



THE REAL COST Campaign

A Cost-Effective Approach to Preventing Youth Cigarette Smoking

YOUTH SMOKING PREVENTION

“THE REAL COST” CAMPAIGN PREVENTED NEARLY

350,000 U.S. youth aged **11 to 18** from **trying cigarettes** between 2014 and 2016;

THAT MEANS AT LEAST

175,000 youth who otherwise might have become adult smokers will now be spared the **pain and suffering** caused by addiction to this **deadly** tobacco product.

COST SAVINGS

For each **teen prevented** from becoming an **established smoker** there will be **\$181,000** in **cost savings**. “The Real Cost” campaign will **save** these **kids**, their **families**, and the **country** more than...



\$31 Billion

by **reducing smoking-related costs** like

- early loss of life
- lost wages
- costly medical care
- lower productivity
- increased disability

Sources: (1) MacMonegle AJ, Nonnemaker J, Duke JC, et al. Cost-Effectiveness Analysis of The Real Cost Campaign’s Effect on Smoking Prevention. *Am J Prev Med.* 2018;55(3):319-325. (2) Farrelly MC, Duke JC, Nonnemaker J, et al. Association Between The Real Cost Media Campaign and Smoking Initiation Among Youths — United States, 2014–2016. *MMWR Morb Mortal Wkly Rep.* 2017;66:47–50.

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