

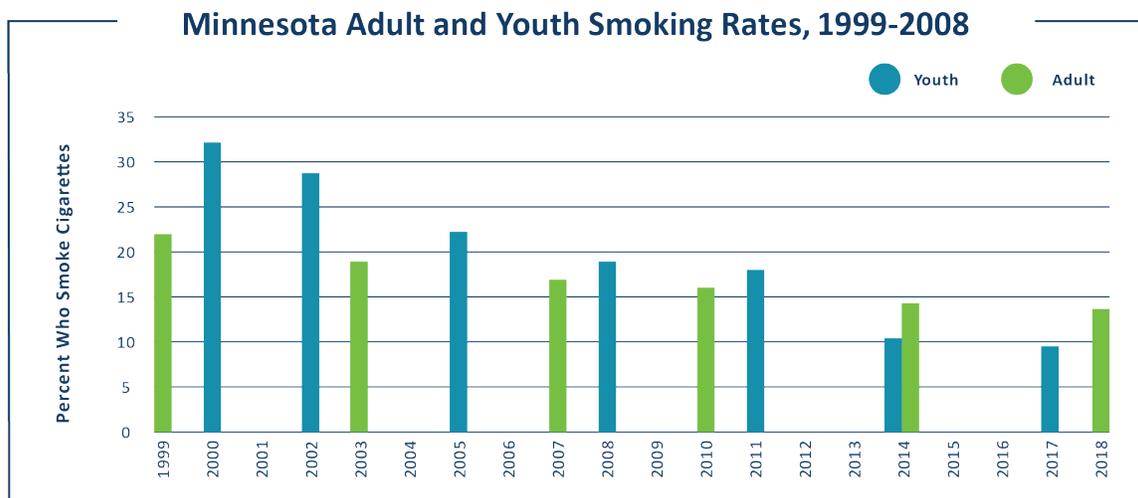
# Tobacco Control Efforts Save Minnesota Lives and Money

A new study shows Minnesota’s comprehensive statewide tobacco control program saved thousands of lives and billions of dollars in health care and productivity costs.

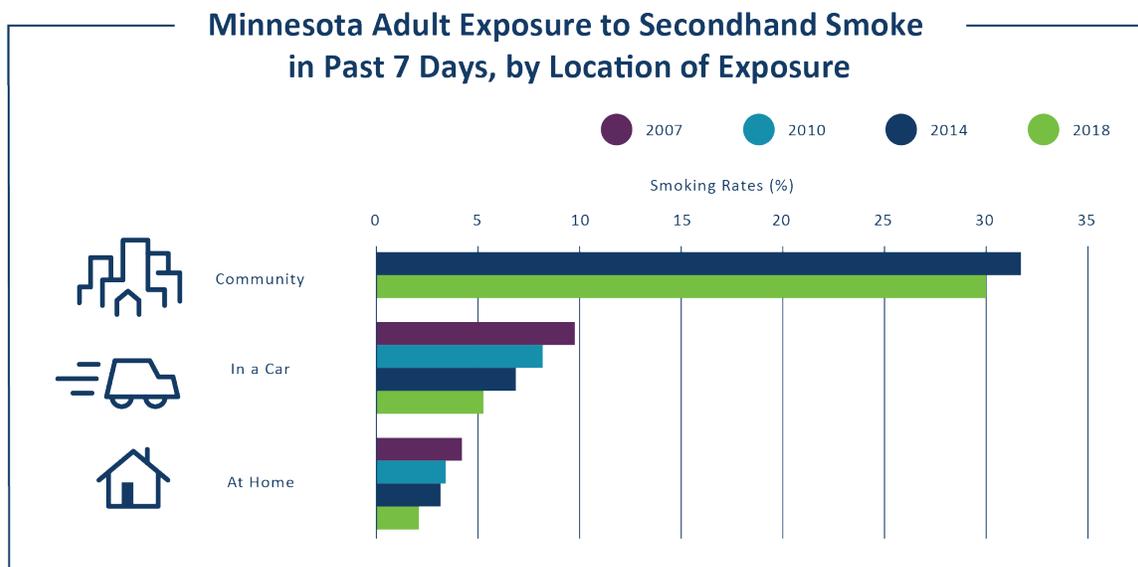
## Lower smoking and secondhand smoke rates

Minnesota’s comprehensive tobacco control program works to prevent youth and young people from ever starting and supports current smokers to quit through media campaigns, public policy and other public health approaches. Twenty years of data from Minnesota’s adult and youth tobacco surveys reveal that fewer Minnesotans are smoking (**Figure 1**), or exposed to secondhand smoke (**Figure 2**).

**Figure 1**



**Figure 2**



## Model predicts health and economic impact of smoking reductions

What would have been the cost of tobacco in Minnesota if there had NOT been an aggressive, coordinated tobacco control program in place the past 20 years? To answer this question, ClearWay Minnesota<sup>SM</sup> partnered with HealthPartners Institute on a study using the Institute's ModelHealth™: Tobacco simulation model.

ModelHealth: Tobacco used data from the past 20 years to estimate the number of lives and healthcare costs saved by reducing smoking. The model was then used to predict trends 20 years into the future.

More information on these two studies (including methods) can be found here:

- Maciosek et al, 2019. Twenty-year health and economic impact of reducing cigarette use: Minnesota 1998-2017. [Tobacco Control](#).
- Maciosek et al, 2020. Projecting the future impact of past accomplishments in tobacco control. [Tobacco Control](#).

## Declines in smoking have prevented 4,118 deaths and saved \$2.7 billion in medical costs

Over the past 20 years (1998-2017), the decline in smoking has made a significant impact (**Figure 3 and Figure 4**).

Figure 3

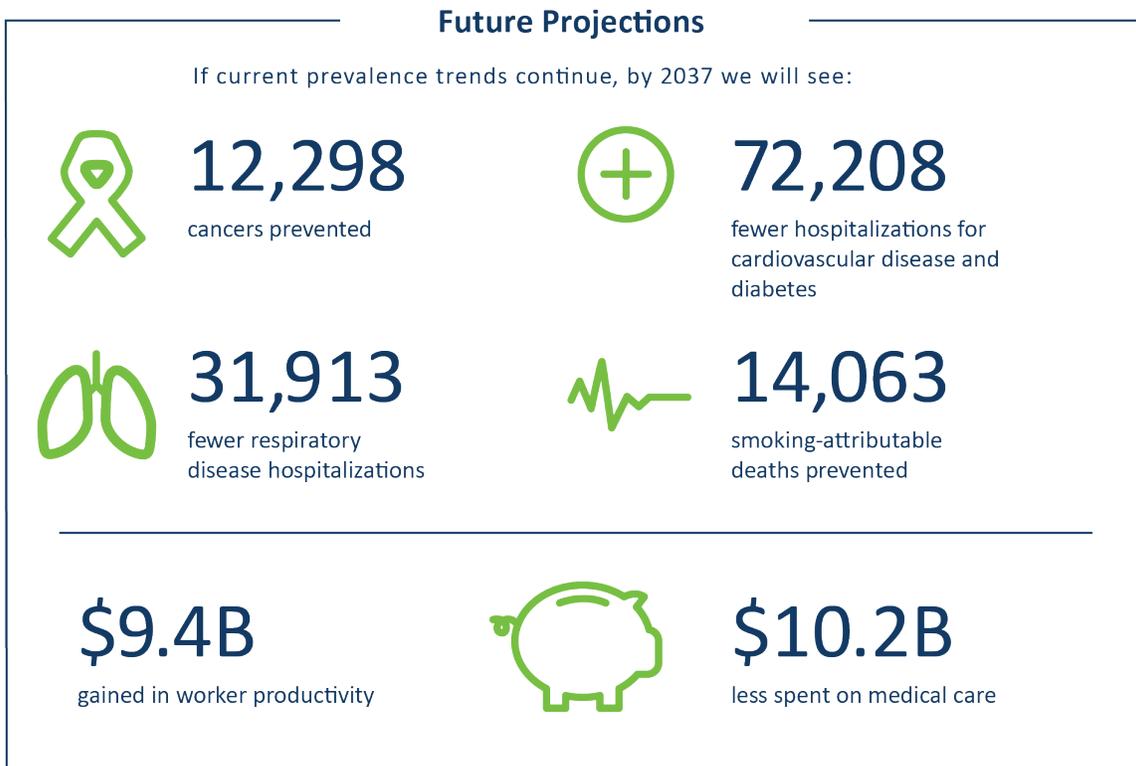


Figure 4



If current prevalence trends continue, even greater benefits will be realized from 2018 to 2037 (Figure 5)

Figure 5



## Minnesota must continue to invest in tobacco control

Minnesota's investment in tobacco control has driven down smoking rates and saved thousands of lives and billions of dollars in medical costs and productivity. These gains will grow in the future if Minnesota's smoking rate continues to fall.

However, our state sees new threats in the tobacco control landscape. This model does not account for the impact e-cigarettes may have on the current and future health and economic well-being of Minnesotans. Rising youth e-cigarette rates are of particular concern to health officials.

The projected future savings estimated here will only be realized if the state invests in tobacco control efforts at the same or greater level of intensity as we have over the past 20 years. These efforts are especially critical as ClearWay Minnesota reaches its 2021 sunset. The Minnesota Department of Health and partners including over 60 members of the Minnesotans for a Smoke-Free Generation coalition will continue this important work.

To build on our progress, Minnesota must continue to fund free services to help people who smoke, vape, or chew to quit, protect our clean indoor air laws, and enact stronger policies to prevent youth from starting. The state must also address tobacco-related health disparities. Restricting the sale of all flavored tobacco products, funding prevention and cessation programs and increasing the price of tobacco are all proven strategies to reduce tobacco's harms.

Thanks in large part to the collective efforts of Minnesota's tobacco control program and partners, more Minnesotans will be living longer, healthier lives.

**To learn more about the Minnesotans for a Smoke-free Generation coalition and how organizations in Minnesota are working to protect youth from deadly tobacco addiction, visit Minnesotans for a Smoke-Free Generation at [smokefreegenmn.org](http://smokefreegenmn.org).**

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For questions, contact the Minnesota Center for Health Statistics.

*To obtain this information in a different format, call: 651-201-353*