Tobacco harms the health, the treasury, and the spirit of the United States. Every year, more than 492,400 of its people are killed by tobacco-caused disease. Still, more than 257,000 children (10-14 years old) and 3,407,100 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in the United States and ensures that tobacco’s death toll will grow every year. Tobacco control advocates must reach out to other communities and resources to strengthen their efforts and create change.

**Adult Smoking (15+ Y.O.)**

% using tobacco daily: 2015

<table>
<thead>
<tr>
<th>Male</th>
<th>14.4%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Female</strong></td>
<td>11.7%</td>
</tr>
</tbody>
</table>

Even though fewer men smoke on average in the United States than on average in very high-HDI countries, there are still more than 18,365,000 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

**Children Smoking (10-14 Y.O.)**

% using tobacco daily: 2015

<table>
<thead>
<tr>
<th>Boys</th>
<th>1.34%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Girls</strong></td>
<td>1.17%</td>
</tr>
</tbody>
</table>

Even though fewer boys smoke in the United States than on average in very high-HDI countries, there are still more than 139,900 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

**Deaths**

% caused by tobacco: 2016

<table>
<thead>
<tr>
<th>Male</th>
<th>19.27%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Female</strong></td>
<td>16.21%</td>
</tr>
</tbody>
</table>

Even though fewer men die from tobacco in the United States than on average in very high-HDI countries, tobacco still kills 51,933 men every week, necessitating action from policymakers.

**Societal Harms**

The economic cost of smoking in the United States amounts to $510,256 million. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

**Smokeless Tobacco**

% using tobacco daily: 2013

| 2.2% |

More people use smokeless tobacco in the United States than on average in very high-HDI countries.

**Growing**

There were 397,535 metric tons of tobacco produced in the United States in 2014. However, tobacco growing is only a small fraction of agriculture in the United States, with only 0.04% of agricultural land devoted to tobacco cultivation.

**Production**

There were 270.24 billion cigarettes produced in the United States in 2016.

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Solutions

Current Policy in the United States

Protect from Smoke

All public places completely smoke-free is the best practice

Smokefree

HealthCare Facilities

Educational Facilities

 Universities

Government Facilities

Indoor Offices

Restaurants

Pubs and Bars

Public Transport

All Other Indoor Public Places

Funds for Smokefree Enforcement

Offer Help

National quit line and both NRT and cessation-services cost-covered is the best practice

Quitting Resources

National quit line, and both NRT and some cessation services cost-covered

National Quitline

Yes

Warn About the Dangers to Tobacco Users on Product Packaging

A plain, standardized pack with a large health warning is the best practice

Type of Warning Label

Text

Percent of Pack Covered

50%

Plain Packaging

No

Warn About the Dangers to the Whole Population in a Media Campaign

Ran a National Anti-Tobacco Campaign in 2014 or 2016

Yes

Appropriate Characteristics

Part Of A Comprehensive Tobacco Control Program

Yes

Pre-Tested With The Target Audience

Yes

Target Audience Research Was Conducted

Yes

Aired On Television And/Or Radio

Yes

Utilized Media Planning

Yes

Earned Media/Public Relations Were Used To Promote The Campaign

Yes

Process Evaluation Was Used To Assess Implementation

Yes

Outcome Evaluation Was Used To Assess Effectiveness

Yes

Enforce Bans on Advertising

Ban on all forms of direct and indirect advertising is the best practice

Number of Direct Ad Bans

1/7 possible bans

Number of Indirect Ad Bans

0/10 possible bans

Ad Ban Compliance Percent

n/a

Direct bans

• National TV and radio

Indirect bans

USA

37.76%
of Retail Price
is Excise Tax

WHO Benchmark

Minimum

70%
of Retail Price
is Excise Tax

Raise Taxes

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