

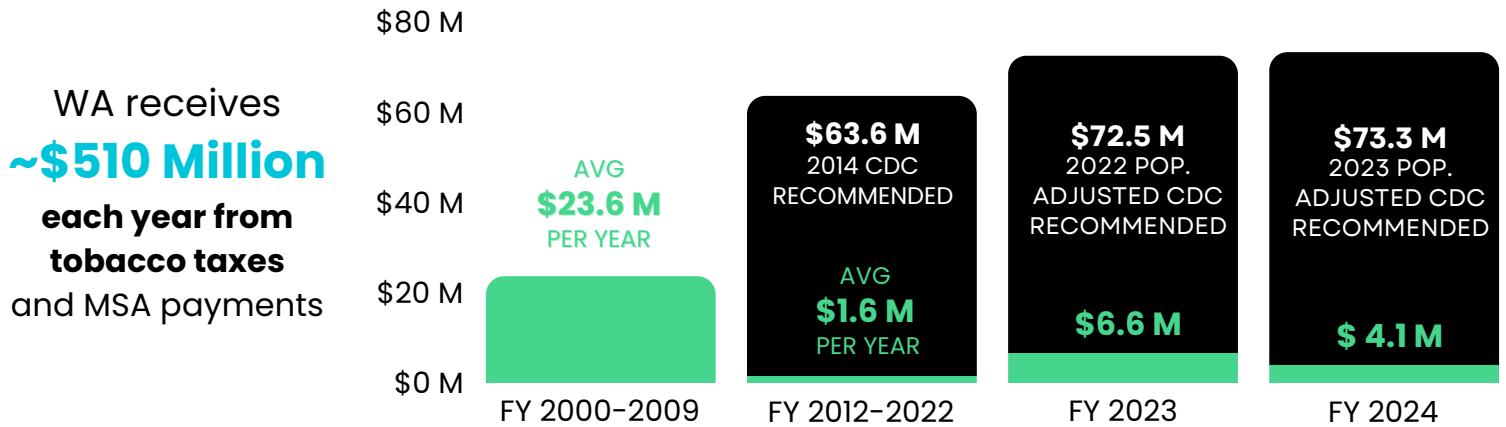


*We must invest more to rebuild education, prevention, and cessation services.*

## Washington Invests Too Little In Preventing & Treating Nicotine Dependence



**Actual State Spending** versus **Recommended State Spending** for Commercial Tobacco Prevention & Cessation



### Funding Would Support These Comprehensive Programs



#### Community-based Programs

to provide resources to all communities and counties for locally-informed programs that support the most impacted communities and reduce health disparities



#### School-based Programs

for educational curricula, prevention support systems in all schools, effective school intervention policies, referral systems for youth vaping cessation, and data gathering for assessments and evaluations



#### Cessation Support

for youth and adults, with multiple access points to counseling and local programs that connect with underserved communities, fund free nicotine replacement therapy (NRT) to more Medicaid patients, and improve culturally appropriate outreach



#### Retailer Education & Compliance

through well-supported retailer outreach programs at state and local levels and improved monitoring of internet retailers



#### Public Awareness & Education

through social and mass media campaigns targeting youth grades 4-12 and adults interested in quitting to help counterbalance the tobacco industry's \$87 million annual advertising in Washington State



#### Assessment & Evaluation

for more specific data collection and accurate assessments of most impacted subpopulations and program evaluation for ongoing improvements

Visit [washingtonbreathes.org](http://washingtonbreathes.org) for more information