



4,900

Kids (Under 18) Who
Become New Daily
Smokers Each Year
In West Virginia ¹

28,600

High School Students
Who Currently Smoke
In West Virginia ²

399,200

Adults Who
Currently Smoke
In West Virginia ³



\$120.7 Million

Annual Dollars Spent
On Marketing By The
Tobacco Industry
In West Virginia ⁴

\$1.8 Billion

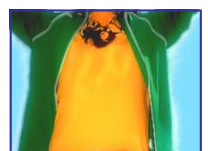
Annual Health Care &
Occupational Costs
Directly Caused By
Smoking In West Virginia ⁵

12

Number Of Daily
Deaths In West Virginia
Caused By Smoking
Related Diseases ⁶

What Toll Will Your
Smoking Habit Take ?

Concerned?
Turn-Over For Life-Changing Info





Smoking remains the leading cause of preventable death and has negative impacts on people at all stages of life.⁷

Each year, more than 440,000 Americans die from cigarette smoking.⁸

Giving up smoking rapidly reduces the risk of developing serious health problems. After a number of years, the risk of heart disease, for example, diminishes to the same level as a person who has never smoked.⁹

Cigarettes kill more Americans than alcohol, car accidents, suicide, AIDS, homicide, and illegal drugs combined¹⁰

If you or someone you love smokes, here's what you need to know about how smoking kills, and how to get the help needed to quit...once and for all:

- Smoking is a major cause of **heart disease, aneurysms, and stroke**— and contributes to the severity of **pneumonia and asthma**¹¹
- More than 4,000 individual compounds have been identified in tobacco smoke. Among these are more than 60 compounds that are known **carcinogens** (cancer-causing agents)¹²
- The list of diseases caused by smoking has been **expanded** to include abdominal aortic aneurysm, acute myeloid leukemia, cataract, cervical cancer, kidney cancer, pancreatic cancer, pneumonia, periodontitis, and stomach cancer¹³

West Virginia, it's time to wake up. Not only is America 'playing with fire', but our state is smoking more than most of the other states:

- West Virginia has the nation's fourth highest rate of smoking-related deaths in the United States¹⁴
- **One in five deaths** in West Virginia is related to smoking¹⁵
- West Virginia's youth smoking rate is **one of the highest** in the nation. 28.5 percent of the state's high school youth smoke compared to about 26 percent of adults¹⁶
- West Virginians pay **\$1.8 billion** a year for the direct health care and occupational costs of smoking¹⁷
- More than 4,000 West Virginians die each year -- **12 every day** -- from smoking-related diseases¹⁸



If you want to quit smoking, call our toll free quit-line at:

**1-877-Y-NOT-QUIT
1-877-966-8784**

Reference and Source Information - Flip Side

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