

BE IN THE KNOW: THE COST OF TOBACCO

WHAT DOES A PACK OF CIGARETTES COST A SMOKER?

Tobacco use is expensive. The cost of a pack of cigarettes averages around \$4.70, including taxes.¹ At \$4.70 a pack, it can cost \$32.90 for a smoker to smoke a pack of cigarettes a day for a week. That may not seem like a lot, but it adds up. Look what a pack of cigarettes per day cost you in one year:



**\$4.70 X 365
days =
\$1,715.50**

OR

1,733 - music downloads at \$.99 each

245 - movie matinees at \$7.00 each

172 - Kindle downloads at \$9.99 each

114 - dinners with friends at \$15 each

57 - pairs of shoes at \$30 each

38 - days of fun at an amusement park at \$45 each

34 - video games at \$50 each

5 - gaming systems such as PS2 or Xbox 360 at \$300 each plus extra money left over to buy several games.

1 - savings account at \$1715.50



SMOKERS PAY MORE:



The cost of lighting up goes far beyond the cost of a pack of cigarettes. Here is how. Tobacco use can result in illness or early death; smokers can lose an average of 13 to 14 years of life.²

Smoking is costly not only to your health and your pocket, but also to your state. Tobacco use also costs taxpayers in North Carolina about \$2.46 billion in healthcare costs (\$769 million in Medicaid expenses alone), and \$3.3 billion in lost yearly productivity.³

THE BOTTOM LINE: CHOOSE NOT TO SMOKE.

If you or someone you know wants to quit smoking or dipping, please call:

**1-800-QUIT-NOW
QuitlineNC.com**



¹ Resources: NC Tobacco Prevention and Control Branch, Cigarette Price Survey, 2009

² Centers for Disease Control and Prevention. Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses—United States, 1995–1999. *Morbidity and Mortality Weekly Report* [serial online]. 2002;51(14):300–303 [accessed 2009 Mar 31].

³ “The Toll of Tobacco in North Carolina” Campaign for Tobacco-Free Kids. Downloaded on Oct. 27, 2008 at: <http://www.tobaccofreekids.org/reports/settlements/>

About the Tobacco Prevention and Control Branch (TPC)

The North Carolina Tobacco Prevention and Control Branch works to improve the health of North Carolina residents by promoting smoke-free environments and tobacco-free lifestyles. Our goal is to build capacity of diverse organizations and communities to implement and carry out effective, culturally appropriate strategies to reduce deaths and health problems due to tobacco use and secondhand smoke.



About TRU:

TRU is North Carolina's youth-led grassroots movement that has helped bring our state's teen smoking rates to the lowest on record. TRU stands for Tobacco.Reality.Unfiltered. And our name says a lot about us — we bring home the reality of tobacco use and are on our way to creating the state's first tobacco-free generation. The TRU movement rallies teens to take a stand against tobacco and get the message out there in any way possible, whether it's by working with the media, encouraging local businesses to go tobacco-free or holding a “cigarette butts pick-up” event.

To find out more about TRU, please visit:



TOBACCO REALITY UNFILTERED
REALITYUNFILTERED.COM

TRU IS MAKING A DIFFERENCE. For more information about **TRU** in your community and how you can get involved, contact me to learn more:



State of North Carolina | Department of Health and Human Services
 Division of Public Health | Tobacco Prevention and Control Branch
www.ncdohhs.gov | www.publichealth.nc.gov
 N.C. DHHS is an equal opportunity employer and provider. 10/12

Be in the Know: The Cost of Tobacco

Join the movement

**WE ARE A
 FORCE OF
 TOBACCO-FREE
 GOODNESS**



WHAT WILL YOU DO AS A TRU TEEN?



It's official: teen smoking is now at an all-time low. Across the state, teens are making sweeping changes. And you can help. As a TRU teen you will:

- Encourage others to become tobacco-free,
- Educate your peers,
- Speak to community leaders and decision makers,
- Meet with other teens in your region and across the state, and
- Develop fun, creative activities.

Meet New People

Express Yourself

Build Your Resume

Show You Care



CONTACT INFORMATION:
 INSERT COORDINATOR NAME
 INSERT AGENCY NAME and ADDRESS
 INSERT PHONE NUMBER
 INSERT EMAIL ADDRESS

GET INVOLVED
LIVE TRU

SPREAD THE MESSAGE
STAY TRU

TAKE THE PLEDGE
BE TRU

TRU is making a difference. Contact me to learn more: