**Time to Clear the Air**

**Health Equity. . . among Smokers**

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

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.

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**If you QUIT SMOKING RIGHT NOW**

- **20 minutes**
  - Blood pressure returns to normal

- **12 hours**
  - Carbon monoxide levels in blood return 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.

**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.

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

more than TRIPLED

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

**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.

**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.

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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.