



Tobacco Free Florida: Making a Difference and Proving it Every Day

- In the 10 years Tobacco Free Florida has been helping Floridians, the adult smoking rate has decreased from 21.0 percent to 15.5 percent – **the lowest it has ever been.**
- More than 188,000 Floridians have **successfully quit** using one of Tobacco Free Florida's free tools and services.
- According to independent evaluations, the Tobacco Free Florida campaign has **increased quit attempts** and has been linked to **reducing relapse** among people who have quit.
- Despite being funded at only about one-third of the amount recommended by the Centers for Disease Control and Prevention, **Tobacco Free Florida saved the state \$17.7 billion in smoking-related healthcare costs** between 2007 and 2015. If the adult smoking rate continues to decline as expected, the state will continue to save billions of dollars.
- Tobacco companies spend **more than 24 times** what Tobacco Free Florida spends on marketing in one year.
- According to the National Cancer Institute, when campaigns such as this go off-air or are dormant, there is an **immediate negative consequence** for the campaign.

#KeepKidsTobaccoFree