



A COST-EFFECTIVE APPROACH TO PREVENTING YOUTH CIGARETTE SMOKING

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.

Sources: [1] Duke JC, MacMonegle AJ, Nonnemaker J, et al. Impact of The Real Cost Media Campaign on Youth Smoking Initiation. Am J Prev Med. 2019. [2] 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.