

Time to Clear the Air

Health Equity. . . among Smokers

Certain groups in Wisconsin smoke at **nearly double the state rate of 17%**.¹

They include:



Those with an income of less than \$24,000



Those with less than a high school degree



African Americans



Those enrolled in Medicaid

Nearly a **THIRD** of Wisconsinites diagnosed with **depression** currently smoke.²



If you **QUIT SMOKING RIGHT NOW**

20 minutes

Blood pressure returns to normal

2 weeks

Circulation and lung function begins to improve

1 year

Risk of coronary heart disease is reduced by 50 percent.

10 Years

Half as likely to die from lung cancer. Risk of larynx or pancreatic cancer decreases.

12 hours

Carbon monoxide levels in blood return to normal.

1 month

Clear and deeper breathing gradually returns as coughing and shortness of breath diminishes.

5 years

Risk of cancer of the mouth, throat, esophagus, and bladder are cut in half. Risk of cervical cancer and stroke return to normal.

15 years

Risk of coronary heart disease is same as a non-smoker's.

WISCONSIN TOBACCO
QuitLine
800-QUIT-NOW



Smoking is the leading cause of preventable death

in the United States, causing more deaths annually than **ALL** of these combined: HIV, illegal drug use, alcohol use, motor vehicle injuries and firearm related incidents.⁴

In the last year nationally, use of **e-cigarettes among youth** has



**more than
TRIPLED⁵**

This is a cause for concern since nicotine is known to have harmful effects on adolescent brains.⁶

More than **HALF** of the calls to poison centers due to e-cigarettes involved **children under age 5,**



and about **42% calls** involved people **age 20 and older.**⁷



E-cigarettes and other tobacco products now come in a **variety of colors and flavors** such as cotton candy, thin mint, gummi bear, and tootsie roll!



Perfect for marketing towards youth.



LIGHT & UNITE RED
Learn the Real Deal!

lightuniteRED.org #lightuniteRED

Milwaukee Cty. Dept. Health & Human Services

Light and Unite Red is coordinated by **Milwaukee County Behavioral Health Division** and **Milwaukee County Substance Abuse Prevention Coalition**; supported by multiple community partners found at lightuniteRED.org

1. Centers for Disease Control and Prevention (CDC). 2. Wisconsin Department of Health Services. 3. American Heart Association. 4. TobaccoFree Kids. 5. 2013-2014 National Youth Tobacco Survey. 6. US Department of Health and Human Services, CDC. 7. American Association of Poison Control Centers.