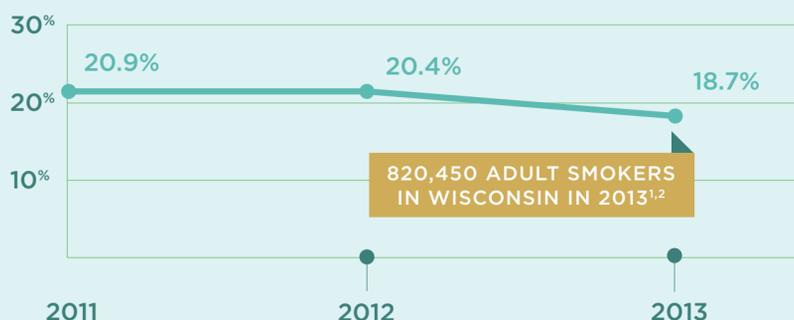


IT'S QUITTING TIME WISCONSIN

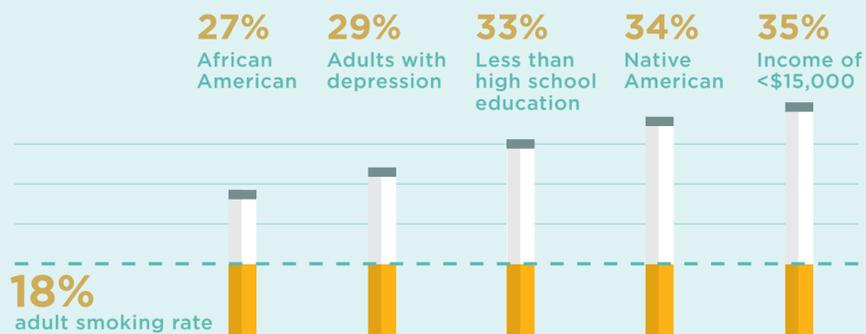
MORE WISCONSINITES ARE QUITTING SMOKING THAN EVER BEFORE.¹ YOU CAN TOO.

WHO IS STILL SMOKING?

SMOKING IS ON THE DECLINE IN WISCONSIN¹



DISPARITIES PERSIST⁹



SMOKING MORTALITY IN WISCONSIN

TOBACCO USE IS THE #1 CAUSE OF PREVENTABLE DEATHS³



BETWEEN 2008 AND 2012,
33,390 PEOPLE
DIED FROM SMOKING⁴

FROM 2008 TO 2012,
AN AVERAGE OF
678 PEOPLE DIED
EACH YEAR
FROM ILLNESSES OR FIRES
INDIRECTLY ASSOCIATED
WITH SMOKING⁴

WI THAT'S ALMOST THE TOTAL
FULL-TIME ENROLLMENT
OF THE UNIVERSITY OF
WISCONSIN, MADISON⁵

SMOKE-FREE SUPPORT

WISCONSIN'S SMOKEFREE WORKPLACE LAW¹⁰



State law prohibits smoking at all indoor workplaces, including all restaurants and bars. This includes all hotel and motel rooms, making Wisconsin the first state to make hotels 100% smoke free.

LOCAL INSTITUTIONS ARE LINING UP TO BE SMOKE FREE



66 Hospitals¹¹

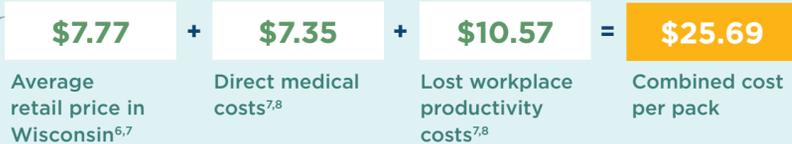


80 Residential properties¹²



56 College and university campuses have enacted smoke-free policies¹³

CIGARETTES COST MORE THAN YOU THINK



THE PRICE SOCIETY PAYS



Tobacco-related medical costs in Wisconsin
\$3 billion per year⁴



Tobacco-related workplace productivity losses in Wisconsin
\$1.62 billion per year⁴



\$805 PER RESIDENT OF WISCONSIN PER YEAR^{2,4}

MONEY TO BURN



The average smoker purchases **267 packs** of cigarettes per year⁶

\$2,075 Per year up in smoke^{6,7}

MANY WISCONSINITES WANT TO QUIT

59.6% OF CURRENT SMOKERS
TRIED TO QUIT IN 2013¹⁴



Call the American Lung Association Lung Helpline at **1-800-LUNGUSA** or the Wisconsin Tobacco Quitline at **1-800-QUIT-NOW** for information about what free resources are available

Pfizer does not own or operate the American Lung Association Lung Helpline or the Wisconsin Tobacco Quitline and is not responsible for the information provided.

SMOKING CESSATION TREATMENT COVERAGE



HAVE ACCESS TO HEALTH INSURANCE THAT COVERS SMOKING CESSATION TREATMENT^{15,16}

Types of insurance include:

- Employer-provided plans
- Private plans
- Medicare / Medicaid
- Other public plans (military, civil service)

SMOKERS WHO GET HELP ARE MUCH MORE LIKELY TO QUIT SUCCESSFULLY¹⁷

Looking for help to quit? Talk to your doctor or healthcare provider today!

Find helpful tools online at www.QuittersCircle.com