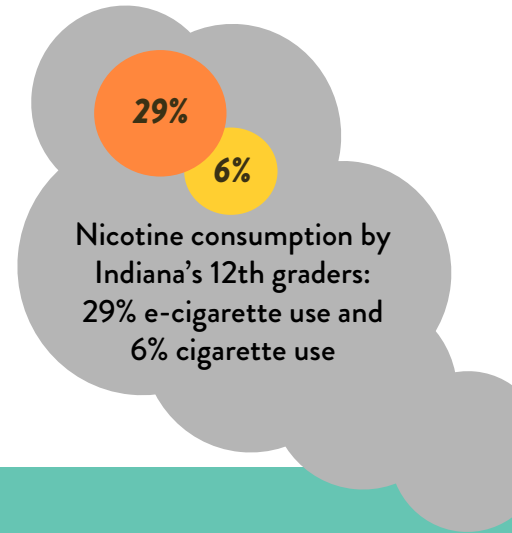
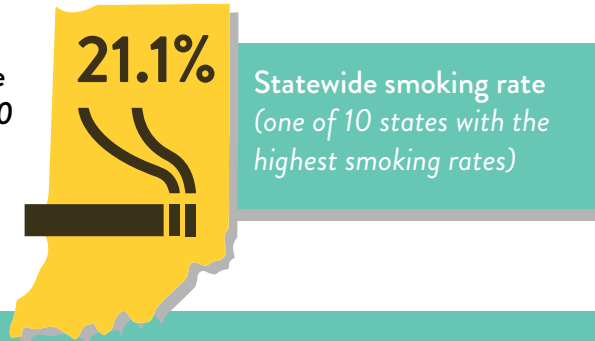


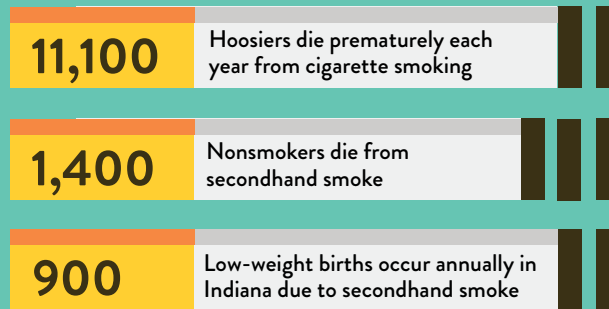
INDIANA CONTINUES TO LAG BEHIND ON CURBING TOBACCO USE

21% Indianapolis smoking rate (tied for last among the 30 largest U.S. cities)



THE HUMAN TOLL OF SMOKING

Tobacco use is the leading cause of preventable disease and death in the U.S.—and it is taking a heavy toll on Indiana



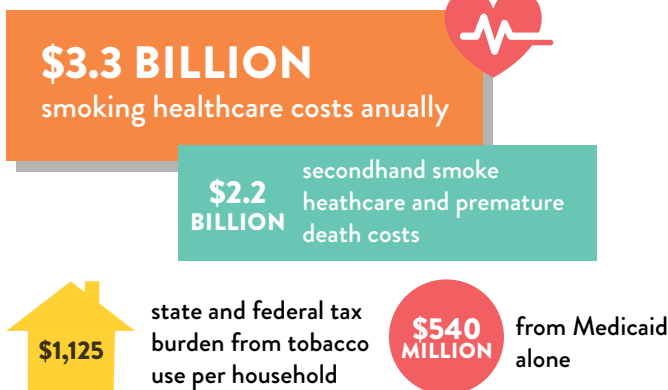
13.5% of pregnant women smoke (11th worst state in this category)

INDIANA TAXPAYERS

TOBACCO USE COSTS

BUSINESSES

Smoking drives up healthcare expenses and increases tax burden



Smoking costs Indiana employers **\$2.8 BILLION ANNUALLY**



Sources

John Tauras, Ph.D., Frank Chaloupka, Ph.D., and Paul Halverson, Dr.PH. Report on the Tobacco Epidemic in Marion County and Indiana and Effective Solutions: 2018 Update. October 2018.

Indiana University Richard M. Fairbanks School of Public Health. Report on the Tobacco Epidemic in Marion County and Indiana. September 2016.