
 - Tobacco products are addictive
 - Tobacco products should not be sold to minors
 - There is no risk-free level of exposure to secondhand smoke
 - E-cigarette use among youth is a public health concern
 - E-cigarette use is strongly associated with the use of other tobacco products

THE TOBACCO MASTER SETTLEMENT AGREEMENT (MSA)

- 1998 civil litigation settlement between major tobacco companies and 46 states
- Annual payments to the states in perpetuity
- Primary goal: reduce youth smoking and promote public health
- State legislatures decide how the funds are spent
- NC receives about \$140 million every year from the MSA

TOBACCO USE PREVENTION AND CESSATION PROGRAM FUNDING

- Prevention programs were funded through the Health and Wellness Trust Fund from 2001 to 2012 (25% of MSA funds)
- The Health and Wellness Trust Fund was abolished in 2012
- E-cigarette use among high school students increased 894% between 2011 and 2017
- There is currently no funding for tobacco use prevention programs in NC
- There is currently minimal funding for tobacco cessation programs in NC



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