Between Feb. 2014 and Nov. 2016 “The Real Cost” campaign...

- **Prevented up to 587,000** youth ages 11-19 from trying cigarettes, half of whom may have become adult smokers.
- **Will save more than $180,000** for each of the up to 293,500 youth prevented from becoming established smokers.
- **Will save more than $53 Billion** in total by reducing smoking-related costs like medical care, lost wages, and increased disability.

“The Real Cost” smoking prevention campaign educates the more than **10 million** at-risk youth in the U.S. about the harmful effects of smoking.

Public health campaigns like “The Real Cost” can play a crucial role in reducing tobacco-related disease and death and protecting youth from a lifetime of addiction.