

## Investment in Tobacco Control

**Call to Action:** The American Cancer Society Cancer Action Network (ACS CAN) calls on Congress to support a sustained level of funding of \$310 million for tobacco control and reject the elimination of the Centers for Disease Control and Prevention's Office on Smoking and Health (OSH). The elimination of OSH will have devastating consequences for the nation's progress to reduce the suffering and death from chronic diseases, like cancer, caused by tobacco use.

### What's At Stake

**The stakes could not be higher. Decades of progress in reducing tobacco use is at risk of being undone.** Smoking kills over 490,000 Americans<sup>i</sup> and costs the nation more than \$600 billion a year in health care costs and lost productivity.<sup>ii</sup> Tobacco use is the primary driver of chronic disease and the top cause of cancer deaths in the U.S.<sup>iii</sup> The elimination of OSH will lead to more youth starting to use tobacco products, fewer people quitting, and more people becoming ill and dying from tobacco use.

### At Stake: Office on Smoking and Health

As the lead federal agency for tobacco control, the CDC's Office on Smoking and Health provides critically needed, fact-based resources to states, communities and directly to individuals. In FY2024, CDC provided over **\$84.7 million** to 50 states, the District of Columbia, 8 U.S. territories, 28 tribes and tribal organizations and 9 national networks.<sup>iv</sup> **Federal funding for tobacco control is critical** as these cost-effective and lifesaving programs are typically underfunded.

## Fact

While the nation's smoking rate has decreased in recent decades, **reductions in smoking have been uneven and certain populations continue to use tobacco products at much higher rates than the national rate.**

The burden of tobacco use and addiction vary considerably **based on where someone lives, how much income they have** and other factors.<sup>viii</sup>

## Fact

Big Tobacco is **aggressively going after the nation's young people by flooding the market with newly designed, next-generation tobacco products**, such as e-cigarettes, heated tobacco products and nicotine pouches, all aimed at addicting a new generation.

The **Industry wins and our children lose** when tobacco control programs are dismantled.

### At Stake: National Tobacco Control Program

The National Tobacco Control Program (NTCP) works to prevent initiation, promote quitting, reduce exposure to secondhand smoke and identify and eliminate tobacco-related health disparities. More than **80% of OSH's budget supports state and local tobacco control programs** through the NTCP.<sup>v</sup>

**For every \$1 spent on comprehensive tobacco control programs, states get a \$55 return on investment**, mostly in averted health care costs to treat smoking-related illness.<sup>vi</sup> States that have continually invested in their comprehensive tobacco control programs have experienced reduced cigarette sales, declining smoking rates among youth and young adults, and higher smoking-attributable health care expenditure savings. A well-funded fact-based tobacco control program is needed to **counteract the over 8.6 billion per year that tobacco companies spend** to market their deadly and addictive products each year.<sup>vii</sup>

## At Stake: Public Education Campaigns — Tips From Former Smokers® (Tips®)

OSH's Tips from Former Smokers® campaign is the first paid national tobacco public education campaign. Launched in 2012, the fact-based smoking cessation campaign featured people sharing the consequences they experienced because of smoking or exposure to secondhand smoke. The campaign also highlighted the impact to family members who have cared for loved ones living with a smoking-related disease or illness. **The Tips® campaign was rated a “best buy” for public health costing less than \$400 per life saved.**<sup>ix</sup>

From 2012 – 2018 OSH's Highly Successful *Tips From Former Smokers®* Campaign impact:<sup>ix</sup>



16 million+ U.S. adults made a quit attempt



1 million+ U.S. adults successfully quit smoking



129,000+ early deaths were prevented



\$7.3 billion was saved in smoking related health care costs

## At Stake: Cost-effective Quitlines

**Quitlines are cost-effective, reach a wide audience and have few barriers to use.** Quitlines typically require no insurance and are free to the user. Since 2004, state quitlines have received 16 million direct calls, served 6 million people, made 3 million referrals and helped 1.17 million people quit tobacco.<sup>x</sup>

Funding from CDC helps ensure that state quitlines can meet increased demand for quitline services when *Tips®* ads are running. **Without CDC support quitlines are at risk of shutting down or limiting services.**

## Fact

The **NYTS data is an early warning system** that allows public health organizations and policymakers to respond to the changing face of tobacco use and addiction. In 2024, the National Youth Tobacco Survey sounded the alarm that **more than 2.25 million high school and middle school students used tobacco products** and more than **8 out of 10 young people** who reported using tobacco used a **flavored product**.<sup>xiii</sup>

The potential loss of this data will make it more difficult to target limited resources toward preventing teens from using tobacco.

## Fact

Most **adults who use tobacco want to quit** and studies show that almost half attempt to each year, unfortunately fewer than 10% are successful.<sup>xi</sup>

Research shows that people who use **quitlines are two to three times more successful trying to quit** than they would on their own.<sup>xii</sup>

## At Stake: Youth Tobacco Use Surveillance

The **National Youth Tobacco Survey (NYTS)**, a joint CDC and Food and Drug Administration project, collects data on tobacco use by high school and middle school students. The NYTS **serves as an early warning system**, identifying **dangerous trends in tobacco use among youth**. In the 2010s, the NYTS helped to raise the alarm regarding the dramatic rise in e-cigarettes and cigar use among youth. **The data was used to develop targeted interventions** to try to stem youth use of these products. This data collection remains critical as the tobacco industry aggressively markets novel tobacco products to the nation's children. Without CDC OSH funding, **there is a danger that the NYTS may no longer be conducted on an annual basis**, leaving researchers, policymakers and the public **in the dark on the state of youth tobacco use and addiction**.

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- ii. Campaign for Tobacco Free Kids. [Toll of Tobacco in the United States](#). Updated April 15, 2025.
- iii. American Cancer Society. [Cancer Facts & Figures 2025](#). Atlanta: American Cancer Society; 2025.
- iv. National Center for Chronic Disease Prevention and Health Promotion, 2025.
- v. National Center for Chronic Disease Prevention and Health Promotion, [Office on Smoking and Health: OSH Partners with States](#), updated November 18, 2024. Accessed June 5, 2025.
- vi. National Center for Chronic Disease Prevention and Health Promotion, [About the Office on Smoking and Health](#), updated October 11, 2024. Accessed June 5, 2025 .
- vii. U.S. Federal Trade Commission (FTC). [Cigarette Report for 2022](#). U.S. Federal Trade Commission; 2023; U.S. Federal Trade Commission (FTC). [Federal Trade Smokeless Tobacco Report for 2022](#). Federal Trade Commission; 2023; U.S. Federal Trade Commission (FTC). [Federal Trade Commission E-cigarette Report for 2021](#). Federal Trade Commission; 2024.
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- xi. Centers for Disease Control and Prevention. [Smoking Cessation: Fast Facts](#). September 17, 2025. Accessed June 5, 2025.
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- xiii. Food and Drug Administration: [Results from the Annual National Tobacco Youth Survey 2024](#). Updated January 22, 2025. Access June 5, 2025.