

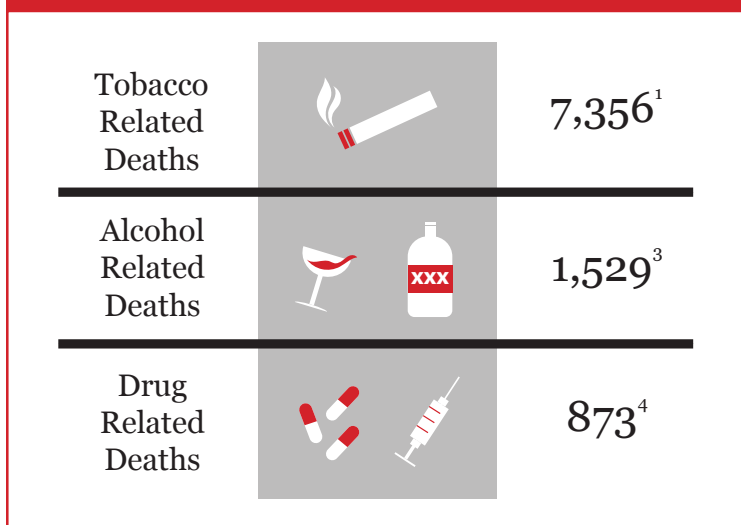
WiNTiP

Wisconsin Nicotine Treatment Integration Project

Tobacco is still the leading preventable cause of death.

In 2014, there were 7,356 tobacco-related deaths in Wisconsin.¹ Residents with mental illness or substance use disorders account for nearly 3,000 of these deaths.²

Wisconsin Annual Substance-Related Deaths



Marginalized individuals use tobacco at higher rates.

40%



of all cigarettes are smoked by individuals with behavioral health concerns⁵

48%



of individuals with a mental illness who live below the poverty line use tobacco⁶

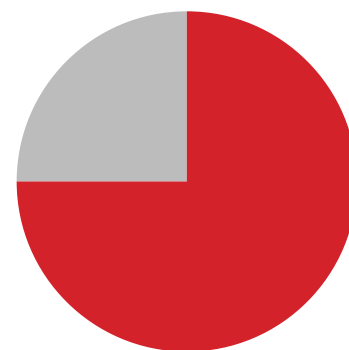
Unfortunately, common misconceptions about the relationship between smoking and behavioral health have led to fewer individuals receiving assistance to quit smoking.

25%

When individuals quit tobacco and other substances at the same time, they are 25% more likely to stay off both.³

More than **75%** of individuals in treatment for substance use disorders smoke.⁷

These individuals are more likely to die from their tobacco use than their drug addiction.



The Wisconsin Nicotine Treatment Integration Project (WiNTiP) and the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) have built comprehensive training and technical assistance services for Wisconsin behavioral health providers.

For more information on tobacco treatment integration in behavioral health, please contact:

www.helpusquit.org

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References

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2. Tobacco Use Among Adults with Mental Illness and Substance Use Disorders; CDC; Tobacco Related Disparities (1)
3. The Burden of Excessive Alcohol Use in Wisconsin; University of Wisconsin Population Health Institute, March 2013
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6. Vital Signs: Current Cigarette Smoking Among Adults Aged ≥ 18 Years with Mental Illness -- United States, 2009-2011; CDC, 2013
7. Smoking Prevalence in Addiction Treatment: A Review; Nicotine & Tobacco Research, 2011